EXAMINING THE IMPACT OF INFLUENCER CHARACTERISTICS ON ADOPTION OF WELLNESS APPS ON INSTAGRAM ACROSS GENERATIONS

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DECLARATION OF ORIGINALITY

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ABSTRACT

Examining the Impact of Influencer Characteristics on Adoption of Wellness Apps on Instagram Across Generations

This study delves into the complexities surrounding the adoption of wellness apps on Instagram, focusing on influencer characteristics, user perceptions, and generational dynamics. Drawing from the source credibility theory, we conducted regression and moderation analyses to investigate how influencer expertise, trustworthiness, perceived similarity with influencer, and perceived congruence of influencer with the product influence user attitudes towards wellness app adoption, with age acting as a moderating factor. The online questionnaire was administered in Turkey (N=103). Our results indicate that influencer characteristics significantly impact wellness app adoption, with expertise, trustworthiness, similarity, and congruence showing positive effects. Moreover, age moderates these relationships, highlighting varying influences across age groups. Specifically, expertise, similarity and congruence consistently drive adoption, while trustworthiness plays a crucial role, necessitating further exploration of its interaction with age. These findings offer actionable insights for marketers and influencers to tailor their strategies for Instagram, emphasizing the importance of understanding generational nuances in digital marketing efforts. This research contributes to the theoretical discourse on influencer marketing dynamics and sheds light on consumer behavior within the digital landscape, paving the way for future studies to delve deeper into age-related influences on app adoption.

ÖZET

Instagram'da Sağlıklı Yaşam Uygulamalarının Benimsenmesi Üzerinde İçerik Üreticisi Özelliklerinin Etkisinin Kuşaklar Arası İncelemesi

Bu çalışma, Instagram'da sağlıklı yaşam uygulamalarının benimsenmesiyle ilgili karmaşıklıklara odaklanarak, içerik üreticisi özellikleri, kullanıcı algıları ve nesil dinamikleri üzerinde durmaktadır. Kaynak inanılırlığı teorisinden yola çıkarak, içerik üreticisi uzmanlığı, güvenilirliği, içerik üreticisi ile algılanan benzerlik ve içerik üreticisi ile ürünün algılanan uyumunun, sağlıklı yaşam uygulamasının benimsenmesi üzerindeki etkisini araştırmak için regresyon ve moderasyon analizleri yapılmış, ilave olarak yaş modere edici bir faktör olarak incelenmiştir. Çevrimiçi anket (N=103) Türkiye içinde uygulanmıştır. Sonuçlar, içerik üreticisi özelliklerinin sağlıklı yaşam uygulaması benimsemesi üzerinde önemli bir etkiye sahip olduğunu göstermiştir. Uzmanlık, güvenilirlik, benzerlik ve uyumluluğun sağlık uygulamalarının benimsenmesi üzerinde pozitif etkileri olmakla birlikte, yaş bu ilişkileri modere etmektedir. Ayrıca yaş grupları arasındaki değişen etkiler de vurgulanmıştır. Özellikle, uzmanlık, benzerlik ve uyumluluk benimsenmeyi pozitif olarak etkilerken, güvenilirlik kritik bir rol oynamakla birlikte yaş ile güvenilirlik etkileşiminin daha fazla araştırılması gerekmektedir. Bu bulgular, pazarlamacılar ve etkileyiciler (influencer) için uygulanabilir içgörüler sunarak Instagram için stratejilerini şekillendirmelerini sağlamakta, dijital pazarlama çabalarında nesil farklılıklarını anlamanın önemini vurgulamaktadır.

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ABBREVIATIONS

SM	Social Media
SMI	Social Media Influencer
IM	Influencer Marketing
PI	Purchase Intention
SCM	Source Credibility Model
TPB	Theory of Planned Behavior
Gen	Generation
EXP	Expertise
TRS	Trustworthiness
SIM	Similarity
CONG	Congruence
ADOP	Adoption

CHAPTER 1

INTRODUCTION

In recent years, influencer marketing has emerged as a powerful tool for brands to connect with their target audiences in digital contexts (Smith & Yang, 2019). The rise of social media platforms like Instagram has revolutionized how consumers interact with brands, products, and services (Kaplan & Haenlein, 2010). This dynamic environment enables diverse forms of interaction, information dissemination, and digital engagement, shaping opinions and driving conversations worldwide. Concurrently, influencer marketing has emerged as a strategic tool for brands to connect with audiences through influential individuals on social media, as defined by Şekeroğlu and Bilgin (2019). Bolat and Gilani (2018) emphasize the role of influencers in creating valuable and engaging content that resonates with followers, leading to actions such as likes, shares, comments, and subscriptions.
In today's dynamic digital landscape, the power and influence of Social Media Influencers (SMIs) have become paramount in shaping consumer behavior and driving marketing strategies. These individuals, known for their substantial followings across various social media platforms, serve as key players in connecting brands with their target audiences (Veirman, Cauberghe, & Hudders, 2017). As the phenomenon of influencer marketing continues to evolve, understanding the intricate relationship between influencer characteristics such as expertise, trustworthiness, similarity, and congruence becomes essential in deciphering consumer responses and decision-making processes.

The expertise of influencers, defined by their perceived knowledge and skills in specific domains (Chaiken, 1980), plays a significant role in influencing consumer

attitudes and purchase intentions (AlFarraj et al., 2021). Consumers often perceive expert influencers as credible sources of information, leading to heightened trust and confidence in their recommendations (Erdogan, 1999). This trust, intertwined with the influencer's expertise, forms the foundation for building meaningful relationships with their followers, driving engagement and loyalty (Metzger & Flanagin, 2013).

The trustworthiness of influencers, encompassing traits like honesty, integrity, and reliability, further strengthens the bond between influencers and their audiences (Mayer, Davis, & Schoorman, 1995). Trustworthy influencers not only foster trust but also mitigate perceived risks associated with product endorsements, leading to increased purchase intent among consumers (Erdogan, 1999). This nexus between trustworthiness and expertise underscores the pivotal role these attributes play in shaping consumer perceptions and behaviors in the digital realm.

The perceived similarity between influencers and their followers, coupled with the congruence between influencers and the products they endorse, adds another layer of complexity to influencer marketing dynamics (Zhafira et al., 2022). Consumers who perceive similarities with influencers are more inclined to adopt their beliefs and behaviors, leading to greater engagement and acceptance of endorsed products (Kelman, 2006).

Congruence in influencer marketing refers to the alignment or fit between the influencer's image, values, and audience perception, with the attributes and messaging of the endorsed products (Bhattacharya & Sen, 2003). Consumers who perceive congruence between influencers and products are more likely to trust the recommendations and view the endorsements as authentic and genuine (Tripp et al., 1994). This alignment enhances the persuasiveness of influencer marketing

campaigns, leading to higher levels of engagement and positive brand associations among consumers (Agrawal & Kamakura, 1995).

In digital marketing, understanding the dynamics of consumer behavior and decision-making processes has become a paramount focus. This is especially true in the context of influencer marketing, where the credibility and impact of social media influencers (SMIs) play a pivotal role in shaping consumer perceptions and driving marketing strategies. The Source Credibility Model (SCM) has emerged as a foundational framework for comprehending these dynamics, emphasizing key factors such as expertise, trustworthiness, and attractiveness in influencer endorsements (Wellman, 2023). The interplay of these factors, along with newer dimensions like congruence with the product and similarity with followers, forms the crux of effective influencer marketing strategies aimed at promoting wellness apps in digital spaces like Instagram. The SCM's evolution, from initially focusing on expertise and trustworthiness to incorporating attractiveness, mirrors the broader shifts in consumer psychology and digital marketing paradigms. As consumers navigate a sea of information and choices, the credibility and relatability of influencers become critical in influencing their attitudes and behaviors (Ohanian, 1990). This evolution underscores the need for marketers to not only select influencers based on traditional credibility markers but also consider factors like congruence and similarity, which deepen the connection between influencers and their audiences.

The integration of theories such as the Theory of Planned Behavior (TPB) adds another layer of understanding to influencer marketing dynamics. TPB, with its emphasis on attitudes, subjective norms, and perceived behavioral control, provides a robust framework for predicting and explaining consumer intentions and behaviors (Ajzen, 1991). This theoretical lens is particularly relevant in assessing how

influencer characteristics impact consumer attitudes and intentions towards wellness apps on platforms like Instagram, where social influence and peer perceptions play a significant role.

The generational dynamics in digital marketing highlight the need to tailor strategies according to the unique values and preferences of different age cohorts (Clement, 2020). As generations interact with digital platforms differently and exhibit distinct purchasing behaviors, aligning influencer marketing strategies with generational nuances becomes crucial for success (Williams & Page, 2011).
This study delves into the multifaceted impact of influencer expertise, trustworthiness, perceived similarity, and congruence with products on consumer attitudes and behaviors in the context of influencer marketing on Instagram. Additionally, it explores the moderating effect of generational differences on these relationships, providing insights into effective influencer marketing strategies tailored to specific audience segments.

1.1 Gap analyses

Numerous studies have investigated various attributes of influencers and their impact on the purchase intentions of followers across diverse sectors, geographical contexts, and consumer demographics. However, a notable gap exists in the literature concerning the simultaneous examination of multiple influencer attributes within the wellness sector in Turkey. This research uniquely integrates influencer characteristics such as expertise, trustworthiness, similarity, and congruence, considering the followers' generational cohorts. By systematically analyzing the combined effects of these attributes, the study aims to offer a comprehensive understanding of the influencer marketing dynamics specific to the Turkish wellness

sector. Additionally, the research endeavors to contribute to the literature by comparing the attitudes of different generations in the Turkish context addressing a discernible gap in the existing body of knowledge.

1.2 Objective of the study

The study aims to find out;

- The impact of the expertise of influencers on the adoption of wellness applications based on the generation of users.
- The impact of the trustworthiness of influencers on the adoption of wellness applications based on the generation of users.
- The impact of similarity with influencers on the adoption of wellness applications based on the generation of users.
- The impact of congruence of an influencer with the product on the adoption of wellness applications based on the generation of users.

CHAPTER 2

LITERATURE REVİEW

2.1 Social media

Social media was characterized as a collection of web-based tools and platforms rooted in the principles and technologies of Web 2,0, enabling users to generate and modify content (Kaplan & Haenlein, 2010). Social media serves as the overarching term for web-based software and services that enable users to gather, exchange, discuss, communicate, and engage in various forms of social interaction (Ryan & Jones, 2009). Numerous forms and categories of social media are available, for instance Facebook, a social networking site; Instagram, a platform for photo sharing; Twitter, a microblogging platform; and Pinterest, a platform for sharing ideas or photos, Snapchat, an instant photo messaging app; LinkedIn, a professional networking service; Google+, an interest-based social network;, all represent various forms of social media, each with its own structures, communities, and conventions (Voorveld, Noort, Muntinga, & Bronner, 2018). According to a thorough examination conducted by Kepios (Kepios, 2024), the global social media user count stood at 5,07 billion as of early April 2024, which corresponds to approximately 62.6% of the total world population. According to data.ai's app intelligence (data.ai, 2024), YouTube currently boasts the largest number of active users, indicated by an index of 100, making it the top-ranked platform. WhatsApp and Facebook follow closely in second and third place, with only a slight difference in user numbers between them. However, YouTube's audience is approximately 20% larger than that of both Meta platforms combined. Instagram ranks fourth, with its active user base representing 68 percent of YouTube's. Facebook Messenger takes fifth place with an

index of 51,5, being the only other platform where users surpass half of YouTube's base. TikTok secures sixth place, but its active user base is just 42,8% of YouTube's. All other platforms in the ranking have fewer than one-third of YouTube's active app users. Also, research reveals that younger individuals are more inclined to designate Instagram as their preferred social media platform. In contrast, older generations generally express a preference for Facebook and WhatsApp. Nine people out of ten that use the internet also use social media monthly and approximately 6 new users join the social media every second (Statusbrew, 2023). Information from GWI, indicates that the average social media user engages with or visits about 6,7 different social platforms every month and dedicates approximately 2 hours and 20 minutes daily to social media usage (GWI, 2024). Based on the statistics, social media usage is increasing day by day due to technological advances and, together with social media we have been gaining new concepts in many disciplines.

One of the key impacts of social media is its role in shaping public opinion and influencing decision-making processes (Castells, 2009). Users often turn to social media for news updates, product recommendations, and reviews, making it a powerful tool for businesses and marketers (Mangold & Faulds, 2009). Digital technologies offer brand communicators a more direct and effective means of reaching and engaging with customers. In contrast to traditional forms of communication characterized by a 'one-to-many' flow of information, the interactive nature of the internet facilitates a more dynamic dialogue with and among consumers (Bakker, 2018). Companies consistently seek to connect with their customers through various and varied communication channels. Given the overwhelming volume of commercial messages bombarding consumers on social media platforms, individuals often actively seek to avoid what they perceive as unwanted

communication (Ries, Trout, & Kotler, 2001). This phenomenon underscores the challenge faced by brands and marketers in effectively engaging with audiences amidst the noise of digital advertising, highlighting the need for more strategic and targeted communication strategies. As social media platforms continue to shape digital landscapes and consumer behaviors, they have also paved the way for innovative marketing approaches, such as influencer marketing, which leverage the vast reach and engagement potential of these platforms to connect with audiences on a more personal level.

2.2 Influencer marketing

Influencer marketing could be described as the marketing of goods and services by working with an influencer on social media to create content (Şekeroğlu & Bilgin, 2019). In the realm of influencer marketing, an influencer creates content (such as videos, images, and stories) that is valuable, entertaining, and attractive to their followers. In response, the followers express their contentment and gratitude by engaging in actions like liking, sharing, commenting, and subscribing as a way of rewarding the influencer for their content (Bolat & Gilani, 2018). Influencer marketing is a communication tactic that involves utilizing well-known and influential individuals on online social media platforms (Gillin, 2007). As digital influencers gain increasing prominence in brand communication, a novel marketing practice has emerged, known as "influencer marketing" (Veirman, Cauberghe, & Hudders, 2017). According to Brown and Hayes, influencer marketing involves an external individual who has the power to impact consumers' purchasing decisions (Brown & Hayes, Influencer marketing, 2008). The findings of the study named "Influencer Marketing as a Marketing Tool: The process of creating an Influencer

Marketing Campaign on Instagram" suggest that influencer marketing on Instagram follows a coherent process. The inherent trust established between influencers and their audience is fundamentally unattainable for a brand to establish on its own with consumers. This underscores a compelling rationale for companies to incorporate influencer marketing as a valuable promotional tool (Biaudet, 2017). In recent years, the rise of social media influencers (SMIs) has experienced a substantial surge, leading to the widespread incorporation of influencer marketing (IM) in corporate strategies (Vrontis, Makrides, Christofi, & Thrassou, 2021). Traditional 'word-of-mouth' communication can either be a free form of expression or involve payments. In the internet age, contemporary word-of-mouth often includes brand owners collaborating with individuals who have a substantial following on social media platforms, compensating them to speak on behalf of their brands. Advertisers are increasingly recognizing the significance of these digital influencers, particularly from the perspective of influencer marketing (Ki C.-W. , Cuevas, Chong, & Lim, 2020). In line with this, advertisers frequently reach out to these influencers through their social media accounts to endorse their brands, organizations, or concepts as part of a marketing approach known as influencer marketing. Based on Grand View Research, the influencer marketing platform market size was 1,.25 billion USD in 2022 and is expected to reach 143,10 billion USD by 2030. This is proof that there is a strong shift from marketing ways that collaboration with traditional celebrities to online influencers who use content driven marketing strategies (Market Analysis Report, 2021). Influencer marketing distinguishes itself from mass marketing and communication. Its primary objective is to reach followers or potential followers within an influencer's social network, aiming to enhance brand awareness and influence their purchasing decisions (Lou & Yuan, 2019). Rather than merely

addressing the audience, influencer marketing serves as a bridge to establish interactive and communicative channels with customers. It facilitates the creation of authentic partnerships with brands and retailers, fostering more engaging and meaningful connections (Ki C.-W. , Cuevas, Chong, & Lim, 2020). Sofie Biaduet stated that for a brand, building trust with the consumer alone is not as easy as building with an influencer. So, brands prefer to use influencer marketing as a marketing tool (Biaudet, 2017).

That study focuses on influencer marketing due to its significant role in shaping consumer behavior and driving brand engagement on social media platforms like Instagram. As highlighted in the literature, influencers wield substantial influence over their followers' purchasing decisions, making them pivotal players in modern marketing strategies. Additionally, the inherent trust between influencers and their audience presents a unique opportunity for brands to effectively convey their messages in a credible and authentic manner.

2.3 Social media influencers (SMI)

Social Media Influencers (SMIs) refer to regular individuals on the internet who possess a significant following across various social media platforms (Veirman, Cauberghe, & Hudders, 2017). Typically, this influence arises from individuals sharing both textual and visual stories about their personal experiences, lifestyles, and consumer choices through user-generated content or by disseminating electronic word-of-mouth. This resonates with consumers' tendencies to emulate such behaviors (Ki & Kim, 2019). In Turkey, influencers are generally named as opinion leaders or phenomena. (Brown & Hayes, Influencer Marketing, 2008). These people actively and effectively use social media, and they are also seen as bridges that connect

brands with the targeted audience. Flynn stated that people who influence social media could introduce a product to his / her followers easily (Flynn, Goldsmith, & Eastman, 1994).

Based on the number of followers, SMIs can be grouped. According to Haenlein & Libai, mega-influencers, often viewed as authorities in specific domains and have broad recognition, might include renowned bloggers. On the other hand, micro-influencers are everyday individuals who exert influence within more limited communities or audiences (Haenlein & Libai, 2017). In addition to that categorization, macro-influencers are defined as celebrities who possess widespread national or global fame outside the realm of social media. Additionally, they identify nano-influencers, who wield influence within localized contexts or among specialized audiences. Table 1 categorizes influencers based on their follower count (Nano, Micro, Macro, Mega) and provides strategies for finding and connecting with them to achieve specific marketing objectives.

Table 1. Influencer Types Based on Followers (M&C Saatchi Performance, 2023)

	Nano	Micro	Macro	Mega
# of Follower	1K – 10K	10K – 100K	100K – 1M	1M+
Target	Specific niche market segment	Priming and cultivating potential leads	Captivating potential customers	Expanding brand visibility
How to find	Tracking brand mentions	Utilizing tools for social listening	Conducting investigations into hashtags	Finding related celebrity
How to connect	Over DMs	Over DMs	Reviewing contact information provided in their profiles	Using talent management firms

The favorable attributes of the influencer, such as being well-known, likable, and attractive, along with a strong quality argument, and a good alignment between the endorser and the endorsed brand, contribute to the perception of trustworthiness, credibility, and expertise. These, in turn, result in positive attitudes toward both the endorsement message and the brand (Goldsmith, Lafferty, & Newell, 2000). Favorable associations and assessments of an endorser are conveyed to the endorsement message and, as a result, extend to the endorsed brand (Goldsmith, Lafferty, & Newell, 2000). Most celebrities are perceived as conveyors of expert-like

opinions due to the way the media constructs their personalities (Joseph, 2013). In Lou and Kim's (2019) investigation of online posts, factors such as informative value, entertainment value, trustworthiness, expertise, attractiveness, and similarity were identified as crucially linked to brand awareness and purchase intentions (Masuda, Han, & Lee, 2022).

2.3.1 Influencer expertise

Expertise refers to the perceived knowledge or skills an individual possesses in a particular domain (Chaiken, 1980). McCracken describes "credibility" as the perceived ability of the source to make valid statements. (McCracken, 1989). Therefore, the endorser is seen as competent to communicate accurate and precise information or knowledgeable about a particular subject (Hovland, Janis, & Kelley, 1953). Influencers can be accepted as trusted experts in different areas. Therefore, partnerships have been developed between digital influencers to promote the products and create a strong image among the followers of influencers (Veirman, Hudders, & Cauberghe, 2017). The perspective of trendsetters has altered consumers' choices from their initial preferences (Bertrandias & Goldsmith, 2006). This effect has additionally prompted consumers to view opinion leaders as reliable sources of information and guidance (Goldsmith & Clark, 2011). A speaker's level of expertise can be gauged based on the volume and caliber of information they possess, their skill level, educational background, professional accomplishments, and the reliability of their judgments (Giffin, 1967). According to a study conducted in 2021, the analyzed data indicated that attractiveness and expertise have a significant influence on online engagement and purchase intentions (PI). (AlFarraj, et al., 2021). Moreover, as indicated by the findings of the study conducted by Chaovalit, a

significant connection exists between credibility, particularly in terms of expertise, and purchasing behavior (Chaovalit, 2014). Expertise may be seen as the extent to which an endorser of a product possesses sufficient knowledge, experience, or skills to effectively promote that specific product. It is crucial to note that the actual possession of expertise by the endorser may not be of paramount importance; what matters is whether the intended target market perceives the endorser to have the necessary expertise to endorse the product (D., Van Loggerenberg, & Wehmeyer, 2009). In conclusion, expertise plays a pivotal role in influencer marketing, influencing consumers' perceptions, engagement levels, and purchase intentions, ultimately shaping the effectiveness of promotional campaigns.

2.3.2 Influencer trustworthiness

Trustworthiness pertains to an endorser's honesty, integrity, and reliability, playing a vital role in how messages are assessed, and information is received within online communities (Zhang & Watts, 2008). Trustworthiness is associated with how honest the speaker is perceived to be, while goodwill pertains to the speaker's perceived concern for their audience. In general, when the source is seen as trustworthy, attractive, and an expert, it can impact the audience's attitudes and behaviors. Trust refers to the credibility of the source in effectively conveying the key aspects of the impacts resulting from changes in customer attitude. Trustworthiness is defined as the perceived willingness of the influencer source to make truthful statements in the eyes of the consumer or followers, providing accurate and honest information about a product. A positive disposition, acceptance, psychological safety, and a perceived supportive climate are all favorable outcomes of trust (Ohanian, 1991). This implies that when consumers trust the communicator and feel secure in placing trust in them,

they are more likely to appreciate the positive message conveyed about a certain brand. Additionally, trustworthiness signifies the ethical attributes of the information provider, guaranteeing the delivery of accurate information (Sussman & Siegal, 2003). According to O'Mahony and Meenaghan, trust represents the reliability of the source in highlighting the effects of changes in customer attitude (O'Mahony & Meenaghan, 1997). Without trust, other characteristics of the endorser cannot effectively influence customer perspectives (Miller & Basehart, 1969). Consequently, trustworthiness, encompassing honesty, integrity, and reliability, plays a crucial role in how messages are perceived and received in online communities. It influences audience attitudes and behaviors when the source is seen as trustworthy, knowledgeable, and attractive. Trust ensures credibility and the delivery of accurate information, fostering positive perceptions and acceptance of a brand.

2.3.3 Perceived similarity with influencer

The similarity is acknowledged as the likeness or resemblance between a sender and a receiver. Additionally, it was elaborated that in face-to-face interactions, if the receiver perceives a similarity with the sender, they are more prone to be influenced or persuaded by the sender (Martensen, Brockenhuus-Schack, & Zahid, 2018). Graves and Elsess (2005) assert that perceived similarity refers to an individual's perception that they share common characteristics with other target individuals, which may include demographic background, abilities, lifestyle, personality, and other factors (Graves & Elsass, 2005). According to Lee and Watkins (2016), individuals are more inclined to sustain ongoing engagement when they perceive alignments between their own beliefs and those expressed by media figures (Lee & Watkins, 2016). Donn Byrne's widely referenced "Similarity Attraction Paradigm"

offers insights into the perception of similarity. According to this model, individuals are drawn to others who share similarities with them. This resemblance can encompass a wide range of aspects, including attitudes, physical attractiveness, and various other characteristics (Byrne D. E., 1971). In conclusion, similarity plays a significant role in interpersonal influence, where perceived resemblances lead to greater persuasion and engagement. This concept extends beyond demographics to include shared beliefs, traits, and attitudes, shaping how individuals connect and respond to communication messages.

2.3.4 Perceived congruence of influencer

Scholars in sponsorship studies commonly use the terms congruence and congruency interchangeably to describe the alignment between a brand and another entity (Cicco, Iacobucci, & Pagliaro, 2021). To elucidate influencer-product congruence within Instagram Influencer Marketing, we adopt the broader notion of fit, which signifies a correspondence between an object and the mental framework it triggers (Clemente, Dolansky, Mantonakis, & White, 2014). Looking specifically at influencers, this fit can be described as how closely the mental image typically associated with these influencers aligns with the product they are promoting at the moment. Selecting the right endorser that aligns well with the product, and vice versa, is a critical step for ensuring the success and impact of product endorsements. This strategic alignment is often termed the 'product match-up hypothesis' (Kamins & Gupta, 1994), (Till & Busler, 2000) which emphasizes the importance of congruence and consistency between the celebrity endorser and the product or brand. The effectiveness of celebrity endorsement hinges significantly on the alignment between the celebrity and the product, as posited by the match-up hypothesis (Xu & Pratt, 2018).

Additionally, The theory of “Cognitive Dissonance” suggests that when individuals form two conflicting thoughts or take actions that contradict their existing thoughts, they undergo mental discomfort. This unpleasant sensation generates a sense of pressure to resolve the inconsistency, which can be achieved by either altering one of their conflicting thoughts (beliefs or attitudes) or adjusting their behaviors (Festinger, 1957). Similarly in “Balance Theory” suggests that individuals are expected to pursue cognitive consistency in the shape of psychological balance (Heider, 1946). These theories are not limited to interpersonal relationships but also extend to the connections that form between an individual and another entity (Heider, 2013). For scholars and professionals in the influencer marketing domain, it is essential to understand the key factors contributing to the effectiveness of endorsements. This includes identifying the influencer and endorsement characteristics that significantly influence advertising outcomes, leading to more positive product attitudes and increased purchase intentions. Additionally, it is crucial to consider how these factors impact influencer evaluations, potentially resulting in heightened liking from the audience (Janssen, Schouten, & Emmelyn, 2022). To sum up, the alignment between influencers and the products they endorse plays a pivotal role in the success of influencer marketing campaigns. The concept of fit, encompassing congruence and consistency, underscores the importance of selecting endorsers that resonate well with the promoted products. The "product match-up hypothesis" underscores this strategic alignment as a key determinant of endorsement effectiveness. Moreover, theories like Cognitive Dissonance and Balance Theory highlight the psychological mechanisms underlying the need for alignment and consistency in influencer marketing, emphasizing the significance of these factors in shaping consumer attitudes and behaviors.

2.4 Source credibility model (SCM)

Source credibility model (SCM), a commonly employed framework, delves into individuals' traits using three main factors: expertise, trustworthiness, and attractiveness (Wellman, 2023). In the initial stages of communication research, it was widely argued that the perceived trustworthiness of certain sources results from a blend of expertise and trustworthiness (Burgoon, 1976), (Hovland & Weiss, 1951), (McCroskey J. C., 1966). Later those studies of advertisements suggested physical attractiveness is also an important cue in one’s initial judgment of someone else and in 1990, a fresh scale was introduced to assess what was considered the primary aspects of a celebrity's credibility: expertise and trustworthiness and attractiveness (Ohanian R. , 1990). The theory suggests that the effectiveness of information hinges on the credibility of its source, with its influence capable of fostering positive attitudes or behaviors among recipients (Chiang & Jang, 2008). Attractiveness refers to how an endorser is viewed in terms of elegance, allure, and physical appeal. Trustworthiness encompasses the perceived traits of reliability, dependability, and honesty in an endorser and expertise is the measure of a celebrity's experience, knowledge, qualifications, and credibility as a reliable source (Erdogan, 1999). Hence, it is imperative for marketers to select a celebrity endorser who is highly rated in these qualities (Shimp, 200). When the source is an anonymous online user, the concept of attractiveness becomes less relevant, as it typically pertains to the physical appearance, personality traits, or social status of the source, which may not be discernible in such contexts (Chu & Kamal, 2013). Expertise signifies the source's 'ability' to make accurate assertions, while trustworthiness denotes the degree to which a source is 'inclined' or prepared to communicate valid arguments impartially (McCracken, 1989).

For that study, I focused on analyzing the trustworthiness and expertise dimensions of the Source credibility model (SCM). These dimensions were combined with congruence with the product and similarity between the influencer and follower. By examining how these factors interact and influence consumer perceptions and behaviors, it was aimed to gain deeper insights into the effectiveness of influencer marketing strategies. This approach aligns with the evolving understanding of source credibility and its impact on consumer decision-making processes in digital contexts.

2.5 Theory of planned behavior

The theory of planned behavior (TPB) was introduced by (Ajzen, 1991) is a widely used framework in social psychology and behavioral science to understand and predict human behavior. The theory suggests that behavioral intentions across various types can be accurately forecasted by assessing attitudes toward the behavior, subjective norms, and perceived behavioral control. These intentions, along with perceptions of behavioral control, significantly contribute to explaining the variability in actual behavior. Beliefs about behavior are thought to shape whether one has a positive or negative attitude toward that behavior. This attitude is influenced by the perceived likelihood that the behavior will lead to positive or negative outcomes, with the strength of this influence depending on how probable those outcomes are perceived to be (Ajzen, 2020). TPB highlights that customers' attitudes play a crucial role in shaping their intentions, which subsequently influence their actions. It was emphasized that attitude not only impacts intention but also directly influences behavior (Bentler & Speckart, 1979). The notion of attitude is reflected in how individuals evaluate, and approach specific behaviors related to a

particular object, such as buying a product or adopting a technology (Blackwell, Paul, & James, 2006).

The theory of planned behavior (TPB) is commonly employed to forecast intentions (Ajzen, 1991), and serves as a forerunner of behavior (Kiriakidis, 2015). The theory posits that behavioral intentions are influenced by three main factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. According to TPB, individuals' attitudes toward a specific behavior significantly influence their intention to perform that behavior (Ajzen, 1991). Positive attitudes toward the behavior increase the likelihood of adopting it, while negative attitudes may act as barriers. Subjective norms refer to the perceived social pressure or influence to perform or not perform a behavior (Ajzen, 1987). These norms are shaped by individuals' beliefs about others' expectations and their motivation to comply with these expectations. Perceived behavioral control reflects individuals' perceptions of their ability to perform the behavior under consideration (Ajzen, 1991). It encompasses factors such as self-efficacy, perceived difficulty, and the presence of facilitating or inhibiting conditions.

The theory of planned behavior (TPB) stands as a powerful framework in social psychology and behavioral science, offering a nuanced understanding of human behavior prediction. TPB's core elements of attitudes, subjective norms, and perceived behavioral control are fundamental in understanding how influencer characteristics impact consumer attitudes, intentions, and behaviors. Influencer marketing strategies strategically align with TPB principles by leveraging influencers' expertise and trustworthiness to shape positive attitudes and intentions toward wellness apps on platforms like Instagram. Moreover, the emphasis on perceived similarity with influencers and perceived congruence with products

mirrors influencer marketing's focus on creating relatable and authentic connections between influencers, products, and consumers.

2.6 Influencer marketing and generations

Generation was characterized as the categorization of individuals of similar age by associating them with prevalent attributes of their era. In essence, a generation denotes a cohort of individuals born within a specific timeframe, united by shared values, attitudes, and lifestyles molded by the prevailing cultural milieu of their era. This collective identity encompasses unique symbols and distinguishing traits that foster a sense of belonging within the group while setting them apart from others. Typically, generations are delineated based on age demographics (Rogler, 2002). According to Beresford Research (Beresford Research, 2024), generations are grouped based on name, birth year, and age in 2024 in Table 2.

Table 2. Generations by Name, Birth Year, and Age

Generations	Born	Current Ages
Gen Z	1997 - 2012	12-27
Millennials	1981 - 1996	28-43
Gen X	1965 - 1980	44 - 59
Boomers II	1955 - 1964	60 - 69
Boomers I	1946 - 1954	70 - 78

Due to the demographic diversity of internet users across different age groups, various digital marketing strategies exhibit distinct impacts and levels of effectiveness on each of these cohorts (Clement, 2020). Studies elaborate on the

distinct expectations and values of each generation, shaping their digital purchasing behaviors. It is argued that many companies concentrate on multi-generational marketing, which has become excessively broad, leading to heightened communication gaps between the six generation groups, such as Gen Z and Baby Boomers (Williams & Page, 2011).

Generational theory suggests that individuals who are close in age tend to undergo similar influential and cultural events, leading to significant similarities in their socio-demographic characteristics (Inglehart, 1977). The theory is used to categorize individuals according to their birth year because specific groups have developed distinct shared traits due to similar socio-cultural experiences (Okros, 2019). The study unveils substantial generational disparities in perception regarding digital marketing tools, notably highlighting younger generations' (e.g., Gen Z) inclination towards high-quality and interactive content over traditional digital marketing channels such as display ads, emphasizing the growing importance of engaging strategies like social media marketing (SMM) (Antonović, 2021). Another study indicates that digital marketers are missing out on a wealthy segment of consumers among the over-50s, who have high disposable incomes but face age-related declines in vision, motor skills, and cognitive abilities, highlighting the need for tailored digital channels (Stroud, 2005). According to another study that examines how different generations (GenX, GenY, and GenZ) interact with online platforms and digital marketing, as digitalization grows, businesses prioritize online platforms and digital marketing strategies (Gurunathan & Lakshmi, 2023).

In conclusion, generational differences significantly impact digital marketing strategies and consumer behaviors. Understanding the unique values and preferences of each generation is crucial for effective marketing. As businesses adapt to online

platforms and engaging approaches like social media marketing, bridging communication gaps and targeting diverse generational cohorts will be essential for success in the digital marketplace.

2.7 Wellness concept

Wellness is described as the proactive engagement in activities, decisions, and ways of living that foster a comprehensive sense of health. It emphasizes the ongoing journey toward optimal health and vitality. Unlike health or well-being, which are seen as results or fixed conditions, wellness is about the continuous pursuit and dynamic process of achieving and maintaining a state of well-rounded health (GWI, 2023). Wellness involves developing and adjusting behavioral patterns that result in better health across wellness dimensions and increased satisfaction with life (Johnson, 1986). A wellness-oriented way of life incorporates a mix of healthy habits like sufficient sleep, physical activity, engaging in meaningful pursuits, good nutrition, social interaction, and nurturing relationships (Swarbrick, 1997). Health and wellness encompass a wide array of products and services that enhance one's overall well-being, spanning areas such as nutrition, mental and emotional well-being, physical fitness, work-life harmony, and spiritual growth (Grin, 2023). Wellness is divided into six categories as.

- Intellectual - Evaluates how deeply someone involves their mind in inventive and thought-provoking tasks,
- Emotional - Evaluates the extent to which an individual recognizes and embraces their emotions, encompassing their level of self-confidence, positivity, and zest for life,

- Physical - Evaluates the extent to which an individual sustains cardiovascular adaptability and vigor. Assesses the practices that aid in avoiding or identifying health issues at their onset,
- Social - Assesses the extent to which an individual enhances the collective well-being and prosperity of their community,
- Occupational - Evaluates the fulfillment derived from one's profession and the extent to which one feels personally enriched by it,
- Spiritual - Evaluates an individual's continuous pursuit of understanding the significance and purpose of human life (Hettler, Weston, Carini, & Amundson, 1980).

Over the years, two more dimensions, that are “Environmental” and “Financial” have been added to the above dimensions (SAMHSA, 2016).

- Environmental - Covers the journey of understanding and enhancing the Earth's well-being. It encompasses adopting sustainable habits, conserving nature's resources, and reducing harmful pollutants and waste, (University of Western Ontario)
- Financial - Gauges the effectiveness with which an individual navigates and organizes their financial affairs (Forbes, 2023)

It is indicated that similar to how a well-rounded diet is crucial for good nutrition, holistic wellness involves caring for the body, mind, and spirit. This comprehensive wellness strategy underscores the significance of positivity and lasting inspiration in fostering healthy behaviors that enhance one's overall well-being (Colorado State University Pueblo).

According to the study conducted by McKinsey, there is growing interest all around the world for wellness based on the survey results that revealed %42 of

respondents put wellness as the top priority. Additionally, the same report suggests that influencers play a crucial role in the wellness industry. In the U.S., Europe, and Japan, around ten to fifteen percent of shoppers indicate that they follow social media influencers and have made purchases based on their recommendations. A notably larger portion express intentions to potentially buy based on influencer suggestions in the future. Conversely, in China and Brazil, the influence of influencers on buying choices is significantly higher, ranging between 45 to 55 percent. This trend holds for both major influencers (with 100,000 or more followers) and minor ones (less than 100,000 followers) (McKinsey & Company, 2021). The global trend towards health and well-being is undeniable, making the wellness sector a rapidly expanding market. The profound shifts in personal well-being and lifestyle linked to wellness strike a chord, allowing influencers to craft engaging stories.

Mobile health (mHealth) apps enhance healthcare services by leveraging mobile devices like smartphones, wearables, and various other wireless tools (World Health Organization, 2011). Mobile apps are software applications designed to operate on smartphones or tablets (Ameringen, Turna, Khalesi, & Pullia, 2017). These applications have the potential to encourage health promotion and prevent primary diseases (Kampmeijer, Pavlova, Tambor, Golinowska, & Groot, 2016). Apps have the potential to facilitate and enhance healthcare delivery (Naslund, Shidhaye, & Patel, 2019) and also, they not only contribute to enhancing or monitoring health but also have significant implications in health economics by reducing costs and enhancing utility for healthcare systems (Martín, Martínez-Pérez, López-Coronado, & de la Torre-Díez, 2014). The wellness app sector was valued at

$2,7 billion in 2022 and this is forecast to rise by a compound annual growth rate of 17,7% until 2030 (BusinessofApps, 2023).

The comprehensive nature of wellness, spanning multiple dimensions of health and well-being, underscores its significance in contemporary society. The increasing global emphasis on wellness, as demonstrated by surveys and market trends, has led to a heightened interest in wellness-related industries. This study's focus on wellness apps is particularly relevant due to their pivotal role in promoting health behaviors and preventing diseases.

CHAPTER 3

HYPOTHESES DEVELOPMENT

3.1 Influencer expertise impact

Influencers perceived as experts in their domain are often viewed as more credible sources of information. This credibility can foster trust among followers, leading to heightened purchase intentions (Erdogan, 1999). One of the primary mechanisms through which expertise influences purchase intention is the perceived quality of information. Expert influencers are presumed to provide more accurate, reliable, and in-depth insights about products or services, thereby enhancing consumers' confidence in their purchasing decisions (Petty & Cacioppo, 1986). The relationship between influencer expertise and purchase intention can be moderated by various contextual factors. For instance, for complex products or services, consumers might rely more heavily on expert influencers for guidance (Nisbett & Ross, 1980). In the context of influencers, expertise can manifest in various forms, including product knowledge, industry insights, or specialized skills. Purchase intention, on the other hand, represents a consumer's willingness or likelihood to buy a product or service. Ozanne, Liu, and Mattila stated that the presence of physical attractiveness cues in online reviewers' profile photos was found to impact their perceived expertise, resulting in positive brand evaluations (Ozanne, Liu, & Mattila, 2019). Previous studies have emphasized that the recipient's purchasing decisions and perceived trustworthiness can be influenced by the source's expertise in the product (Smith, Meurs, & Neijens, 2006). The interplay between an influencer's perceived expertise and its subsequent impact on purchase intention forms the crux of this review.

Research underscores a strong correlation between expertise and trustworthiness (CI Hovland, Janis, & Kelley, 1953).

The study focuses on influencer expertise due to its profound impact on consumer behavior and purchase decisions. The perceived quality of information provided by expert influencers influences consumers' confidence in making purchasing decisions, especially for complex products or services. Moreover, the interplay between expertise and trustworthiness forms a critical aspect of influencer marketing effectiveness, highlighting the importance of selecting influencers with relevant knowledge and skills in their domain. and purchasing decisions and the subsequent proposition was formulated:

H1A: For the social media platform Instagram, the perceived expertise of the influencer positively affects the adoption of the wellness app.

3.2 Influencer trustworthiness impact

From a consumer's perspective, a trustworthy endorser is closely linked with the endorsed brand (Biswas, Biswas, & Das, 2006). According to Pornpitakpan, a trustworthy communicator holds more influence than an untrustworthy one, irrespective of their expertise on a particular subject (Pornpitakpan, 2004). Trustworthiness pertains to the perceived reliability and credibility of an individual (Mayer, Davis, & Schoorman, 1995). Trust has been identified as a foundational element in interpersonal relationships and transactions (Rotter, 1980). In the context of influencers, a high level of trustworthiness is fundamental. When consumers perceive influencers as trustworthy, they are more likely to rely on their recommendations and, consequently, exhibit higher purchase intentions (Erdogan, 1999). Trustworthy influencers can mitigate these risks by providing credible

information, honest reviews, and transparent disclosures. As a result, consumers feel more confident in their purchase decisions, leading to heightened purchase intentions (Metzger & Flanagin, 2013). Trustworthiness fosters a deeper connection between influencers and their audience, resembling parasocial relationships (Horton & Wohl, 1956). In these relationships, trust serves as a bridge, facilitating more influential and persuasive communication from the influencer, and ultimately driving purchase intentions (Bansal & Voyer, 2000). Freberg, Graham, McGaughey, and Freberg investigated the impact of influencer credibility on consumer trust and purchase intentions. They found a strong positive relationship between influencer trustworthiness and consumer attitudes, emphasizing the critical role of credibility in influencer marketing (Freberg, Graham, McGaughey, & Freberg, 2011). Temperley and Tangen suggests that the influencers selected should be individuals whom buyers can relate to and are seen as authentic, unbiased, and credible (Temperley & Tangen, 2006). In conclusion trustworthiness is pivotal in influencer marketing, driving higher reliance on endorsements and increased purchase intent. It forms a crucial bridge between influencers and audiences, fostering deeper connections akin to parasocial relationships. Authentic, unbiased, and credible influencers resonate better with buyers, influencing consumer attitudes positively. Therefore, selecting trustworthy influencers is vital for successful campaigns, enhancing brand-consumer relationships and driving purchase decisions. Therefore, the following proposition was investigated:

H2A: For the social media platform Instagram, the perceived trustworthiness of influencer positively affects the adoption of wellness app.

3.3 Perceived similarity with influencer impact

When a Social Media Influencer (SMI) discusses a specific product, consumers or audience members who perceive similarities with the influencer are likely to develop greater curiosity about the product and may also exhibit a predisposition toward it (Zhafira, Purba, Asteriani, & Soesilo, 2022). Consumers who believe they share common interests, values, or characteristics with an influencer are more inclined to adopt the influencer's beliefs, attitudes, and behaviors (Kelman, 2006). The connection between the consumer and the influencer exhibits a high level of fit due to the inherent nature of their relationship (Belanche, Ariño, Flavián, Flavian, & Sánchez, 2019). A customer forms a positive connection with followed influencers either because these influencers represent an idealized version of themselves or due to shared interests (Boerman, 2020). Attitude homophily is associated with similarity and is grounded in the principle that contact between individuals with similar attitudes occurs more frequently than contact between those with dissimilar attitudes (McPherson, Cook, & Smith-Lovin, 2001). While one study indicates that celebrities familiar with their audience are more effective in marketing (McCormick, 2016), social media influencers perceived by their followers as similar may also be more effective due to attitude homophily (Sokolova & Kefi, 2020). Previous research has demonstrated that the similarity between influencers and followers enhances influencers' social appeal (Byrne D. , 1961). Based on the literature influencer similarity has a profound influence on consumer behavior and attitudes. The similarity between influencers and their audience members fosters a sense of connection and relatability, making followers more receptive to influencer content and recommendations. Hence, the ensuing proposition was formulated:

H3A: For the social media platform Instagram, the perceived similarity with influencer positively affects the adoption of wellness app.

3.4 Perceived congruence of influencer impact

The strong congruence between the influencer and the product should result in the consumer positively evaluating the product as well (Breves, Liebers, Abt, & Kunze, 2019). The consumer is motivated to purchase an endorsed product when they perceive a strong alignment between the celebrity endorser and the promoted product (Kanungo & Pang, 1973). Effective alignment between the consumer and the product leads to more positive attitudes towards the product, and increased likelihood of purchase and recommendation, thereby maximizing the effectiveness of influencer marketing initiatives (Belanche, Ariño, Flavián, Flavian, & Sánchez, 2019). Numerous studies indicate that a strong alignment between a celebrity and a product tends to result in a more favorable perception of the advertisement, the celebrity, and the product, compared to situations where the alignment is weak (Kamins & Gupta, 1994), (McCormick K. , 2016), (Choi & Rifon, 2012). Higher congruence between spokesperson and sponsored product increases perception of believability and attractiveness of the spokesperson (Kamins & Gupta, 1994). Consequently, the alignment between influencers and products plays a pivotal role in influencing consumer perceptions and behaviors in influencer marketing. Strong congruence fosters positive evaluations of the endorsed product, motivating consumers towards purchase and recommendation. This alignment not only enhances believability and attractiveness but also maximizes the overall effectiveness of influencer marketing campaigns. So, the subsequent proposition was inferred:

H4A: For the social media platform Instagram, the perceived congruence of influencer positively affects the adoption of wellness app.

3.5 Moderation impact of generation

In a study, based on the source credibility model the moderating impact of generation on the expertise and trustworthiness of influencers was examined and the findings reveal notable disparities solely in trustworthiness, a facet of source credibility, across generations. The preceding generation regards trustworthiness significantly more highly than Millennials. Moreover, this investigation identifies the moderating influence of generation on the correlation between the credibility of social media content and brand image (Shin & Choi, 2021). In the context of Generation X and Millennials, research indicates that Generation X individuals are generally more skeptical and practical, often feeling insecure and seeking additional information to validate their decisions. On the other hand, Millennials, being digital natives, are more tech-savvy, confident in using technology, and integrate social networks seamlessly into their everyday routines (Okros, 2019). Generation X members tend to view influencer messages as more trustworthy, possibly due to their inherent skepticism and tendency to seek alternative information. They perceive influencers as reliable sources within their respective domains, reflecting their inclination to validate their decisions through credible sources (Cabeza-Ramírez, Fuentes-García, Cano-Vicente, & González-Mohino, 2022). Based on generational theory, these distinctions suggest that Generation X and Millennials will likely respond differently to influencer recommendations. Generation Z is highly engaged with social media platforms like Instagram, YouTube, and Snapchat, using them extensively for connecting with friends, sharing photos, and interacting with engaging content. They

perceive social media advertising differently, with some finding it helpful in discovering new things while others ignore it or find it distracting from their main activities on social media. On the other hand, Generation X and Y have a preference for platforms like Facebook, Instagram, and Pinterest, using social media mainly for staying connected with family and friends and gathering news. Their experiences with social media ads are influenced by their exposure to traditional advertising methods, particularly involving celebrities, leading to a more cautious approach and skepticism towards social media ads compared to Generation Z (Childers & Boatwright, 2021). This implies that generational cohort could have a moderating effect on how influencer endorsements are perceived (Gazzola, Enrica Pavione, Pezzetti, & Grechi, 2020). Accordingly, the following propositions were formulated:

H1B: For the social media platform Instagram, generation moderates the relationship between the perceived expertise of influencers and the adoption of the wellness app.

H2B: For the social media platform Instagram, generation moderates the relationship between the perceived trustworthiness of influencer and the adoption of the wellness app.

H3B: For the social media platform Instagram, generation moderates the relationship between the perceived similarity with influencer and the adoption of the wellness app.

H4B: For the social media platform Instagram, generation moderates the relationship between the perceived congruence of influencer and the adoption of the wellness app.

In that study, hypotheses in Table 3 were tested.

Table 3. List of Hypotheses

Number and Code		Hypotheses
H1	H1A	For the social media platform Instagram, the perceived expertise of the influencer positively affects the adoption of the wellness app.
	H1B	For the social media platform Instagram, generation moderates the relationship between the perceived expertise of influencers and the adoption of the wellness app.
H2	H2A	For the social media platform Instagram, the perceived trustworthiness of influencer positively affects the adoption of wellness app.
	H2B	For the social media platform Instagram, generation moderates the relationship between the perceived trustworthiness of influencer and the adoption of the wellness app.
H3	H3A	For the social media platform Instagram, the perceived similarity with influencer positively affects the adoption of wellness app.
	H3B	For the social media platform Instagram, generation moderates the relationship between the perceived similarity with influencer and the adoption of the wellness app.
H4	H4A	For the social media platform Instagram, the perceived congruence of influencer positively affects the adoption of wellness app.
	H4B	For the social media platform Instagram, generation moderates the relationship between the perceived congruence of influencer and the adoption of the wellness app.

3.6 Conceptual framework for proposed study

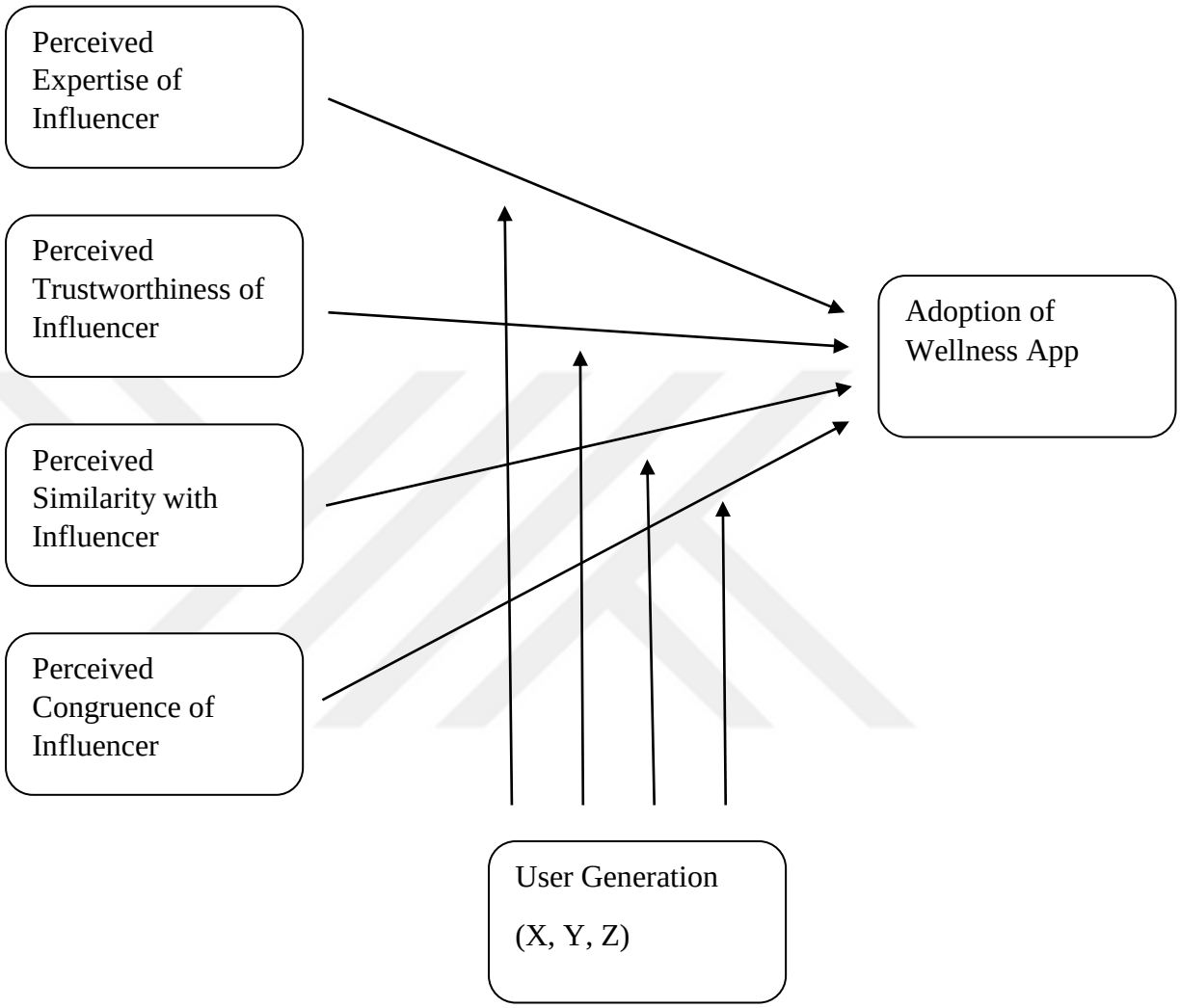

Figure 1. Conceptual framework

CHAPTER 4

METHODOLOGY

4.1 Sampling, data collection and research design

The study employs descriptive research methodology. The data source used in this study is the primary data source and, the data was collected through a structured online English survey on Google Forms through e-mail and messages to recruit participants targeting individuals at least 18 years old, who actively engage with influencers and wellness applications on Instagram platform. The survey was distributed to the participants from two of the top state University students and one of the top manufacturing companies in the automotive industry due to their English background and age interval. To make sure the survey questions are understood well, the English proficiency level of the participants was asked at the beginning of the survey. Only the respondents with intermediate or advanced levels of English can proceed to the survey. As a second screening question, participants were asked if they actively engage with influencers and wellness applications on Instagram. Hence, for the ones who don't actively engage with influencers and wellness applications, the survey was ended. Survey questions were adopted from the well-established reliable and valid scales in the literature. References of the scales used for the survey can be found in Appendix B. In the survey, participants' social media usage habits and wellness application adoption preferences as well as some demographic questions were asked. Variables to be investigated in the study are the expertise of the influencer, trustworthiness of the influencer, perceived similarity with an influencer, perceived congruence of an influencer with the product, generation of participants, the adoption of wellness application that the influencer promotes. In the

survey, the age ranges were asked to determine the generation to which the participants belong. Accordingly, those aged 18-27 are categorized as Gen Z, those aged 28-43 as Gen Y (Millennials), those aged 44-59 as Gen X, and those over 59 years old are defined as Boomers. The relationships between influencers' characteristics (perceived expertise, perceived trustworthiness, perceived similarity, perceived congruence) and the adoption of wellness applications were examined. The survey was pilot tested with a small group to ensure clarity, relevance, and reliability. Participants were invited to complete the online survey, providing informed consent and ensuring confidentiality and anonymity of their responses. The data collection period was from March 28 to April 15, 2024, and the sample size was two hundred nine. This study utilized a Likert scale with weights ranging from one to seven, where oen signifies "strongly disagree" and seven signifies "strongly agree." Subsequently, the data processing was conducted using IBM SPPS 29 software for regression analysis and Hayes Process 4.2 extension for moderation analysis. The study aimed to evaluate the scale's reliability and validity and to investigate the influence of influencer characteristics on the adoption of wellness applications on the Instagram platform.

4.2 Measures

- Perceived Expertise of Influencer; Celebrity endorsers' credibility scale, which was developed by Ohanian (Ohanian, 1991), was used. The scale consists of several pairs of contrasting adjectives that assess a facet of credibility associated with a source's perceived expertise and competence. Likert-type items were evaluated on seven-point numerical scales with endpoints ranging from strongly disagree to

strongly agree. Expertise was measured with 5 items (“expert”, “experienced”,” knowledgeable”, “qualified” and “skilled”).

- Perceived Trustworthiness of Influencer; Celebrity endorsers’ credibility scale, which consists of several semantic opposites that assess a facet of source reliability, mainly focused on honesty and sincerity. Different applications of scale have been made in different studies, and for that study trustworthiness of noncelebrity product endorsers (Moore, Mowen, & Reardon, 1994) and, the credibility of celebrity endorsers (Ohanian, 1991) (Tripp, Jensen, & Carlson, 1994) were used with 7 point Likert scale ranging from strongly disagree to strongly agree. Trustworthiness was measured with 5 items (“sincere”, “honest”, “dependable”, trustworthy”, and “reliable”).
- Perceived Similarity with Influencer: The “Similarity to Another Person” scale was used to measure the degree of similarity a person perceives between themselves and another individual and is assessed using seven-point semantic differentials. In a study, Packard, Gershoff, and Wooten (Packard, Gershoff, & Wooten, 2016) employed this scale, gathering data from one hundred twenty-seven undergraduate students at the University of Michigan. The scale served as a manipulation check, assessing the extent to which respondents perceived a specific individual to be similar to themselves. The similarity was measured by using three items (“similar to me”, “like me” and “common in me”). The scale was adapted from the Marketing Scales Handbook in Volume 10.
- Perceived Congruence of Influencer: “Endorser / Brand Fit”- seven-point Likert-type statements were utilized to gauge the extent to which an individual perceives a connection between an endorser and a product, indicating whether the alignment of the two is perceived as suitable. This assessment, termed "relatedness,"

was identified by Sengupta, Goodstein, and Boninger (Sengupta, Boninger, & Goodstein, 1997). The scale was adapted from the Marketing Scales Handbook in Volume 6.

- Adoption of Wellness Application: The *"*Willingness to Purchase" scale was used, and in this scale, the probability of a consumer actively seeking and purchasing a specific product or brand is assessed using a set of five, seven-point semantic contrasts (Zúñiga, 2015). The scale was adapted from the Marketing Scales Handbook in Volume 10.

Appendix B shows the adapted scales and items for the survey and the English survey can be found in Appendix A.

4.3 Pre-testing

Following the completion of a rigorous pretest involving a cohort of ten participants crucial to our academic endeavor, it was found that the materials presented exhibited remarkable clarity and coherence. The participants engaged thoughtfully with the content and provided insightful feedback, yielding no substantial need for revision. This outcome underscores the efficacy of our instructional design and underscores the comprehensiveness of our project's conceptual framework. The unanimity of participant responses reinforces the robustness of our approach and instills confidence in the readiness of our project for subsequent stages of development.

CHAPTER 5

DATA ANALYSIS AND RESULTS

The decision was made to use IBM SPSS Statistics Software (version 29) for managing, filtering, and analyzing quantitative data. Following the guidelines of (Pallant, 2016), outliers were evaluated, and reliability and factor analysis were applied to all study variables. Normality and linearity were checked, and then regression analysis was used to test hypotheses related to wellness app adoption and influencer characteristics such as expertise, trustworthiness, similarity, and congruence with the promoted product. Additionally, moderation analysis was conducted using the SPSS HAYES PROCESS 4.2 extension to investigate whether age groups, representing different generations, moderated the relationship between wellness app adoption and influencer characteristics.

5.1 Missing values and outliers

Because of the restrictions imposed by online surveys, where respondents were required to provide answers to all questions without any omissions and as all questions on the survey needed to be answered, there were no instances of missing data. The dataset did not contain any missing values. A total of two hundred nine individuals participated in the survey conducted via Google Forms. To ensure the clarity of the questions, data from fifteen individuals whose English proficiency level is at the beginner level was excluded from the survey. Among the remaining one hundred ninety-four individuals, one hundred thirty-three of them have advanced level English, while sixty-one of them have an intermediate level of English, one hundred three individuals indicated that they follow an influencer promoting a

Wellness App on Instagram, while ninety-one of them do not follow any influencer. So, the data analysis was conducted based on these one hundred three individuals. For the one hundred three individuals both univariate and multivariate outliers were examined. For the univariate outliers analysis, z-score analysis was used. Utilizing z-score analysis offers a crucial and objective method for identifying potential outlier cases. A standard threshold of ±3,29 is commonly employed to identify outliers meaning that any z-score exceeding +3,29 or falling below -3,29 is deemed an outlier case (Tabachnick & Fidell, 2013). Since minimum and maximum values of z scores were between the limits as shown in Table 4, it could be concluded there are no univariate outliers. For the multivariate outliers analysis, Mahalanobis distance was utilized in SPSS. By using created Mahalanobis values and degree of freedom value, the p value was calculated for each item. It was proposed a threshold value of 0,001 for the Mahalanobis Distance, advocating for a highly conservative probability estimate in outlier identification (Tabachnick & Fidell, Using multivariate statistics, 2007). Since Table 5 proved that there is no value smaller than 0,001 (minimum p - value 0.00), it could be concluded that there were no multivariate outliers as well.

Table 4. Univariate Outlier Analysis

Descriptive Statistics			
	N	Minimum	Maximum
Expertise	103	-3,18	1,96
Trustworthiness	103	-2,38	1,62
Similarity	103	-2,36	2,64
Congruence	103	-2,85	2,61
Adoption	103	-2,32	1,89

Table 5. Multivariate Outlier Analysis

Descriptive Statistics			
	N	Minimum	Maximum
PvalueMah.	103	,00	,98

5.2 Sample characteristics

The survey was conducted among a diverse cohort of respondents, comprising individuals from various demographic backgrounds. The demographic profile of participants in the study reflects a diverse range of characteristics. In terms of follower numbers, the majority fell within the 10,000 to 99,999 range (35,9%), followed closely by those with follower numbers ranging from 100,000 to 9,999,999 (35,0%). Regarding wellness application categories, participants showed interest in Fitness & Training (30,1%) and Wellbeing & Meditation (21,4%), among others. Age distribution varied, with the largest proportions falling within the 18-27 (47,6%) and 28-43 (46,6%) age brackets. Gender distribution skewed towards female participants (63,1%). Educational attainment varied, with a majority holding Bachelor's Degrees (55,3%) or Master's Degrees (33,0%). Employment status predominantly comprised full-time employment (82,5%), with some participants engaged in part-time work while studying (2,9% part-time, 2,9% full-time). Industries represented included Technology/IT (24,3%), Healthcare/Pharmaceuticals (10,7%), and Finance (11,7%), among others. Working experience ranged across various brackets, with significant representation in the 3-5 years (25,2%), 6-9 years (24,3%), and 10-14 years (22,3%) categories. Income distribution varied, with the majority earning over 60,000 TL (46,6%). Overall, the participants demonstrated a diverse demographic profile encompassing different age groups, genders, educational

backgrounds, employment statuses, industries, and income levels. In Appendix C, which displays the demographic attributes of the data, was compiled.

5.3 Reliability & validity analysis and factor analysis

Reliability analysis is a statistical technique used to assess the consistency and stability of measurements (Nunnally & Bernstein, 1994). The reliability of a measure indicates the degree to which it produces consistent and dependable results over multiple administrations or under different conditions (Carmines & Zeller, 1979). Reliability analysis was conducted to assess the internal consistency of the variables in the study. The variables included in the analysis were “Perceived Trustworthiness of Influencer” “Perceived Similarity with Influencers”, “Perceived Expertise of Influencer”, “Perceived Congruence of Influencer with Product” and “Adoption of Wellness App”. Cronbach's alpha coefficients were calculated for each variable. It was employed to ascertain whether a variable or a set of variables consistently gauges the desired outcome. A scale is considered reliable if its Cronbach's alpha value is 0,70 or higher; however, in exploratory research, a value of 0,60 is accepted. (Hair J. , Black, Babin, & Anderson, 2010). Table 6 displays the abbreviations of each scale along with their corresponding Cronbach's alpha values. Under 95% confidence interval, as the Cronbach's alpha for each factor exceeds 0,70, all measures demonstrated high reliability.

Table 6. Reliability of Constructs

Measure	Abbreviation	Cronchbach's Alpha
Similarity	sim	,90
Expertise	exp	,90
Trustworthiness	trs	,92
Congruence	cong	,79
Adoption	adop	,93

Validity refers to how well a variable or set of variables accurately represents the research topic, whereas reliability focuses on the internal consistency of a variable or set of variables to determine if it measures what it is intended to measure (Hair J. , Black, Babin, & Anderson, 2010). Validity analysis is a critical aspect of research that assesses the extent to which a measurement or instrument accurately measures the intended construct or variable (DeVellis & Thorpe, 2021). It ensures that the results obtained from the measurement are meaningful and valid for the intended purpose (Carmines & Zeller, 1979). In this study, in SPSS, the validity of "Perceived Trustworthiness of Influencer" "Perceived Similarity with Influencers", "Perceived Expertise of Influencer", "Perceived Congruence of Influencer with Product" and "Adoption of Wellness App" variables were assessed through the application of the Kaiser-Meyer-Olkin (KMO) measure to evaluate sampling adequacy and Bartlett's test of sphericity. The principal component analysis (PCA) method and direct oblimin rotation method were employed in the analysis. Field suggests that the Kaiser–Meyer–Olkin (KMO) index is recommended to exceed 0,70 and is considered unsatisfactory if it falls below 0,50 (Kaiser, 1974). Bartlett's test of sphericity should demonstrate high significance ($p < .05$) (Bartlett, 1951). The

appropriate number of factors was determined using latent root criteria (eigenvalues > 1,0, known as Kaiser's criterion K1) and by examining the scree plot. Any item with a communality score lower than 0,40 was eliminated from the analysis, and Principal Component Analysis (PCA) was conducted again. Table 7 includes KMO values, Bartlett's Test p Value, the number of factors, and loadings for each variable obtained. Kaiser– Meyer–Olkin (KMO) values obtained were 0,736 for Similarity, 0,837 for Expertise, 0,872 for Trustworthiness, 0,757 for Congruence, and 0,835 for Adoption. As all these values exceed the threshold of 0,70, it could be inferred that the sample size was sufficient for conducting the analysis. Additionally, P values of Bartlett's test of sphericity were checked and values were found smaller than $p < 0,05$ for all construct values which means significant. Based on these results, it could be inferred that the correlation between items was sufficiently large for factor analysis. In the analysis, there was only one factor that had an eigenvalue exceeding 1,00 for all variables. The unique dimension for each variable explains 83% of the total variance for similarity, 71% for expertise, 76% for trustworthiness, 64% for congruence, and 79% for adoption. There was not any item that had lower than 0,40 communality score, so there was no need to eliminate any item. Given these findings, it can be concluded that validity was confirmed across all variables.

Table 7. Factor Analysis

Construct	Items	Loadings	KMO Value	Bartlett's Test p Value	Number of Factor	Loadings Cumulative (%)
Similarity	sim1	,930	,736	< 0,001	1	83%
	sim2	,925				
	sim3	,884				
Expertise	exp1	,857	,837	< 0,001	1	71%
	exp2	,817				
	exp3	,834				
	exp4	,848				
	exp5	,869				
Trustworthiness	trs1	,776	,872	< 0,001	1	76%
	trs2	,883				
	trs3	,899				
	trs4	,925				
	trs5	,869				
Congruence	cong1	,508	,757	< 0,001	1	64%
	cong2	,844				
	cong3	,891				
	cong4	,886				
Adoption	adop1	,923	,835	< 0,001	1	79%
	adop2	,909				
	adop3	,887				
	adop4	,844				
	adop5	,892				

5.4 Normality analysis

There are several methods available to test for normality, including popular techniques such as the Kolmogorov-Smirnov (KS) test and the Shapiro-Wilk (SW) test, which are widely utilized for this purpose. The Kolmogorov-Smirnov (KS) test is typically recommended for large sample sizes, whereas the Shapiro-Wilk (SW) test is more suitable for smaller sample sizes (Razali & Wah, 2011). Since the sample size was not large in this study (N=103), the SW test was used for evaluation.

Additionally, Histogram plots were examined to visually assess whether the distribution resembles a normal distribution or not. The standard error of skewness and kurtosis were additionally employed to assess normality, utilizing z-scores for both skewness and kurtosis. Specifically, if the z-scores for skewness and kurtosis fell below 1,96, the data were deemed to exhibit a normal distribution (Field, 2009). For samples of medium size, typically falling within the range of 50 to 300 observations, the null hypothesis is rejected when the absolute z-value exceeds 3,29, corresponding to an alpha level of 0,05. This outcome leads to the conclusion that the distribution of the sample is non-normal (Kim H.-Y. , 2013). Based on the Shapiro-Wilk significance values of the variables (Expertise = <0,001, Trustworthiness = <0,001, Similarity = ,107, Congruence = <0,017, Adoption = ,009) presented in Table 8. It was observed that the normality values of all constructs were significant since the significance of all values is less than 0,05, except similarity (Sim). Based on that data, similarity showed a normal distribution. For other constructs, Skewness and Kurtosis values were examined in Table 9. Since the z-values fall within the specified thresholds, these variables were also accepted as normally distributed. Consequently, it can be inferred that all variables exhibited normal distributions, thereby enabling the application of parametric tests.

Table 8. Tests of Normality

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Exp	,140	103	<,001	,949	103	<,001
Trs	,166	103	<,001	,917	103	<,001
Sim	,106	103	,006	,979	103	,107
Cong	,138	103	<,001	,969	103	,017
Adop	,117	103	,001	,966	103	,009

a. Lilliefors Significance Correction

Table 9. Skewness & Kurtosis Values

	Skewness Value		Kurtosis Value	
Variable	Statistics	Std Error	Statistics	Std Error
Sim	-,114	,238	-,076	,472
Exp	-,777	,238	,681	,472
Trs	-,845	,238	-,001	,472
Cong	-,396	,238	,648	,472
Adop	-,108	,238	-,539	,472

5.5 Regression analysis

H1A, H2A, H3A and H4A hypotheses explored the relationship expertise of the influencer, trustworthiness of the influencer, perceived similarity with an influencer, perceived congruence of the influencer and adoption of the wellness app on Instagram. Before regression analysis, normality was assessed based on the data in Table 8 and Table 9 and it was found that data was distributed normally. Additionally, linearity was evaluated by comparing means in Table 10, since all linearity significance values were less than 0,05 linear relationship was observed between dependent and independent variables. Outliers were evaluated as shown in Table 4 and Table 5 and no univariate or multivariate outliers were found. After these preliminary evaluations regression analysis was decided, and employing expertise of the influence, trustworthiness of influencer, perceived similarity with influencer, perceived congruence of influencer as the independent variable separately and adoption of the wellness app as the dependent variable, all under a 95% confidence interval.

Table 10. Evaluation of Linearity

	Linearity Sig.
Similarity	<0,001
Expertise	<0,001
Trustworthiness	<0,001
Congruence	<0,001

Testing H1A: For the social media platform Instagram, the perceived expertise of the influencer positively affects the adoption of the wellness app.

To test H1A hypotheses adoption of wellness app was set as dependent variable while the perceived expertise of influencer was set as independent variable. The regression model in Table 11 demonstrates significance as indicated by a significance value of $p < 0,05$. Findings from the regression analysis revealed a positive association between the expertise of the influencer and the adoption of the wellness app. The model's explanatory capacity, denoted by R^2, is computed at 0,29 (R= ,538; R^2= 0,289; p< 0,05), indicating that 29% of the variability in the adoption of the wellness app is accounted by the influencer's expertise. The ANOVA results showed that the regression model is statistically significant ($F = 41,086$, $p < 0,001$), indicating that the expertise of influencers is a significant predictor of adoption of wellness app. Looking at the coefficients table, the unstandardized coefficient for average expertise is 0,714, with a standard error of 0,111 and a t-value of 6,410 ($p < 0,001$). This indicates that, on average, for every one-unit increase in influencer expertise, there is a 0,714 unit increase in adoption of wellness apps. The value of 0,538 suggested a moderate positive standardized effect of expertise on wellness app adoption. So, H1A was supported.

Table 11. Regression Model for Expertise of Influencer and Adoption of Wellness App

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,538[a]	,289	,282	1,00558

a. Predictors: (Constant), Expertise

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	41,545	1	41,545	41,086	<,001[b]
	Residual	102,129	101	1,011		
	Total	143,675	102			

a. Dependent Variable: Adoption

b. Predictors: (Constant),Expertise

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,009	,593		1,703	,092
	Expertise	,714	,111	,538	6,410	<,001

a. Dependent Variable: Adoption

Testing H2A: For the social media platform Instagram, the perceived trustworthiness of influencer positively affects the adoption of wellness app.

To test H2A hypotheses adoption of wellness app was set as dependent variable while the perceived trustworthiness of influencer was set as independent variable. The regression model in Table 12 has an R square value of 0,692, indicating that approximately 69,2% of the variability in the adoption of wellness apps can be explained by influencer trustworthiness. The ANOVA results indicated that the

regression model is highly statistically significant (F = 227,256, p < 0,001). This means that the trustworthiness of influencers significantly predicts adoption of wellness apps. The coefficient for trustworthiness is 1,097, with a standard error of 0,073 and a t-value of 15,075 (p < 0,001). This indicated that, on average, for every one-unit increase in trustworthiness, there is a 1,097 unit increase in adoption of wellness apps. The beta value of 0,832 suggested a strong positive standardized effect of trustworthiness on adoption. This indicated that trustworthiness has a substantial impact on adoption, after accounting for the variability in other variables. Thus, providing support for H2A.

Table 12. Regression Model for Trustworthiness with Influencer and Adoption of Wellness App

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,832[a]	,692	,689	,66158

a. Predictors: (Constant), Trustworthiness

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99,468	1	99,468	227,256	<,001[b]
	Residual	44,207	101	,438		
	Total	143,675	102			

a. Dependent Variable: Adoption

b. Predictors: (Constant), Trustworthiness

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,884	,380		-2,328	,022
	Trustworthiness	1,097	,073	,832	15,075	<,001

a. Dependent Variable: Adoption

Testing H3A: For the social media platform Instagram, the perceived similarity with influencer positively affects the adoption of wellness app.

To test H3A hypotheses adoption of wellness app was set as dependent variable while the perceived similarity with influencer was set as independent variable. The regression model in Table 13 has an R square value of 0,347, indicating that approximately 34,7% of the variability in the adoption of wellness apps can be explained by the similarity with influencers. The ANOVA results indicated that the regression model is highly statistically significant ($F = 53,720$, $p < 0,001$). This means that the similarity with influencers significantly predicts adoption of wellness apps. The coefficient for similarity is 0,699, with a standard error of 0,095 and a t-value of 7,329 ($p < 0,001$). This indicates that, on average, for every one-unit increase in similarity with influencers, there is a 0,699 unit increase in adoption of wellness apps. The beta value of 0,589 suggests a moderate positive standardized effect of similarity on adoption. This indicates that similarity with influencers has a notable impact on adoption, after accounting for the variability in other variables. Thus, H3A was supported.

Table 13. Regression Model for Perceived Similarity with Influencer and Adoption of Wellness App

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,589a	,347	,341	,96364

a. Predictors: (Constant), Similarity

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49,885	1	49,885	53,720	<,001[b]
	Residual	93,789	101	,929		
	Total	143,675	102			

a. Dependent Variable: Adoption

b. Predictors: (Constant), Similarity

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	1,709	,426		4,009	<,001
	Similarity	,699	,095	,589	7,329	<,001

a. Dependent Variable: Adoption

Testing H4A: For the social media platform Instagram, the perceived congruence of influencer positively affects the adoption of wellness app.

To test H4A hypotheses adoption of wellness app was set as dependent variable while the perceived congruence of influencer was set as independent variable. The regression model in Table 14 has an R square value of 0,305, so the regression model explains around 30,5% of the variation in adoption of wellness apps, considering the average congruence with influencers. The ANOVA results indicated that the regression model is highly statistically significant (F = 44,257, p <

0,001). So, the regression model significantly predicts adoption of wellness apps based on congruence with influencers. The coefficient for average congruence is 0,842, with a standard error of 0,127 and a t-value of 6,653 ($p < 0,001$). On average, for every one-unit increase in congruence with influencers, there is a 0,842 unit increase in adoption of wellness app. The beta value of 0,552 suggested a moderate positive standardized effect of congruence on adoption. This indicated that congruence with influencers has a notable impact on adoption, after accounting for the variability in other variables. Thereby, H4A was supported.

Table 14. Regression Model for Perceived Congruence of Influencer and Adoption of Wellness App

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,552[a]	,305	,298	,99454

a. Predictors: (Constant), Congruence

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43,775	1	43,775	44,257	<,001[b]
	Residual	99,900	101	,989		
	Total	143,675	102			

a. Dependent Variable: Adoption

b. Predictors: (Constant), Congruence

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	,574	,636		,903	,369
	Congruence	,842	,127	,552	6,653	<,001

a. Dependent Variable: Adoption

In summary, the regression analyses conducted revealed significant relationships between influencer characteristics and the adoption of wellness apps on Instagram. Firstly, perceived expertise of influencer showed a moderate positive effect, indicating that higher expertise levels among influencers corresponded to increased app adoption. Secondly, perceived trustworthiness of influencer exhibited a strong positive impact, suggesting that more trustworthy influencers led to higher app adoption rates. Thirdly, perceived similarity with influencer demonstrated a moderate positive association, indicating that perceived similarity with influencers influenced app adoption positively. Lastly, perceived congruence of influencer with the promoted product had a notable positive effect, highlighting the importance of influencer-product alignment in driving app adoption. Overall, these findings underscore the influential role of influencer characteristics in shaping wellness app adoption on social media platform Instagram.

5.6 Moderation analysis

Moderation analysis examines the extent to which the relationship between two variables (e.g., an independent variable and a dependent variable) is influenced by a third variable (i.e., the moderator). Moderation analysis is a statistical technique used to examine the influence of a third variable, known as the moderator, on the relationship between an independent variable (IV) and a dependent variable (DV) (Baron & Kenny, 1986). It helps researchers to understand under what conditions or for whom the relationship between the IV and DV is stronger or weaker (Hayes A. F., 2018). The moderator variable affects the strength or direction of the relationship between the independent variable (IV) and the dependent variable (DV) (Muller, Judd, & Yzerbyt, 2005). This analysis helps researchers to understand the boundary

conditions of their hypotheses and provides insights into the nuances of the relationships they are studying. The interaction between the IV and the moderator is included in the analysis to assess its significance and interpret the moderation effect (Baron & Kenny, 1986). In SPSS, moderation analysis is typically performed using regression analysis, where the moderator variable is included along with the independent variable to assess its impact on the relationship with the dependent variable (Hayes, 2022).

In this study, to investigate H1B, H2B, H3B and H4B, hypotheses, moderation analysis was conducted using Hayes' PROCESS v4.2 extension within the SPSS software, instead of regression model, aiming to assess the impact of a moderator variable on the relationship between the independent variable and the dependent variable. The dependent variable for all hypotheses was set as "adoption of wellness app", while moderator variable was set as "age group" that represents generation in each hypothesis. Also, for all hypotheses, Model 1 was used to process moderation analysis in SPSS.

Testing H1B: For the social media platform Instagram, generation moderates the relationship between the perceived expertise of influencers and the adoption of the wellness app.

To test H1B the independent variable was set as "perceived expertise", dependent variable was set as "adoption of wellness app" and "age group," reflecting generational differences, was employed as the moderator variable. Model Summary in Table 15 indicated that since p value is less than 0,05 the result of analysis is meaningful and %69,6 of the variability in adoption of wellness app was predicted by the model. The coefficient for the interaction term Int_1 (-0,164) in Table 18 indicated the additional effect on adoption when considering the interaction between

expertise and age. P-value of 0,014 shows that this interaction effect was statistically significant.

Table 15. Moderation Analysis of Age on the Relationship Between Expertise and Adoption

Model Summary						
R	R-sq	MSE	F	df1	df2	p
,834	,696	,442	75,429	3,000	99,000	,000

Based on Table 16, the inclusion of the interaction term (X*W) results in a 1,9% increase in the variance explained in the adoption compared to the model without the interaction term. P value (0,014) suggests that the interaction between expertise and age has a significant impact on average adoption in the model. So, H1B was supported.

Table 16. Test of Highest Order Unconditional Interaction (Expertise)

	R2-chng	F	df1	df2	p
X*W	,019	6,274	1,000	99,000	,014

According to Table 17, the model suggests that both perceived expertise and age have significant impacts on the adoption, with higher expertise generally associated with higher adoption and older age associated with lower adoption. Additionally, the interaction between expertise and age (Int_1) further influences adoption, indicating that the relationship between expertise and adoption may vary depending on age.

Table 17. Model for Expertise

	coeff	se	t	p	LLCI	ULCI
constant	4,696	,070	67,498	,000	4,558	4,834
Zexp	,393	,073	5,422	,000	,249	,537
Zage	-,785	,071	-11,116	,000	-,925	-,645
Int_1	-,164	,066	-2,505	,014	-,295	-,034

By checking the Conditional Effects of the Focal Predictor at Values of the Moderator in Table 18, it was observed age has moderation impact at all age intervals since p values were less than 0,05. The conditional effects analysis demonstrated how the relationship between expertise and adoption varies depending on the level of age, with the strongest effect observed at younger ages and a weakening effect as age increases.

Table 18. Conditional Effects of the Focal Predictor at Values of the Moderator (Expertise)

Zage	Effect	se	t	p	LLCI	ULCI
-,967	,552	,107	5,171	,000	,340	,764
,000	,393	,073	5,422	,000	,249	,537
1,000	,229	,086	2,666	,009	,059	,399

To visualize the moderation impact of generation for each generation separately, the code was run in SPSS and Figure 2 was obtained. Slope analysis results revealed a sharper incline in the younger generation, indicating a stronger influence of expertise on adoption within this age group compared to older generations.

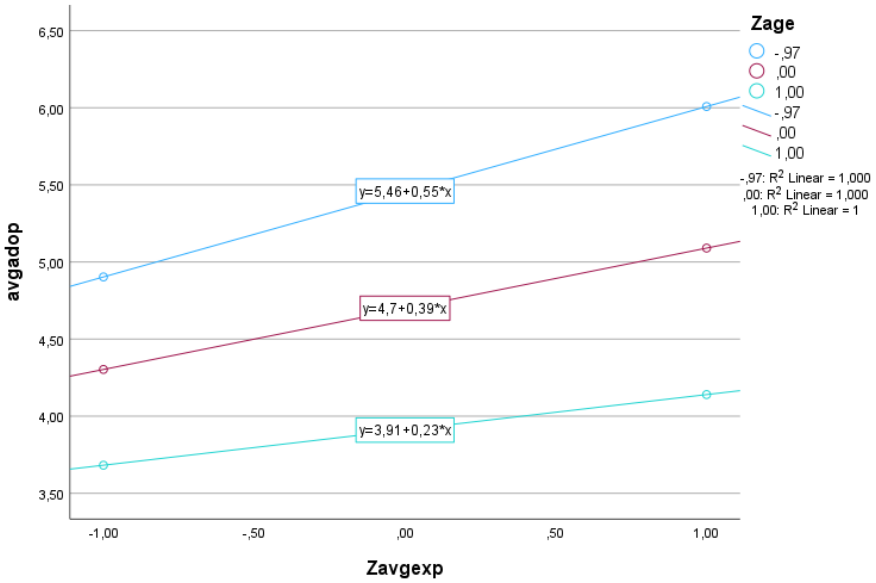

Figure 2. Moderation effect of age graph on relationship between expertise and adoption

Testing H2B: For the social media platform Instagram, generation moderates the relationship between the perceived trustworthiness of influencer and the adoption of the wellness app.

To assess H2B, the study utilized 'perceived trustworthiness of influencer' as the independent variable, 'adoption of wellness app' as the dependent variable and introduced 'age group' as the moderator variable, which reflects variations across different generations. According to model Summary in Table 19, the R-squared value of 0,740 indicated that approximately 74,0% of the variability in the adoption of wellness app can be explained by the predictors in the model.

In table 20 the R-squared change value of 0,008 indicated the increase in the R-squared value of the model due to the inclusion of the interaction term (X*W). This suggests a minor improvement in explaining the variance in average adoption with the interaction term. P value of interaction term (X*W= ,084) > 0,05, suggested that the interaction term does not significantly contribute to explaining the variance in adoption beyond what would be expected by chance. The model suggested that

both trustworthiness of influencers and age significantly influence the adoption of wellness apps. However, the interaction term does not seem to have a significant additional impact on the adoption of wellness app beyond the main effects of these variables. H2B was not supported.

Table 19. Moderation Analysis of Age on the Relationship Between Trustworthiness and Adoption

Model Summary						
R	R-sq	MSE	F	df1	df2	p
,860	,740	,378	93,806	3,000	99,000	,000

Table 20. Test of Highest Order Unconditional Interaction (Trustworthiness)

	R2-chng	F	df1	df2	p
X*W	,008	3,041	1,000	99,000	,084

Testing H3B: For the social media platform Instagram, generation moderates the relationship between the perceived similarity with influencer and the adoption of the wellness app.

To examine H3B, the investigation employed 'similarity with influencer' as the independent variable, 'adoption of wellness app' as the dependent variable and incorporated 'age group' as the moderator variable, representing distinctions across various generations. The Model Summary provided in Table 21 indicates that the analysis findings are statistically significant, given the p-value is below 0,05. The R-squared value of 0,678 indicates that approximately 67,8% of the variability in adoption can be explained by the predictors in the model.

Table 21. Moderation Analysis of Age on the Relationship Between Similarity and Adoption

Model Summary						
R	R-sq	MSE	F	df1	df2	p
,823	,678	,467	69,526	3,000	99,000	,000

In table 22, the R-squared change value of 0,021 indicated the increase in the R-squared value of the model due to the inclusion of the interaction term. This indicates that the interaction term adds explanatory power to the model significantly since p value > 0,05. So H3B was supported.

Table 22. Test of Highest Order Unconditional Interaction (Similarity)

	R2-chng	F	df1	df2	p
X*W	,021	6,329	1,000	99,000	,013

In table 23 the coefficient for similarity is 0,347, indicating that higher levels of perceived similarity with influencers are associated with higher levels of adoption. The coefficient for age is -0,785, suggesting that older age groups tend to have lower levels of average adoption compared to younger age groups. The coefficient for the interaction term Int_1 is -0,200, indicating the additional effect on adoption when considering the interaction between similarity and age.

Table 23. Model for Similarity

	coeff	se	t	p	LLCI	ULCI
constant	4,658	,078	59,999	,000	4,504	4,812
Zsim	,347	,078	4,442	,000	,192	,502
Zage	-,785	,078	-10,015	,000	-,940	-,629
Int_1	-,200	,079	-2,516	,013	-,357	-,042

Table 24 showed that the conditional effects analysis shows how the effect of similarity on adoption varies at different values of age. Perceived similarity with influencers and age significantly influences average adoption of wellness apps, with the interaction between these variables further explaining variations in average adoption, particularly at different age levels.

Table 24. Conditional Effects of the Focal Predictor at Values of the Moderator (Similarity)

Zage	Effect	se	t	p	LLCI	ULCI
-,967	,540	,115	4,692	,000	,312	,769
,000	,347	,078	4,442	,000	,192	,502
1,000	,147	,105	1,397	,166	-,062	,356

The relationship was visualized by using the code in SPSS, leading to the creation of Figure 3. Consistent with the findings in Table 24, Figure 5 illustrated the effect of perceived similarity with influencers on adoption is strongest at lower age levels, remains significant at the average age level, but becomes weaker and non- significant at higher age levels.

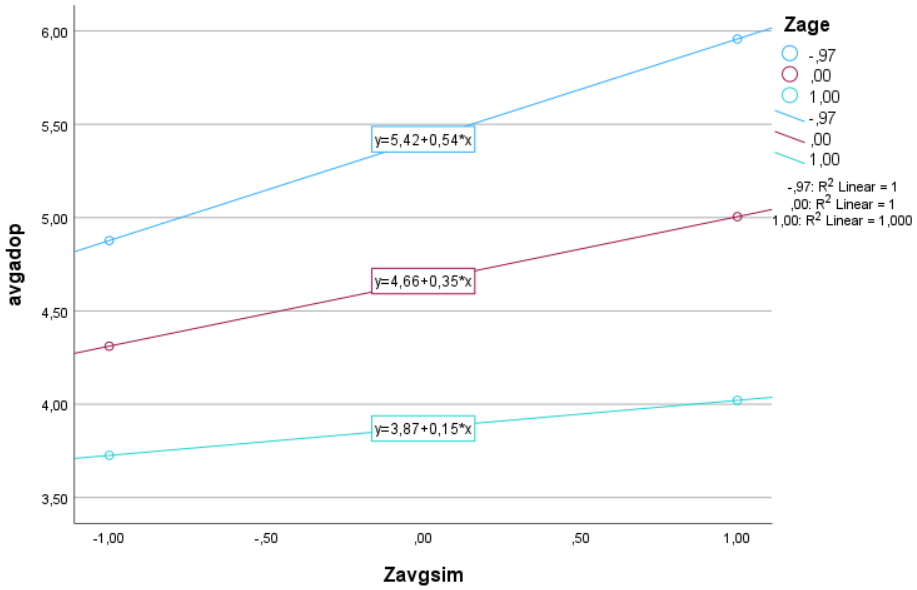

Figure 3. Moderation effect of age graph on relationship between similarity and adoption

Testing H4B: For the social media platform Instagram, generation moderates the relationship between the perceived congruence of influencer and the adoption of the wellness app.

To investigate H4B, the study utilized 'congruence of influencer' as the independent variable, 'adoption of wellness app' as the dependent variable and included 'age group' as the moderator variable, reflecting differences across diverse generations. The Model Summary presented in Table 25 suggests that approximately 70,7% (R Squared value) of the variability in the dependent variable is explained by the predictors in the model significantly (p value= 0,000).

Table 25. Moderation Analysis of Age on the Relationship Between Congruence and Adoption

Model Summary						
R	R-sq	MSE	F	df1	df2	p
,841	,707	,425	79,698	3,000	99,000	,000

In table 26, R-squared change value (0,030) suggested the increase significantly (p= 0,002) in the R-squared value of the model due to the inclusion of the interaction term. This indicated that the interaction term contributes to explaining additional variance in adoption. So, H4B was supported.

Table 26. Test of Highest Order Unconditional Interaction (Congruence)

	R2-chng	F	df1	df2	p
X*W	,030	10,064	1,000	99,000	,002

In table 27, the coefficient for congruence is 0,382, indicating that higher levels of perceived congruence with influencers are associated with higher levels of adoption. The coefficient for age (-0,820), suggesting that older age groups tend to have lower levels of average adoption compared to younger age groups. The coefficient for the interaction term (Int_1=-,200), indicating a possible additional effect on average adoption when considering the interaction between congruence and age.

Table 27. Model for Congruence

	coeff	se	t	p	LLCI	ULCI
constant	4,680	,069	68,319	,000	4,544	4,816
Zcong	,382	,070	5,440	,000	,243	,522
Zage	-,820	,071	-11,590	,000	-,960	-,679
Int_1	-,200	,063	-3,172	,002	-,326	-,075

These results and the graph in Figure 4 suggest that both congruence with influencers and age significantly influence adoption of wellness apps. Additionally, the interaction between these variables plays a significant role in explaining variations in adoption, indicating that the impact of congruence with influencers on adoption may vary across different age groups.

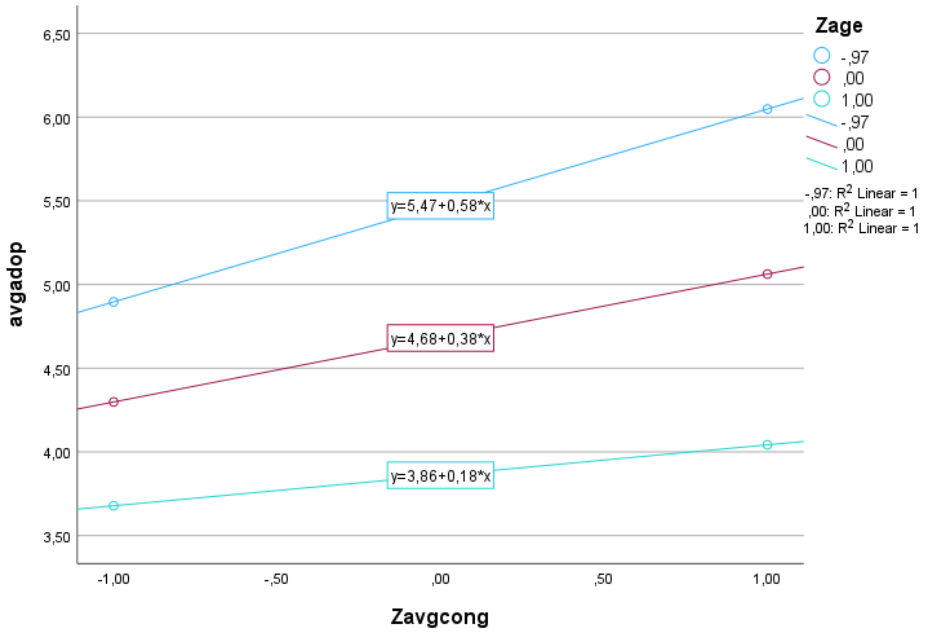

Figure 4. Moderation effect of age graph on relationship between congruence and adoption

In summary, the moderations analysis conducted for testing hypotheses related to the moderation effects of generation on influencer characteristics and the adoption of wellness apps on Instagram yielded significant findings. Generation indeed moderates the relationships between perceived influencer expertise, trustworthiness, similarity, and congruence with adoption rates of wellness apps. Specifically, expertise, congruence and similarity with influencers show stronger impacts on adoption in younger age groups, while trustworthiness exhibits consistent effects across different age segments. These results underline the importance of considering generational differences in influencer marketing strategies tailored to diverse audience preferences and behaviors on social media platforms.

Status of hypotheses are summarized in Table 28.

Table 28. Results of the Hypotheses

Hypotheses		Status
H1A	For the social media platform Instagram, the perceived expertise of the influencer positively affects the adoption of the wellness app.	Supported
H1B	For the social media platform Instagram, generation moderates the relationship between the perceived expertise of influencers and the adoption of the wellness app.	Supported
H2A	For the social media platform Instagram, the perceived trustworthiness of influencer positively affects the adoption of wellness app.	Supported
H2B	For the social media platform Instagram, generation moderates the relationship between the perceived trustworthiness of influencer and the adoption of the wellness app.	Not Supported
H3A	For the social media platform Instagram, the perceived similarity with influencer positively affects the adoption of wellness app.	Supported
H3B	For the social media platform Instagram, generation moderates the relationship between the perceived similarity with influencer and the adoption of the wellness app.	Supported
H4A	For the social media platform Instagram, the perceived congruence of influencer positively affects the adoption of wellness app.	Supported
H4B	For the social media platform Instagram, generation moderates the relationship between the perceived congruence of influencer and the adoption of the wellness app.	Supported

CHAPTER 6

CONCLUSION AND DISCUSSION

6.1 General discussion

In recent years, influencer marketing has risen to the forefront of digital marketing strategies, particularly on social media platforms like Instagram. This study contributes to the evolving discourse on influencer marketing by examining the impact of influencer characteristics on the adoption of wellness apps, with a focus on Instagram, a platform known for its significant influence on consumer behavior (Smith & Yang, 2019). Theoretical frameworks such as the Source Credibility Model (SCM) and the Theory of Planned Behavior (TPB) provide valuable insights into the underlying mechanisms driving influencer effectiveness (Wellman, 2023; Ajzen, 1991). The SCM highlights the importance of factors like expertise, trustworthiness, and attractiveness in influencer endorsements, while newer dimensions like congruence and similarity deepen the connection between influencers and their audiences. Integrating theories like TPB enhances our understanding of how influencer characteristics influence consumer attitudes and intentions towards wellness apps, especially on platforms where social influence plays a significant role. By synthesizing findings from regression and moderation analyses, this study sheds light on the nuanced relationships between influencer attributes, consumer demographics, and app adoption behavior.

In the study focused on the social media platform Instagram, the impact of various influencer characteristics on the adoption of wellness apps was examined. The regression analyses highlighted significant relationships between influencer characteristics and wellness app adoption. Expertise demonstrated a moderate

positive effect, implying that higher expertise levels among influencers corresponded to increased app adoption. Trustworthiness exhibited a strong positive impact, indicating that more trustworthy influencers led to higher adoption rates. Similarity showed a moderate positive association, suggesting that perceived similarity with influencers positively influenced adoption. Lastly, congruence had a notable positive effect, emphasizing the importance of influencer-product alignment in driving adoption. In parallel, the moderation analysis revealed that age plays a significant role in moderating the relationship between influencer characteristics and the adoption of wellness apps on Instagram. While expertise, similarity, and congruence consistently showed positive impacts on adoption, age acted as a moderating factor, indicating varying influences across different age groups. Trustworthiness also emerged as a crucial influencer characteristic, although its interaction with age requires further investigation. These combined findings underscore the influential role of influencer characteristics in shaping wellness app adoption on Instagram, while also acknowledging the nuanced impact of age demographics.

This study emphasizes the need for marketers to adapt influencer marketing strategies to align with the values and preferences of different age cohorts. Generational dynamics in digital marketing underscore the importance of tailoring content and messaging to resonate with specific audience segments, considering their unique digital behaviors and consumption patterns (Clement, 2020). By recognizing these generational nuances, brands can enhance the relevance and effectiveness of their influencer campaigns, ultimately driving higher levels of engagement and conversion.

6.2 Practical implications

The findings highlight the importance of selecting influencers based not only on their reach but also on their expertise, trustworthiness, similarity with the target audience, and alignment with the promoted product. Marketers can use these criteria to identify influencers who are more likely to drive adoption among specific age groups. Tailoring content and messaging to align with influencer characteristics can enhance engagement and adoption rates. For example, leveraging an influencer's expertise in wellness topics or emphasizing trustworthiness in endorsements can resonate more effectively with certain age demographics. Considering the moderation effect of age, marketers can design age-specific campaigns that resonate with different age groups' preferences and values. This approach can lead to more targeted and impactful marketing efforts, improving overall campaign performance. Given the complex interplay between influencer attributes, age demographics, and adoption behavior, continuous evaluation of campaign performance and adaptation of strategies are crucial. Marketers should monitor and analyze data regularly to identify trends, optimize influencer partnerships, and refine messaging strategies accordingly. Further exploration of the interaction between trustworthiness and age, as well as other potential moderating factors, can provide deeper insights into influencer marketing dynamics. Future research can also investigate the effectiveness of different influencer characteristics in driving specific actions beyond adoption, such as engagement and loyalty. Overall, these practical implications offer actionable insights for marketers to leverage influencer characteristics effectively, target diverse age groups strategically, and optimize influencer marketing campaigns for enhanced impact and success on social media platforms like Instagram.

6.3 Limitations & future research

Similar to many studies, this study has adopted purposive sampling method and thus, has some limitations. The study's sample primarily consisted of individuals with intermediate or advanced English proficiency who actively engage with influencers and wellness applications on Instagram. This may limit the generalizability of the findings to broader populations. The recruitment of participants from specific institutions and industries, such as state universities and the automotive sector, may also affect the generalizability of the findings. This could influence the participants' characteristics, preferences, and behaviors. The study focused on influencer characteristics (expertise, trustworthiness, similarity, congruence) and adoption of wellness applications on Instagram. While these variables are important, other factors influencing adoption behavior, such as marketing strategies, platform features, and user experiences, were not extensively examined. The study adopted a cross-sectional design, capturing data at a specific point in time. This limits the ability to establish causality or determine long-term trends in influencer marketing dynamics and wellness app adoption. Conducting moderation analysis using age as a moderator adds complexity, as age can interact with various influencer characteristics differently across age groups. While the study attempted to address this through statistical analyses, nuances in moderation effects may require further exploration and validation. Acknowledging these limitations is essential for interpreting the study's findings accurately. Acknowledging these limitations is essential for interpreting the study's findings accurately and for guiding future research efforts to address these constraints for a more comprehensive understanding of influencer marketing and wellness app adoption dynamics.

In addition to these limitations for the next steps researcher may focus on comparing the effectiveness of influencer marketing across different social media platforms (e.g. YouTube, TikTok and etc.) could provide a comprehensive understanding of platform-specific dynamics. Also, they might compare the influence of different influencer types (e.g., macro, micro, nano) on app adoption could offer valuable insights. Incorporating qualitative research methods, such as interviews or focus groups, can provide deeper insights into consumers' perceptions, motivations, and experiences regarding influencer marketing and wellness app adoption. Qualitative data can complement quantitative findings and offer nuanced understandings. Applying advanced analytics techniques, such as machine learning algorithms or natural language processing, can extract actionable insights from large datasets. This could uncover hidden patterns, segment audiences effectively, and predict consumer behavior more accurately in the context of influencer marketing. Exploring influencer marketing and wellness app adoption in a global context can uncover cultural differences, regulatory influences, and market variations. Comparative studies across different regions or countries can offer valuable cross-cultural insights. Furthermore, to ensure participants accurately recall or genuinely follow influencers promoting wellness apps, a control mechanism could be implemented where participants are asked to write down the names of the influencers they follow or share screenshots of the latest posts. Also, including a variable about the involvement with wellness products can help to assess the impact of influencer characteristics on different involvement levels. Similar analyses can be conducted for various types of wellness products, as different subcategories of wellness apps such as fitness, meal planning etc. may yield different results.

T.C.
BOĞAZİÇİ ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (Sbinarek)

Sayı : E-84391427-050.01.04-173736
Konu : 2024-25T Kayıt Numaralı Başvurunuz Hakkında

26.03.2024

Sayın Dr. Öğr. Üyesi Belgin ARISAN

Tez danışmanlığını yürüttüğünüz öğrenciniz Zeynep Dilşad Erdem'in "Examining the Impact of Influencer Characteristics on the Adoption of Wellness Apps on Instagram Across Generations" başlıklı projesi ile Boğaziçi Üniversitesi Sosyal ve Beşeri Bilimler İnsan Araştırmaları Etik Kurulu (SBİNAREK)'e yaptığınız 2024-25T kayıt numaralı başvuru 14.03.2024 tarih ve 2024/02 sayılı kurul toplantısında incelenmiş ve projeye etik onay verilmesi uygun bulunmuştur.

Bu karar tüm üyelerin toplantıya on-line olarak katılımıyla ve oybirliği ile alınmıştır. Onay mektubu tüm üyeler adına Komisyon Başkanı tarafından e-imzalanmıştır. Bilgilerinizi rica ederiz.

Saygılarımızla,

Dr. Öğr. Üyesi Işıl ERDUYAN
Kurul Başkanı

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APPENDIX A

QUESTIONNAIRE IN ENGLISH

Examining the Impact of Influencer Characteristics on Adoption of Wellness Apps on Instagram Across Generations

1- What is your English level?

- Beginner
- Intermediate
- Advanced

Wellness is described as the proactive engagement in activities, decisions, and ways of living that foster a comprehensive sense of health.

Wellness Apps tailored for mobile devices encourage a balanced lifestyle and encompass a range of offerings, spanning from niche fitness tools facilitating activity monitoring, mental and physical workouts, and dietary management, to broader wellness oversight solutions. Through strategies aimed at user involvement, these apps facilitate the adoption of healthful habits while also tracking users' physical, mental, and behavioral well-being.

2- Are you following an influencer who promotes a wellness App on Instagram?

- Yes
- No

Please answer all the questions in the survey thinking of the same wellness influencer (that you follow the most) who promotes a wellness App on Instagram. Please also visit the wellness influencer's Instagram page before you answer the following questions.

3- Please indicate the follower number of that wellness influencer.

- Less than 10.000 followers
- 10.000 – 99.999 followers
- 100.000 – 9.999.999 followers
- More than 1.000.000 followers

4- Please select the specific category that "Wellness App" belongs to:

- Meal Planning & Nutrition (calorie counter, recipes, progress tracker, tips on supplements and sports nutrition)
- Fitness & Training (workout schedules and instructional videos)
- Wellbeing & Meditation (breathing techniques, audio relaxations, exercises for maintaining good habits and mood control)
- Sleep Tracker (quality of your sleep by capturing your sounds, noises and movements during the night)
- Mental Health Support (tool to psychiatric or psychologist therapy)
- Other_____

5- Please rate the following statements about your similarity to that wellness influencer.

(1: Strongly Disagree / 7: Strongly Agree)

The wellness influencer is very much similar to me.	1	2	3	4	5	6	7
The wellness influencer is very much like me.	1	2	3	4	5	6	7
The wellness influencer has very much common with me.	1	2	3	4	5	6	7

6- Please rate the following statements about the perceived expertise of that wellness influencer

(1: Strongly Disagree / 7: Strongly Agree)

The wellness influencer is an expert in the wellness area.	1	2	3	4	5	6	7
The wellness influencer is experienced in the wellness area.	1	2	3	4	5	6	7
The wellness influencer is knowledgeable in the wellness area.	1	2	3	4	5	6	7
The wellness influencer is qualified in the wellness area.	1	2	3	4	5	6	7
The wellness influencer is skilled in the wellness area.	1	2	3	4	5	6	7

7- Please rate the following statements about the perceived trustworthiness of that wellness influencer.

(1: Strongly Disagree / 7: Strongly Agree)

The wellness influencer is sincere.	1	2	3	4	5	6	7
The wellness influencer is honest.	1	2	3	4	5	6	7
The wellness influencer is dependable.	1	2	3	4	5	6	7
The wellness influencer is trustworthy.	1	2	3	4	5	6	7
The wellness influencer is reliable.	1	2	3	4	5	6	7

8- Please rate the following statements about the perceived congruence of that wellness influencer with the wellness App he/she promotes.

(1: Strongly Disagree / 7: Strongly Agree)

When I think of the wellness influencer as an endorser, the wellness App he/she promotes is one of the first products I think about.	1	2	3	4	5	6	7
The idea of the wellness influencer endorsing the wellness App he/she promotes represents a very good fit.	1	2	3	4	5	6	7
I think the wellness influencer is a relevant endorser for the wellness App he/she promotes.	1	2	3	4	5	6	7
I think the wellness influencer is an appropriate endorser for the wellness App he/she promotes.	1	2	3	4	5	6	7

9- Please indicate your likelihood of purchasing the wellness App that the influencer promotes.

(1: Strongly Disagree/ 7: Strongly Agree)

I would try.	1	2	3	4	5	6	7
I would seek out.	1	2	3	4	5	6	7
Very likely.	1	2	3	4	5	6	7
Probable.	1	2	3	4	5	6	7
I would consider.	1	2	3	4	5	6	7

10- Which of the following age groups do you belong to?

- Under 18
- 18-27
- 28-43
- 44-59
- Above 59

11- What is your gender?

- Male
- Female
- Other____

12- What is the highest education degree that you received?

- High School Degree
- Bachelor's Degree
- Master's Degree
- PhD Degree

13- Which describes your current position?

- Only Student
- Student & Part-time Employed
- Student & Full-time Employed
- Part-time Employed
- Full-time Employed
- Other_____

14- In which sector / industry do you currently work?

- I do not work
- Technology / IT
- Healthcare / Pharmaceuticals
- Finance
- Education
- Manufacturing
- Media / Entertainment
- Transportation / Logistics
- Retail / Consumer Goods
- Construction
- Legal / Law
- Travel
- Energy
- Other_____

15- How many years have you been working?

- I do not work
- Less than 3 years
- 3-5 years
- 6-9 years
- 10-14 years
- 15-20 years
- More than 20 years

16- What is your income level?

- Less than 17.000 TL
- 17000TL – 30000TL
- 30001TL – 45000TL
- 45001TL – 60000TL
- More than 60000TL

APPENDIX B

ADAPTED SCALE ITEMS

Construct	Item	Statement	Reference	Source
Perceived Expertise of Influencer	Exp1	The wellness influencer is an expert in the wellness area.	Ohanian, R., 1990	Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness
	Exp2	The wellness influencer is experienced in the wellness area.		
	Exp3	The wellness influencer is knowledgeable in the wellness area.		
	Exp4	The wellness influencer is qualified in the wellness area.		
	Exp5	The wellness influencer is skilled in the wellness area.		
Perceived Trustworthiness of Influencer	Trs1	The influencer I follow is sincere.	Ohanian, R., 1990	Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness
	Trs2	The wellness influencer is experienced in the wellness area.		
	Trs3	The influencer I follow is dependable.		
	Trs4	The influencer I follow is trustworthy.		
	Trs5	The influencer I follow is reliable.		
	Sim1	The wellness influencer is	Packard	

		very much similar to me.	G, Gershoff, A. D, Wooten D. B, 2016, as cited in Bruner, 2019	When boastful word of mouth helps versus hurts social perceptions and persuasion.
Perceived Similarity with Influencers	Sim2	The wellness influencer is very much like me.		
	Sim2	The wellness influencer has very much common with me.		
Perceived Congruence of Influencer with Product	Cong1	When I think of the wellness influencer as an endorser, the wellness App he/she promotes is one of the first products I think about.	Sengupta J, Goodstein R.C., Boninger D.S., 1997, as cited in Bruner, 2012.	All Cues Are Not Created Equal: Obtaining Attitude Persistence under Low-Involvement Conditions
	Cong2	The idea of the wellness influencer endorsing the wellness App he/she promotes represents a very good fit.		
	Cong3	I think the wellness influencer is a relevant endorser for the wellness App he/she promotes.		
	Cong4	I think the wellness influencer is an appropriate endorser for the wellness App he/she promotes.		
	Adop1	I would try.	Sierra J.	Using a model's

	Adop2	I would seek out.	J., Hyman	apparent ethnicity
Adoption of	Adop3	Very likely.	M. R,	to influence viewer
Wellness App	Adop4	Probable.	Torres I.	responses to print
	Adop5	Would consider.	M., 2009,	ads: A social
			as cited in	identity theory
			Bruner,	perspective
			2019.	

APPENDIX C

CHARACTERISTICS OF DATA SAMPLE (N=103)

Variable		Frequency	Percentage %
Follower Number	Less than 10.000	14	13,6%
	10.000 – 99.999	37	35,9%
	100.000 – 9.999.999	36	35,0%
	More than 1.000.000	16	15,5%
Wellness Application Category	Meal Planning & Nutrition	21	20,4%
	Fitness & Training	31	30,1%
	Wellbeing & Meditation	22	21,4%
	Sleep Tracker	5	4,9%
	Mental Health Support	17	16,5%
	Other	7	6,8%
Age	Under 18	0	0,0%
	18 - 27	49	47,6%
	28 - 43	48	46,6%
	44 - 59	6	5,8%
	Above 59	0	0,0%
Gender	Female	65	63,1%
	Male	38	36,9%
	Other	0	0,0%
Highest Education Received	High School Degree	7	6,8%
	Bachelor’s Degree	57	55,3%
	Master’s Degree	34	33,0%
	PhD Degree	5	4,9%

Current Position	Only Student	8	7,8%
	Student & Part-time Employed	3	2,9%
	Student & Full-time Employed	3	2,9%
	Part-time Employed	2	1,9%
	Full-time Employed	85	82,5%
	Other	2	1,9%
Industry	I do not work	7	6,8%
	Technology / IT	25	24,3%
	Healthcare / Pharmaceuticals	11	10,7%
	Finance	12	11,7%
	Education	3	2,9%
	Manufacturing	19	18,4%
	Media / Entertainment	1	1,0%
	Transportation / Logistics	5	4,9%
	Retail / Consumer Goods	3	2,9%
	Construction	0	0,0%
	Legal / Law	1	1,0%
	Travel	1	1,0%
	Energy	2	1,9%
	Other	13	12,6%
Working Experience	I do not work	5	4,9%
	Less than 3 years	14	13,6%
	3-5 years	26	25,2%
	6-9 years	25	24,3%
	10-14 years	23	22,3%
	15-20 years	5	4,9%
	More than 20 years	5	4,9%

	Less than 17.000 TL	8	7,8%
Income	17000TL – 30000TL	7	6,8%
	30001TL – 45000TL	11	10,7%
	45001TL – 60000TL	29	28,2%
	More than 60000TL	48	46,6%

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