General Attitude Scale for Social Media Influencers

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Abstract: This study aims to develop and validate a scale measuring consumers' attitudes towards social media influencers (SMIs). In this sense, the study population consisted of social media users who followed at least one social media influencer. The survey method was used as the data collection tool in the study. While creating the scale items, relevant literature as well as expressions and some sentences obtained from short interviews with consumers who use social media and follow at least one social media influencer were used. As part of the research, 821 surveys were accepted as valid and evaluated. After pretesting studies on a group of 258 people, the scale was retested with a new sample of 821 people. The skewness and kurtosis values were between +1.96 and -1.96. The sample had a normal distribution. The EFA analysis revealed that the scale item distribution was compatible with the pretest analysis. Although no random distribution was found with parallel analysis, Kaiser–Guttman analysis was also performed to control the distribution of random scales into their subdimensions. The EFA results showed that the developed scale provided appropriate values. KMO=0.896, Bartlett's sphericity test=0.000, Bartlett's<0.05, Cronbach's alpha=0.889, AVE=0.585, and CR=0.934. As a result of CFA, the values for the goodness of fit were found to be appropriate (x2 (df)=3.144; p=0.000, RMSEA=0.051; CFI=0.994; GFI=0.990; SRMR=0.014; AVE=0.580; CR=0.933), and it was observed that there were no items below the factor value of 0.50. As a result of the invariance analysis, it was understood that the developed scale had invariance properties and was suitable for use with a large audience, as the ΔCFI value was less than 0.01 between both samples. The General Attitudes Scale towards social media influencers has a single factor and consists of six items. The factor loading values of the scale items ranged between 0.53 and 0.90. In this research, it was determined that social media influencers had a significant impact on the participants. The general attitudes of the participants as part of the study had a significant effect on their social media influencers.

Keywords: influencer marketing; scale development; social media influencer.

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1. Introduction. The internet is an integral part of the daily life of most people worldwide, especially for communication, information sharing and search, entertainment and, ultimately, shopping. Therefore, online marketing is constantly evolving. In this direction, social networks are also evolving, offering everyone the opportunity to share their experiences and/or ideas. This gives the opportunity to become content creators or influencers, not just a narrow circle of friends. By sharing content, they can influence the opinions of their fans, and this SMI is recognised and incorporated into their marketing practices by brands trying to reach potential customers and increase the number of interested prospects who will buy their products.

The global interest in social media platforms has led to a rapid increase in their number. As smartphones have become a part of life and every action is broadcast globally through social media and spread around the world in seconds, people have become able to influence those around them by offering opinions, views (positive/negative) and suggestions. This has led to the emergence of people called influencers, who shape consumers' purchasing decisions by creating and sharing content on social media and becoming recognizable in this virtual environment, instead of celebrities or public figures who were previously recognised in the media. The global interest in social media platforms has led to a rapid increase in their number. As smartphones have become a part of life and every action is broadcast globally through social media and spread around the world in seconds, people have become able to influence those around them by offering opinions, views (positive/negative) and suggestions. This has led to the emergence of people called influencers, who shape consumers' purchasing decisions by creating and sharing content on social media and becoming recognizable in this virtual environment, instead of celebrities or public figures who were previously recognised in the media. Social media influencers (SMIs) are individuals with online personalities who have a large number of followers on one or more social media platforms (YouTube, Instagram, Facebook, etc.) and who influence their followers. Unlike celebrities or public figures who are recognised through traditional media, SMIs are "ordinary people" who become "online celebrities" who create content on social media. They often share content in specific areas, such as healthy living, travel, fashion, lifestyle, food and beauty. Consumers today prefer to hear the opinions of other consumers and influencers to make informed decisions. Therefore, SMIs are now critical in forming consumer opinions about a brand's products or services (Chopra et al., 2020). Today, consumers prefer to passively search for and collect information through SMIs (Minh et al., 2021). According to Schickel (2000), people are always excited about SMI. SMI is seen as a special part of the virtual community that spreads information through various social media channels by sharing stories, photos, experiences or opinions about many objects, services and products (Minh et al., 2021). In addition, the SMI plays an "initiator" or "influencer" role in the consumer buying process. By creating awareness, they develop the community's interest in the brand and connect it to the product. Therefore, consumers tend to believe that a product endorsed by an SMI is a good product (Malik & Guptha, 2014). Therefore, the purpose of this study is to develop and validate a scale that can measure the attitudes of consumers using social media channels towards SMIs in Türkiye.

Depending on consumers' social media usage, SMIs have paved the way for new marketing efforts for brands and marketers. In the literature, there are studies on social media users' attitudes towards SMI (Singer et al., 2023; Alves de Castro et al., 2021; Kolo & Haumer, 2018; Nandagiri & Philip, 2018; Lou & Yuan, 2019). Although studies investigating how SMIs affect consumer behavior have recently attracted increasing attention, studies on a single generation (Generation Y, Generation Z, etc.) or intergenerational comparisons are generally limited (Oyman & Akıncı, 2019; De Jans et al., 2019; Abidin, 2019; Feng et al., 2020; Pradhan et al., 2022; Chavez et al., 2023). In scientific studies in Türkiye, there is no scale study in which attitudes towards SMIs are examined by including a large consumer group in the research and developed in this direction. To fill this gap in the literature, people who were at least one social media user and followed at least one influencer in Türkiye were included in the study.

The study was conducted on subjects with SMI followers on at least one of the social media platforms in Türkiye. This constitutes the main limitation of the study. In addition, the findings of the study are limited to the variables of attitudes towards SMIs. It is assumed that the scale used measures the impact of SMIs on consumers who are social media users, that the subjects have sufficient knowledge about the subject, that they are qualitatively and quantitatively competent, and that they provide real answers to the questions. In this study, first, the general definitions of SMIs are explained, and their importance is emphasised. In addition, the importance and purpose of this study were explained by mentioning similar studies on the subject. The scales prepared for the research were applied following the steps developed by Carpenter (2018). As a result of the pilot study, validity and reliability studies were conducted for the scales in the SPSS 24 program. In the reliability study, internal consistency was examined through item analysis and Cronbach's alpha coefficient.

Then, the validity of the scale was tested with exploratory factor analysis (EFA), and the explained factor structures were tested for confirmation with the AMOS 25 program. The scale items were obtained from secondary data sources and prepared by utilising expressions and idioms obtained from short interviews with consumers who followed at least one SMI among social media users and from domestic and foreign literature reviews. For a scale to be valid and reliable, it is very important to develop and use the scale. Otherwise, the validity and reliability of the scale may decrease and may lead to results that do not reflect the original results in studies where the scale is used at the national and even international level. Therefore, this study aims to develop a scale for assessing SMI attitudes in Türkiye to clarify this issue and to contribute to future studies on the subject.

2. Literature Review. An influencer is a person who uses a video and photobased social media application, has a large online following, and influences followers (Konstantopoulou et al., 2019). In another definition, SMIs can be defined as third-party advocates who can have an impact on attitudes and marketing (Abdullah et al., 2020). SMI brings together people interested in certain topics in the virtual environment and allows for the formation of a niche audience. They are also active in social media by frequently sharing their experiences with products and services by sharing videos on specific topics. Therefore, to benefit from such a treasure that can reach their target audiences in the fastest way in the marketing of products and services, brands and investors direct their investments to influencers (De Veirman et al., 2017). In addition to attracting large audiences, SMIs are also effective marketers (Ge & Gretzel, 2018). Brands have proven that SMIs are very useful for both them and their brands. For example, collaboration with influencers is leveraged through increased brand attitude (Munnukka et al., 2019), purchase intention, brand perception (Lee & Watkins, 2016), and a positive impact on brand ranking in search engines (Uzunoglu & Misci Kip, 2014). For SMIs, cooperation with brands offers a way to monetise their reputation (Liljander et al., 2015) and possibly further extend their influence. Monetary incentives, however, are only one of the motivations that drive SMIs. SMIs have also been found to be motivated by community building, advocacy and helping followers in their lives (Archer & Harrigan, 2016). Unlike traditional advertising practices, SMIs appear "more real" and are therefore closer to their audience. By sharing intimate and personal events from their daily lives, SMIs try to carefully manage their online personal information (Driel & Dumitrica, 2020).

Influencer marketing is currently the most widely used type of marketing strategy, especially for companies seeking to reach their target audience in a unique way. It is a form of marketing that emphasises specific individuals rather than reaching everyone who might buy. Influencer marketing identifies individuals who have influence over potential buyers, and all marketing activities are centered around SMIs. SMIs are trusted by many of their followers to influence their shopping behavior and general opinions through their recommendations. As social media becomes an increasingly important part of our lives, typical users of these platforms consume large amounts of content from posts that influence them. Therefore, influencer marketing efforts can quickly yield positive results and are now becoming common marketing practices for brands (Tanyeri & Toprak, 2020). Influencer marketing activities mostly occur on social platforms such as Twitter, Instagram, and Facebook (Martínez-Lopeza et al. 2020; Nadanyiova et al., 2020). It can be said that the SMI has an active or potential influence on the purchase decision process. Scientific studies have revealed that they contribute to the process by creating awareness of needs, alternative creative aspects in the information gathering process, and the potential to create emotional or rational ideas in the evaluation of alternatives (Nirschl & Steinberg, 2018; Tanyeri & Toprak, 2020). In addition, although social media users have positive attitudes toward SMIs, SanMiguel et al. (2018), while examining the stages of the consumer buying process, concluded that SMIs play a greater role in the inspiration stage and in the process of searching for information about a product, while the immediate environment has more influence on the product evaluation, purchase and postpurchase stages. In Nandagiri & Philip's (2018) study, it was concluded that the products shared by the SMI on the social media platform are generally received with a positive effect by the follower, and the follower is willing to buy the products displayed by the SMI. Lou & Yuan's (2019) study revealed that the informational value of content generated by influencers, attractiveness, influencer credibility and similarity to followers positively influence followers' trust in influencers' brand posts, which in turn influences subsequent brand awareness and purchase intentions. Lim et al. (2017) found that respondents with a positive attitude toward SMI will generally intend to purchase products endorsed by influencers. According to Godey et al. (2016), influencer marketing affects buyers in many ways, such as thinking, behaviour, brand belief, word-of-mouth, and satisfaction. Based on research showing that the SMI is effective in consumers' purchasing decisions, brands include the SMI in their marketing processes. According to the literature, brands include six important steps in their influencer marketing practices to achieve effective and efficient results. These are

(Deges, 2018; Evans et al., 2017; Khan & Khan, 2020; Nirschl & Steinberg, 2018; Schwemmer & Ziewiecki, 2018):

- Definition of target and target groups.
- The appropriate social media platform should be chosen.
- Social media influencer (SMI) selection.
- Identifying strategies for collaborating with social media influencers.
- Collaborating with a social media influencer.
- Monitoring and measurement.

The stronger consumers' beliefs about their ability to perform a behavior are, the stronger their behavioral intention will be (Johansen & Guldvik, 2017). If consumers perceive that celebrities serving as brand faces rarely interact with everyday users, the personality of celebrity social media accounts will decrease. One of the greatest advantages of social media branding is that it enables influencers to interact directly with their followers on a regular basis. The more interactive a celebrity is, the more likely it is to create higher affinity and trust. Cues for interaction and engagement include the number of followers, follows, shares, likes and comments (Van Der Heide & Lim, 2016).

From this point of view, influencer marketing practices have started to take place on social media platforms with the assumption that consumers are more influenced by the people they know, by trust and by their environment in the purchasing decision process. In this system based on mutual interaction, fast feedback can be received, and thus, support is provided for the business to develop appropriate behavior. Today, in a competitive environment, it is important for businesses to be seen. SMIs with a global audience are used in influencer marketing efforts as an innovative and effective way for companies to gain a great competitive advantage. Therefore, brands today aim to achieve their sales targets by shaping consumers' attitudes toward the brand by involving SMI, a less institutionalised and trusted third party, in their marketing efforts.

3. Methodology and research methods.

3.1. Purpose and Importance of the Study: The purpose of this study is to develop and validate a scale to measure consumers' attitudes towards SMIs. Considering the current situation in the literature, the development of the "attitude towards SMIs" scale by using more systematic and quantitative approaches to reveal the attitudes of participants towards SMIs will reveal the original value of this research. For this purpose, the scale was created by following the scale development processes developed by Carpenter (2018). It is thought that the developed scale of attitudes towards SMIs will shed light on the questions expected to be answered in the literature. This study seeks to answer the following questions:

- What are the scales developed to measure social media users' attitudes towards SMIs?
- How are social media users' attitudes towards SMIs as a result of scale development?

Although studies investigating how social media influencers affect consumer behaviour have recently attracted increasing attention, there are no scale studies in Türkiye in which attitudes towards SMIs are examined by including a wide range of consumers. The developed scale can guide brands and marketers who will implement influencer marketing efforts and contribute to filling the gap in the relevant literature.

3.2. Population and Sample: This study was conducted on social media users who followed at least one SMI in Türkiye. Therefore, purposive sampling is in question. Since the data were collected in a digital environment, no sampling was performed since the population units were accessible. It is known that if the population is more than 100,000, there should be at least 400 people at the 95% reliability level (Israel, 1992). Sekaran (2003) states that the sample size to be taken for a population of 100,000 and above should be 384 people. In this study, 821 social media users were identified.

3.3. Data collection tool: A questionnaire was used to collect the data. As each individual will respond to the same set of questions, questionnaires become an ideal data collection tool for studies that need to be applied to a large number of people (Altunışık et al., 2014). As it is possible to reach more people more easily, an online survey application was preferred. Online surveys, also called internet-based surveys, "web surveys," or "online surveys," in which respondents answer questions online, have become the standard for data collection in all countries with internet access. Internet-based online surveys are quick, easy, and inexpensive. Smartphone versions of online surveys have been developed and have become one of the most widely used data collection tools today (Burns & Veeck, 2020).

4. Results.

4.1. Scale Development and Validation Study: The scale characterises the effort to obtain latent variables that cannot be directly observed with some concrete statements. In other words, the scale consists of integrated

items that facilitate the disclosure of theoretical variables that cannot be directly interpreted (Carpenter, 2018). The scales used to transform abstract concepts used in social sciences into a measurable and comparable structure are developed by following a certain process. Developing healthy scales is a difficult and time-consuming process. The scale is processed through 10 steps determined by Carpenter (2018):

Step 1: Investigating the intended meaning and breadth of the theoretical concept.

First, conceptual definitions and subheadings were formed by reviewing the national and international literature. With the creation of the theoretical structure, the statements required for the item pool were obtained from secondary sources. To avoid misunderstanding and reduce reliability, negative statements were not included. Interviews consisting of open-ended questions were conducted with the target group after creating the item pool, and as a result of the answers received, an item pool was created by adding statements that may be useful for use in the item pool. To this end, distinctive and determinative words related to the content of the subject, which would help to measure the attitudes of the target audience, were selected.

4.2. Submission of the item pool for expert opinion: The more careful one is in developing the items, the less difficulty experts have in determining which item corresponds to which construct (DeVellis, 2017). In this study, the opinions of academicians working in the Department of Marketing and Conducting Scientific Studies on the Subject were consulted for the item pool created by considering this situation. According to the expert opinion form, experts were asked to rate scale items according to the statements "1=not necessary", "2=should be corrected", and "3=necessary".

Table 1. Number of expert opinions on the scale of attitudes towards SMI

No	Statements	Expert opinions		
		1	**2**	**3**
1	I'd like to have a lifestyle like the SMI.	0	3	8
2	SMI's clothing style contributes to me to follow fashion.	0	2	9
3	SMI's sharing content influences my purchasing behavior.	1	3	7
4	SMI's sharing leads to luxury consumption habits.	2	3	6
5	SMI's posts are effective in changing my preferred brand.	2	3	6
6	SMI is a role model for his followers on Instagram.	0	0	11
7	I can access the information I need about the products in SMI posts.	0	5	6
8	The SMIs I follow are among the first to know the latest ideas, trends, and developments.	1	2	8
9	SMI exhibits his/her personal taste with his posts.	4	3	4
10	The product becomes a style when used by SMI.	0	3	8
11	When I analyse SMI's posts, I think he/she is experienced.	0	3	8
12	When I analyse SMI's posts, I think he/she is an expert.	1	3	7
13	When I looked at SMI's Instagram, I saw that he/she was competent.	2	5	4
14	When I analysed SMI's posts, I thought he/she was a qualified person.	0	4	7
15	I think he/she is knowledgeable from SMI's posts.	0	4	7
16	When I comment on an SMI post, I get a reply.	1	5	5
17	I can get a reply to the message I sent to SMI via DM.	1	5	5
18	The SMIs I follow respond to their posts by reading the comments.	1	4	6
19	I think followers are quick to adopt SMI's ideas.	1	3	7
20	I can easily interact with the SMI.	3	1	7
21	SMI allows me to communicate directly.	3	1	7
22	I click "like" on some of SMI's posts.	2	2	7
23	I "share" some of SMI's posts on my social media account.	2	1	8
24	I continue to follow and interact with SMI on social media.	1	3	7
25	I participate in gift draws organised by SMI on social media.	1	3	7
26	After watching SMI's product presentations, I always read the comments.	1	2	8
27	The more followers the SMI has, the more trustworthy I find the influencer.	1	4	6
28	The more followers the SMI has, the more interesting I find the influencer.	0	5	6
29	I find the SMI I follow trustworthy.	0	3	8

Note: 1 – Number of experts who said "Not Necessary"; 2 – Number of experts who said "Should be corrected"; 3 – Number of experts who said "Necessary".
Sources: developed by the authors.

In calculations for determining content validity, the quality and number of experts (between 5 and 40) are important for obtaining objective results (Wilson et al., 2012; Ayre & Scally, 2014). The item pool prepared

for expert opinion was evaluated by 11 academicians. The responses of 11 experts to each statement of the general attitude scale towards SMI in the item pool are summarised in Table 1.

4.3. Calculation of content validity ratios (CVRs): When calculating the content validity ratios (CVRs), the statements in the item pool that were "2=corrected" and all statements marked as "necessary" were taken into consideration.

Each statement was evaluated by 11 experts, and the CVRs were calculated using the formula below.

$$KGO = \text{NE} \div \left(\frac{n}{2}\right) - 1 \quad (1)$$

where NE is the total number of experts who said it is necessary and should be corrected and N is the number of all experts.

Table 2. CVR reference table

Panel Size	Proportion Agreeing Essential	CVRCritical Exact Values	One-Sided pValue	Ncritical (Min. No. of Experts Required to Ag reeItemEssential)	Ncriticalv Calculated From CRITBINOM Function
11	0.818	0.636	0.033	9	8

Sources: developed by the authors based on (Ayre & Scally, 2014).

In calculations for determining content validity, the quality and number of experts (between 5 and 40) are important for obtaining objective results (Wilson et al., 2012; Ayre & Scally, 2014). Table 2 shows that the critical CVR for the 11 experts is 0.636. CVR was calculated for each statement and interpreted as "Failed" for values of 0.636 and above and as "Eliminated" for statements below 0.636; these statements were removed (Table 3).

Table 3. CVR and comments on the SMI attitude scale item pool

No	Ne	CVR	Comment	Item No	Ne	CVR	Comment
1	11	1.00	Remained	16	10	0.81	Remained
2	11	1.00	Remained	17	10	0.81	Remained
3	10	0.81	Remained	18	10	0.81	Remained
4	9	0.636	Remained	19	10	0.81	Remained
5	9	0.636	Remained	20	8	0.454	Eliminated
6	11	1.00	Remained	21	8	0.454	Eliminated
7	11	1.00	Remained	22	9	0.636	Remained
8	10	0.81	Remained	23	9	0.636	Remained
9	7	0.272	Eliminated	24	10	0.81	Remained
10	11	1.00	Remained	25	10	0.81	Remained
11	11	1.00	Remained	26	10	0.81	Remained
12	10	0.81	Remained	27	10	0.81	Remained
13	9	0.636	Remained	28	11	1.00	Remained
14	11	1.00	Remained	29	11	1.00	Remained
15	11	1.00	Remained				

Sources: developed by the authors.

Statements 9, 20, and 21 were removed (Table 3). The averages of all CVRs over the remaining items give the content validity index (CVI). When CVI ≥ CVR, scale content validity is considered to be statistically significant. The mean CSR of the remaining 26 statements is 0.85. Therefore, since 0.85 ≥ 0.636, the content validity of the scale is statistically significant.

4.4. Creating the scale: Following the CVR and CVI calculations regarding the item pool of the SMI, statements 9, 20, and 21 were removed, and the remaining statements formed the final version of the scale.

Steps 2 and 3: Determination of the sample, pretesting the sample, and checking the quality of the data. All evaluations should be carefully reviewed, comments should be noted, and after the necessary arrangements are made, they should be shared with all participants in the pilot study to be reviewed again (Dawson, 2009). The questions should first be applied to a small group. This application is called a pilot test or pretest. The tests to be conducted by experts on at least 100 people are considered appropriate (Rana et al., 2022; Zenker et al., 2021). Within this scope, a sample of 258 people was reached. The number obtained was determined to be sufficient for the analysis in accordance with the literature (Hollebeek et al., 2019; Lu et al., 2019).

Step 4: Developing the scale into a factorial structure. In this step, correlation matrices are first analysed. A correlation test was performed through the SPSS program, and it was determined that there were no unrelated items. Within this scope, EFA was performed, and Bartlett's sphericity test, the Kaiser–Meyer–Olkin (KMO) test, and factor loading values were evaluated. Bartlett's chi-square value of 0.05 or lower, a KMO value of 0.60 or higher, and factor loading values above 0.50 indicate that the applied analysis is significant (Hair et al., 2014).

Table 4 shows that many of the participants were female (61,60%), aged 30 years and younger, had a bachelor's degree, and worked predominantly in the private sector. Normality analysis was performed to examine the distribution of data other than demographic variables. Many data analysis methods assume that data are sampled from a normal distribution or at least a distribution that is sufficiently close to a normal distribution. (Drezner et al., 2010). This assumption is very important because, in most cases, it helps to determine the method to be used to estimate a model's unknown parameters (Justel et al., 1997). Tests based on this theory include the Kolmogorov–Smirnov test, Anderson–Darling test, Cramer–von Mises test, Shapiro–Wilk test, and Shapiro–Francia test. The first three tests are based on the empirical cumulative distribution (Cong et al., 2011).

Table 4. Demographic variables (n=258)

Variable	Group	n	%	Variable	Group	n	%
Sex	Female	159	61.60		Academician	2	0.80
	Male	99	38.40		Not working	31	12.00
Age	30 and below	140	54.30		Retired	9	3.50
	31-40 years	69	26.70		Housewife	1	0.40
	41-50 years	29	11.20		Doctor	3	1.20
	51 and above	20	7.80	**Profession**	Officer	30	11.50
Marital Status	Married	114	44.20		Engineer	3	1.20
	Single	144	55.80		Student	59	22.90
Educational Level	High school and below	43	16.60		Teacher	4	1.60
	Associate Degree	51	19.80		Private Sector	113	43.70
	Undergraduate	128	49.60		Health Worker	3	1.20
	Postgraduate	36	14.00		Less than 3 years	95	36.80
Income Level	5.000 TL and below	116	45.00		3-6 years	57	22.10
	5.001-7.500 TL	62	24.00	**Experience**	7-10 years	39	15.10
	7.501-10.000 TL	39	15.00		11-14 years	26	10.10
	10,001-12,500 TL	12	4.70		15 years and above	41	15.90
	12.501-15.000 TL	11	4.30				
	15.001 TL and above	18	7.00				

Sources: developed by the authors.

According to Table 5, the sample showed a normal distribution since the skewness and kurtosis values were between +1.96 and -1.96 (Hair et al., 2014). The EFA is an important tool used in the development, improvement, and evaluation of scales and measurements (Cudeck & O'Dell, 1994). This analysis is beneficial for reducing data and revealing unknown relationship patterns (Luo et al., 2019).

Table 5. Normality analysis

Scale and Subdimensions	Kolmogorov–Smirnov			Central Tendency Measurements			
	Statistic	df	Sig.	Mean	Median	Skewness	Kurtosis
SMI attitude scale	0.064	258	0.012	3.197	3.250	-0.267	-0.577

Sources: developed by the authors.

According to Table 6, the KMO value was 0.893 (KMO>0.60), Bartlett's sphericity test result was 0.000 (Bartlett's<0.05), Cronbach's alpha reliability coefficient was 0.897, the value was above 0.60, the average variance explained (AVE) value measuring convergent validity was greater than 0.50, and the value measuring convergent reliability (CR) was greater than 0.70 (Hair et al., 2014). The developed scale provided appropriate values. However, although the analytical results provided the desired values, the distribution of the items to the scale subdimensions should be checked with parallel analysis (PA) since the random distribution of the items should be tested (Carpenter, 2018). No random distribution was found for the PAs. However, Kaiser–Guttman analysis was also performed to check the distribution of random scales to subdimensions.

Table 6. Exploratory Factor Analysis and Parallel Analysis

Statement		F	α; AVE; CR	PA Results*		
			α= 0.897	Raw Data	Means	Percent
General Attitudes towards SMI			AVE= 0.611			
% of Variance: 61.150; Eigen-value: 4.013			CR= 0.939	4.013	1.207	1.290
Attitude 10	When I analyse SMI's posts, I think he/she is experienced.	0.838				
Attitude 11	When I analyse SMI's posts, I think he/she is an expert.	0.893				
Attitude 12	When I looked at SMI's Instagram, I saw that he/she was competent.	0.862				
Attitude 13	When I analysed SMI's posts, I thought he/she was a qualified person.	0.857				
Attitude 15	When I comment on an SMI post, I get a reply.	0.528				
Attitude 24	The more followers the SMI has, the more trustworthy I find the influencer.	0.642				
Extraction Method: Maximum Likelihood (ML); Rotation Method: Direct Oblimin KMO: 0.893; Bartlett's sphericity test; (χ2=967,214; df=15; p=,000)						

Note: * – Ncases: 258; Nvar: 6; Ndataset:100; Percent: 95; Brian Oc; α – Cronbach Alpha; F – Factor Load Value.
Sources: developed by the authors.

PA method was proposed by Horn (1965) against the commonly used Kaiser–Guttman decision rule for the number of factors with eigenvalues > 1. The eigenvalue > 1 method postulates that the correlation matrix under analysis is representative of the population correlation matrix (Cho et al., 2009). The results of the PA are presented in the far-right corner of Table 6 above. Moreover, an analysis was performed for the scale distributions in accordance with the Kaiser–Guttman decision rule for the distribution of the scale items, although this analysis has a critical aspect (Table 7).

Table 7. Unidimensionality analysis (Kaiser–Gutman criteria)

Factors	Number of Statements	1.Eigenvalue	2.Eigenvalue	Total Variance
Attitude	6	4.013	0.685	61.252

Sources: developed by the authors.

Implementation of Steps 5-9: During the implementation of steps 5, 6, 7, 8, and 9, the application of EFA analysis and the required values of factor loadings were explained in detail (Carpenter, 2018). In this context, statistical analyses were conducted using the maximum likelihood method. The factor loading value was determined to be 0.50, and direct oblimin was used as the rotation method. Accordingly, confirmatory factor analysis (CFA) was repeated 3 times during the process of creating the scale, and EFA and PA were performed. The statements with the lowest factor loadings, which were below 0.50, were deleted (Table 8).

Table 8. Deleted statements (because the Factor Load Value was below 0.50)

Attitude	Statements	Attitude	Statements
Attitude 1	I'd like to have a lifestyle like the SMI.	Attitude 16	I can get a reply to the message I sent to SMI via DM.
Attitude 2	SMI's clothing style contributes to me to follow fashion.	Attitude 17	The SMIs I follow respond to their posts by reading the comments.
Attitude 3	SMI's sharing content influences my purchasing behaviour.	Attitude 18	I think followers are quick to adopt SMI's ideas.
Attitude 4	SMI's sharing leads to luxury consumption habits.	Attitude 19	I click "like" on some of SMI's posts.
Attitude 5	SMI's posts are effective in changing my preferred brand.	Attitude 20	I "share" some of SMI's posts on my social media account.
Attitude 6	SMI is a role model for his followers on Instagram.	Attitude 21	I continue to follow and interact with SMI on social media.
Attitude 7	I can access the information I need about the products in SMI posts.	Attitude 22	I participate in gift draws organised by SMI on social media.
Attitude 8	The SMIs I follow are among the first to know the latest ideas, trends, and developments.	Attitude 23	After watching SMI's product presentations, I always read the comments.
Attitude 9	The product becomes a style when used by SMI.	Attitude 25	The more followers the SMI has, the more interesting I find the influencer.
Attitude 14	I think he/she is knowledgeable from SMI's posts.	Attitude 26	I find the SMI I follow trustworthy.

Sources: developed by the authors.

Step 10: Application of CFA. CFA is mainly used for psychometric evaluation and construct validation of instruments, but it is also used to identify method effects and assess factor invariance (Hair et al., 2017). CFA differs from EFA because EFA is used to determine the explanatory factor model without the assumption of a prior association between variables. Therefore, it has obvious advantages over EFA (Hair et al., 2017).

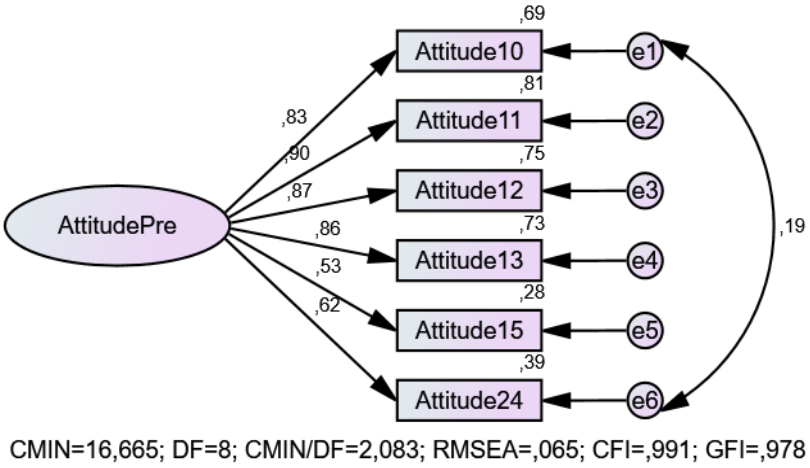

Figure 1. Confirmatory Factor Analysis
Sources: developed by the authors.

To test the appropriateness of the scales used, CFA was applied, and the AMOS 25 program was used for the analysis (Table 9). The results of the analysis indicate that the X2(df) value should be below 5, the p value should be below the significance level of 0.05, the RMSEA value should be below 0.08, and the CFI value should be above 0.90. The GFI should be above 0.85, the SRMR should be below 0.08, the AVE should be above 0.50 and the CR should be above 0.70 (Schermelleh-Engel et al., 2003).

Table 9. The goodness of fit values

X^2(df)	p	RMSEA	CFI	GFI	SRMR	AVE	CR
2.083	0.000	0.065	0.991	0.978	0.023	0.607	0.938

Sources: developed by the authors.

According to Table 10, the measurement model does not yield any results below a factor value of 0.50. The scale was developed as six statements under one dimension. The analyses are limited to the ability of the group to understand and answer the questions, and for this reason, the analyses should be tested on a larger sample, and the resulting scale should be tested (Wulani et al., 2014).

Table 10. Measurement model

Measurement Model			β1	β2	Ss	t	p
ATTITUDE 10	<---	ATTITUDE PRE-TEST	0.829	1.000			
ATTITUDE 11	<---	ATTITUDE PRE-TEST	0.897	1.104	0.062	17.868	<0.001
ATTITUDE 12	<---	ATTITUDE PRE-TEST	0.867	1.070	0.063	16.981	<0.001
ATTITUDE 13	<---	ATTITUDE PRE-TEST	0.856	1.024	0.061	16.649	<0.001
ATTITUDE 15	<---	ATTITUDE PRE-TEST	0.527	0.647	0.074	8.783	<0.001
ATTITUDE 24	<---	ATTITUDE PRE-TEST	0.622	0.789	0.068	11.687	<0.001

Note: β1: Standard coefficients, β2: Nonstandard coefficients
Sources: developed by the authors.

The scale developed in this context is repeated with a new sample of 821 people. Testing is performed using only the relevant items of the 10 steps identified by Carpenter (2018). Table 11 shows that many of the participants (58.50%) were female, more than half were under the age of 30, were predominantly bachelor's degree holders, and worked in the private sector. Normality analysis was performed to examine the distribution of data other than demographic variables.

Table 11. Demographic variables (n=821)

Variable	Group	n	%	Variable	Group	n	%
Sex	Female	480	58.50		Academician	8	1.00
	Male	341	41.50		Not working	66	8.00
Age	30 and below	478	58.20		Retired	33	4.00
	31-40 years	197	24.00		Housewife	4	0.50
	41-50 years	91	11.10		Doctor	15	1.80
	51 years and above	55	6.70	**Profession**	Officer	67	8.20
Marital Status	Married	335	40.80		Engineer	24	2.90
	Single	486	59.20		Student	206	25.10
Educational level	High school and less	159	19.40		Teacher	11	1.30
	Associate Degree	172	21.00		Private Sector	369	44.90
	Undergraduate	372	45.30		Health Worker	18	2.30
	Postgraduate	118	14.30		Less than 3 years	328	40.00
Income Level	5.000 TL and below	356	43.40		3-6 years	199	24.20
	5.001-7.500 TL	173	21.10	**Experience**	7-10 years	110	13.40
	7.501-10.000 TL	132	16.10		11-14 years	68	8.30
	10.001-12.500 TL	67	8.20		15 years and above	116	14.10
	12.501-15.000 TL	36	4.40				
	15.001 TL and above	57	6.80				

Sources: developed by the authors.

Table 12 shows that the sample exhibits a normal distribution. The skewness and kurtosis values were between +1.96 and -1.96 (Hair et al., 2014).

Table 12. Normality analysis

Scale and Subdimensions	Kolmogorov–Smirnov			Central Tendency Measurements			
	Statistic	df	Sig.	Mean	Median	Skewness	Kurtosis
General Attitudes towards SMI	0.066	821	0.000	3.033	3.000	-0.121	-0.860

Sources: developed by the authors.

According to Table 13, the average number of answers given was approximately 3. Therefore, the participants perceived the prepared scale to be useful and noted that general attitudes towards SMIs are important. The scale developed as a result of the item means and normal distribution of the sample was analysed again by EFA. According to the EFA, the scale item distribution was compatible with the other analyses. To test for randomness, PA was applied to the sample.

Table 13. Item averages

Statement		N	Mean	Median	Sd.
General Attitudes towards SMI					
Attitude 10	When I analyse SMI's posts, I think he/she is experienced.	821	3.2071	3.0000	1.29483
Attitude 11	When I analyse SMI's posts, I think he/she is an expert.	821	2.9172	3.0000	1.37058
Attitude 12	When I looked at SMI's Instagram, I saw that he/she was competent.	821	2.9549	3.0000	1.33770
Attitude 13	When I analysed SMI's posts, I thought he/she was a qualified person.	821	2.9756	3.0000	1.31293
Attitude 15	When I comment on an SMI post, I get a reply.	821	2.7515	3.0000	1.34858
Attitude 24	The more followers the SMI has, the more trustworthy I find the influencer.	821	3.3934	4.0000	1.35157
Average			**3.0333**	**3.1667**	**1.3360**

Sources: developed by the authors.

According to Table 14, the KMO value was 0.896 (KMO>0.60), Bartlett's sphericity test result was 0.000 (Bartlett's<0.05), Cronbach's alpha reliability coefficient was 0.889, the value was above 0.60, the AVE value measuring convergent validity was greater than 0.50, and the value measuring CR was greater than 0.70 (Hair et al, 2014). The developed scale provided appropriate values. Nevertheless, the analysis results provided the desired values, but to retest the random distribution of the items to the scale subdimensions, an analysis was also conducted for the scale distributions in accordance with the Kaiser–Guttman rule.

Table 14. Exploratory Factor Analysis and Parallel Analysis

Statement		F	α; AVE; CR	PA Results*		
General Attitudes towards SMI			α= 0.899 AVE= 0.585	Raw Data	Means	Percent
% of Variance: 58.452 ;Eigen-value: 3.890			CR= 0.934	3.890	1.118	1.160
Attitude 10	When I looked at SMI's post, I would think he/she is experienced.	0.794				
Attitude 11	When I looked at SMI's post, I thought he/she was an expert.	0.847				
Attitude 12	When I looked at SMI's Instagram, I saw that he/she was an authority.	0.835				
Attitude 13	I thought SMI was a qualified person from his/her posts.	0.845				
Attitude 15	When I comment on an SMI post, I get a reply.	0.601				
Attitude 24	The more followers the SMI has, the more trustworthy I find the influencer.	0.623				
Extraction Method: Maximum Likelihood (ML) Rotation Method: Direct Oblimin KMO: 0.896; Bartlett's sphericity test; (χ2=2,686,858; df=15; p=,000)						

Note: * Ncases: 821; Nvar: 6; Ndataset:100; Percent: 95; Brian Oc. α – Cronbach Alpha; F – Factor Load Value.
Sources: developed by the authors.

The results of this analysis show that the prepared scale is distributed in the correct subdimensions (Table 15).

Table 15. Unidimensionality analysis (Kaiser–Gutman criteria)

Factors	Number of Statements	1.Eigenvalue	2.Eigenvalue	Total Variance
General Attitudes towards SMI	6	3.890	0.656	58.469

Sources: developed by the authors.

According to Figure 2, the EFA yielded results that met the desired qualifications. In addition, since CFA has obvious advantages over EFA, the CFA test was applied to the scale (Hair et al., 2017).

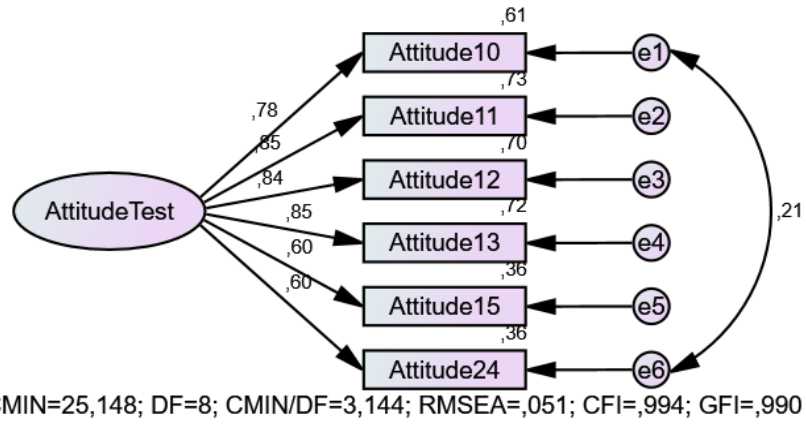

Figure 2. Exploratory Factor Analysis
Sources: developed by the authors.

The results of the analysis indicate that the X2(df) value should be less than 5 and that the p value should be less than the 0.05 significance level. The RMSEA should be below 0.08, the CFI should be above 0.90, the GFI should be above 0.85, the NFI should be above 0.90, the SRMR should be below 0.08, the AVE should be above 0.50, and the CR should be above 0.70 (Schermelleh-Engel et al., 2003) (Table 16).

Table 16. The goodness of fit values

X^2(df)	p	RMSEA	CFI	GFI	SRMR	AVE	CR
3.144	0.000	0.051	0.994	0.990	0.014	0.580	0.933

Sources: developed by the authors.

With the increase in the number of samples, some values decreased, and some values increased, but all the results obtained were within the limit values. It should be noted that items with a value less than 0.50 are not included in the measurement model (Table 17). The scale was retested as six statements under one dimension. Although tests were conducted on two different tests and samples related to the research, it is not possible to say that the scale is valid and consistent. Therefore, it is necessary to test the validity and invariance of the scale.

Table 17. Measurement model

			β1	β2	Ss	t	p
Measurement Model							
Attitude 10	<---	Attitude	0.781	1.000			
Attitude 11	<---	Attitude	0.851	1.155	0.044	26.150	<0.001
Attitude 12	<---	Attitude	0.837	1.107	0.043	25.617	<0.001
Attitude 13	<---	Attitude	0.849	1.102	0.042	26.049	<0.001
Attitude 15	<---	Attitude	0.603	0.804	0.046	17.460	<0.001
Attitude 24	<---	Attitude	0.600	0.802	0.042	19.187	<0.001

Sources: developed by the authors.

The test was conducted with multigroup analysis through the AMOS 25 program. In this process, a comparison and modelling of the two previous analyses is made (Byrne, 2016). Within this scope, an invariance analysis was conducted to cover both samples (Table 18).

Table 18. Invariance analysis

Model	χ^2	**df**	χ^2/**df**	**RMR**	**SRMR**	**CFI**	**RMSEA**	$\Delta\chi^2$	**Δdf**	**ΔCFI**	**p value for** $\Delta\chi^2$
Group1	16.665	8	2.083	0.041	0.023	0.991	0.065	-	-	-	-
Group2	25.148	8	3.144	0.026	0.014	0.994	0.051	-	-	-	-
Model 1: Configural	41.813	16	2.613	0.035	0.023	0.993	0.039	-	-	-	-
Model 2:Weak (Metric)	45.413	21	2.163	0.056	0.028	0.993	0.033	3.6	5	0.000	0.608
Model 3:Scalar	45.626	22	2.074	0.061	0.027	0.994	0.032	0.213	1	0.001	0.644
Model 4:Strong	58.939	28	2.105	0.054	0.036	0.992	0.032	13.313	6	0.002	0.038
Model 5: Partial (ATTITUDE10:a1)	42.252	17	2.485	0.037	0.023	0.993	0.037	16.687	11	0.001	0.117

$\Delta\chi^2$: χ^2 change ($|\chi^2_n - \chi^2_{n-1}|$); Δdf: df change ($|df_n - df_{n-1}|$); $\Delta\chi^2$/df: χ^2/df change ($|\chi^2_n/df_n - |\chi^2_{n-1}/df_{n-1}$); ΔCFI: CFI change ($|CFI_n - CFI_{n-1}|$); ΔCFI<0,01**; p value for $\Delta\chi^2$: χ^2 significance value of change (p<0,05*)

Sources: developed by the authors.

Since the ΔCFI value was below 0.01 (Cheung & Rensvold, 2002) between the two samples because of the analysis, it is possible to say that the developed scale has the property of invariance and is suitable for the use of large masses (Byrne, 2016).

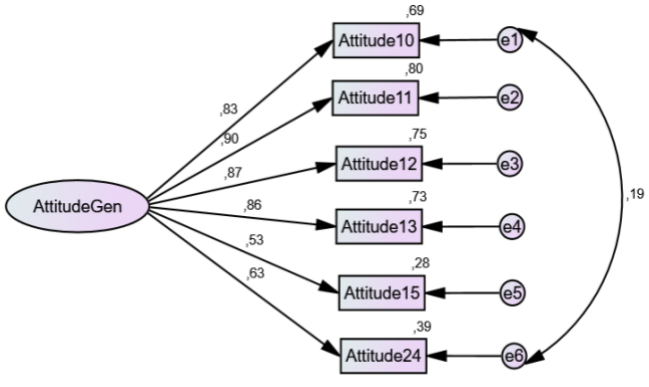

Figure 3. Exploratory Factor Analysis

Sources: developed by the authors.

According to figure 3, the General Attitudes Towards SMIs Scale has one factor and consists of six items. The items in the scale have factor loading values between 0.53 and 0.90.

5. Discussion. This study analyses the attitudes of consumers towards social media influencers and develops and validates a scale that can measure these attitudes. The analyses yielded a single-factor scale consisting of six items, called the General Attitudes towards SMIs Scale. The six items in this scale are related to the fact that SMIs' posts are experienced, expert, competent, qualified, responsive and more reliable as the number of followers increases. The findings of this study indicate that consumers were influenced by variables that were gathered under a single factor, which defined the characteristics of SMIs. The related literature contains a variety of opinions regarding the effect of these items, which constitute the scale and define the characteristics of SMIs, on consumers' purchase intentions. For instance, it is posited that the credibility of an influencer is contingent upon their attractiveness (Djafarova & Trofimenko, 2018; Poyry et al., 2019), expertise and reliability (Breves et al., 2019; Wiedmann & Mettenheim, 2020), which are perceived by consumers as indicators of their characteristic features. For instance, Shen (2021) posits that consumers' perceptions of SMIs as experts may enhance the persuasive impact of the SMI's message and the probability of adopting its recommendations. AlFarraj et al. (2021) highlighted that if consumers perceive an influencer as an expert, they are more likely to trust their advice, opinions, or endorsements, which may consequently increase their purchase intentions. In the fashion industry, Abdullah et al. (2020) found a similar positive relationship, as did Weismueller et al. (2020) in the German cosmetics market. Hmoud et al. (2022) also found a positive relationship. Conversely, the perceptions of SMIs as experts and experienced individuals may not always positively influence consumers' purchase intentions. For instance, Lou & Yuan (2019) indicate that expertise has no direct effect on purchase intentions, whereas Gomes et al. (2022) demonstrate that this is not the case for fashion products. These findings are consistent with those reported in the related literature. For instance, San Miguel et al. (2018) posit that SMI posts are a significant consequence for consumers in the context of product research and purchase and postpurchase experiences. This observation aligns with the experiences of SMIs as experts. Nandagiri & Philip (2018) demonstrated that SMIs' posts influence consumers to purchase the products in question. Similarly, Lou & Yuan (2019) indicate that SMIs' brand posts foster consumer trust, brand awareness, and, consequently, purchase intentions. Conversely, Lim et al. (2017) posit that consumers who perceive SMIs as qualified and reliable are more likely to purchase the products that SMIs share. However, it is evident from the relevant literature that SMIs have a positive effect on the attitudes of social media users (Kay et al. 2020; Reinikainen et al. 2020; Belanche et al. 2021). Consequently, the findings of the study align with those of previous studies in this field. Furthermore, the greater the scale's measurement power is, the more crucial it is for the precision of the research outcomes. The sense of expertise, competence, qualification and trust that SMIs create in their followers can facilitate direct interaction between the two parties and, in turn, an intention to purchase the product. As posited by Johansen & Guldvik (2017), the more consumers believe they are able to perform the desired behaviour, the stronger their behavioural intention will be. The number of followers, the content of the post, and the number of likes are important cues for engagement and purchase intention (Van Der Heide & Lim, 2016). The utilisation of SMIs as innovative and effective marketing tools to persuade a wider range of potential customers is becoming increasingly important. One of the key implications is that the statements gathered under a single factor corroborate the assumption that consumers are influenced by individuals they know, by their trust, and by their environment. The evaluation process can be completed immediately, allowing consumers to shape their purchase intentions with the provision of prompt feedback from knowledgeable, experienced and trusted individuals. In the present era, ambitious brands are striving to influence consumer attitudes towards their brand by utilising the services of SMIs that possess credibility in the consumer mind and that act as third parties. As stated by Lou & Yuan (2019), consumers are more likely to receive trusted influencer messages, interact with their content and follow their recommendations. This may ultimately lead to an increase in purchase intentions. Saima & Khan (2020) demonstrated that trust in influencers has a positive effect on consumers' purchase intentions and influencer credibility. The same authors also indicate that the quality of information provided by influencers has no effect on purchase intentions. This finding is related to the findings regarding the competence and quality of the content shared in this study. It should also be noted that the different findings may be due to the cultural differences of the subjects.

6. Conclusion. In recent years, there has been a marked increase in the implementation of influencer marketing strategies by brands and marketers. This study has demonstrated that SMIs have facilitated the implementation of novel marketing strategies for brands and marketing management, contingent upon consumers' utilisation of social media. In the contemporary era, individuals who occupy the role of influencers

are followed voluntarily, and their discourses, criticisms, and comments are directed towards a multitude of subjects. These subjects encompass a diverse range of topics, including those that are considered to be obligatory necessities, such as the consumption of food and beverages, and those that are considered to be optional, such as fashion, technology, travel, education, music, and film. In recent years, influencers have emerged as a popular choice for businesses seeking to promote their products or services. These individuals are often perceived as experts, competent, experienced, and trustworthy, making them attractive options for brands seeking to engage with consumers. In the context of influencer marketing initiatives targeting (SMIs), the SMI recommends a product or service to its followers by consuming it directly or indirectly. They also create content that creates value for both parties in accordance with the brands offered. SMIs disseminate content on specific topics, such as personal care, fashion, and lifestyle, to their followers and influencers. This content influences the purchasing decisions of these individuals. It is frequently emphasised in the literature that (SMIs) affect buyers in several ways, including through thoughts, behaviours, awareness, word-of-mouth communication and satisfaction. This study revealed that the characteristics of SMIs, such as experience, expertise, competence, qualifications, responsiveness and reliability, are highly important to followers. It is conceivable that influencers may cultivate trust among their followers by demonstrating expertise in their field, thereby increasing the probability that consumers will engage in purchases in accordance with their recommendations. As consumers choose to follow influencers, they are more likely to accept and believe in the opinions of these individuals. For businesses seeking to expand their customer base and cultivate long-term relationships with customers, engaging with influencers who are perceived as experts, knowledgeable, experienced, competent, and reliable will continue to present new opportunities for brands and marketers in the coming years. To achieve this goal, it is necessary to measure and evaluate consumer attitudes regarding the impact of SMIs on purchase intentions in various sectors. This will involve examining how the characteristics of SMIs, as defined in the scale developed in this study, such as being experienced, expert, competent, qualified, responsive and trustworthy, shape consumer behaviour. In conclusion, the developed scale can be used in similar studies, thus providing further insight into the aforementioned topic.

Given the absence of an appropriate scale in the literature for measuring the attitudes of social media users towards SMI, this study was conducted on subjects who were SMI followers on at least one of the social media platforms in Turkey. The study was conducted on a sample of individuals who followed the SMI on at least one of the social media platforms in Turkey. This represents a significant limitation of the study. Furthermore, the findings of the study are limited to variables related to attitudes towards SMIs. The present study did not focus on a specific product group or a specific social media platform. The impact of consumers' attitudes toward the characteristics of influencers in different product categories and social media platforms on their brand attitudes and purchase intentions can be investigated. It is assumed that the scale used in this study measures the impact of SMIs on consumers who are social media users. It is also assumed that the subjects have sufficient knowledge about the subject, that they are qualitatively and quantitatively competent, and that they provide real answers to the questions. Nevertheless, the number of studies on SMIs in Turkey is relatively limited. In particular, there are no studies on the scale development of SMIs. It is crucial that future studies focus on users of specific social media platforms to obtain more precise results for marketers and brands that continue to utilise social media platforms for their marketing efforts. The reliability, persuasiveness, and approval effectiveness of SMIs for consumers can be analysed and evaluated from an ethical standpoint. Given the absence of a comprehensive study on attitudes towards SMIs in Turkey, it is imperative that further research be conducted on a representative sample of the population, comprising individuals who are at least one social media user and who engage with at least one phenomenon in terms of contributing to the literature. The present study aims to investigate the mediating role of brand attitude on the effect of influential qualities such as experience, expertise, qualifications, competence, responsiveness and reliability on purchase intentions.

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Data availability statement: Not applicable.

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Шкала довіри до інфлюенсерів у соціальних мережах

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Це дослідження спрямоване на розроблення та валідизацію шкали для вимірювання ставлення споживачів до інфлюенсерів у соціальних мережах. Вибірка для дослідження була сформована на основі результатів опитування користувачів соціальних мереж, які підписалися принаймні на одного інфлюенсера. При створенні елементів шкали використано теоретичні напрацювання в цій галузі, а також вирази та фрази, отримані під час коротких інтерв'ю зі споживачами, які користуються соціальними мережами і стежать за інфлюенсерами. У рамках дослідження було опитано 821 респондента. Після попереднього тестування з групою у 258 осіб, шкала була повторно перевірена з новою вибіркою у 821 особу. Оскільки значення асиметрії та ексцесу були в межах +1.96 до -1.96, результати мали нормальний розподіл. Результати EFA засвідчили, що нормальність розподілу шкали узгоджується з попередніми результатами. В рамках дослідження було проведено аналіз Кайзера-Гутмана для контролю випадкового розподілу шкали за її підвимірами. Отримані результати підтвердили, що розроблена шкала забезпечує надійні значення (KMO = 0.896, критерій сферичності Бартлетта = 0.000, Бартлетта < 0.05, Альфа Кронбаха = 0.889, AVE = 0.585, CR = 0.934). Було визначено, що жоден з елементів не мав значення факторного навантаження нижче 0.50. Результати аналізу інваріантності емпірично підтвердили, що розроблена шкала має інваріантні властивості та придатна для використання з великою аудиторією, оскільки значення ΔCFI між двома вибірками було менше 0.01. Загальна шкала ставлень до інфлюенсерів має один фактор, який включає шість параметрів з факторними навантаженнями від 0.53 до 0.90. У дослідженні було встановлено, що інфлюенсери мають статистично значущий вплив на прийняття рішень користувачами соціальних мереж, що підкреслює важливість їхньої ролі в сучасному медіапросторі.

Ключові слова: впливова особа соціальних мереж; інфлюенс-маркетинг; масштаб; розвиток.