

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Management



Bachelor's Thesis

**Social Media Influencers - A study on the credibility of Fitness
Promoters as viewed by Instagram users**

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BACHELOR THESIS ASSIGNMENT

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Economics and Management

Thesis title

1 Social Media Influencers – A study on the credibility of fitness promoters as viewed by Instagram users

Objectives of thesis

To assess the impact of social media influencer on Instagram users, with a strong focus on the notion of trust. In other words, this study deals with the study of how and why social media influencers affect the consumer retention of Instagram users in the health/fitness sector. Therefore, this study is an exploratory project that aims to answer the research question:

” What factors affect or influence the credibility of fitness promoters in India as viewed by the Instagram users?”

2 Methodology

In general, the research methods include statistical analysis. Mixed methods will be applied using a survey design—google forms (survey), and the Likert scale to quantify user responses according to the parameters of the research objectives.

3 The proposed extent of the thesis

4-50

4 Keywords

Influencer Marketing, Social media, Consumer Belief, Consumer Behavior, Fitness Sector

5 Recommended information sources

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Declaration

I declare that I have worked on my diploma thesis titled "Social Media Influencers - A study on the credibility of Fitness Promoters as viewed by Instagram users" by myself, and I have used only the sources mentioned at the end of the thesis. As the author of the diploma thesis, I declare that it does not break the copyrights of any person.

In Prague on 14 – March - 2023

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Social Media Influencers - A study on the credibility of Fitness Promoters as viewed by Instagram users

Abstract

As health and fitness have been essential topics in the last few years, increasingly, people are trying to benefit from that practice by covering it on their social media sites, especially on Instagram. Since this situation can help all stakeholders - promoters, companies, and end customers - it is essential to know how to gain the fans' trust by recognizing the most potent element of trust. Although a few studies affect e-commerce trust, none of them have been able to analyse the situation regarding the marketing of influencers, especially promoters related to eligibility on Instagram.

The three most commonly mentioned standards of trust in books are based on loop, kindness, integrity, and competence to address this problem. Each item was assigned three related questions, with Likert's rating used in the online questionnaire, which assisted in conducting a detailed retrospective analysis. Analysis has shown that Instagram users value transparency, concluding that promoters and affiliates should be 100 percent green, honest, and dedicated to gaining customer trust.

Keywords: Social Media Marketing, Social Media Influencers, Fitness Promoters, Instagram Marketing, Online Credibility

Influenceri sociálních sítí – Studie o důvěryhodnosti promotérů fitness z pohledu uživatelů Instagramu

Abstrakt

Vzhledem k tomu, že zdraví a kondice byly v posledních letech zásadními tématy, lidé se stále více snaží z této praxe těžit tím, že ji pokrývají na svých stránkách sociálních médií, zejména na Instagramu. Vzhledem k tomu, že tato situace může pomoci všem zainteresovaným stranám – promotérům, společnostem a koncovým zákazníkům – je nezbytné vědět, jak získat důvěru fanoušků rozpoznáním nejúčinnějšího prvku důvěry. Ačkoli několik studií ovlivňuje důvěru v e-commerce, žádná z nich nedokázala analyzovat situaci ohledně marketingu influencerů, zejména promotérů souvisejících se způsobilostí na Instagramu.

Tři nejčastěji zmiňované standardy důvěry v knihy jsou založeny na smyčce, laskavosti, integritě a schopnosti řešit tento problém. Ke každé položce byly přiřazeny tři související otázky, přičemž Likertovo hodnocení bylo použito v online dotazníku, což pomohlo při provádění podrobné retrospektivní analýzy. Analýza ukázala, že uživatelé Instagramu oceňují transparentnost a došli k závěru, že promotéři a přidružení partneři by měli být 100% ekologičtí, čestní a oddaní získávání důvěry zákazníků.

Klíčová slova: Marketing na sociálních sítích, influenceri na sociálních sítích, propagátoři fitness, marketing na Instagramu, online důvěryhodnost

Table of content

1 Introduction	10
1.1 Fitness Sector	10
1.2 Instagram Marketing	10
2 Objectives and Methodology	11
2.1 Objectives.....	11
2.2 Research questions	11
2.3 Thesis Flow	11
2.4 Methodology	12
2.5 Research Design	12
2.6 Survey Design	13
2.7 Likert Scale.....	13
2.8 Question Choices.....	14
2.9 Data Collection.....	14
2.10 Hypothesis	15
3 Literature Review.....	16
3.1 Fitness Trend	16
3.2 Social Media Marketing & Types	17
3.3 Consumer Marketing Trust	21
3.4 Influencer Marketing Trust	23
4 Practical Part	24
4.1 Data Analysis	24
4.2 Demographic Analysis	26
4.3 Hypothesis Analysis	29
4.4 Thematic Analysis.....	33
5 Results and Discussion	37
5.1 Key Findings	37
5.2 Managerial Implications.....	39
6 Conclusion.....	40
7 References	42
8 Appendix	47

List of Graphs

1. Age Group	26
2. Gender	27
3. Occupation	28
4. Thematic Map	33

List of Tables

1. Component Matrix.....	29
2. Descriptive Statistics	29
3. Correlations	30
4. Model Summary.....	30
5. ANOVA	31
6. Coefficients	31

List of abbreviations

UPI: Unified Payment Interface

DTH: Direct To Home

9 Introduction

The habit of living a healthy and fit life has a long history, but especially over the past decade, the interest in health and life has been growing at an even higher rate (Neumayr, 2002). While people have always strived to be their best version, social media promotes healthy eating and regular exercise. There is currently a lot of hype about fitness and health in social media (Ridgway & Clayton, 2016), which is why many people use social media to showcase their stories about lifestyle and give suggestions to others (Koch & Luu, 2015). This motivates and encourages their audience, especially the youth, to develop themselves by living the same life (Koch & Luu, 2015).

9.1 Fitness Sector

Fitness is the field where social media marketing and its service in marketing settings have also been the subject of many discussions over the past few years (Grimm, 2013). Globally, 2.62 billion people use social media, while 2.23 billion people use Facebook (Statista, 2018b), and about 1 billion users on Instagram. The latter can be seen in the dramatic growth of influences. Influencers have many followers where everyone has the same interests, making it possible to influence their usage patterns (Charlesworth, 2018). Because developers are seen as "ordinary people" and not celebrities, they form the basis of communication and trust between the follower and the promoter (Charlesworth, 2018). These developments have prompted companies worldwide to adapt their marketing strategies to suit the Internet - and marketing that has a huge impact, especially on Instagram.

9.2 Instagram Marketing

There are many reasons why Instagram has been so successful over the last few years. Its mobility makes it possible for the users to access the application anywhere and whenever they want (E. Lee, Lee, Moon, & Sung, 2015). Another factor to consider while speaking about the success of Instagram is narcissism because the app thrives in an area of narcissists who have complete control over self-presentation and value a superficial relationship (Sheldon & Bryant, 2016). Lastly, Instagram attracts many people because it is easy to use and offers touching content such as photos and short videos (E. Lee et al., 2015).

10 Objectives and Methodology

10.1 Objectives

Aside from the high number of promoters covering the whole topic of fitness and the financial growth of businesses in the industry in solid advertising (Woods, 2016), little research has been done on the link between the growing trend of fitness growth and social media. To assess the impact of Instagram promoters on customers, there will be a strong focus on the topic of trust. How reliable Instagram users are by exercising as a hobby, they find influential followers. At the end of the study, it will be clear how the general audience perceives the facilitator. It will be possible to say whether the influencer marketing is successful, even if it is considered untrue to make many sponsored posts, and finally, if fans have to trust everyone who influences social media.

10.2 Research questions

The primary goal is to answer the following question:

"What are the factors that affect the credibility of the fitness promoters as seen by Instagram users?"

To answer that question, a quantitative research methodology will be used. A survey based on a list of questions circulated among the people featured in the powerful Instagram ad daily will identify critical issues affecting the credibility of the foster promoters as seen by Instagram users.

10.3 Thesis Flow

The rest of the thesis work continues as follows. Continuing with literature reviews, it explains the latest health and fitness trends, considers the definition of social media marketing in general, and describes its most common types. Influencer marketing is described in detail, given the research questionnaire. At the end of the book review, the concept of trust is explained in detail. The methodology followed included a brief

announcement of the research design selected for this paper, a construction rating, a description of the data collected, and data analysis. After that, the study's findings will be briefly summarized and discussed. After that, further management barriers will be raised, and eventually, the paper will be closed with conclusions, limitations of the present research, and suggestions for future research.

10.4 Methodology

The literature review will be based on studies from specialized publications, websites, journals, and other written or online sources. The practical part of the thesis will be based on the information gained from the survey. The sample size for the study will be 1000 respondents. The survey will be conducted in India for those respondents using digital wallets. The respondents can be both male and female with ages ranging from 18 to 50, and they may have occupations such as student, businessman, homemaker, professional, etc. The survey will be conducted through a structured questionnaire. The initial part of the questionnaire will include questions that help find out consumer beliefs towards influencer marketing. The next part of the questionnaire will contain demographic questions such as gender, age, income, and occupation.

10.5 Research Design

There are three research methods: quality research, statistical research, and multidisciplinary research (Creswell, 2014). The purpose of advanced research is to assess and understand incidents, groups, or individuals (Creswell, 2014). Especially when you study social relations, qualitative research seems to be the most appropriate design, as it provides an opportunity to immerse yourself in one's thoughts and emotions (Flick, 2006). Qualitative research requires a more varied definition of terms between the initial stages than quantitative research. It cannot be done or analysed electronically, meaning that emotional people should review and understand it (Berg, 2001). In quality research, it is often criticized because it may appear unscientific and therefore biased (Berg, 2001). However, like all types of research design, it becomes more representative when tested, observed, or questioned (Creswell, 2014).

The study of mixed methods involves quality and quantity designs to collect as much data as possible (Creswell, 2014). It was first used by researchers who believed in both quality and quantity methods and saw both as helpful in answering research questions (Johnson, Onwuegbuzie, & Turner, 2007). Combining both types of research, a firm conclusion to the question can be obtained, as the answer involves both mathematical and discussion steps or other quality methods (Creswell, 2014).

To gain the additional understanding about the trust factor in influencer marketing, the author decided to talk with fitness influencers to understand the perspective from their side. In this process, total six semi-structured interviews were conducted through the online mode. The author contacted them through Instagram and explained the objective of the study and then conducted this study. The interviews provided richness to understanding as well as context to the survey data collected. In this way the author avoided bias by ensuring that the survey data reflected reality.

10.6 Survey Design

To measure trust as flexibility, it was divided into three values defined by Chen and Dhillon (2003): integrity, kindness, and knowledge. Flexible integrity is measured by questions about the degree to which consumers believe promoters are honest and do things right. This also includes questions about the dignity of the supporters because it is often a factor in which customers get a previous opinion of the promoter. Knowledge or skill was the third level of trust defined by Chen and Dhillon (2003). Questions that measure this diversity have asked consumers if they think most promoters are knowledgeable and skilled in their particular field. In the context of the fitness category, this can be proved even by having a personal trainer certificate, a dietician's certificate, or others.

10.7 Likert Scale

In this study, the so-called Likert Scale was used in most questions. The Likert Scale is a type of psychometric that is widely used in basic research (Barua, 2013). It seems to be the best form of inquiry in the study, especially when measuring agreement level, vision,

competence, and quality (Joshi & Pal, 2015). Although the first version of the Likert scale has only three response options, there are five to ten options (Corpsman & Ostrom, 2011).

This makes it possible for respondents to express their views or attitudes on relevant topics (Corpsman & Ostrom, 2011). Nowadays, the most widely used Likert scale is when respondents have to clarify their level of agreement or disagreement on a particular topic. This is done by creating an equal ranking, where one end stands for "firm confession" and the other "firmly denies" (Barua, 2013). And that same Likert scale form has been used for many questions in the questionnaire.

10.8 Question Choices

Before informing respondents to respond to Likert-based queries, two so-called test questions had to be answered correctly to proceed with the questionnaire (Malhotra, 2015). Those questions asked if the respondent was an active Instagram user and followed one or more social media promoters, their content emerging about fitness, including exercise and posting information. The list of questions only continued if both questions were answered with a resounding yes because otherwise, a person would not fit our sample.

Visible integrity, kindness, and competence are the three components of trust. The purpose of the questionnaire is to determine which of the three most influential contributors to the complete confidence seen by fitness promoters on Instagram and which one does not influence it. To that end, nine questions were developed securely, i.e., in the form of a Likert scale, asking for whether strong disagreements, disagreements, uncertainties, agreement, and firm agreement. Since questions are easily understood and constructed in a way that can be answered quickly, respondents will not experience problems when answering a questionnaire (Leung, 2001).

10.9 Data Collection

Since there is limited research on consumer confidence in competent advertising, especially in the fitness industry, a survey based on an online questionnaire was conducted on a baseline survey. This makes it possible to create direct - and still anonymous - contact with the entire target group: people who use Instagram and like fitness. Therefore, the sample

of questionnaires was determined by a judgment sample, which is a selection based on the researcher's belief and judgment that participants meet the research requirements (Paier, 2010).

However, risk comes with a judgment sample, i.e., the researcher examines the respondent's interests and responses (Tongco, 2007). This means that the outcome data is somewhat biased because it did not just appear (Tongco, 2007). Therefore, the result does not represent the whole community but shows direction. Because of the previously defined niche of the research topic, the researcher creates judgment samples to save time and performance.

10.10 Hypothesis

Before formulating specific questionnaires, three ideas were developed based on the three sides of trust previously described by Chen and Dhillon (2003): Integrity seen in collaboration with Instagram posts positively impacts the perceived loyalty to the fitness promoter on Instagram.

H1: The kindness gained by working with Instagram positively impacts the perceived confidence of the fitness influencer on Instagram.

H2: Skills seen in collaboration with Instagram posts positively impact perceived loyalty to the fitness influencer on Instagram.

According to Chen and Dhillon (2003), each of these components of trust has a positive effect on general confidence. However, the purpose of this paper is to determine whether the same principle applies to trust in communications promoters. A few authors, such as Dahlqvist and Preiksaite (2018), have concluded that fans of social media promoters often question whether the advice they give is reliable or hypocritical because of sponsorship or paid content. That's why this study focused on finding out if Instagram users who like fitness trust the people they follow and what are the most important factors when it comes to trust.

11 Literature Review

11.1 Fitness Trend

Qualification trend has a long history. From modern times to the end of the 19th century, people have emphasized the importance of balance between body, mind, and soul. At that point, women begin to feel pressured by society and strive to be thinner, which they get by counting calories and regular training at home (Koch & Luu, 2015). Koch and Luu discovered that during World War II, the best beauty - especially for men - was to have a sporty and healthy body that symbolized strength and prowess. Images of men portrayed in various media outlets are very similar to modern bodybuilding. The prosperity of health and fitness began in the 1970s when running became fashionable, and fitness became a way of life for a growing number of people (Neumaier, 2002).

The fitness philosophy continued through the decades, and especially bodybuilding became very popular (Hoffmann, 2002). From then on, even women entered the "men's category" of the gym, enabling gymnasiums to identify a new target group (Haemers, 2016). Over the years, new things like health, fun, and communication became more critical when they thought of gymnastics and not just focused on their image (Hoffmann, 2002). In the 1990s, people came up with a solid exercise program - which they called fitness. So finding their dream bodies - they call it the result (Haemers, 2016). Nowadays, people mostly go to the gym for all the "healthy" things, including exercise, and appear in activities such as going to the sauna later, doing exercise classes, and eating before returning home (Hoffmann). , 2002).

According to Kelc (2002), humans adapt to healthy living conditions due to its effect on the human body and mind. The author emphasizes that the positive impact of stamina is higher, especially in people suffering from diseases such as high blood pressure or diabetes. Generally, people who exercise regularly are more likely to eat a healthy diet and become less ill (Kelc, 2002). That's why fitness has become an essential topic in the last few decades - people are aware of their well-being and health due to social media websites (Ridgway & Clayton, 2016).

The hype surrounding health and resilience in social media has existed as long as it has existed (Koch & Luu, 2015). More and more people living a "healthy lifestyle," which includes eating a healthy diet, exercising regularly, and generally taking care of one's mental health - have shared vlogs or photos on social media (Juhlin & Soini, 2018). They often share emerging tips about diet and training to help their followers reach their final goals (Koch & Luu, 2015). While on the other hand, it may inspire some people. Some may mistake all that information and compare themselves with other people on social media, especially young women (Juhlin & Soini, 2018). According to a study by Cohen and colleagues (2017), the level of body image - representing physical resistance and body image concerns - Instagram users are significantly higher than those who do not use Instagram. This may be due to the excessive posting of tiny - and often unhealthy bodies - on Instagram, which young women set as a goal (Cohen, Newton-John, & Slater, 2017).

Even though people tend to compare themselves online and, as a result, tend to have lower self-esteem and negative self-esteem, social media can also be beneficial and encouraging if they have suitable role models. In addition to the encouragement and motivation of the private sector, social media is an adjuvant tool for businesses to drive sales (Tuten & Solomon, 2017).

11.2 Social Media Marketing & Types

Social Media Marketing is a form of marketing in which social media platforms, channels, and software are used to build customer numbers and meet their needs and requirements (Tuten & Solomon, 2017). Compared to the old marketing strategies that follow the upswing strategy, which means that the company always takes action, social media marketing has a straightforward approach, making it much easier for consumers to interact and engage with products. (Armstrong, Kotler, Harris, & Piercy, 2013). Customers connect, donate and share the product with other company customers, creating a sense of community (Tuten & Solomon, 2017).

Kotler et al. (2013, p. 5) describe marketing as "the process by which companies build value on customers and build strong customer relationships to capture value for customers in return." It's all about understanding consumer needs, creating value-added products,

finding an affordable pricing strategy, an appropriate distribution channel, and a promotional strategy (Armstrong et al., 2013). Social media marketing has the same goal as marketing, but the most significant difference is that it is done online, especially in social media (Gay, Charlesworth, & Esen, 2007). This includes all web-based software and services that allow users to come together online and communicate, communicate, exchange, and participate in many forms of digital social media (Ryan, 2014).

There are many different types of social media, depending on their primary focus. Such social networking sites provide a platform for collaboration, where people can find and add friends, comment on profiles or photos, chat and join groups (Kotler, Keller, & Brady, 2016). The most widely used social media platforms are Facebook, Twitter, Instagram, and YouTube (Statista, 2018a). The most popular social networking site these days is called photo and video sharing sites (Ryan, 2014). That allows users to share photos or videos and comment on other posted media. YouTube, Tumblr, Instagram, Flickr, and Pinterest are the most popular photo and video sharing sites in the community. Many major marketing companies make the most of them (Elliott & Waller, 2014).

Affiliate Marketing - Ul Haq (2012) defines affiliate marketing as based on online marketing functionality. A website or company selects so-called "agents" to help them generate web page traffic and increase sales. The author (Ul Haq, 2012) explains that if a website or promoter wants to join a collaborative program, a specific link to a joint website should be included on the host web page, YouTube video description, or personal history. Instagram page. The more customers click on that link and decide to buy something from it, the more profitable the website. In most cases, revenue from affiliate programs is a predetermined percentage of affiliate link sales and typically ranges from 1% to 15% (Grabs, Bannour, & Vogl, 2016).

Affiliate marketing has three main characters - marketer, affiliate, and web users (Edelman & Brandi, 2013). An affiliate marketing agent for a company or website - meaning offline or online - wants to do online marketing to increase traffic and sales (Snyder & Kanich, 2015). One of the many ways online retailers use integrated marketing is to deliver part of the marketing or entire marketing process to another company or individual - usually promoters - and share a portion of the profits from that third-party advertising with that

particular business. Or person (Snyder & Kanich, 2015). Although Amazon is the most successful affiliate marketer to date, many small websites benefit the most (Edelman & Brandi, 2013).

Sponsorship - Sponsorship is a form of marketing that is gaining popularity right now as it is used by many large companies, including sports firms such as Nike, Adidas, and Puma (Delaney, McManus, & Lamminmaki, 2016). It is very effective when it is part of an integrated marketing communications function, which means that other marketing strategies must work in line with sponsored activities (Delaney et al., 2016). According to Delelaney et al. (2016), sponsorship is most effective when there is a close collaboration between the various aspects of marketing, including public relations, marketing promotion, advertising, and personal marketing.

It is generally regarded as part of public relations and is an organizational process that supports one person, event, business, or others financially or otherwise ("Funding," 2008). The most common form of sponsorship logos in tricots of soccer players or posters means cooperation ("Sponsorship," 2008). Funding is the most expensive form of marketing, but overall, the benefits outweigh the costs (Madill & O'Reilly, 2010). The reason for its effectiveness is that the logos or images that are frequently seen tend to reside in the unsuspecting minds of customers, making it easier to increase brand awareness (Madill & O'Reilly, 2010).

User-generated content is a concept that marketers use for marketing purposes. It represents all customers engage and interact with a company on social media websites with personalized content (Smith, Fischer, & Yongjian, 2012). Although consumers themselves deliver content, user-generated content may be the acquired media or the owner or paid media (Daugherty, Eastin, & Bright, 2008). It can appear in many ways or forms, such as reviews on Amazon, photos on Instagram, or status updates on Facebook (Smith et al., 2012).

Like Blackshaw and Partners (2017), not just one driver for user-generated content, but four key factors - community, empowerment, collaborative creation, and self-reflection - why people are encouraged to post user-generated content. . People often crave a sense of community, which enables them to connect and interact with other people online (Blackshaw

et al., 2017). According to Daugherty and colleagues (2008), producers of user-generated content are old-fashioned because they feel inner wisdom and want to share it with other people.

Podcasting - The term podcasting is a compilation of the word "broadcast" and Apple's famous MP3 player, called "iPod" (Beyer & Walter, 2008). It is a visual radio program that can be stored and listened to as standard MP3 files, so once downloaded to the machine, users can listen to it whenever they want (Beyer & Walter, 2008). Although the podcasts presented as music files can be collected individually, today, they are better known as audio files (Grabs et al., 2016). The act of advertising in a podcast is called "podvertising" and is mainly used by many music labels, seeking to attract potential listeners' attention (Beyer & Walter, 2008).

While podcasting is seen as a modern version of radio broadcasting, it is beginning to be used in education (Chan et al., 2017). Podcasting as a teaching tool was developed a few years ago. It allows teachers to record a lesson and students the opportunity to listen to lectures they can attend (Chan et al., 2017). According to Sendag and colleagues (2018), the act of simply listening to a lesson can lead to students becoming bored and "turning their heads." As podcasting makes it possible for students to listen only to the level of boredom, it is a handy tool in the educational environment (Şendağ, Gedik, & Toker, 2018).

E-Mail Marketing - E-Mail Marketing is a form of Direct Marketing in which companies send special offers, advertisements, or other information to potential customers or potential customers by e-mail (Armstrong et al., 2013). This type of marketing allows for personalized, well-selected targeted market and directing single communications (Grabs et al., 2016). Compared to the standard form - Direct E-mail Marketing - e-mail marketing allows for more incredible distribution speed, lower overall cost, and stability (Armstrong et al., 2013).

Although many customers view e-mail marketing as annoying, the potential for future customer access may be very high (Armstrong et al., 2013). E-mail marketing can be effective when sending them to people who have given the company permission to do so;

otherwise, it will be seen as spam, leading to negative relationships with the company (Gay et al., 2007).

Influencer Marketing - Although "Influencer Marketing" sounds like a modern and innovative way of marketing, it has been around for a very long time (Charlesworth, 2018). Charlesworth (2018) explains that it was not done online and in social media but orally in the early days of humanity. The author emphasizes that a small percentage of people have power over the whole community today; a large part of those people are called "influences." Influencer Marketing is a diminutive form of word marketing and is widely used today due to the growing number of online influencers (Lagrée, Cappé, Cautis, & Maniu, 2017).

Social media promoters have a lot of followers on one or more social media platforms, including Instagram, Facebook, YouTube, or others (Woods, 2016). The name comes from their primary purpose: to influence other people, especially their followers (Juhlin & Soini, 2018). According to Charlesworth (2018), promoters are "just like us," which is why many people - especially young people - are entirely confident about their ideas about a product or service. The author also says that, as the number of followers grows, a major obstacle between them and their followers.

Promoters of social media often impact a particular market segment - e.g., vegan people or people who like fitness and more - making it easier to influence patterns of use (Charlesworth, 2018). Juhlin and Soini (2018) claim that promoters are prominent in their particular category or industry. As fans rely more on certain people online, they follow their advice about products, companies, or brands (Charlesworth, 2018).

11.3 Consumer Marketing Trust

All purchases with a product or service require the consumer to trust the company to some degree. Although customers rely on suppliers of goods and services for their knowledge, skills, and abilities, they cannot honestly assess the quality of work done due to limited understanding (Dasu & Chase, 2013). Trust is an important word when it comes to dependence and skepticism. It means being honest, caring for responsibilities, and not being afraid of consequences (Aljazzaf, Perry, & Capretz, 2010). According to Aljazzaf et al.

(2010, p. 3), trust is an emotionally charged experience. Emotionally, this is where you expose your weaknesses to people, but you believe they will not take advantage of your openness. Logically, this is where you assessed the chances of profit and loss, calculated the expected service based on complex work data, and concluded that the person in question would behave predictably.

Consumer confidence - Although many qualities contribute to consumer confidence in the online environment, such as availability, awareness, consistency, honesty, integrity, dignity, size, fulfillment of promise, acceptance, openness, kindness, and much more (MKO Lee & Turban, 2001), Chen and Dhillon (2003) found that integrity, kindness, and knowledge are the most important factors when it comes to e-commerce trust. Integrity is about trusting the customers they have in the company or brand about honesty and ethics (M. K. O. Lee & Turban, 2001).

The company's reputation plays a significant role in speculative credibility, as consumers will not judge its reputation for a stunning reputation as they would for the lesser-known one (M. K. O. Lee & Turban, 2001). Chen and Dhillon (2003) define kindness as the kindness and honesty of the company. In this context, honesty refers to whether a company wants the best for its customers or increases profits (M. K. O. Lee & Turban, 2001). Competence is the third most reliable feature of online trading, and this refers to the skills and knowledge the company has (Chen & Dhillon, 2003). This information should be specific to the field (M. K. O. Lee & Turban, 2001).

Benefits of building consumer confidence - The higher the level of customer confidence in the product, the higher the product's value. Yes, product equity is closely associated with brand name awareness, but other factors make up the value of product equity (Dasu & Chase, 2013). A high level of consumer confidence is directly related to the increase in customer loyalty, which leads to word advertising, ultimately leading to better status (Pappas, 2016). Trust helps the company build a good customer relationship that also increases the willingness to pay and the value of the customer's life (Dasu & Chase, 2013). The more a consumer trusts the company, the more the organization avoids making mistakes such as failures or lousy advice (Pappas, 2016).

Sources of consumer confidence - The most reliable source of information before doing something for the first time or going to town for the first time are people you know and care about, in other words, verbal (Dasu & Chase, 2013). For example, if you are flying to New York for the first time, you will ask your friends and family if they have been there before, and they will give you recommendations. An improved version of that will be on rating blogs or websites, like Tripadvisor.com, because here information is not collected by people you know, but by other people who have done what you want to know more about them. (Dasu & Chase, 2013). According to the literature, detailed explanations that someone was told about themselves have a profound effect on customer decisions, which means that on average, they are more critical to what your acquaintances are telling you than what someone is saying online (Oliveira, Alinho, Rita, and Dhillon, 2017). However, many people - especially young audiences - rely on what their favorite promoters say (Dahlqvist & Preiksaite, 2018).

11.4 Influencer Marketing Trust

Although many fans are aware that promoters are paid a certain amount of money in return for their marketing activity on social media, they often trust and view them as genuine role models (Haemers, 2016). The most successful promoters have gained so much trust with their fans that sponsored content is considered authentic and accurate even when it is known that they are paid for it (Woods, 2016). According to Dahlqvist and Preiksaite (2018), the level of trust between the follower and the influential person increases when it is reported whether the post is sponsored or not. Another critical factor is the partnership, which is the company promoted, and the number of sponsored uploads (Dahlqvist & Preiksaite, 2018).

Even if the promoter is when his fans trust him, by posting more paid ads, that level of trust can easily be lost (Juhlin & Soini, 2018). It's not easy to gain audience confidence at such a level. Still, fans feel like they know the promoter personally and trust them by posting unique content and being charged regularly (Woods, 2016). Contrary to the personality of the social media platform, celebrities are not able to find such connections with their fans because they are not seen as related but especially as a high-profile community far away from reach (Woods, 2016).

12 Practical Part

12.1 Data Analysis

After collecting the data, it was analysed with the help of the SPSS computer statistics system. SPSS represents the Statistical Package for the Social Sciences and is one of the most accessible and most efficient mathematical systems available on the market. This program defines the type of variable scale and develops descriptive and non-descriptive statistics of ordinal scale variation, word, and interval (Hatzinger & Nagel, 2013). Many mathematical tests can be performed, such as t-tests, emergency tables, Mann-Whitney U-tests, and much more (Baltes-Götz, 2006).

To determine which statistical methods should be used in a particular study, the questionnaire-based survey questions should be defined to identify the types of scales and then choose the correct procedure to be performed (Hatzinger & Nagel, 2013). Due to the nature of the Likert scale - i.e., ordinal scaled - the retrospective process was often performed in this questionnaire, and the retinal logistics confirmed the results. The goal was to find out which of the three dimensions had the most potent effect on overall reliability and which one might not have had any effect at all.

Before all the necessary data was collected and enough people to answer the survey, all questions were given a type of scale, which indicated the mathematical tests to be performed. First, an Excel spreadsheet is created for every question, listing all the different answer options and identifying the number of answers for each option. After that, all the results were copied to a statistical system, SPSS, and the appropriate statistical tests were performed. This enabled the researcher to analyse the impact of all variables under consumer confidence on the overall honesty, identified by Chen and Dhillon (2003): integrity, kindness, and knowledge. Eventually, the data was interpreted, and later a conclusion was reached as to whether consumers trust the influences in the qualifying industry.

A feature analysis was performed to ensure the reliability of the following results obtained by multiple retrospective analysis in SPSS. Factor analysis is often used in social science, where researchers are subject to truly unpredictable changes (Field, 2009). A

significant area of application of feature analysis is questions and surveys that attempt to measure variable sets of parameters that are generally unmeasured (Field, 2009). Factor analysis is called the goal of identifying factors or variables that contribute to dependent variables (Field, 2009). Field (2009) uses the model of thunder and the elements involved. These include social skills, selfishness, and curiosity, the tendency to lie to others, how much they listen to other people, and how much they talk about themselves. All of those features can be described as "the magnitude of the thunder."

Due to the research question and the nature of the variables, multiple retrospective analysis was performed. Retrospective analysis is often used to predict events (Field, 2009). It is somehow linked to the study of the relationship, as the relationship between the two variables is vital in predicting future events related to those changes. According to a field (2009), this future phenomenon is called outcome variability and is dependent on predictive variability.

In this study, the variance of the result refers to the question "How much do you trust the motivators associated with toughness on Instagram?". The variables that address this question are called "overall trust." There are several predictive variables; nine variables - nine Likert scale questions that advertise on three sides of the trust - were grouped into just three variables. This will help to make retrospective analysis clear and straightforward. Since there are many predictive variables, multiple regression analysis are performed instead of simple linear regression analysing only two variables.

About the sample size of the retrospective analysis, it is recommended that there be at least ten responses or data for each predictive variable (Field, 2009). For each question related to the magnitude of trust - three questions each, making a total of nine questions - should be at least ten pieces of data. This guide was met with a sample size of 136, which makes the analysis very reliable. Of course, when the sample size becomes more extensive, the sample represents the total population. However, sometimes the need for a small selection seems to be very effective for the researcher in data collection (Field, 2009).

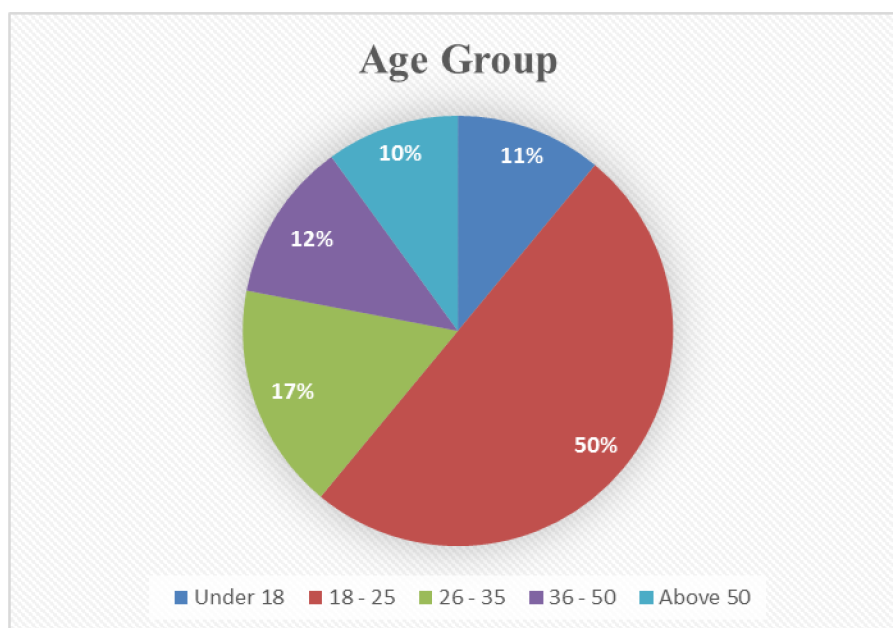
Another significant factor to consider is whether multicollinearity exists. Multicollinearity shows that two or more variables have a strong or complete relationship (Field, 2009). Multicollinearity makes it challenging to find a different solution with

regression analysis, as there is an infinite number of possibilities for which coefficients work best (Field, 2009). To assess multicollinearity in data, field (2009) suggests looking at the link matrix and looking at values above 0.80. Any value more significant than that number may indicate a stronger correlation between the variables and result in a negative regression analysis (Field, 2009). Whether there is multicollinearity present in this data will be determined in the findings shortly after descriptive statistics.

12.2 Demographic Analysis

Before submitting essential research findings, respondents should be re-evaluated to reach conclusions about how representative the results of this study are.

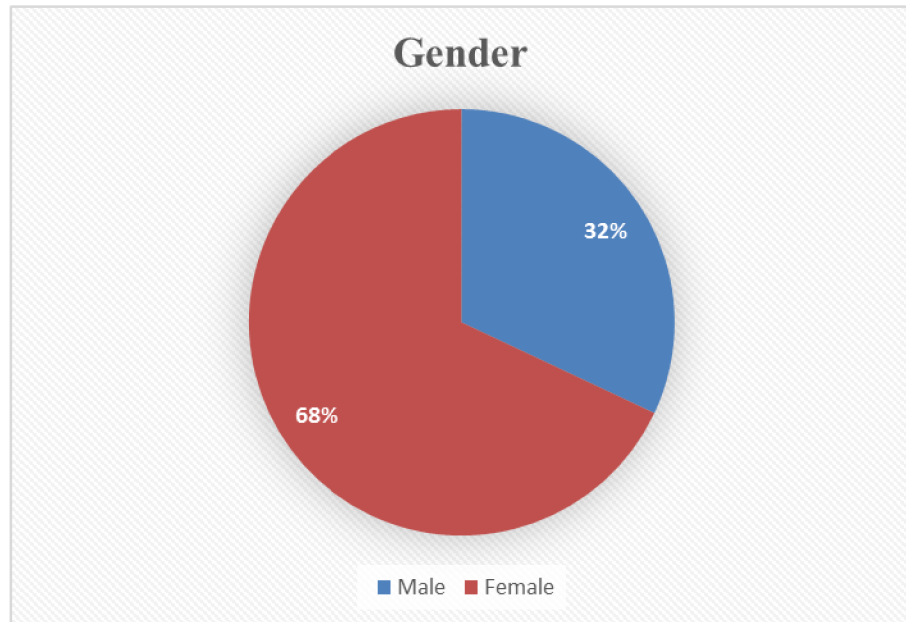
Graph 1: Age Group



Source: Own illustration

Figure 1 shows that about three-quarters of respondents were between 18 and 25 years old. One-sixth of the responses came from adults between the ages of 26 and 35, and one-tenth of the answers came from adolescents under 18 years of age. The remaining 2 percent were people between the ages of 36 and 50.

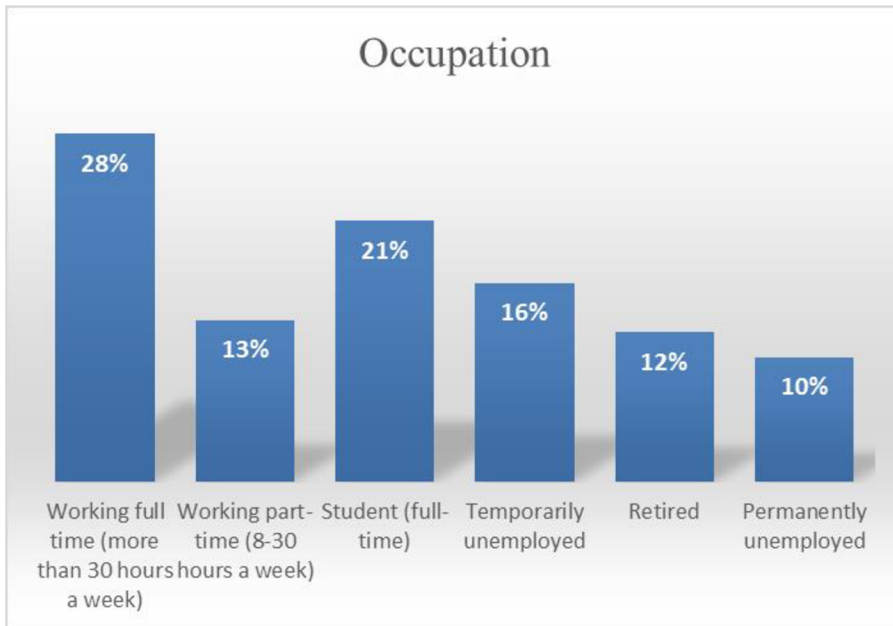
Graph 2: Gender



Source: Own illustration

As shown in Figure 2, most of the responses come from women, closely related to the type of samples the researcher has selected, the judgment sample. And because most female Instagram users commented on the significant post-related influences, the majority of girls and women were contacted in this study. Those results are not surprising, given the typical Instagram population. According to Statista (2019), most Instagram users are between the ages of 18 and 34, which makes the majority of respondents to this questionnaire. Additionally, the predominant sex in the 18- to 34-year-old group is male, making respondent sex distribution less representative. However, it is unknown whether more women than men are followers of influence-related influences so that no reliable gender distribution can be made.

Graph 3: Occupation



Source: Own illustration

After seeing the distribution of gender and age of respondents, the results of the work could not be expected as they were. Since most people are between 18 and 25, most are students, either alone or part-time or part-time. A small number of respondents work part-time, which means 8 to 30 hours a week, and about one-third are full-time, more than 30 hours a week. Six people are temporarily unemployed.

12.3 Hypothesis Analysis

In the case of this study, feature analysis was used to validate the three reliability ratings, cited by Chen and Dhillon (2003), and to ensure that the questions compiled in the questionnaire reflect the appropriate levels of reliability.

Component Matrix			
	Component 1	Component 2	Component 3
Q1	.671		
Q2	.565		
Q3	.542		
Q4		.763	
Q5		.759	
Q6		.684	
Q7			.813
Q8			.786
Q9			.770

Table 1: Component Matrix

As shown in Table 1, the segment matrix consists of three sections corresponding to the questions intended to measure the three levels of reliability. To formulate three questions of integrity, kindness, and each ability - the three aspects of trust defined by Chen and Dhillon (2003) - the SPSS system divided those questions into three categories. This means that in most cases, most respondents answered each question in the section in the same or similar way (Field, 2009). SPSS performance scans all responses to data collected and compares correlations and similarities between questionnaires (Field, 2009). Those results have recently confirmed that the questions compiled in the questionnaire were appropriate to evaluate the item assigned to them (Field, 2009). After verifying the validity of the questions, a preliminary test, i.e., multiple retrospective analysis, was performed.

Descriptive statistics		
Variable	Mean	Std. deviation
Trust overall	3.05	.744
Integrity	3.33	.902
Benevolence	2.91	.801
Competence	3.82	.954

Table 2: Descriptive Statistics

The descriptive statistics in Table 2 show the approximate question methods for Likert from the questionnaire. After re-recording the chances of response - 1 as "very negative" to 5 "very agreeable" - it can be said that at a rate of 3.82, questions about competence appear to be widely agreed upon. Integrity has the second-highest standard and the lowest kindness. However, this is only a summary of the data, and it is not enough to conclude as to the most significant factor in the overall reliability.

Correlations				
	Trust	Integrity	Benevolence	Competence
Trust	1.00	.225	.277	.124
Integrity	.225	1.00	.323	.537
Benevolence	.277	.323	1.00	.299
Competence	.124	.537	.299	1.00

Table 3: Correlations

The correlation table above shows the coefficient of Pearson correlation between all variables. All values that indicated value ($p < .01$) is blue in the table. First of all, strength and kindness seem to have a perfect correlation ($r = .537$), indicating a fair value. Although this correlation is very high, it is not higher than .8, which means that discounts do not reflect multicollinearity and measure different factors (Field, 2009). If you look at the aspect of "all trust" and your relationship with other variables, it is clear that kindness reflects the highest coefficient of relation. Therefore, the chances of being kind enough to predict complete trust in the three factors are very high.

Model summary			
R	R²	Adjusted R²	Std. Error of the Estimate
.313	.098	.078	.714

Table 4: Model Summary

The model summary shows what percentage of dependent variables can be defined by independent variables (Field, 2009). In this case, 8% of total trust variability can be explained by independent variables - integrity, kindness, and competence. This number is considered very low; however, the data shows. For large sample sizes and other types of questions, this number may be higher. A standard measurement error indicates the difference between the fundamental values and the best equation line (Field, 2009). A value of 0.71 means that the model is accurate in predicting dependent variables.

ANOVA					
Model	Sum of squares	df	Mean square	F	Sig.
Regression	7.335	3	2.445	4.795	.003

Table 5: ANOVA

The ANOVA table is here to reject or maintain the null hypothesis. In all cases, the null hypothesis states that the model has no explanatory power, meaning that the model is useless (Field, 2009). This, however, could mean that the coefficients of all independent variants would be zero. At a p-value of 0.003, the F value of the ANOVA table is less than 0.05 and is therefore essential. This means that the square root of R from the table above is much larger than zero. Thus, forecasters can account for the vast amount of variability in total confidence. In other words, the null hypothesis is rejected, and the retrospective model is essential.

Coefficients					
Variable	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std Error	Beta		
Trust overall	2.064	.310		6.666	.000
Integrity	.139	.082	.169	1.685	.094
Benevolence	.217	.082	.234	2.645	.009
Competence	-.028	.077	-.036	-.364	.717

Table 6: Coefficients

By looking at the table of coefficients, one can see that the only difference showing a p-value is less than 0.05, and therefore the value, favour. That is, the accuracy of the feature calculates the critical importance of the distinct varieties of the total trust. Kindness, then, means something more than loyalty, honesty, or ability. According to Table 9, a one-unit increase in positive actions - well, this is a metaphorical definition - means the trust will increase by 0.22 units. This shows how the two species are related. If you look at the other two variables, it is clear that neither of them is relevant to the model. However, since the objective of this paper is to determine which level of trust has the most significant influence on overall reliability and which has the least amount of force, it is noteworthy that power has very little communication to trust. Why this might be the case will be discussed in the next chapter.

12.4 Thematic Analysis

The study aims to support the quantitative results obtained through survey, with the help of qualitative analysis through semi-structured interviews. For the study, author conducted structured interview with five fitness influencers through online mode. The fitness influencers are having the knowledge of this field as they are being active part of the community and their insights can be very useful for validating the survey data.

The following questions were asked to the fitness influencers to understand their perspective about the study topic.

- ✓ Your experience as fitness influencer
- ✓ Your viewers are more likely to try the brands you promote on Instagram?
- ✓ Your number of followers on account affects the trust of viewers?
- ✓ Your product reviews or testimonials looks more genuine to your viewers?
- ✓ Your followers has high interest on your fitness related content?
- ✓ Your paid partnership posts gets lower engagement on Instagram compared to other content?
- ✓ Your personal certificates or experience also affects your viewer's perception?
- ✓ Your personal aesthetics and health can be one crucial factor for your followers?

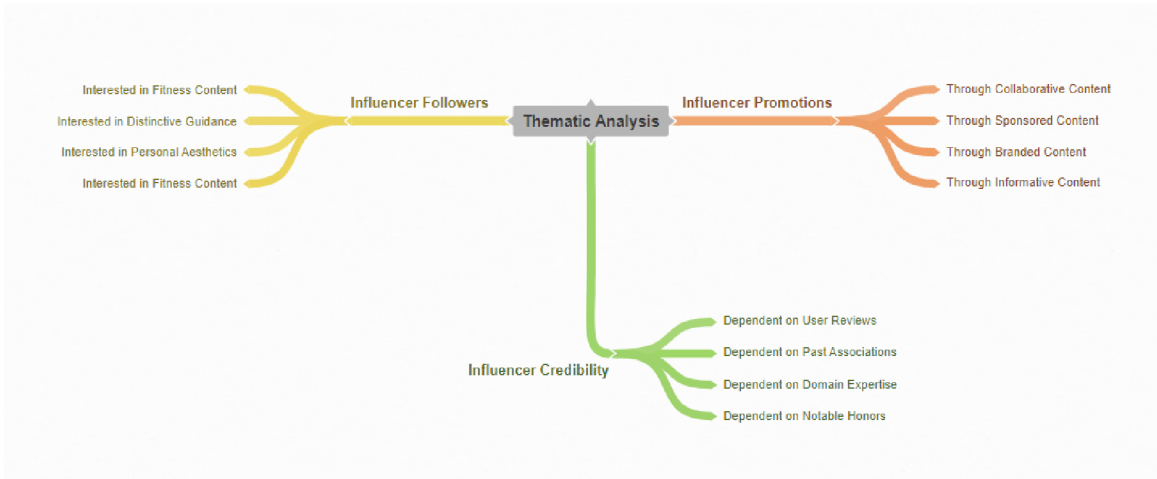
Based on the answers from fitness influencers about this topic, three main themes and twelve subthemes were established. Below graph represents the final thematic map. The three main themes identified from the study were (1) Influencer Followers, (2) Influencer Credibility & (3) Influencer Promotions

Respondent 1 -

1. My name is Rajat Dahiya
2. I'm 29 years old.
3. I've been a fitness influencer for the past 3 years.
4. Yes, I definitely believe my viewers are more likely to try the brands I promote on Instagram. As a fitness influencer, I work hard to build trust with my audience and I only promote products that I truly believe in and that align with my values.
5. Yes, the number of followers on my account does affect the trust of viewers to some extent. A higher number of followers can indicate that I have more experience and credibility as a fitness influencer, but ultimately it's the quality of my content and engagement with my followers that matters most.
6. I believe my product reviews and testimonials look genuine to my viewers because I am honest and transparent about my experiences with the products. I never promote a product that I haven't personally tried and I always provide my honest feedback.
7. Absolutely! My followers have a high interest in my fitness-related content, which is why I make sure to share informative and engaging content that is relevant to their interests.
8. It's possible that my paid partnership posts get lower engagement on Instagram compared to other content, but I try to make sure that all of my sponsored content is still high-quality and provides value to my audience.
9. Yes, I believe that my personal certificates and experience can have an impact on my viewers' perception of me as a fitness influencer. Having relevant certifications and experience can demonstrate that I have a solid foundation of knowledge and skills in the industry.
10. Yes, I think that my personal aesthetics and health can be an important factor for my followers. As a fitness influencer, I strive to be a role model for my audience and I try to maintain a healthy and active lifestyle to inspire them to do the same.

Respondent 2 -

1. My name is Darshil Patel
2. I am 26 years old
3. I have been a fitness influencer for 4 years
4. Absolutely. I only promote brands and products that I believe in and use myself. So when I share them with my viewers, they know they are getting a genuine recommendation.
5. I think the number of followers on my account does have an impact on how much trust my viewers have in me. But I believe that authenticity and honesty are more important in building trust than just having a large following.
6. Definitely. I always make sure to only promote products that I have personally used and believe in. And when I share my experiences and opinions on those products, my viewers can tell that I am being honest and genuine.
7. Yes, absolutely. My followers are mostly people who are interested in fitness and health, so they are always eager to see my content related to those topics.
8. I haven't noticed any significant difference in engagement between my paid partnership posts and my other content. As long as the content is high-quality and relevant to my audience, it tends to perform well.
9. I think that my personal experience and certifications are important for establishing my credibility as a fitness influencer. When my viewers see that I have the knowledge and expertise to back up my recommendations, they are more likely to trust me.
10. Yes, I think my personal aesthetics and health are important factors for my followers. They want to see that I practice what I preach and that I am able to achieve the results that I am promoting. But I also think that it's important to emphasize that health and fitness are about more than just aesthetics, and to promote a balanced and sustainable approach to wellness.



Graph 4 - Thematic Map

Source: Own illustration

13 Results and Discussion

13.1 Key Findings

Some interesting findings have been made possible by multiple retrospective analyses in SPSS. First, the questions explicitly built on each of the three dimensions of integrity, kindness, and competence were divided into three parts by the SPSS. This means that the questions are defined so that the results can be categorized directly into a specific outcome category. Therefore, the rate of re-paid responses is taken from each of the three parties so that one can reach a clear conclusion.

The technique appeared to have received a much higher definition of the Likert scale, which means that most respondents agreed on competency statements. However, it has been a minimal factor in the reliance on promoters related to toughness on Instagram. While no previous research on the skill as seen by Instagram users has been found, it can be assumed that Instagram users can appreciate the information of the promoters they follow the most, but they do not feel like that is what they find.

The most important thing about trusting the motivators associated with resilience has emerged fairness. This has been described by Chen and Dhillon (2003) as the interest and honesty of the man. To look after someone's interests, they go beyond themselves to ensure that their followers will not be harmed and that the promoter cares about what happens to them (Levin & Cross, 2011). There is a simple reason why kindness is an essential quality. Levin and Cross (2011) found that people are selfish and selfish. As long as they are not injured and cared for, they feel comfortable and secure. So, when they get the feeling of being "in a safe place" on the promoter's page and feel like they're being treated well, they're happy.

It has also been found that justice is fundamental for online communities (Ridings, Gefen, & Arinze, 2002). This is because followers want to get advice, discussions in the comments, and help sections (Ridings et al., 2002). Without reconciliation, the online community could not function properly. Especially when it comes to qualifications, which include tutorials and recommendations, people want and should feel like a colleague wants

the best for them. According to Ridings and colleagues (2002), kindness and honesty in online communities can be seen as a cohesive concept of trust due to the behavioural patterns expected by both parties at the same time. This also explains why integrity comes out as the second most crucial factor in trust. If you look at Table 6 of the relationship, the relationship between righteousness and goodness is very high but not high enough for multicollinearity.

Ridings and colleagues (2002) argue that kindness is highly dependent on the personal information you share. Getting to know a person helps to understand their beliefs and behavior and their behavior. As a result, trust develops automatically and unconsciously when the other person acts as expected (Ridings et al., 2002). This applies directly to Instagram because promoters who do not share any information about their personal lives seem to be far removed from their followers. People value content creators who share their ups and downs, giving them a sense of trust and belonging.

On social media websites, where most of the content is created by the end-user, it's all about exposing things. This applies to all industries, but the fitness and health industry relies heavily on it, as Instagram users completely trust the promoters with their health. Statements and actions must be consistent, and users must be notified of a sponsored post. This will allow them to decide whether they want to trust the person or not. However, no one would want to trust someone online to find out that they are paid to say something good about the product when they do not like the product.

Also, people appreciate good management. They want to feel secure in the trust of someone. Most people place great importance on getting an honest opinion about a product developed. As soon as fans know that a post is sponsored or paid for, they will think twice about whether they will trust that person's opinion and see it in depth. Because most people are self-centred, they think other people are like that. That is why most respondents would like to have proprietary-related promoters show them that they are not only acting in their interests but especially in the interests of their fans.

13.2 Managerial Implications

Now that it has become clear what is most influential in trusting the promoters on Instagram, especially promoters-related promoters, some suggestions can be offered to stakeholders. Major marketing players related to the appropriateness of fan influence, promoters who post content, and companies that sponsor promoters or provide compensation through posts.

As it has been found that kindness is essential to Instagram users, promoters in the fitness industry should expose themselves to their fans. This means that, in the case of sponsored or related posts, there should be a brief notice in the description of that image. The least important thing a promoter can do to earn the trust of their fans is to write that their opinion is 100% accurate. Openness on Instagram is the key to a good relationship between fans and followers. Also, reducing the number of sponsored posts can be good. Fans became sceptical when the promoter got involved in sponsorship and paid content. That's a sign to Instagram users that the supporter wants to maximize profits and doesn't care if their followers feel cheated or not.

It is imperative for companies involved in influential marketing not to build too strong contracts. What creates fans' skepticism is that the influencers seem to be just reading on the screen, telling them what to say directly. The same applies to posts on Instagram, which should also appear 100% true. It is crucial to leave content creators with enough freedom. Of course, it increases the risk of a negative response or review. However, people enjoy honesty and openness. In addition, negative reviews can significantly assist a company in improving its products. It is often appreciated when a big business listens to what customers say and perhaps changes products or services according to customer feedback. This can also lead to a competitive advantage.

15 Conclusion

In short, the paper has provided literature outlining various marketing strategies for the media, with a strong focus on solid advertising. The focus fans have on the influences related to toughness on Instagram, to answer the following research question: "What factors affect the credibility of the qualifications very influential as seen by Instagram users."

The major factors which contributes to the credibility of Instagram fitness influencers are expertise of the influencers who have demonstrated knowledge in the fitness industry. Influencers who share genuine, honest insights and experiences with their followers tend to be more credible. If an influencer has a strong, healthy physique, this can help build their credibility.

Engaging with followers and creating a community around their brand is a powerful way for influencers to build credibility. Being transparent about sponsored content, partnerships, and affiliations can help build credibility with followers. Influencers who consistently post high-quality, helpful content and engage with their followers regularly tend to be more credible than those who are inconsistent with their content or engagement.

All in all, the results show the importance of kindness in the loyalty of promoters related to toughness on Instagram. The data showed that honesty also plays an essential role in trusting affiliate marketing. Talent has been appreciated, but not many fans feel that they are getting it. This may be because the ability is not related to extraordinary trust in this context.

This study has some limitations as well. First, field (2009) suggests that in retrospect, ten answers per question are sufficient for taking a sample size. Although that guideline was reached, it is known that if the sample size is large, the results are very reliable. For 136 respondents, the sample size was sufficient to conduct the survey, and however additional responses would indicate the best representation for the total population.

One should also keep in mind the rating errors of most retrospective analyses made. First of all, the questions used in the study were based on the Likert scale, making it very difficult to quantify it in the same way as the metric scale variability. In addition, the

questions may provide some guidance on how the sentences are arranged. Flexible effects on multiple retrospectives analyses such as R squared lower can be explained by this, at least in part.

Additionally, in terms of respondents, the majority of 72% are between the ages of 18 and 25. However, Statista (2019) suggests that only 32% of Instagram users are in that age group. To get more representative data, the age distribution on Instagram had to be remembered. That means that about one-third of the response should come from people between 18-25 and one-third from users between 26 and 35.

While all of the above information can be helpful to promoters related to solidarity on Instagram and the industry, there is a good chance there will be more in-depth research in that field. Future research may require additional factors that contribute to influential confidence. Other researchers describe a few aspects of trust: responsiveness, behavior, speculation, and much more (Mcknight, Choudhury, & Kacmar, 2002). Incorporating some of these variables can completely change the outcome and bring new suggestions on how promoters and companies can earn consumers' trust.

There is also a research gap about the relationship between perceived trust and actual sales. This can be very interesting, especially in the era of influencer and Instagram. Another thing that can be considered is the psychological effects of posting specific photos and how young adults often react to that "perfect" display on Instagram, which is very common.

The recommendation for the future researchers is to conduct a content analysis of the posts and profiles of fitness promoters to gain insights into the factors that influence their credibility. This could involve analysing the tone of language used in posts, the type of content shared, the level of interaction with followers, and the accuracy of information.

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17 Appendix

Are you an active Instagram user (use Instagram at least once a week)?

Yes

No

Do you follow one or more social media influencers whose content revolves around fitness, including workout videos or informational posts?

Yes

No

From now on, influencers who post fitness-related content such as workout videos or informational posts about fitness and nutrition will be referred to as "fitness-related influencers."

After reading each of the statements below, please indicate your level of agreement by using the following scale: "Strongly disagree," "Somewhat disagree," "Neither agree nor disagree," "Somewhat agree," "Strongly agree."

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
If my favorite influencer recommends a fitness-related brand on Instagram, I am more likely to try it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The more followers a fitness-related influencer on Instagram has, the more trustworthy I find them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews by influencers who have already tried out a fitness-related product are more trustworthy than reviewers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

provided by the manufacturer or retailer.					
Fitness-related influencers on Instagram have my best interest at heart.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness-related influencers on Instagram will not purposefully endorse a brand that will harm me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I found out that a fitness-related influencer had been paid for a post on Instagram, it would not negatively impact my perception of their credibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If an influencer on Instagram has a personal trainer or nutrition certification, I will follow their advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness-related influencers on Instagram who achieved great shape and health are authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers on Instagram who keep educating themselves by attending fitness-related courses are the most credible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you trust fitness-related influencers on Instagram (indicate your level of trust by choosing one of the following)?

Not at all Slightly Moderately Very Extremely

How important is fitness in your life (indicate your level of importance by choosing one of the following)?

On a scale from 1 to 5 (1 being not at all important and 5 being extremely important), how important is fitness in your life?

Not at all important Slightly important Moderately important Very important

Extremely important

What is your gender?

Female

Male

Other:

What is your age?

Under 18

18 - 25

26 - 35

36 - 50

Above 50

What is your occupation?

Working full time (more than 30 hours a week)

Working part-time (8-30 hours a week)

Student (full-time)

Temporarily unemployed

Retired

Permanently unemployed

Other: