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## **The effects of micro and macro-influencers on Instagram skincare campaigns**

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Master in Marketing

Supervisor:

Professor Susana Henriques Marques, Assistant Professor, Iscte IUL

November 2020



**BUSINESS  
SCHOOL**

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Marketing, Operations and General Management Department

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## Resumo

O Influencer Marketing é uma estratégia cada vez mais procurada pelas empresas, e considerada por vários *marketers* uma estratégia eficaz. A presença do setor de beleza nos canais digitais, utilizando os vários meios disponíveis (incluindo influenciadores digitais) tem contribuído para o seu crescimento ao mesmo tempo que promove a marca e combate uma das principais dificuldades dos consumidores: perceber como e quando utilizar os produtos.

Apesar de serem destacadas por diversos autores as vantagens existentes em colaborar com influenciadores digitais, os *marketers* continuam a referir como uma das principais dificuldades identificar o influenciador mais adequado para a sua marca. Existem diferentes tipos de influenciadores que podem ser considerados, sendo os mais comuns os micro e macro-influenciadores pelo *engagement* e alcance que têm.

O principal objetivo desta dissertação visa analisar as percepções dos seguidores relativamente à credibilidade passada e à confiança sentida nos dois grupos, assim como perceber qual destes poderá ter um maior impacto na intenção de compra criada. Com esta finalidade foi realizado um questionário online para analisar as experiências destes utilizadores, que serviu posteriormente para a validação das 11 hipóteses de estudo.

Através dos resultados apurados, fundamentados pela revisão de literatura sobre o tema, verifica-se que apesar das diferenças entre os dois grupos de influenciadores, ambos garantem resultados positivos durante uma campanha de *skincare*. Cabe posteriormente à empresa analisar quais os resultados que pretende obter com a campanha, e quais os fatores mais relevantes no influenciador para alcançá-los.

Palavras-chave: Marketing de Influência, Micro-influenciadores, Macro-influenciadores, Instagram, cuidados de pele, credibilidade, confiança, intenção de compra

Sistema de classificação JEL: M31 Marketing, L66 Cosméticos





## **Abstract**

Influencer Marketing is a strategy increasingly sought after by companies and considered by several marketers as an effective strategy. The presence of the beauty sector in digital channels, using the tools available (including digital influencers) has contributed to its growth while promoting the brand and fighting one of the main difficulties of consumers: understand how and when to use the products.

Although several authors have highlighted the advantages of collaborating with digital influencers, marketers continue to refer to one of the main difficulties to identify the most appropriate influencers for their brand. Different types of influencers that can be considered however, the most common are micro and macro-influencers for their engagement and reach.

The main objective of this dissertation is to analyse the perceptions of followers regarding the credibility and trust felt in the two groups, as well as to understand which of them may have a greater impact on the purchase intention created. For this purpose, an online questionnaire was carried out to analyse the experiences of these users, which later served to validate the 11 hypotheses of the study.

The results obtained, based on the literature review on the subject, show that despite the differences between the two groups of influencers, both guarantee positive results during a skincare campaign. It is then up to the company to analyse what results it intends to achieve with the campaign, and what are the most relevant factors in the influencer to achieve them.

Keywords: Influencer Marketing, Micro-influencers, Macro-influencers, Instagram, skincare, credibility, trust, purchase intention

JEL Classification System: M31 Marketing, L66 Cosmetics



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# 1. Introduction

## 1.1. Research problematic

As the online world has become part of the daily life of the vast majority of the population, companies have also begun to adapt their communication in order to reach a large number of people more quickly. Being present in the digital world is no longer a competitive advantage but a basic need and a critical success factor for all brands. Digital Marketing is considered one of the best communication choices for companies who want to communicate in real-time and in a personalised way with their consumers (McKinsey, 2009). Different channels can be considered in digital marketing, one of them is social media platforms. Social media platforms are becoming a big trend in the current days. This tool enables companies to communicate with a large number of consumers and optimize their relationships to promote their products or brands using digital media (Rocha *et al.*, 2020).

Within this digital industry, brands continue to leave traditional advertising techniques and their efforts are increasingly focused on influencers, who promote their products or services through electronic Word-Of-Mouth (Abidin, 2016). Influencer Marketing is becoming more attractive to brands over the years, and one of the reasons for this is because influencers can stimulate interactions like comments, likes, and shares over their followers (Boerman, 2020).

The biggest challenge for businesses remains to identify the profile of the digital influencer best suited to their needs (De Veirman *et al.*, 2017). Although the number of followers remains one of the most used factors to select an influencer (Peters *et al.*, 2013), studies are showing that other components have a greater influence on consumers than the popularity of the profile.

Four types of digital influencers can be chosen for brands to collaborate on a digital campaign, nano-influencers, micro-influencers, macro-influencers, and mega-influencers. Today, more and more brands are collaborating with micro and macro-influencers, as they are more reachable and allow brands to achieve a balance between reach and awareness (guaranteed by macro-influencers) and engagement (obtained by micro-influencers) (Chan, 2019).

The market chosen to apply this research was the beauty sector, more specifically the skincare segment. This is an area that is constantly growing and increasingly valued by both women and men. There has been an increasing investment in influencer marketing by brands in this market, with 80% of marketers who have already implemented this strategy considering it to be effective and want to continue working with digital influencers in their annual strategic plans (Influencer Marketing, 2020). Social networks have become the main drivers for growth and success in this sector, as they have solved one of the main difficulties for consumers of skincare products: knowing how and when to use each type of product (Statista, 2020). It is at this stage that digital influencers appear, as messengers of the brands, these profiles create

tutorials and promote these products, clarifying the doubts of their followers and creating greater comfort and confidence regarding the brands promoted.

Influencer marketing is growing like never before and can bring advantages to companies that cannot be achieved through traditional methods of communication. It is therefore up to the companies to understand what kind of influencers they want to work with, and which can bring the best results for brand positioning and consequently the increase in their sales volume.

## **1.2. Goals**

Given the constant growth in the use of Influencer Marketing in the company's strategies, it is crucial to understand the advantages and disadvantages of each type of digital influencer in to ensure the best results for brands. Taking into account all the factors previously mentioned, the main objective of this study is to analyse the results of micro and macro-influencers in the digital skincare campaigns.

Having set out the main issue of this study, it is also important to reinforce that other intrinsic objectives will help to sustain the conclusions of the main research issue. Several components can be used to measure the efficiency of a digital influencer, as well as the positive or negative impact it has on its followers. In the present report, three main factors have been selected which are highlighted by several authors for their importance in the impact on the brand's image, and the results obtained through a campaign. The variables highlighted were analysed for both micro and macro-influencers in order to understand if the number of followers of these profiles impacts these components or not.

The first factor that has served as a basis for this study is credibility, which is considered an important factor in ensuring the truthfulness of the message transmitted and when it is considered weak it can damage the image of the brand that is being communicated. Similarly, trust was also highlighted as one of the study variables since the greater the trust perceived by an influencer's followers, the better the results of a campaign and consequently the greater the value perceived by brands when working with digital influencers in their communication plans. Finally, the purchase intention was studied, giving the fact that that is one of the main objectives of brands when collaborating with digital influencers. There are already studies that prove that social networks encourage their users in the purchase intention, and therefore the impact that digital influencers have on this variable is also evaluated.

In short, it can be defined as the main objective of this study to analyse the impact that micro and macro-influencers have on the credibility, trust and purchase intention during a skincare campaign on Instagram. Although other authors have already proven the impact of the strategy of influencer marketing in general, this report aims to verify whether these differ

when a micro or macro-influencer is used. It is expected to understand the strengths and weaknesses of each group as well as in which they can differentiate from each other.

### **1.3. Research questions**

Given the three main variables that served as the basis for the construction of this study's problem, credibility, trust and purchase intention, the study hypotheses were constructed to conclude which components most influence these factors. The hypotheses were created and adapted for both macro and micro-influencers to assess their differences.

To study the influencer's credibility were created three different hypotheses for both micro and macro-influencers. In these research questions the main objective is to understand the type of relationship that attractiveness, expertise, and trust had with credibility and their differences in micro and macro-influencers, by this the following hypotheses were created:

- The level of attractiveness is positively correlated with the credibility of a macro influencer/micro-influencer.
- The level of expertise is positively correlated with the credibility of a macro-influencer/micro-influencer.
- The level of trust is positively correlated with the credibility of a macro-influencer/micro-influencer.

Similarly, to assess the trust in micro and macro-influencers were selected two variables to evaluate the relations that each one has with trust. The first variable is related to how much followers identify with the influencer (relatability) and the second one is the level of interactivity that influencer has in their profile. Thus, the following hypotheses were constructed to verify the relation that these variables have with trust in both, micro and macro-influencers.

- The level of relatability is positively correlated with the level of trust of a macro-influencer/micro-influencer.
- The level of interactivity is positively correlated with the level of trust of a macro-influencer/micro-influencer.

Finally, the impact of the number of likes of a publication on the intention to purchase is assessed in order to understand whether macro-influencers could favour its scope concerning this issue, and the following hypothesis has been created:

- The intention to like an Instagram post is strongly correlated with the intention to buy a promoted product.

## **1.4. Structure**

This report is divided into 7 main chapters and is highlighted within each of the other sub-topics equally relevant to the study.

An introduction is given in the first chapter, explaining how this topic came about and the added value of studying it. Also, in this part, the study hypotheses, and the structure of the report is presented. A literature review is then carried out to study the various concepts of influencer marketing and the main conclusions drawn by the authors. The literature review served as a basis for the construction of the study hypotheses and the theoretical support for the conclusions. In the third chapter, contextualization of the study sector is made, portraying its evolution over the years and presenting the current market values of the beauty sector, being later analyzed specifically the skincare segment. The fourth chapter describes in detail the methodology used, describing the questionnaire carried out, as well as the sample to be reached in the study. Also, at this stage, the literature review used to create the study hypotheses is presented and explained. Then, in chapter 5, all the graphs allowing an analysis of the data obtained through the online questionnaire are presented, as well as the validation of the study hypotheses together with the extraction of data and tables from the SPSS. Chapter 6 presents the main conclusions of the study together with the literature review on which each of the conclusions is based. The implications that these conclusions may have for companies using these strategies in their communication are also demonstrated. Finally, chapter 7 sets out all the limitations identified during the execution of the study and complements them with recommendations for future research.

## 2. Literature Review

In this chapter will be presented the theoretical foundations, that will support the present study. The literature review was made according to a top-down approach, which means that starts by analyzing the most general literature and turning that even more specific.

The first topic of the literature review is focused on Digital Marketing, the advantages for the companies when adopting this strategy, and how it was changing consumer behavior over the years. In this theme, it is mentioned the different types of channels that can be considered, including Social Media Marketing, the main focus of this study. Related to the social media marketing was mentioned the different types of platforms that can be used in digital marketing strategies, the social media platforms with more active users in Portugal with more focuses on Instagram, giving to the fact that this one is the best choice when working with influencers.

The second and the last big topic, the one which takes more attention attempting to the aim of this study, is Influencer Marketing. On this subject is presented all the advantages and disadvantages of working with influencers, and the different types of profiles that can be contemplated when adopting this strategy (nano, micro, macro, and mega influencers). Finally, a direct comparison is made between micro and macro influencers, since these two groups will be the study targets the consumer's perception.

### 2.1. Digital Marketing

It has been 25 years since Sir Tim Berners Lee created the Worlds Wide Web, and since then it was seen a huge growth and development in digital media and marketing techniques which provide to company's new ways to communicate with its targets (Chaffey, 2019). The emergence of Internet-based social media has started a new kind of conversation among consumers and companies, challenging traditional ideas about marketing and brand management while creating new opportunities for organizations to understand customers and connect with them instantly (Harvard Business, 2010). Digital Marketing is one of these opportunities and is defined as the promotion of products or brands through the digital world and it is considered one of the best choices for companies to communicate with the public directly, personalized, and at the right time, giving to the fact that users spend much more time on their smartphones than on any other device (Rocha *et al.*, 2020).

Using the internet, social media, mobile apps, and other digital communication technologies have become part of billions of people's daily lives. This has become an indispensable part of life in the modern era, especially among young consumers (teenagers and adolescents) known as Generation Z (Duffet, 2017). This is one of the main reasons why marketers increasing their use of digital marketing channels and can be proved by a McKinsey's survey where was verified How businesses are using Web 2.0, and it was

concluded by the results that executives are using Web 2.0 technologies in order to communicate with customers and business partners and to encourage collaboration inside the company (McKinsey, 2009).

Different channels can be considered when using digital marketing and they can be divided into one or two-way communication channels, depending on who controls the communication. If the communication is controlled only by the company is classified as a one-way communication channel, and for this situation, it is included some examples like the company's website, email marketing, online directories, banner advertising, search engine optimization, and search engine advertising. On the other hand, if the communication is controlled by the company and the audience this is considered a two-way communication channel and some examples of that are the generated blogs, the company's own communities, and social media platforms (Taiminen *et al.*, 2015).

Through social media, marketers can interact in two-way communications with existing and potential customers and gain rich, un-mediated consumer insights faster than ever before (Hudson *et al.*, 2015). Studies showed that 40% of this generation want to participate in the co-creation of products and brands, and 70% feel responsible to share feedback with companies after good or bad experiences (Hire Influence, 2016) and by this companies are increasing their participation in social media platforms "*focusing on building/maintaining a desirable consumer-brand relationship via social media interaction*" (Hudson *et al.*, 2015, p.4).

### **2.1.1. Social Media Marketing**

Social media marketing is becoming a big trend in the current days. This tool enables companies to communicate with a large number of consumers and optimize their relationships to promote their products or brands using digital media (Rocha *et al.*, 2020).

The reality of the company's marketing strategies is changing every day, never before companies had the opportunity to talk to millions of customers, send out messages, get fast feedback, and experiment with offers at relatively low costs. In the current days, a customer's bad experience can take big proportions with only one publication, due to the reach that can be achieved through the social media platforms (Harvard Business, 2010). Through social media platforms, customers can take a position about a brand without having any experience with them. When observing Facebook brand pages, due to the filtering-out of nonverbal cues present in offline communication, people use readily available information from the brand pages to make judgments about them (Walther *et al.*, 2008).

Nowadays Social Media Marketing offers some advantages for the companies that can't be reached by the conventional promotion methods. There are three of these advantages that can be highlighted. The first one is the fact that it provides a window to marketers to not only present items/solutions to clients but also to pay attention to customers' preferences and

suggestions. The second advantage is that it allows marketers to recognize various professional categories or influencers among various categories. And, the last one, all this is done at nearly zero price (as compared to conventional client outreach programs) giving to the fact that most of the social media websites are free (Sajid, 2015).

People are living in the era of digitalization, and the vast number of users associated with these social media forms the main reason for companies to choose these platforms for promoting is brand (Vijay *et al.*, 2019). Currently, the largest audiences belong to digital platforms whose content is 100% generated and posted by users, which is called user-generated content (UGC) (Rocha *et al.*, 2020) and is one of the most powerful tools to increase purchase intentions through social media platform (Kaosiri *et al.*, 2019). Examples of User Generated Content on social media include users' posts on the brand's wall, engagement with brand posts by likes, shares, comments, and user-created stories about the brand (Colicev *et al.*, 2018). The UGC related to brands on social media platforms is working as electronic word of mouth (eWOM) messages and according to a study it was found that can influence future purchase intentions directly (Pangaribuan *et al.*, 2019).

Social Media is changing customers' attitudes to think online first, even more than the internet and smartphones. According to Sheth (2020), what was considered superficial in marketing is becoming the core, and what is core today (physical stores and shopping centers) is becoming superficial. This phenomenon is giving to the fact that the process of checking online first before visiting a store is now a prevalent consumer practice around the world.

Different social media platforms can be included in a company's marketing strategy, like Facebook, Instagram, Twitter, Tumblr, LinkedIn, WhatsApp, Snapchat, Pinterest, or YouTube. However, different social media will also generate different results and reach different targets (Influencer Marketing, 2020).

The boom of social media is real, and it will affect international marketing faster and sooner than everyone anticipated. Facebook, YouTube, WhatsApp, and Instagram have more than one billion users each (Sheth, 2020). Through social media platforms, consumers can amplify the marketing messages for a brand within their networks through information sharing. The network effect of social media can be an effective branding tool giving to the high level of richness and reach of these platforms (Gao *et al.*, 2018)

#### **2.1.1.1. Social Media Platforms in Portugal**

The percentage of companies on social media has been increasing in the last years. In 2019 was verified that 50% of Portuguese companies are already present in this online world through Facebook, Twitter, or Instagram for example (Lusa, 2020). In this same year, it was published a report that portrays the digital reality in worldwide including also a special focus on Portugal information. In the published data it is possible to verify that in a universe of 10,28

million inhabitants (the current number of the Portuguese population), about 6,7 million are active users in social networks. This study also proves that on average, each Portuguese spends about 6h30 on the Internet, and 2h09 of them are spent on social media platforms. From the list of the most used platforms in Portugal, the firsts four are changing the way companies communicate with their customers, adapting their marketing strategies for these same platforms. Facebook is the social network with the most active users in the Portuguese population, and with a usage rate of 90%. Next in this ranking is YouTube, Instagram, and LinkedIn with a usage rate of 90%, 61%, and 35% respectively (Kemp, 2019).

Although the high number of social media platforms available, Instagram still be a preference for the new generation, giving to the fact that consumers don't want to be overwhelmed by texts or explanations, preferring that an image be the source of the message (Carvalho, 2016).

**2.1.1.1.1. Instagram**

Instagram can be used for different purposes, such as social, marketing, branding, however the most usual is to be used socially without any purpose, just entertainment. When posting content like photos or videos, this content will be seen by the followers' account if the profile is private or by everyone (if the account is public). When the profile is public, through the content that is shared, everyone can see what people do (travel, parties, daily life) wear or eat, this content can serve as inspiration, motivation, or influence (Rocha *et al.*, 2020).

A study about Instagram, Facebook, Twitter, and Google+, showed that Instagram is the social network with the largest return on investment for companies (Wallsbeck *et al.*, 2014). This platform is one of the most popular networking sites and the number of active users still growing over the years. Currently, Instagram has over 4 million active users in Portugal and counting, as can be seen in figure 2.1 (Statista, 2020b).

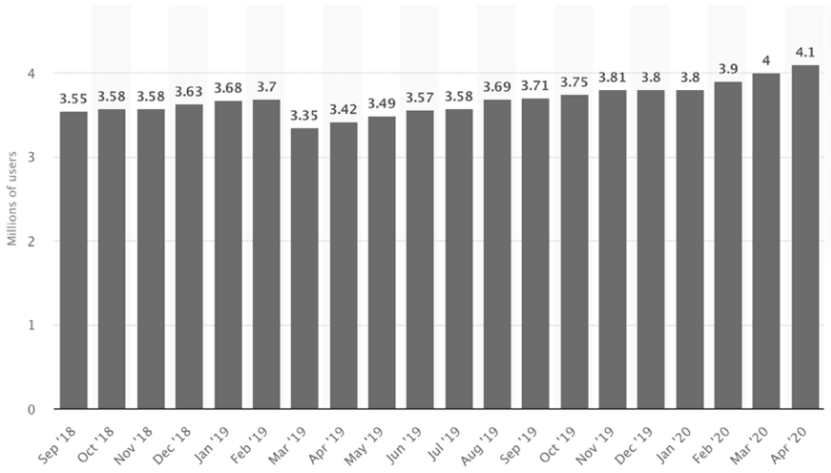


Figure 2.1 - Number of Instagram active users in Portugal from 2018 to 2020 (source: Statista)



Instagram is considered one of the best options for eWOM purposes, giving to the fact that provides users with video and photo sharing possibilities, and products can be visually imaged and named in the caption of the photo (De Veirman *et al.*, 2017). Concerning Rose (2016) the images can offer a more direct way of communicating and experiencing human relations comparing to text-based communications.

The users of this social media platform are 2.5 times more willing to click on advertorials than on any other social media platform (Lee *et al.*, 2015). Through Instagram companies could clearly define their brand image through hashtags, challenges, videos, and photos (Chen, 2018), and this can be one of the biggest reasons for two-thirds of marketers pretend to spend most of their marketing budget on Instagram, as can be seen in figure 2.2 (Mediakix, 2019). By this and also giving to the fact that users spend more time on Instagram than on other sites, organizations need to understand why consumers use it and what benefits they can receive from it (Sheldon & Bryant, 2016).

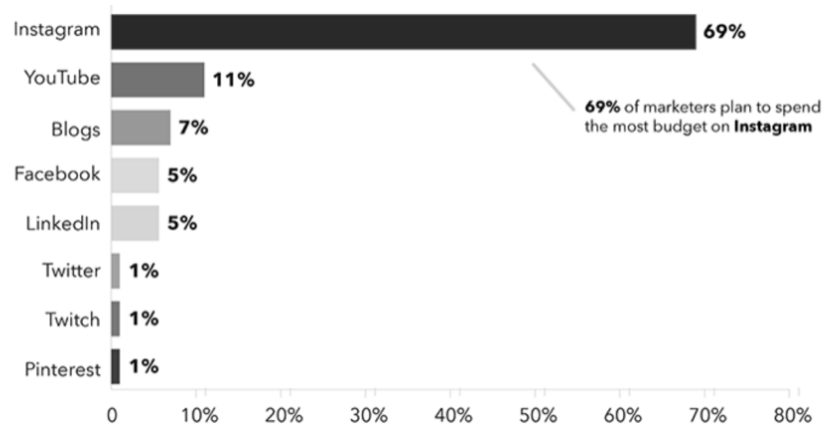


Figure 2.2 - Which influencer marketing channel will you spend the most in 2019 (Source: Mediakix)

#### 2.1.1.2. Relationship Marketing through Social Media

Social media increases the level of consumers' trust and indirectly encourages purchase intention through social networking sites. Taking into account the high level of importance that customers give to the online presence of the brands they like, it is identified an opportunity for these organizations to have a better customer relationship management system (Hajli, 2014).

The frequent interactions created by firms with their users on social media will consequently produce trust and commitment in their relations. Through social media platforms, companies can engage with users and talk with them in real-time. With the growth of these interactions, users start being considered active co-creators of value for the brands (Moretti & Tuan, 2013). Consumers who engage with their favourite brands using social media have a stronger relationship and brand attitude with those brands comparing to the ones who do not interact with their favourite (Hudson *et al.*, 2015).

Before the emergence of technology and social media platforms the experiences with a brand of each customer are shared with their close friends, but nowadays sharing these experiences can have a much bigger impact and visibility, mainly because social media is producing Electronic Word-of-Mouth (eWOM). The eWOM that is being created is consequently helping consumers in their purchasing decisions (Hajli, 2014).

Companies should always innovate and follow the innovation of technology however, in order to have the expected impact these innovations should be aligned with customer relationship system. If these two elements work together the company will be able to generate a higher level of engagement and a better customer relationship system compared with other competitors (Trainor *et al.*, 2013). Nowadays, users prefer to be able to buy through social networks as this is a simpler and faster process to perform. Therefore, companies should focus on interactivity to strengthen the relations with their consumers and consequently to encourage online purchase intention (Abeysekera *et al.*, 2017). The relation that is created between social media brand's page and followers can be seen in different ways, like the frequency of searching, the interactivity, the information sharing, or the level of brand awareness (Schultz & Peltier, 2013).

Table 2.1 resumes the principal components that are affected by the relations and interactions that are created between brands and consumers through the social media platforms, which can consequently influence purchase decision:

Table 2.1 - List of the affected components by social media platforms | Author's Elaboration

Affected components	Authors
Trust	(Hajli, 2014)
Brand Attitude	(Hudson <i>et al.</i> , 2015)
Electronic Word-Of-Mouth	(Hajli, 2014)
Engagement	(Trainor <i>et al.</i> , 2014)
Brand awareness	(Schultz <i>et al.</i> , 2013)

### 2.1.1.2.1. Trust

Brand trust is the term used to define the confidence that a consumer has in a brand's capacity to achieve a certain level of quality (Jun & Yi, 2020). The trust that is created by social media platforms has a huge impact on purchase intentions. When a user is stimulated by their family and friends to trust in a specific brand and in the social media processes, the probability of buying something through these platforms is higher. Another factor that has a direct impact on the level of brand trust and brand attachment is the interactivity that brands generate on their social media platforms with the users (Hajli, 2014).

According to Phua and Ahn (2014), there is a significant relationship between the number of overall "likes" on Facebook brand pages and consumers' attitudes towards and involvement

with the brand, feelings of trust, and purchase intention. When overall “likes” are high, consumers are more likely to also have a more positive brand attitude, higher brand involvement, brand trust, and purchase intention, than when overall “likes” are low.

#### **2.1.1.2.2. Brand Attitude**

Brand attitude is defined as the feelings that are associated with a brand, that can consequently influence brand equity through the brand image that was created (Faircloth *et al.*, 2001). The positive and negative electronic word-of-mouth that was generated through social media brands can impact consumers’ attitudes in respect of a specific brand (Abzari *et al.*, 2014). Also, product characteristics like durability, imperfections, utility, features and performance can influence this component (Schivinski *et al.*, 2016). More and more companies seek to strengthen the perspective’s brand attitude with their consumers giving to the fact that it increases the credibility of the brand, the purchase intention and the brand choice (Priester *et al.*, 2004).

Social media communication through brands’ social networks does not impact directly on brand equity but can indirectly influence brand value perception and brand attitude. For these reasons, companies should focus their attention on creating positive feelings related to the brand and explore the characteristics of products/services that customers value most in brands, and consequently increase the generated brand attitude (Schivinski *et al.*, 2016). When using social media tools on a company’s strategy, marketers should actively control peer communications, which means learning more about customers’ consumption, brand attitudes, involvement with the brands and purchase intentions (Kim *et al.*, 2020). It is very important to understand the customer’s attitudes and needs. The more a consumer feels related to the communication made on social networks the higher will be his intention to buy a certain product or service (Alalwan, 2018).

#### **2.1.1.2.3. Electronic Word-of-Mouth**

Different reasons motivate consumers to engage in eWOM communications like helping other consumers to take a position about a brand, desire to help the company giving positive feedback, the social benefits that can be received and expressing their emotions (positives or negatives) about a product or a service (Hennig-Thurau *et al.*, 2004). Electronic Word-Of-Mouth can be created by positive or negative messages, however, a negative message can be considered more beneficial for promoting the credibility of the eWOM messages that customers are reading or seeing (Doh *et al.*, 2009).

Giving to the improvements in online shopping the eWOM has gained more power. When consumers get suggestions from their family or friends on social media platforms, they can visit the brand’s pages instantly, and see all the products available for shopping and turn a

recommendation quickly into a purchase action (Erkan & Evans, 2016). Because of this, brands continue to leave traditional advertising techniques and their efforts are increasingly focused on influencers, who promote their products or services through electronic Word-Of-Mouth (Abidin, 2016).

The electronic word-of-mouth that is created when using influencers on an Instagram campaign consists of positive or negative opinion about a brand or product made by a consumer or potential consumer to an audience, in an online context (Hennig-Thurau *et al.*, 2004). Word-of-Mouth (WOM) that until a few years was local (neighbors talking to neighbors), is now global and viral considering the social media platforms' growth around the world. Therefore, the companies need to study influencers taking into account that they can have a global reach on social media (Sheth, 2020).

#### **2.1.1.2.4. Engagement**

Social media brand engagement is the term used for the involvement of customers in the company's social media interactions which can influence the purchase decision (Chahal & Rani, 2017). According to Yang *et al.* (2016) brand engagement on social media can be measured by the level of affiliation, conversation and responsiveness. The opportunity and exclusivity that can be seen in a product are important factors that influence a customer's brand engagement. Additionally, social media engagement can affect directly brand awareness, brand image, perceived quality and brand loyalty (Chahal & Rani, 2017).

A study developed by Gómez *et al.* (2019) showed that the higher is the customers' involvement with a brand's social media platform, the higher will be the time that is spent in writing comments about this one on social media, and consequently increase the level of brand engagement with the brand. By this, it was suggested that social media brand involvement and social media communications has a huge impact on companies' brand communication activities and must therefore deserve the greatest attention from companies when defining their communication strategies (Gómez *et al.*, 2019).

#### **2.1.1.2.5. Brand Awareness**

Brand awareness is defined as a certain level of consumers' brand knowledge including, at least, the recognition of the brand name. The term awareness is used to classify all the processes of knowledge that can be associated with a specific brand, from the simple brand name identification to a more developed brand's expertise, based on detailed information (Hoyer & Brown, 1990).

Social media interactions on a company's brand page increase the customer's brand knowledge and the feelings created with the brand which take to a higher involvement with the

brand (Chahal & Rani, 2017). The higher is the level of interactions on social media between customers and brands, the bigger the awareness about the brand can be generated (Hutter *et al.*, 2013). With the growth of social media, brands that are present in this online world quickly achieve a certain level of recognition and become familiar to users, and consequently increase brand awareness (Tsimonis *et al.*, 2014). Through social media platforms can also be used as an influencer marketing strategy, which is a powerful technique in raising awareness among users. However, to create brand awareness among consumers, brands must first create brand awareness and a good relationship with the influencers who will communicate their brands (Ranga & Sharma, 2014).

## **2.2. Influencer Marketing**

Influencers are defined as content creators who accumulated a consistent group of followers and through blogging, vlogging, or creating short-form content, they provide their followers an insight into their personal, everyday lives, experiences, and opinions. They are also considered as trusted tastemakers in one or several niches (De Veirman *et al.*, 2017). Influencer Marketing is becoming more attractive to brands over the years, and one of the reasons for this is because influencers can stimulate interactions like comments, likes, and shares over their followers (Boerman, 2020).

Influencer Marketing was not adopted earlier for three different reasons. The first one is because companies looked at social media influencers as simple consumers, and they couldn't see the potential of introducing them in the companies' marketing strategies. The second one is giving to the fact that there were not enough tools to identify the best influencers for each campaign. The last one is related to the limited number of influencers that companies had available (Brown & Fiorella, 2013).

Before introducing Influencer Marketing in their strategies, companies should understand and investigate the quantitative benefits that can be derived from each campaign (Woods, 2016). There are different key performance indicators (KPIs) for the selection of influencers and for measuring the success of a campaign. The most common metrics that are used to measure the reach and the impact of a specific influencer include the number of followers or the number of interactions with a post (Peters *et al.*, 2013). The main reason for companies choosing these KPIs is giving to the fact that they are publicly available, easy to interpret, and comparable across different social media platforms. If companies have at their disposal different metrics such as the feelings and the relationship that were established between influencers and their followers, managers will naturally pay more attention and give more importance to this kind of measure (Gräve & Greff, 2018).

Intending to measure influencer marketing campaigns, the authors Brown and Fiorella (2013). suggested a model based on six different aspects: investment, resources, product, ratio, sentiment, and effects. The first key metric, the investment, is related to the cost that companies had when searching for the right influencer for a specific campaign, and the overall final costs that this will entail for the company as well the return on investment. Resources are another metric, which refers to the staff that it is necessary to allocate in the campaign and the training that the company needs to provide to the influencers about the product or service that will be communicated. The third evaluation criterion is the product that needs to be dispensed to the influencer (and sometimes also for the audience) for the content creation of the campaign. Then is presented the ratio metric, which refers to the influencer's number of followers versus audience engagement, because as already mentioned before, the high number of followers not necessarily indicates a high engagement with the spectators. The sentiment is related to the impact (positive or negative) that was created between the audience and the brand. Finally, the effects, is a quantitative metric that evaluates the website traffic increase, online mentions, the amount change of brand's followers, and the impact of the influencer campaign in the sales of the promoted product.

In general, the impact of influencer marketing differs between men and women. Even though both see content daily through social media, men spend fewer hours of the day on this platform. However, also men follow some female influencers, but according to them just because these profiles are from pretty girls. On the other hand, women follow influencers on social media for inspiration and to be aware of the new trends (Sanmiguel *et al.*, 2018). For these reasons, women are more influenced by brands and friend's suggestions compared to men who give more value to the price of products, to the brand and doctors' indictments (Infante *et al.*, 2016).

To determine the ideal pool of influencers, companies should look beyond the number of followers. Influencers with a high number of followers are not always created a strong perception of opinion leadership. Important topics that can be evaluated when choosing an influencer are the themes that are aborded on their posts, the quality of them, their photography style, and the fan engagement that is created in each publication (De Veirman *et al.*, 2017). Also, for the digital influencers, it is important to understand if makes sense to communicate specific products in their profiles, and what attitudes they should have to be credible and build trust in their followers. The higher the trust and engagement that is created between the influencer and the followers, the better will be the results of the campaign and consequently, brands will see a perceived value when working with influencers on marketing campaigns (Rocha *et al.*, 2020).

When choosing an influencer for a marketing campaign, the easiest thing for marketers to do is first of all look at the number of individuals an influencer can reach (Kuster *et al.*, 2017).

This is giving to the fact that they believe influencers with a broad reach can also have a bigger impact on consumers and for this, they should look for extremely popular celebrities who have a lot of followers. However, also according to this author, a broad reach does not always indicate that the influencer has a huge impact on its viewers. Sometimes, it is better to focus on influencers with fewer followers but more engagement. According to Rocha *et al.* (2020) making a good selection of the digital influencer may safeguard their profession and contribute toward its future, preventing it from being marginalized and viewed as untrue.

When a user is following an Instagram profile for a long time it is usual that this follower starts feeling that he knows that person, that is interacting with that person, and experiencing feelings of intimacy (Russell & Stern, 2014). This illusion of having an intimate, personal relationship with a media personality is called *Parasocial* interaction (PSI) (Horton *et al.*, 1956). The interactions created by the influencers in their profiles make their followers feel special and unique and consequently create an emotional relationship with the brand's influencer (Labrecque, 2014). Increasingly, consumers are looking for follow, interact and create a *parasocial* interaction (PSI) with digital influencers and brands through social media platforms (Venus & Ryu, 2020). Through the interactivity created with their followers, influencers can impact positively the relationship that is created by these two participants and influence the brand trust and brand loyalty perceived (Jun & Yi, 2020).

The Influencer's opinions are gaining more power in customer's decisions, and this can be proved by the fact that individuals who are exposed to product recommendations by a digital influencer are more likely to purchase it than individuals who are not (Hennig-Thurau *et al.*, 2004). Also, according to Jin *et al.* (2014) research was proved that celebrities with a large number of followers can influence consumers' purchase intentions and brand attitudes when they talk about brands. The number of likes associated with a post has a huge impact on consumers' feelings and intentions. The higher is the number of likes the higher is the brand attitude, the brand involvement and the purchase intention (Phua & Ahn, 2014).

For creating a purchase intention through an influencer campaign, it is also very important that followers trust influencers. This relationship of trust is mainly based on the fact that the influencer can give positive and negative opinions about the products they experienced. Negative feedback is very important for an influencer's credibility, giving to that followers perceive the user as a trusted influencer and not a person that is only being paid to promote something (Rocha *et al.*, 2020).

Petty and Cacioppo (1981) affirm that consumers perceive influencers who receive a payment for a publication to be less credible than those who are taking free samples or coupons as compensation. In the last situation, consumers may consider this as a product trial opportunity and be more likely to experience the product or service that was promoted. According to the new legislation required by the Federal Trade Commission, when an

influencer is promoting a brand through their social media platforms, their followers should be aware of the paid partnership between the advertiser and influencer. There are different ways to do this, but the most common is using the hashtags #Ad or #Sponsored in their posts (Woods, 2016).

The influencers' impact in a marketing campaign is also dependent on different factors like influencers' personality, their authenticity, and how their profiles match with the product or service that is being promoted (Rocha *et al.*, 2020). By this, and as mentioned before, choosing the right influencer for a company still being one of the biggest challenges because there are always advantages and disadvantages in each type of influencer. Nowadays four types of influencer subcategories can be considered when using influencer marketing: nano-influencer, micro-influencer, macro influencer, and mega influencer. These groups are defined by the size of an influencer's audience (Sorilbran, 2019).

In addition to the differentiation that can be made based on the number of followers of each profile, other criteria can be used to differentiate these profiles, such as the category in which the influencers are directed in their publications. In a recent study, eight main categories of influencers were identified: beauty, family, fashion, fitness, food, interior decoration, pets, and travel (Kim *et al.*, 2020).

As can be seen in figure 2.3, in the present year, it was verified that the majority of Portuguese Instagram influencers (48,5%) had between 5 to 20 thousand followers and by this are classified as micro-influencers. The second biggest proportion is represented by the nano-influencers (25%) with a total number of followers between 1 and 5 thousand followers and 22,2% of the studied audience had between 20 to 100 thousand followers (macro-influencers). The smallest percentage (0,13%), and consequently the rarer group, is represented by the mega-influencers or celebrities with over 1 million followers (Statista, 2020c).

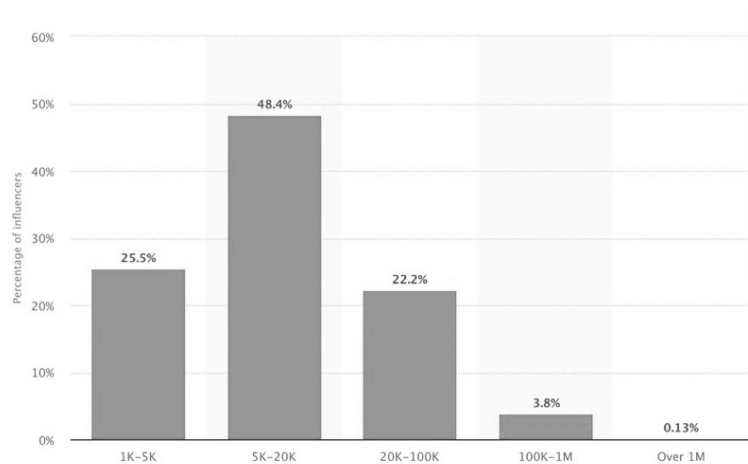


Figure 2.3 - Distribution of Instagram influencers in Portugal by number of followers (source: Statista)



### **2.2.1. Nano influencers**

Nano influencer, a relatively new concept, is the term used for a social media user who has between 500 and 5,000 followers (Dias, 2019) and some studies affirms that the engagement rate of nano-influencers is twice as high as other groups of influencers (Influencer Marketing Hub, 2020). Giving to the high level of proximity that this group has with their followers, nano-influencers are already considered the future of not only influencer marketing, but the marketing world in general (Kucey, 2019). Nowadays a lot of brands prefer to work with nano influencers giving to the fact that they are more focused and targeted to their follower's audience (Durfy, 2019).

Inês Mota is an example of a nano-influencer, whose Instagram account has less than 5.000 followers (Figure 2.4). At 24 years old, has 1367 followers on her Instagram account and is already one of the first choices for brands connected to Travelling, Books, Fashion, and Experiences. The Open World Travelers campaign (Ambassador Program) uses nano-influencers with a minimum of 500 followers on their profiles on some platforms like Instagram, Facebook, Youtube, and personal Blogs explains Margarida Gameiro, spokeswoman for Momondo in Portugal. Companies tend to work with this group of influencers rewarding them with products offered, discounts or payments, which is the case of Inês Mota who claims that she doesn't live on Instagram and gladly accept those offers. She is not dependent on Instagram, so she is not worried about receiving just a gift product instead of a payment (David, 2018).

### **2.2.2. Micro-influencers**

Micro-influencers are topic experts who have follower numbers in the four- or five-digit range (between 5.000 and 30.000 followers) (Dias, 2019). This type of influencer is characterized by a high level of confidence and credibility when interacting with their followers (Alassani & Göretz, 2019).

A micro-influencer has some advantages for the company as the authenticity of them which makes the followers believe and trust in their suggestions of a specific brand, and the fact that they are cheaper than a macro influencer. However also should be considered the disadvantages of using influencers with a low number of followers, and one of them is exactly the visibility that is reached with micro-influencers (Hatton, 2018). This type of influencer is specialized in niche topics, and compared to macro-influencers they feed their social media more actively (Cassia *et al.*, 2019).

A company can have similar results with the same level of work when using micro-influencers giving to the fact that they are much more accessible. Including this type of influencers in the company's strategy, can improve brand awareness, increase the traffic on the website, and the engagement on social media but at a much lower price (Bullock, s.d.).

This is one of the biggest advantages of using micro-influencers instead of macro or mega influencers, the cost. Typically, a micro-influencer will charge less for the same type of content than other groups of influencers with more followers (Sorilbran, 2019).

Sergio Meireis founder of Cheese Me (an agency dedicated exclusively to Influencer Marketing and content creation) states that purchasing decisions are increasingly based on what we see and are recommended to us by those we choose to follow. The future of Marketing is essentially about people. Brands have to understand that it is no longer about communicating for people but through people (Meireis, 2018).

One of the digital influences of this agency is Silvia Catarina who has more than ten thousand followers on Instagram and, with an average of 500 likes per publication, is considered a digital micro-influencer (Figure 2.5). She is not a celebrity but a person who often shares her interests and passion for photography with her followers, of which 70% are women aged 18-24 (potential consumers of fashion, beauty, and lifestyle brands) (Marketeer, 2018a).

### **2.2.3. Macro Influencers**

Macro influencers are entities with followers five and six-digit range (between 30.000 and 500 000 followers, and what characterizes this group is the high frequency of postings (Alassani & Göretz, 2019).

The biggest advantage of using a macro influencer is the fact that he already has the tools and expertise to create their own high-quality content without the need to receive directions from the company and also brands can get their messages out to a large audience through just one influencer.

Macro-influencers have a strong presence in more than one platform, and they use different social media platforms effectively to cross-promote and be more valuable for brands. This type of influencers is already considered celebrities of the social media platforms and they are the first option for a company when using influencer marketing (Ruiz-Gomez, 2019). The first advantage when using a macro influencer is the fact that they tend to have a high level of professionalism when creating content (for some of them this is considered a full-time job). Secondly, a wide audience equals to more reach, and the content that is shared on their social media is consequently seen by a larger group of people which conduces to a high level of awareness and visibility (Kobe, 2019).

An example of a macro-influencer is Joana Vaz, with 33 years old and 246 000 followers, who is a Portuguese fashion and lifestyle blogger (figure 2.6). She started with a blog in 2013, while still studying architecture. Two years after she left everything to devote herself exclusively to Influence Marketing and her social networks (Alves, 2018).

#### **2.2.4. Mega Influencers**

A mega influencer is a term used by actors, artists, sportsmen, and other celebrities on social media with more than one million followers on their Instagram accounts. However, content creators like bloggers and *Instagrammers*, who are experts in a subject on their social media platforms and have more than 1 million followers been also considered mega influencers (Sanmiguel *et al.*, 2018).

Mega influencers can capture attention on a large scale. They provide reach that might exceed the audience of mass media and are used in large awareness campaigns (Ruiz-Gomez, 2019).

Giving to the high number of followers that they have on social media, mega influencers can have a positive impact on a global brand's recognition perspective. However, there are also disadvantages when using this type of influencer, like the price that a company needs to pay for this marketing investment (Butner, 2019).

Mega-influencers are the highest group in this ranking, typically with more than 500,000 followers, and those are in the majority of the situations more famous and celebrity than digital influencers (Dias, 2019). Mia Rose, singer and Portuguese actress is one of the best-known digital influencers in Portugal with 48,1% notoriety and more than 467.000 followers (figure 2.7) was considered this year as one of the major Portuguese digital influencers by Marktest Consulting (Marcela, 2019).

#### **2.2.5. Micro versus Macro influencers**

The choice between a micro-influencer and a macro-influencer for communication strategies is a difficult decision to make, giving to the fact that any of these options include advantages and disadvantages to consider. That's why companies should realize which quantitative benefits they want to achieve in their communication (Woods, 2016).

There are already brands that use these two groups of influencers in their communications, such as Daniel Wellington, who considers that these groups create a balance between the reach and brand awareness that they want to achieve (with macro-influencers) and the engagement they want to generate (with micro-influencers) (Chan, 2019).

In terms of connection and relationship established between influencers and followers, it is considered that micro-influencers are more effective in this aspect since they are more reachable than macro-influencers (Dhanik, 2016). Thus, it is stated that as the number of followers increases, the commitment and attention given to followers by influencers decreases (Chen, 2016). The relations that are created between influencers and followers have a huge impact on brand trust and product knowledge and consequently on purchase intention. According to Kay *et al.* (2020), the perceived product knowledge by the consumers is higher when they are exposed to micro-influencers communications.

The level of trust that is created in an influencer marketing campaign is an important factor to consider when marketers choose the type of influencer they want to collaborate with, since this feeling can also generate positive evaluations, among consumers, regardless of the products and the brand (Bijen, 2017). According to a study, it was asked to the respondents why they trust in an influencer and it was proved that relatability was nearly twice as important as popularity, which means that the more followers identify with the influencers, the higher is the level of trust they place in their suggestions. Giving to the fact that micro-influencer are seen as "regular people" and users feel more relatable with them also the level of trust in this group will be higher (Pusztai, 2019). Another factor that influences the level of trust created between influencers and their followers is the relationship that is created. Micro-influencers usually invest in the relations with the community that they have created and spend more time interacting with their audience when compared with macro-influencers, which leads to a higher level of trust in this group of influencers (Pattee, 2019).

Credibility is another important factor that has a positive effect on the persuasiveness of the message and can differ when is used as a micro or a macro-influencer in an influencer marketing campaign (Kuster *et al.*, 2017). This variable plays an important role when assessing an influencer and it is evaluated based on the following characteristics: attractiveness (refers to the physical attractiveness of an individual), expertise (the knowledge of the influencer in a certain area) and trustworthiness (Wiedmann *et al.*, 2020).

The level of attractiveness of content is an important factor and can be decisive in the intention that a follower will have to know better the brand and the characteristics of the product being that is being promoted and consequently buy them (Haeubl & Dellaert, 2012). The attractiveness of a product on social media content is created by the digital influencer itself, by using its own attractiveness by posing with the product in a way that highlights its characteristics (Kay *et al.*, 2020).

The term expertise is used to define the degree of knowledge, experience and competencies to promote a certain product (Van Der Walldt *et al.*, 2009). Kuster *et al.* (2017) affirm that giving to the fact that micro-influencers are considered specialized in niche topics and are perceived as more trustworthy, it is also expected that this group has higher credibility among their followers. However, according to a study developed by the same author it was showed that macro-influencers are perceived as more credible than micro-influencers. This can be justified by the fact that Individuals tend to agree and trust more with the opinions of experts than with those of non-experts (Wiedmann *et al.*, 2020). Considering, for instance, the profile of Inês Mocho, an expert in the beauty area, in which most of her contents are focused on makeup and self-care products, she is seen as trustworthy and credible in their suggestions (Mocho, 2018). On the other hand studies have proven that when social media users see a product or service being communicated through a macro-influencer the perception of

uniqueness and the attention given to these recommendations is lower, which leads to a lower level of trust when compared to micro-influencers (De Veirman *et al.*, 2017).

Macro-influencers have an advantage that can't be achieved by the micro-influencers, they reach. Giving to the high number of followers this group can reach a great number of views in their publications (Chue, 2018). A macro-influencer can reach 22 more people through only one social media post, when compared with micro-influencers (Kang, 2020). A profile with 1000 followers on Instagram is limited to reach at least those same 1000 people for each post. However, if a company is working with more than one micro-influencer, for example with five micro-influencers (that have between 2000-10.000 followers) the company has the potential to reach a total of 50.000 people (SallyBot, 2018).

When using a macro-influencer, the content that is shared on their social it is expected that will be seen by a large group of people, which conduces to a high level of awareness and visibility (Kobe, 2019). However, micro-influencers are more specialized in niche topics and, even smaller, the brand awareness that is created will be more in line with the audience that the brand aims to reach (Cassia *et al.*, 2019).

In terms of engagement rate, micro-influencers tend to have a better performance. Through a study to evaluate the impact of using micro-influencers in the brands' communication, it was concluded that these actors can achieve a 60% higher engagement rate compared to macro-influencers (Kang, 2020). The engagement rate can be calculated in several ways, however the most common compares the number of interactions created (likes, comments, messages) with the total reach that is generated in the influencers' publications (Chacon, 2018). Although a macro-influencer generates a greater reach and consequently a greater number of comments and sharing, it is not guaranteed that engagement will also be higher since it is calculated by the ratio of these two components. Instagram users with 1000 followers have on average a higher like and comment rate compared to users with more than 1 million followers (Markerly, n.d.). Summing up, the following table compares the impact that the choice of influencers (micro or macro) can have on consumers' perceptions.

Table 2.2 - Comparison of the impact of the type of influencer on consumer perceptions | Author's Elaboration

Influenced Factors	Authors	Micro-influencers impact	Macro-influencers impact
Connection/Relation	Dhanik, (2016)	Higher	Lower
Product Knowledge	Kay <i>et al.</i> , (2020)	Higher	Lower
Trust	Bijen, (2017)	Higher	Lower
Reach/Awareness	Kang, (2020)	Lower	Higher
Credibility	(De Veirman <i>et al.</i> , 2017)	Higher	Lower
Engagement	Kang, (2020)	Higher	Lower



### 3. Beauty and Cosmetic Market

The term cosmetics are used to all the products applied externally to condition and beautify the body, these products can be used for cleaning, colouring, softening, or protecting the skin, hair, nails, lips or eyes (Khraim, 2011). The cosmetics and beauty market are controlled by different multinational companies, with the brands L'Oréal, Unilever, Estee Lauder, Procter and Gamble, Coty, and Shiseido at the top of this ranking.

The beauty market continues to grow, and according to figure 3.1, it is possible to see the evolution of that over the years. The main reason for the development of this sector is related to the need that has existed since the beginning of human history, the search for beauty (L'Oréal, 2018).

**GROWTH OF THE WORLDWIDE COSMETICS MARKET OVER 10 YEARS**  
(in %)

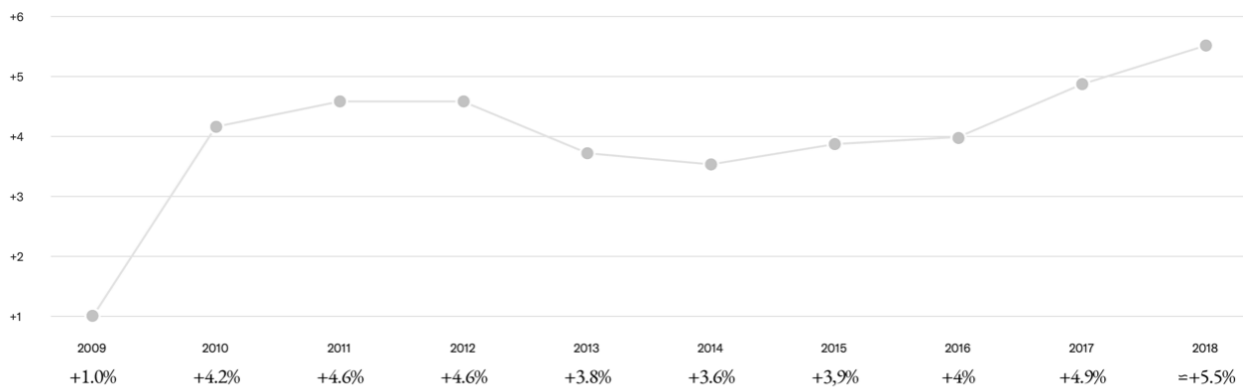


Figure 3.1 - Growth of the worldwide cosmetics market over 10 years (source: L'Oréal)

According to Statista (2020a) the beauty care market can be divided into seven segments: skincare, haircare, make-up, fragrances, toiletries, deodorants, and oral cosmetics. In figure 3.2 it is possible to verify the weight that each of these segments represents in the total of the cosmetic market. Currently, this industry is valued at \$532 billion and is growing faster than ever before (Biron, 2019).

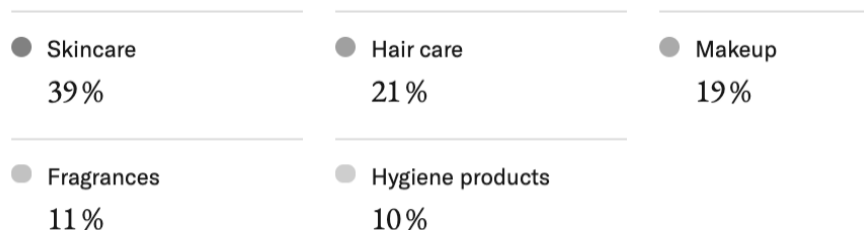


Figure 3.2 - Division of the Beauty Market by Product Category (source: L'Oréal)

In the last years, cosmetic companies are changing traditional advertising with influencer marketing and brand ambassadors. One of the main reasons for this is the fact that beauty

vloggers sharing YouTube tutorials and posting about their favourite products on Instagram, continues to change the way consumers discover new products and engage with the brands (Biron, 2019).

Nowadays, more than understand what type of products a consumer can buy for a brand, they want to know how products can be used (Marketing, 2019). Consumers are looking for a fully interactive experience with their cosmetics brands to becoming part of their lifestyle (Simpson & Craig, 2018). This is the type of information that consumers seek, and by this, the "how to" tutorial created by brands is considered one of the most successful social media content strategies (Marketing, 2019).

One of the main reasons for the success of this sector is the increasing popularity of social media channels such as Instagram and YouTube. These platforms are creating a demand for beauty products and helping to solve one of the biggest challenges for the customers: know-how and when to use each type of product. Through social media tutorials, users can learn everything about beauty products (make-up styles, skincare routines for example) (Statista, 2020a).

Latterly people used to watch celebrities on the red carpet and talking about their clothes, or simply flip through magazines and note about the makeup advertising. However, nowadays people prefer to go online and get their own experience and sometimes ask influencer questions for getting personal responses. These changes in consumer behaviour are challenging the players in the beauty market to stop using models and start using regular people with online tutorials, that are considered more reachable comparing to celebrities and can have an interaction with their followers (Gerdeman, 2019).

The presence in the online world for beauty brands is increasing year by year and according to studies conducted by Statista (2019d), 10% of total revenue in the beauty and personal care market will be generated through online sales, until 2023. Giving to the high level of trust that consumers have in influencer's suggestions, the beauty industry has adopted influencer marketing tactic more fervently than any other on social media and has become one of the most effective ways to build brand awareness and helps to bring beauty products to life (Valentine, 2019).

In Portugal, the cosmetics sector grew by 1.9% in 2019. This market is currently valued at 5.3 million euros and is expected to continue to grow moderately. The sales of this sector increased by 2.6% in 2018 and it was the skincare segment that represented the highest percentage, with 27.9% of the total sales in this sector (Grande Consumo, 2019).

The appearance of COVID-19 had a huge impact on practically all the sectors of the world market, and the beauty sector was no exception. The brands had to reinvent themselves and adapt their strategies to the digital world and the results were quite positive. Some beauty brands reported an increase in their online sales twice what they predicted before COVID-19



(Gerstell *et al.*, 2020). In the present year, the revenue in the cosmetics segment in Portugal is 134 million and it is expected to still grow until 2023 as can be seen in figure 3.4 (Statista, 2020e).

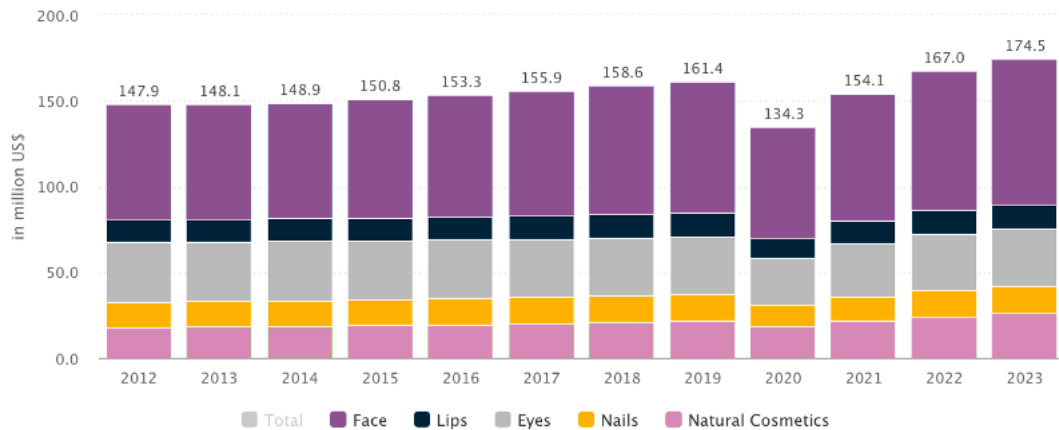


Figure 3.3 - The revenue growth of the cosmetic market in Portugal, in million US dollars (source: Statista)

Despite the growth of this sector over the years, it was verified a big drop in sales in 2020, caused by COVID-19. First-quarter sales were weak in comparison with previous years and some brands had to close due to the crisis they were facing. However, some brands have managed to adapt to the situation around and changed their manufacturing to produce sanitizers and hand cleaning products and offering free treatments and beauty services to workers who were on the front line in the fight against this virus (Gerstell *et al.*, 2020).

### 3.1. Skincare market

The skincare industry is witnessing multiple changes in recent years, moving from demand from older consumers to an increasingly younger target. These beauty products are even more used to delay the inevitable signs of skin aging. While in a younger generation it is possible to see a growth in the demand, in an older generation is possible to see a decrease in demand. Skincare companies are therefore adapting their marketing strategies to achieve a balance between these two segments and maintaining their older consumer base (Statista, 2020).

Inside the skincare segment, it is possible to divide the products into four different categories: facial skincare, face cleansers, body care, and sun protection. This market had noticed a huge increase in 2018 (figure 3.5), mainly due to the upper-middle classes worldwide, and compared to the overall beauty market is the segment that represents the biggest growth (L'Oréal, 2018).

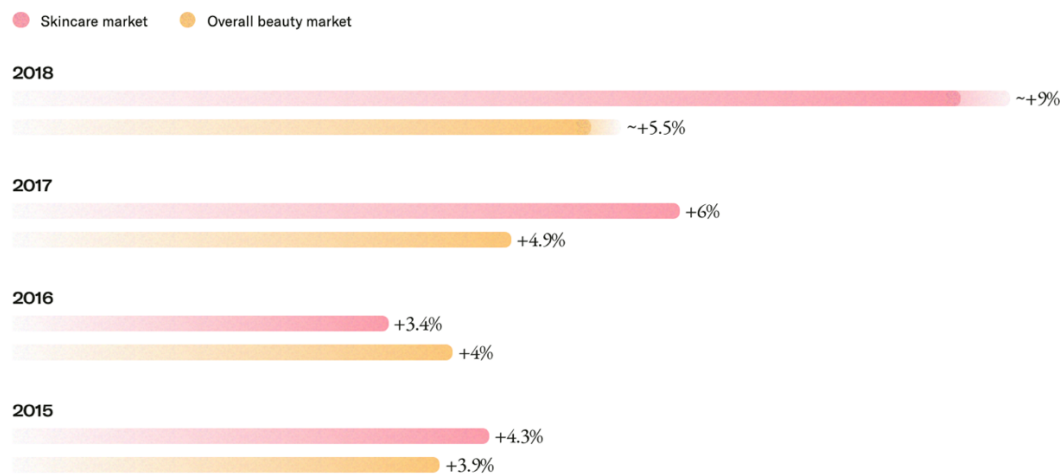


Figure 3.4 - Growth of the skincare market and the beauty market (source: L'Oréal)

The revenue of the skincare market in Portugal is expected to grow 9,1%, and in the present year represents 373 million dollars. Considering the total Portuguese population on average the revenue per person, in the skincare market is 36,59 dollars (Statista, 2020).

On average, a woman spends about 21,000 euros on face products throughout her entire life. This is not anymore about beauty routine, the habit of applying a cream makes women feel more beautiful, and the majority of the time, this feeling is just psychological. However, most women didn't know that they don't need to spend a lot of money on beauty products. Following a study developed in Spain, Deco Proteste carried out an identical one in Portugal to compare the results of white label products day creams with the ones that are sold in perfumeries and pharmacies. A total of 16 creams were tested, the cheapest products showing the best results and La Mer cream (the most expensive product included in this study) were at the end of the ranking (Magalhães, 2017).

## 4. Methodology

### 4.1. Contextualization

For this study Portugal was selected, for presenting a trend in the growth of the beauty sector, more specifically in the skincare segment. It is expected a growth of 9.1% until 2023 in this segment, and this year it represents 373 million dollars of the Portuguese market (Statista, 2020d). In addition, influencer marketing in Portugal has been showing a growth of 75% per year and the same can be proved by the growth in the number of agencies dedicated to influencer marketing in the country (Marketeer, 2018b).

More and more brands are investing in influencer marketing campaigns with 80% of marketers considering that this an effective strategy. However, as mentioned in the literature review, several measures can be used to evaluate and select a relevant influencer (or a group of influencers) for a marketing campaign and different influencers can be considered in this choice. There is still a gap in the literature regarding the classification of influencers according to the number of followers that each one presents. Different authors present different classifications in this subject., however in the present study it is used the classification created by Sorilbran (2019) which suggests four distinct groups to classify the influencers (nano, micro, macro and mega-influencers).

In this study only two groups of influencers (micro and macro) will be considered for several reasons. The first one is based on the fact that the group of micro-influencers represents the largest percentage of influencers present in social media platforms, about 48% (Statista, 2020c). The second one is because this is a group that is gaining increasing importance in consumer decisions since they are closer and more achievable compared to profiles with more followers (Gerdeman, 2019). The last reason is that there are already brands that use these two groups of influencers in their communications, such as Daniel Wellington, who considers that these groups create a balance between the reach and brand awareness that they want to achieve (with macro-influencers) and the engagement they want to generate (with micro-influencers) (Chan, 2019).

Usually, brands tend to look first (some of them only) for the number of followers and the number of likes in the influencer profile. However, there are other components such as credibility and trust that can impact the influencer marketing campaign and consumer's purchase intentions. This research aims to understand the effects of these components in two different groups, micro and macro influencers, from customer's perspective. After analysing the effects that each of these groups has on the study variables, they will be compared directly with each one in order to see if any of these groups stand out from the other. Although influencer marketing campaigns can be done through many platforms, the one that will serve as a study medium for this research is Instagram, since it is the platform that represents the

highest engagement rate for all types of influencers (micro or macro) (Influencer Marketing Hub, 2020). Another reason for this choice is the fact that Instagram has become the platform of choice for influencer marketing. 72% of the users said they have made fashion, beauty, or style-related purchases after seeing something on the application, proving its power in the digital marketing landscape (Cronim, 2020).

Aiming to operationalize the main objective of this report, the right tools needed to be chosen, concerning the specificities of the problem, in this case the impact of micro or a macro-influencer on consumer behaviour, in the beauty sector. In this study a quantitative methodology was used since this method can reach large audiences, collect and analyse data using statistical tools (Almeida *et al.*, 2017)

## **4.2. Quantitative Methodology**

In terms of quantitative analysis, an online survey on Google Forms was created, since this is one of the methods that enabled the collection of a larger amount of data in a short period of time, reaching a significant sample for this study and analyzing it using statistical tools (Almeida *et al.*, 2017). However, it should be taken into consideration that the results of the online questionnaire are entirely dependent on the motivation, availability and honesty of the respondents.

This questionnaire, which was constructed mostly with closed-ended questions, is directed at people who use Instagram and follow digital influences in their social networks. The created questions aim to evaluate factors such as trust, credibility, engagement, brand awareness and purchase intention on customers, that can be taken from a marketing influencer campaign and their differences when is used a macro or a micro-influencer.

Taking into account that this study aims to evaluate the impact of macro and micro-influencers on Skincare Instagram Campaigns, the survey should be directed mainly to the users of this same social media platform. By this, one of the channels that were used to share the online survey was Instagram, which allows reaching the maximum of responses from users with real experiences in this social network.

### **4.2.1. Population**

The population of interest represents the study's target population whom the researcher wants to draw specific conclusions (Majid, 2018). Taking this in mind, the population of this study can be defined as individuals that are exposed to content published by digital influencers on Instagram. There is no kind of restriction in the study population in terms of age and gender in this study, however taking into account the target study sector in this research (beauty sector more specifically the skincare segment) it should be considered that women are more

influenced by brands and friends suggestions compared to men who give more value to the price of products, to the brand and to doctors' indictments (Infante *et al.*, 2016).

The main objective of this study is to understand the difference of micro and macro-influencers on customers' perceptions, in the beauty sector. By this the population of study needs to be individuals who have been exposed to this type of content (micro or macro-influencers posts) because only through them it is possible to take real perceptions from their experiences with these types of digital influencers.

#### **4.2.2. Sample**

Taking into account that the universe of study is very large and difficult to reach in its entirety, a sample will be used to conduct this study. The process of sampling consists in selecting a statistically representative sample of the universe of interest so that the conclusions drawn from the sample can be as close as possible to the conclusions of the population (Majid, 2018).

In terms of the quantitative method was used a non-probability convenience sampling approach, giving to the fact that the survey was shared with all the individuals that are more accessible to the researcher. As a way to reach the maximum of valid answers in the survey, which means individuals with Instagram's account and who follow digital influencers, the questionnaire was shared directly with the contacts of the researcher in this social network. This way the probability of reaching individuals with opinions formed about influencer marketing in the skincare segment will be higher. This is an easy and inexpensive way to collect data, although the sample is representing a portion of the entire population, is a small portion compared to the total of the population so it can't produce generalizable results.

#### **4.2.3. Survey**

For the construction of the survey, 50 questions were asked divided into 7 main themes (attachment A). In the first part questions are asked regarding the use of social networks, in order to understand what the platforms are most used, with a higher focus on Instagram where is evaluated how often it is used and the main reasons for its use. The second part are general questions regarding influencer marketing in order to filter only those who follow Instagram influencer's profiles. After this filtering, in the third and fourth part, specific questions are asked about macro and micro-influencers profiles respectively. The fifth part of the study enter in the study sector, the beauty sector, where questions are asked regarding influencer marketing within the skincare segment. In the penultimate part of the questionnaire, a macro-influencer and a micro-influencer promoting a skincare product in Instagram are presented, and questions are asked comparing these two profiles and the perceptions that users take from

each one. Finally, socio-demographic questions are asked in order to evaluate the respondents' profile in the sample achieved.

Regarding the structure used in the questions, they are mostly closed-ended, except in the last chapter with socio-demographic questions where respondents are asked which city and country they live in, allowing them to write down their answers. In closed-ended questions, normal and ordinal scales are used. The ordinal scale (Likert Scale) is indicated to measure and evaluate the respondent's attitude regarding specific topics (Rogelberg *et al.*, 2010). In this case, it was used a Likert scale to evaluate the level of agreement of the respondents with the statements made about the macro and micro-influencer profiles, using a scale from 1 to 5. The first number in the scale, number 1, represents "Strongly disagree", number 2 represents "Agree", number 3 is used when the respondent is "Indifferent" with the statement, and finally 4 and 5 represents "Agree" and "Strongly Agree" respectively.

#### **4.2.4. Research Hypotheses**

As verified in the literature review, the results of an influencer marketing campaign and the impact that it has on consumers is dependent on several factors, one of them is the type of influencer that is used in the marketing campaign. Profiles with smaller reach (micro-influencers) generate different results from profiles with a larger reach (macro-influencers).

Brands must do this study before selecting an influencer to guarantee the best results in their strategy. More than promoting a product, companies must understand what drives a user's interest or disinterest in a product or service.

According to different authors (Dhanik, 2016; Bijen, 2017; Kang, 2020; De Veirman *et al.*, 2017), several factors can influence consumer behavior and purchase intention. The relationship of trust created by these profiles in their followers, the credibility passed by the influencers and the purchase intention created will be the main points of study in this report.

This research will be compared the relation of attractiveness, expertise and trust with credibility and the relation between relatability and interactivity with trust. Will also be evaluated the factors that can influence the purchase intention of the users in the skincare influencer's campaigns. After studying these relationships, they will be compared between micro and macro-influencers in order to see in which groups these relationships are strongest. By this, the research framework can be represented by the figure 4.1.

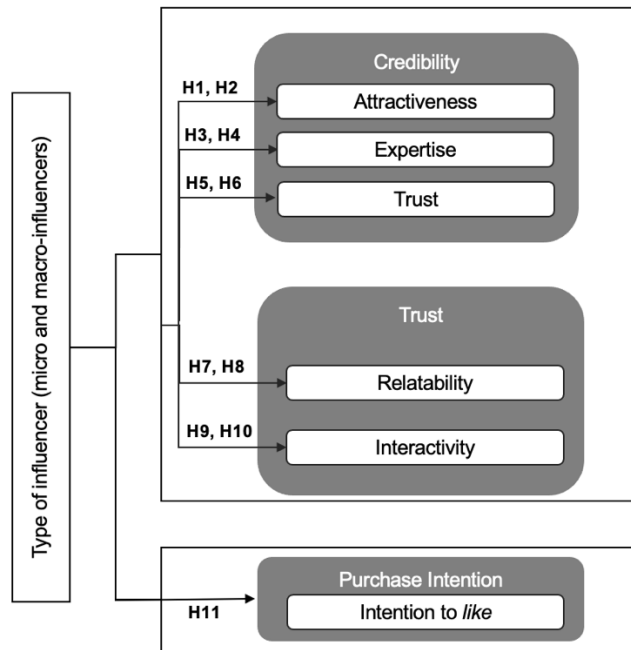


Figure 4.1 - Research Framework | Author's Elaboration

#### 4.2.4.1. Credibility

Credibility is evaluated based on the following characteristics: attractiveness, expertise and trustworthiness (Wiedmann *et al.*, 2020). More and more companies are rethinking their strategies and behaviour with their followers in order to increase brand credibility, purchase intention and brand choice (Priester *et al.*, 2004). Aiming to increase their credibility, brands should also take into account the credibility of the digital influences they use in their Instagram skincare campaigns.

In order to evaluate what factors can influence the level of credibility in micro and macro-influencers will be evaluated attractiveness, expertise and trustworthiness (Wiedmann *et al.*, 2020).

Attractiveness is the term used for the physical appeal of an individual. According to different authors, an attractive influence can be more persuasive and credible with its followers than a less attractive influence (Wiedmann, *et al.*, 2020). Two hypotheses are thus created which verify this relationship both in macro (H1) and micro-influencers (H2).

*H1: The level of attractiveness is positively correlated with the credibility of a macro influencer.*

*H2: The level of attractiveness is positively correlated with the credibility of a micro-influencer.*

The level of expertise in a certain area has a huge impact on trust and consequently on the perceived credibility of an influencer. The level of expertise can be measured by the degree of knowledge, experience and competencies to promote a certain product (Van Der Walddt *et*

*al.*, 2009). According to Wiedmann *et al.* (2020) individuals tend to agree and trust more with the opinions of experts than with those of non-experts. With this will be evaluated the level of expertise in each group of influencers (micro and macro-influencers) and their impact on the credibility of each one.

*H3: The level of expertise is positively correlated with the credibility of a macro-influencer.*

*H4: The level of expertise is positively correlated with the credibility of a micro-influencer.*

In terms of trust, the higher is this variable the better will be the results of the campaign and consequently, brands will see a perceived value when working with influencers on marketing campaigns (Rocha *et al.*, 2020). The level of trust will be evaluated in these two groups in order to understand which of them is stronger in this topic, however, will also be assessed its impact on the level of credibility. This gives rise to two new study hypotheses which aim to assess the relationship between trust and credibility in both micro-influencers and macro-influencers profiles.

*H5: The level of trust is positively correlated with the credibility of a macro-influencer.*

*H6: The level of trust is positively correlated with the credibility of a micro-influencer.*

#### **4.2.4.1.1. Trust**

Although it is being studied the impact that trust has on the credibility of a digital influence, this variable is also dependent on two other factors. Marketeers should always consider the level of trust that is created between influencers and their followers when choosing the type of influencer, they want to collaborate with. The higher is the level of trust created the higher will be the positive evaluations among consumers regardless of the product and the brand (Bijen, 2017).

Through a study, was asked to the respondents why they trust in an influencer and it was proved that relatability was nearly twice as important as popularity, which means that the more followers identify with the influencers, the higher is the level of trust they place in their suggestions (Pusztai, 2019). Taking this in account will be assessed the level of relatability of the two types of digital influencers and their impact on the level of trust of an influencer (micro and macro-influencer).

*H7: The level of relatability is positively correlated with the level of trust of a macro-influencer.*

*H8: The level of relatability is positively correlated with the level of trust of a micro-influencer.*

In terms of the relationship that is created between influencers and their followers, it was found that interactivity can impact positively the emotional connection between these two parts and increase the level of trust that is placed on an influencer (Jun *et al.*, 2020). In this way, the



impact that the influencer’s interactivity has on the trust felt by their followers will be assessed, both for micro and macro-influencers.

*H9: The level of interactivity is positively correlated with the level of trust of a macro-influencer.*

*H10: The level of interactivity is positively correlated with the level of trust of a micro-influencer.*

#### 4.2.4.2. Purchase Intention

According to Liu *et al.* (2015) effective influencers are those who can affect their followers’ acceptance of recommendations, product choices, and purchase decisions in specific domains. Also, individuals who are exposed to product recommendations by a digital influencer are more likely to purchase it than individuals who are not (Hennig-Thurau *et al.*, 2004).

The higher is the number of likes the higher will be the brand attitude, the brand involvement and the purchase intention (Phua *et al.*, 2016). With this in mind, the impact that the intention to put a like has on the purchase intention during a skincare campaign in Instagram will be assessed and compared in micro and macro-influencers.

*H11: The intention to like an Instagram post is positively correlated with the intention to buy a product promoted.*

Table 4. 1 - Research Hypothesis of the present study | Author’s Elaboration

Research Hypothesis	Variables	Authors
H1: The level of attractiveness is positively correlated with the credibility of a macro influencer.	Credibility Attractiveness	(Wiedmann <i>et al.</i> , 2020)
H2: The level of attractiveness is positively correlated with the credibility of a micro-influencer.	Credibility Attractiveness	(Wiedmann <i>et al.</i> , 2020)
H3: The level of expertise is positively correlated with the credibility of a macro-influencer.	Credibility Expertise	(Wiedmann <i>et al.</i> , 2020; Horai <i>et al.</i> ,1974)
H4: The level of expertise is positively correlated with the credibility of a micro-influencer.	Credibility Expertise	(Wiedmann <i>et al.</i> , 2020; Horai <i>et al.</i> ,1974)
H5: The level of trust is positively correlated with the credibility of a macro-influencer.	Credibility Trust	(Wiedmann <i>et al.</i> , 2020)
H6: The level of trust is positively correlated with the credibility of a micro-influencer.	Credibility Trust	(Wiedmann <i>et al.</i> , 2020)
H7: The level of relatability is positively correlated with the level of trust of a macro-influencer.	Trust Interactivity	(Pusztai, 2019)
H8: The level of relatability is positively correlated with the level of trust of a micro-influencer.	Trust Interactivity	(Pusztai, 2019)
H9: The level of interactivity is positively correlated with the level of trust of a macro-influencer.	Trust Interactivity	(Jun <i>et al.</i> , 2020)
H10: The level of interactivity is positively correlated with the level of trust of a micro-influencer.	Trust Interactivity	(Jun <i>et al.</i> , 2020)
H11: The intention to like an Instagram post is positively correlated with the intention to buy a product promoted.	Purchase Intention	(Phua <i>et al.</i> , 2016)



## 5. Data analysis

### 5.1. Quantitative results

The results obtained in the quantitative study resulted from the sharing of the survey on social networks (mainly Instagram giving to the fact that this platform will serve as the target of the study). The survey was launched on September 15th and closed on October 20th.

The minimum requirements to belong to this study sample are to have an Instagram account and follow digital influencers (in this case all kinds of digital influencers can be considered, i.e. nano, micro, macro and mega-influencers). However, taking into account that this study aims to evaluate the impact of micro and macro-influencers on Instagram skincare campaigns, the study sample must follow at least one of these two groups so that a comparison can be made of the perceptions taken from each. Thus, respondents who follow neither micro nor macro-influencers in Instagram will not be considered in the study. Taking this into account, out of a total of 336 respondents, only 268 meet these requirements, which means that only 268 individuals follow at least one macro or micro-influencer in Instagram and can be considered valid for the study sample.

#### 5.1.1. Sociodemographic sample characterization

The sample of this study consists of 268 respondents, in which 84,2% are female and 15,8% are male (as can be seen in figure 5.1). In terms of age, the predominant age group (81%) is between 18 and 23 years old, and the second highest (16%) is between 24 and 30 years old (as can be seen in figure 5.2). The age groups under 18 years old and over 35 years old had respectively a representation in the sample of 1% and 2%, and the only group that does not have any representation in the study sample is that between 31-35 years.

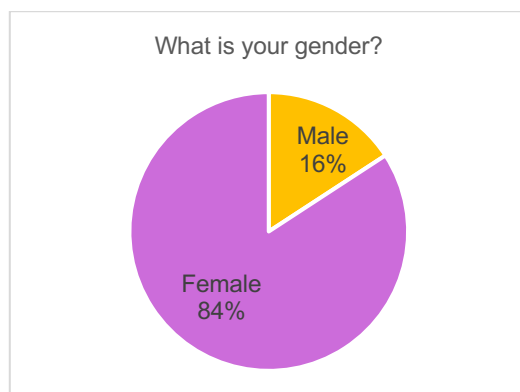


Figure 5.1 – Sample's gender

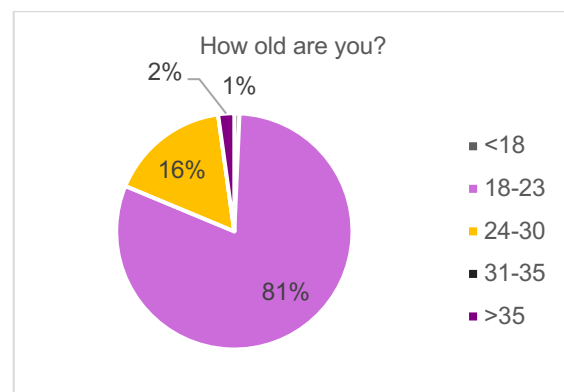


Figure 5.2 – Sample's age

This age distribution can be justified by the fact that the survey was shared through all the contacts of the researcher and the vast majority of the respondents are students (see figure 5.3). About 56% of respondents are only students and about 18% are student workers. As far

as the last degree of education completed by respondents is concerned, almost 53% of respondents have a bachelor's degree, and the minority (less than 1% of respondents) have completed a postgraduate or PhD degree (figure 5.4).

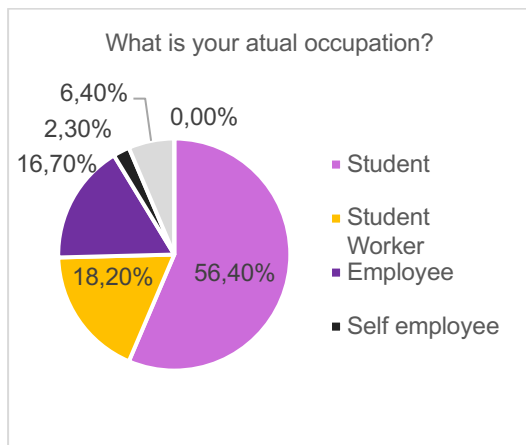


Figure 5.3 – Sample's occupation

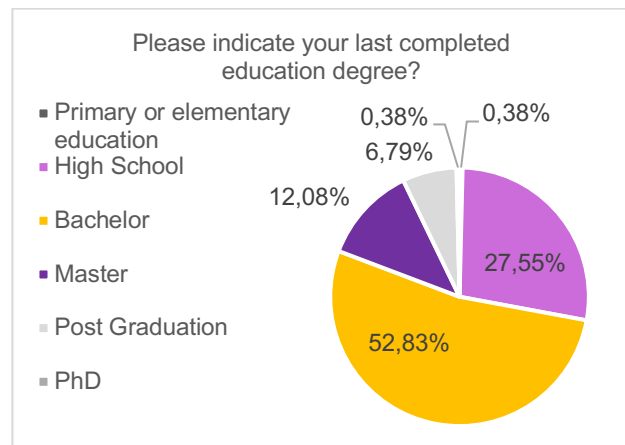


Figure 5.4 – Sample's education degree

In terms of geographical distribution, 99% of the respondents are resident in Portugal, which is equivalent to 265 individuals in the total study sample (see Figure 5.5). Respondents were also asked about their city of residence in order to have a notion of their distribution (especially in Portugal, which is the country most mentioned in the answers). As can be seen in figure 5.6, the metropolitan area of Lisbon is the one with the highest number of respondents (Lisbon with 211 individuals and Setubal with 24), which is equivalent to approximately 88% of the total sample.

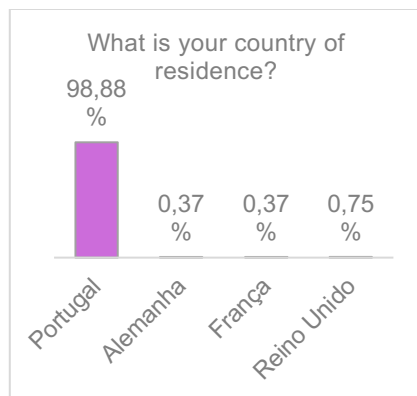


Figure 5.5 - Sample's home country

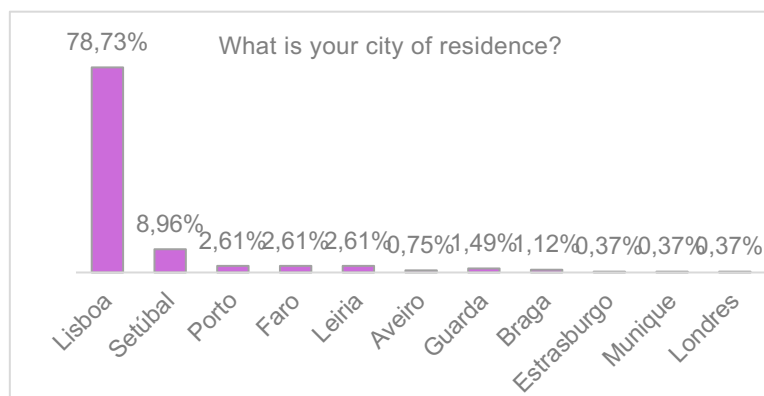


Figure 5.6 - Sample's city of residence

### 5.1.2. Characterization of the sample behaviour on social media platforms

When respondents were asked which social networks were most used, Instagram was clearly the most selected option with 99,63% of the answers. The least used application is Snapchat, and other social media platforms were mentioned in the "Others" option such as Tik Tok and Reddit (the distribution of the answers regarding this question can be seen in figure 5.7).

Regarding the behaviour of the sample about the frequency of use of Instagram, the great majority (around 87% of the total sample) use this platform several times a day. Only 13% use Instagram once a day, and less than 1% of the sample uses this social network only a few times a week (figure 5.8).

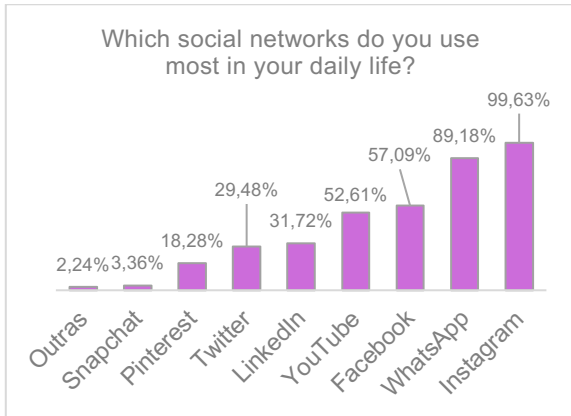


Figure 5.7 - Social networks most used by the sample

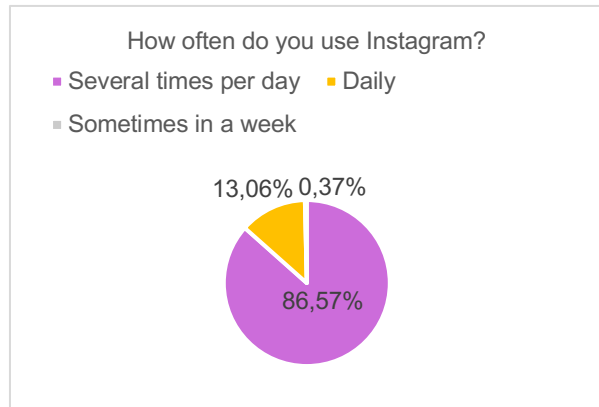


Figure 5.8 - Frequency in the use of social networks

The figure 5.9 shows the main reasons for using Instagram according to the sample. Scroll the Instagram feed to see the publications of the accounts that follow and see Instagram Stories of these same accounts are the two main features most used, and they were chosen by 93,66%, 87,69% and 66,42% of the sample respectively.

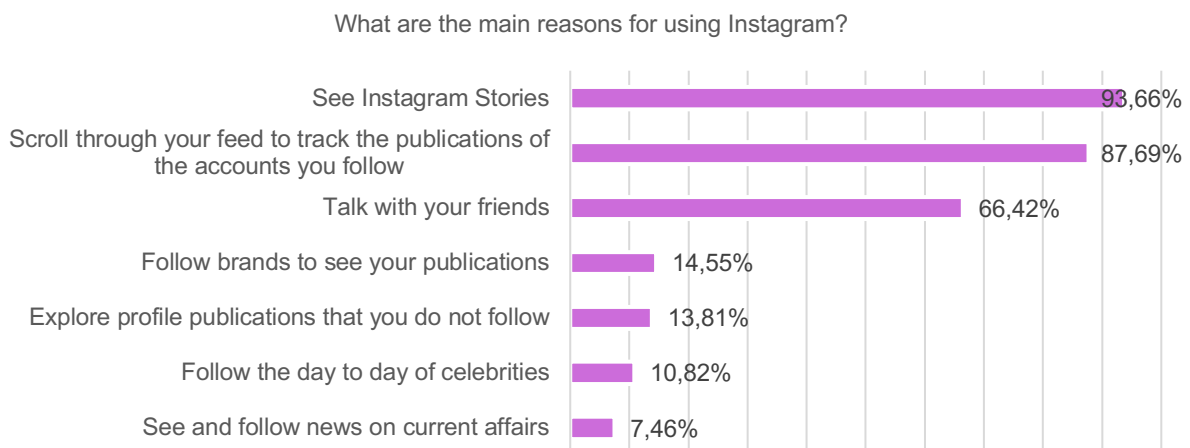


Figure 5.9 - The main reasons for using Instagram according to the sample

It should be noted that this is a multiple-choice question where respondents have the possibility of selecting a maximum of three options, however, they also can choose to select less.

### 5.1.3. The digital influencers followed by the sample

After questioning the respondents about their behaviour in this social media platform, they were introduced to the topic Influencer Marketing, in which some general questions were asked

about this topic (without restricting the type of influencers concerned, i.e. not considering only macro and micro-influencers).

First of all, they were asked if they knew the term digital influencer and only one person answered negatively to this question and the remaining 99% answered positively (figure 5.10). Afterward, the definition of the term digital influencer was presented, so that the respondents could ask if they follow any digital influencer on Instagram, and by this filter out those who might become part of the study sample.

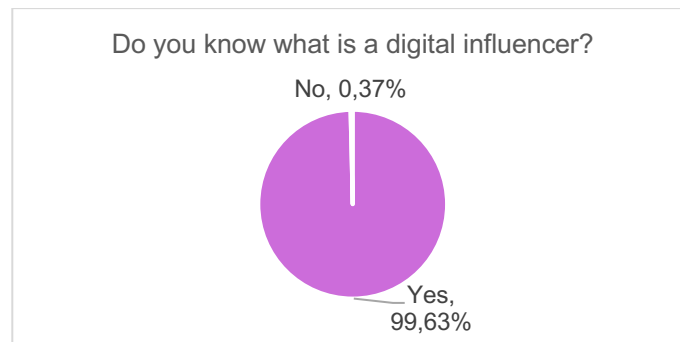


Figure 5.10 - Sample's knowledge about the meaning of a digital influencer

Respondents were asked how many digital influencers they followed on Instagram. In figure 5.11 it is possible to check the distribution of the answers over the 4 ranges presented. Of the total of the sample surveyed, 42% responded that they follow between 4 and 10 digital influencers. In the remaining options presented the answers were quite balanced, with 21% following between 1 and 3 influencers, 19% following between 11 and 20, and 16% following more than 20 digital influencers on Instagram. In order to understand in which categories the digital influencers followed by the respondents fall into, all the categories were presented, and the results are presented in figure 5.12.

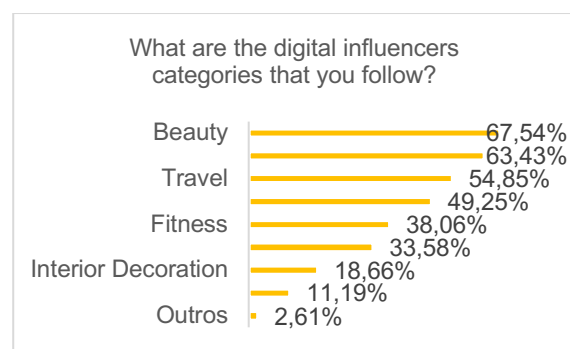
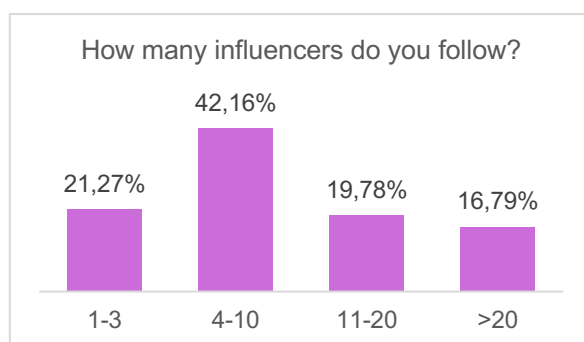


Figure 5.11 - Number of influencers followed by the sample      Figure 5.12 - Skincare brands followed by the sample

Around 67% of the sample said that they follow influences in the beauty sector. This is the category of digital influencers most followed by the sample, which will be quite positive for the construction of the following questionnaire answers, since this study intends to focus exactly on digital influencers in the beauty sector. It should be noted that this question allowed respondents to select as many options as the categories of influencers they follow in

Instagram. There were also 2,61% of the sample that chose to the option "Others" where other categories not presented as art, music and sustainability were mentioned.

In order to understand the main factors that influence the decision to follow a digital influencer, several options were presented to the study sample. As it is possible to see in figure 5.13, more than 90% of the sample, consider that the most important factor of an influencer is the quality of the content published by it on their social networks. The number of followers and the number of likes of an influencer are the two characteristics least valued by respondents with a weight of 2,61% and 0,75% respectively in the total of responses. Also, for this question respondents had the possibility to select as many factors as they considered important for their decision to follow or not a digital influencer.

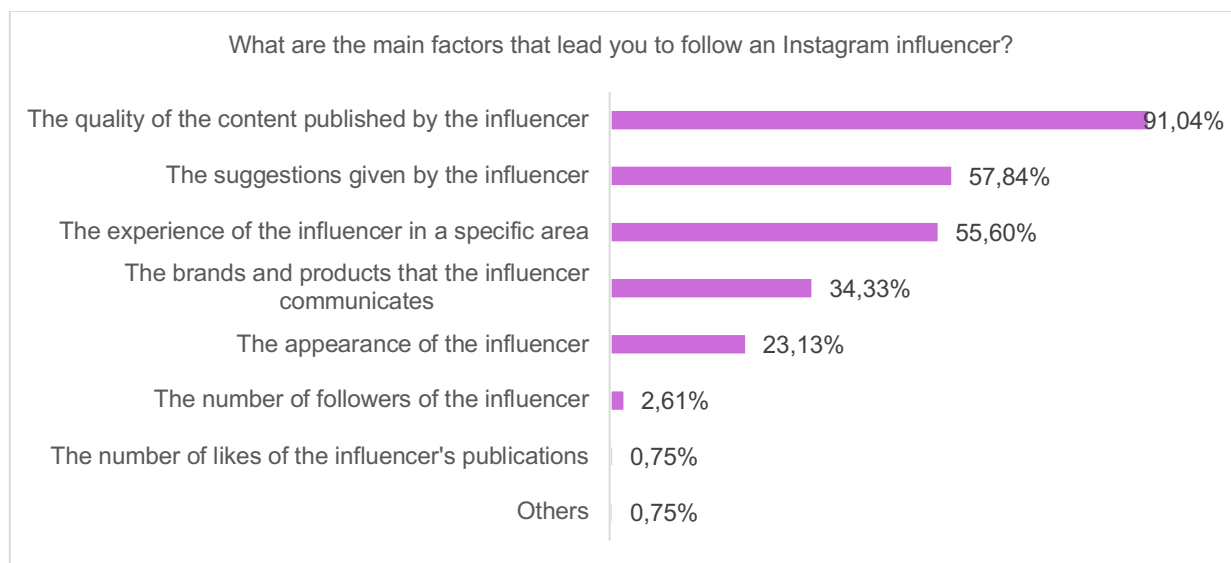


Figure 5.13 - Main reasons for following a digital influencer according to the sample

#### 5.1.4. Macro and micro-influencers followed by the sample

In order to evaluate the weight of micro and macro influencers in the total number of influencers followed by the sample, it was asked whether each of these two groups they follow and how many of each group they follow. In the total of the respondents, about 93% answered that they follow a macro-influencer on Instagram and only 7% of the sample answered negatively (figure 5.14). Of these 7% of the respondents who responded that they do not follow macro-influencers, they all follow at least one micro-influencer. According to the sample who follow at least one macro-influencer, were later asked if they also followed micro-influencers, and the majority answered positively. Considering the percentage of individuals who do not follow macro-influencers but follow micro-influencers and adding this number to the total of respondents who follow macro and micro-influencers, can be concluded that about 66% of the sample follow micro-influencers (figure 5.15).

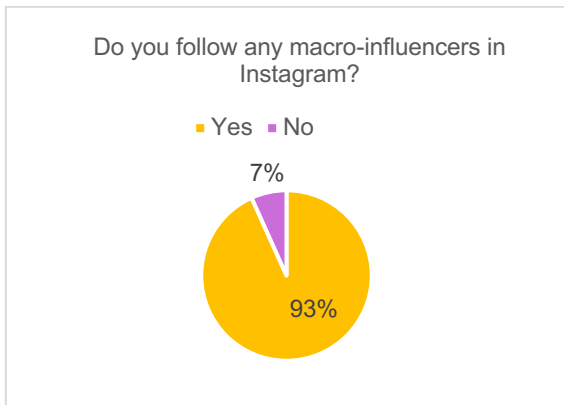


Figure 5.14 - Macro-influencer's followers in the sample

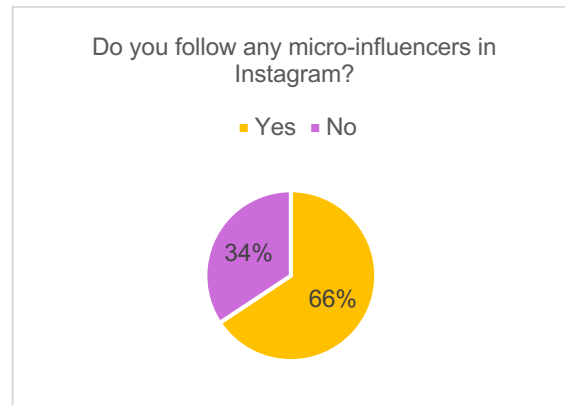


Figure 5.15 - Micro-influencer's followers in the sample

Considering these data, it is possible to affirm that the percentage of respondents who do not follow micro-influencers is higher than that who do not follow macro-influencers. When asked how many macro and micro-influencers they follow, as can be seen in the following two graphs (figure 5.16 and figure 5.17) the majority follow between 2-5 micro and macro-influencers accounts on Instagram. Regarding macro-influencers, 45% of the respondents follow between 2 and 5 influencers and only 10% of the respondents follow only 1 macro-influencers on Instagram. Regarding the number of micro-influencers followed by the sample, 43% of the respondents follow between 2 and 5 influencers and only 9% follow only 1 micro-influencers on Instagram.

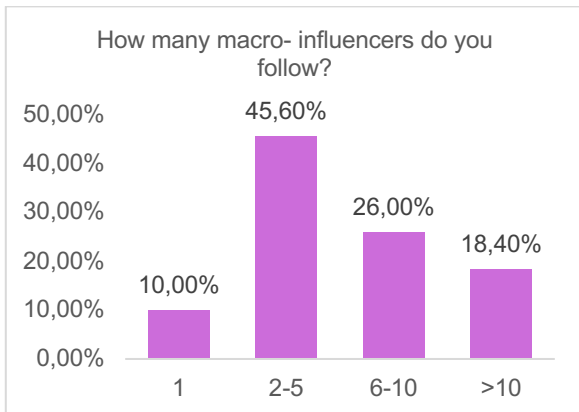


Figure 5.16 - Number of macro-influencers followed

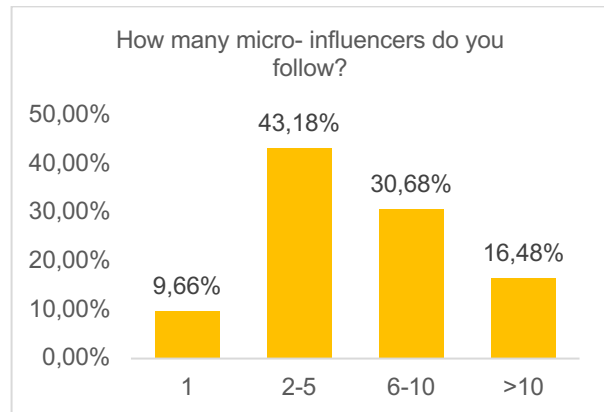


Figure 5.17 - Number of micro-influencers followed

After these more general questions were made, respondents were asked to think of a macro and micro-influencer separately and to answer some questions about them in order to assess how they perceive each profile and what perceptions they take from them.

The questions were asked using a *Likert* scale at which respondents would have to choose their level of agreement with the statement made. As explained in the previous chapter, the scale varies between 1 and 5, where 1 is in total disagreement and 5 is in total agreement. To facilitate the analysis, the total of the responses for "Disagree" and "Agree" as well as the



average of the responses have been calculated. The following tables will present the results and their analysis.

It is important to consider that for the construction of each of the tables only the respondents who follow micro and macro-influencers were involved. In the case of questions concerning macro-influencers, a total of 250 answers were obtained, while for micro-influencers 176 answers were obtained.

Table 5.1 - Sample distribution by the level of agreement regarding macro-influencers

	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Average</b>
I identify myself with this influencer	12%	23%	65%	3,7
I don't trust the suggestions of this influencer	81%	8%	11%	1,8
This influencer is credible in his suggestions	4%	15%	81%	4,1
This influencer has many followers and, by this, is trustfully	37%	37%	26%	2,8
This influencer is an expert in a particular area	13%	24%	62%	3,7
This influencer does not interact with followers	84%	7%	9%	1,6
This influencer is attractive and shares attractive content	3%	17%	80%	4,1
It is easy to establish contact with this influencer	33%	36%	31%	2,9

In table 5.1 it is possible to see that there is a clear distribution between the concordance the disagreement and the indifference to the statements presented. Regarding the statement "I identify myself with this influencer" the majority agrees with this statement with 65% answering positively, and the average of responses obtained is 3,7. As far as trust is concerned, the vast majority does not trust in the suggestions made by the following macro influencer, with 81% disagreeing with the statement, thus presenting a rather negative average of responses (about 1,8). In terms of credibility, 81% agree with the statement and only 4% disagree, the average response to this question is 4,1 showing a large percentage of agreement with this topic. The statement "This influencer has many followers and, by this, is trustworthy" was one of the questions that raised the most doubts, with a balanced division of the options presented thus showing an average of 2,8 of the answers. In this topic, 37% disagree with the statement, 26% agree, and 36% take a neutral position. Regarding the statement "This influence is an expert in a particular area" the majority of respondents (about 62%) agreed with the topic and only 13% disagreed, with an average of 3,7 responses. To the option "This influencer does not interact with their followers" the average response was 1,6 which means that the majority disagrees with this statement, as can be seen from the 80% who responded on scales 1 and 2, and only 9% agreed. On the contrary, when it comes to attractiveness, the vast majority agrees with this statement, with an average response of 4,1, created by the 80% who responded on the highest scales of agreement on this subject. Finally, regarding the ease of contact as a digital influence, the distribution of responses among the

options presented was quite balanced, with an average of 2.9. The highest percentage of responses (36%) to this question is neutral.

The table 5.2 shows the distribution of the level of agreement with the same statements above but now applied to the micro-influencers followed by the sample.

Table 5.2 - Sample distribution by the level of agreement regarding micro-influencers

	Disagree	Neutral	Agree	Average
I identify myself with this influence	15%	25%	60%	3,6
I don't trust the suggestions of this influencer	70%	15%	15%	2
This influencer is credible in his suggestions	6%	17%	77%	4
This influencer has few followers and by this is trustfully	74%	18%	8%	1,8
This influencer is an expert in a particular area	18%	33%	49%	3,5
This influencer does not interact with followers	72%	18%	10%	1,9
This influencer is attractive and shares attractive content	5%	24%	71%	3,9
It is easy to establish contact with this influencer	11%	25%	64%	3,8

*Author's Elaboration*

Regarding the statement "I identify myself with this influencer" the majority responded positively (about 60%), with an average response of 3,6. In terms of the trust, the average response is 2, which means that the majority disagrees with this statement (with 70% responding negatively) and only 15% agreeing. According to credibility, the vast majority (about 77%) responded that they agree with the statement, leading to an average of 4 in the answers. To the statement "This influence has few followers and by this is trustful" the majority of respondents (about 70%) disagreed with this statement and only 8% agreed with it, leading to an average response of 1,9. In terms of the experience of the influencer in a given area, 49% agreed that the micro-influencer that follows has experience in a certain area and only 18% disagreed with this statement, with an average response of 3,5. Regarding the interaction with its followers, 72% disagree that the micro-influencer it follows does not interact with its followers and only 10% agrees with this statement, the average response of this question is 1,9. According to the attractiveness of the micro-influencer and its contents in Instagram, 71% agree that these are attractive and a small percentage of 5% disagrees with the statement, leading to an average response of 3,9. Finally, regarding the ease of establishing contact with micro-influencers, the majority agrees that there is ease in this linkage, with 64% agreeing, and an average response rate of 3,8.

### 5.1.5. Presence of the beauty sector in the sample

In order to analyse the impact of micro and macro-influencers on Instagram, more specifically on the beauty sector, specific questions were asked about it. To the question "Do you follow

any skincare brand on Instagram?" 75% answered no, and only 25% answered positively (figure 5.18). To understand which brand had the strongest positioning in Instagram the respondents were also asked which brands they followed or had seen more often in this social network. As it is possible to see in figure 5.19, the great majority (about 60%) claims to have followed or already seen L'Oréal's publications, and 34% claims never to have followed any of these pages in Instagram. Aiming to understand the scope of digital skincare campaigns with digital influencers, respondents were asked if they had ever seen an influencer promoting such products in Instagram. The vast majority (about 93%) answered positively, and only 7% answered no (see figure 5.20).

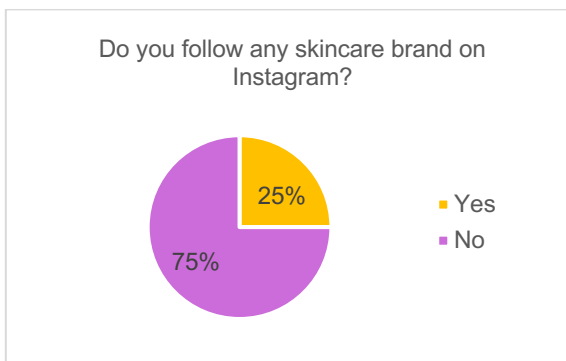


Figure 5.18 - Skincare brand's followers in the sample

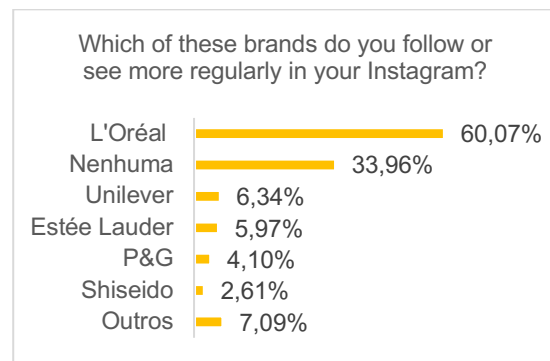


Figure 5.19 - Skincare brands followed by the sample

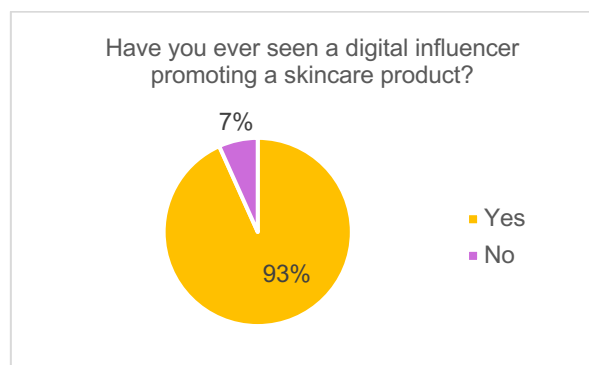


Figure 5.20 - Awareness of digital influencers in the skincare market

A skincare campaign created on Instagram with macro and micro-influencers was also used and the contents of each influencer were presented so that the respondents could have a real vision of this campaign. With this, several statements were presented in which respondents should present their level of agreement using a ladder from 1 to 4, where each of the values represents a choice, i.e. 1 represents the profile of the macro-influencer, 2 represents the profile of the micro-influencer, 3 if they chose both profiles and 4 if they chose none of them. In order to give a small idea of who each of those contents were, a short presentation of each profile was made in case they did not follow or know those influencers might still have an idea of who they are and what they do. The answers distribution can be seen in the figure 5.21.

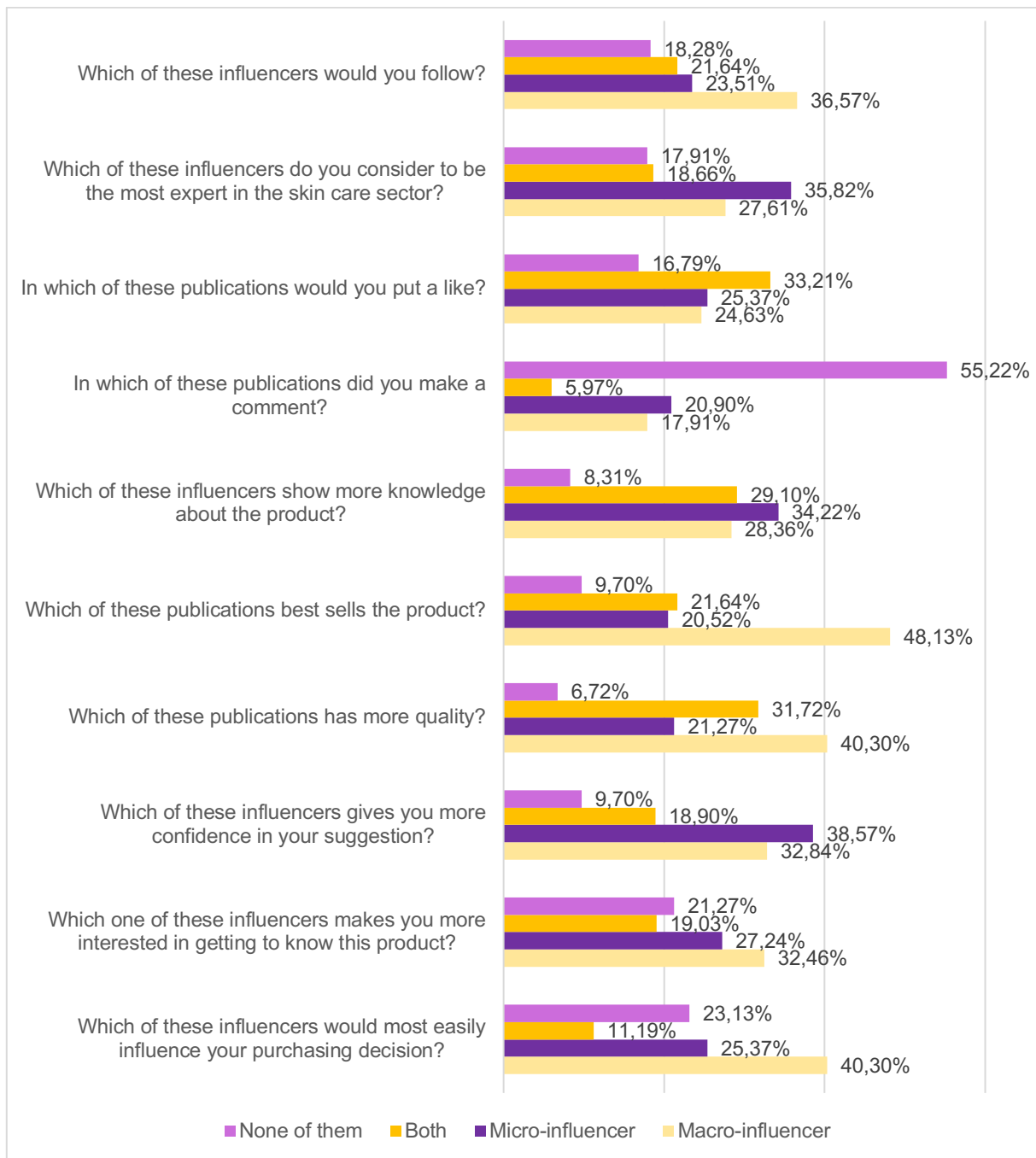


Figure 5.21 – Sample's preference between a macro or a micro-influencer in a skincare campaign

Firstly, it was asked which of the two profiles would follow, 37% responded that they would follow the macro-influencer and 24% would follow the micro-influencer. Then was asked which of the two profiles considered the most experts in the beauty sector, the majority of respondents indicated the micro-influencer as the most expert in the sector (about 36%) and 27% chose the macro-influencer. Regarding the intention to put like in the publications presented, the answers were quite well distributed, with the same percentage of answers (about 25%) for both the macro and micro-influencer profile, and the majority (about 33%) said they would put like in both publications. Regarding the intention to comment on the publications

presented the vast majority, about 55%, said that they would not comment on either publication, 21% would choose to comment on the micro-influencer publication, and only 18% would comment on the macro-influencer publication. In terms of product knowledge about 34% of respondents think that the profile of the micro-influencer is more understood on the skincare product compared to 28% who attribute a higher level of knowledge to the macro-influencer. Regarding the ability to promote the product, 48% argue that the macro-influencer has performed better, compared to only 20% who consider the micro-influencer better in this aspect. Regarding the quality of the contents created by each of these profiles, 40% consider the macro-influencer profile to have a better quality than the 21% that attributes a better quality to the micro-influencer, however about 32% considers that the quality of the contents is identical in both profiles. In terms of the trust, 38% feel a higher level of trust with the suggestion given by the micro-influencer, 32% trusts more the macro-influencer, and 18% trusts both, with only a small percentage of respondents (around 9%) not trusting these profiles at all. According to the intention to know more characteristics about the product, 32% states that they are more interested in obtaining this information due to the publication of the macro-influencer profile, and 27% feels this intention with the micro-influencer presented, but about 21% say they do not feel any interest with any of the publications. Finally, regarding the intention to buy 40% say that it is the macro-influencer that could influence this decision, and almost half of this percentage (about 25%) say they are influenced by the micro-influencer, there is still a percentage of 23% of respondents who do not feel influenced by any of these profiles.

#### **5.1.6. Validity**

The online survey can be considered valid because it was conducted based on data collected from the literature review. This data also served to build the hypotheses to be validated in this study. In order to validate the research hypothesis of the present study, which aims to verify the correlation between different variables, the IBM SPSS software platform will be used, using the license provided by Iscte. It is also important to mention that all the data that was extracted from the Google Forms tool needed to be analysed and codified in order to be possible using them later in the SPSS tool analysis. Next will be presented the used SPSS tests and their assumptions.

#### **5.1.7. Tests to be carried out and their assumptions**

There are two types of hypothesis tests that can be applied, the parametric and the non-parametric tests. One of the main advantages of non-parametric tests is that they can be used

when experimental data can only be measured on an ordinal scale (they can also be used in situations where the data is nominal). These tests require fewer assumptions about the population as they do not require normality and are also easier to apply. However, some disadvantages can be highlighted in non-parametric tests such as the loss of information and the fact that they are less efficient as they are simpler and faster to perform (Firmino, 2015).

The study hypotheses aim at evaluating the correlation between the study variables. There are two possible methods to be applied to evaluate this correlation, the Pearson and Spearman test. The Pearson test measures the direction and degree of the linear relationship between two quantitative variables (Filho *et al.*, 2009). There are different assumptions that must be verified before performing this test, one of them is that the study variables must be quantitative (continuous or discrete). If this condition is not met, the Spearman test must be chosen, which is indicated for ordinal variables which is the case.

Taking into account that all hypotheses are made up of ordinal variables, non-parametric tests will be performed to verify the study hypotheses. The last research hypothesis is made up of nominal variables, however, these have been coded, becoming ordinal, so that they can be analysed in SPSS. In order to analyse the correlation between the different variables, has been chosen the Spearman test, giving to the fact that the study variables are qualitative ordinals. For the last hypothesis, the Chi-square test will also be performed to verify the independence of the variables.

When the Spearman test is applied, a rank correlation coefficient ( $r_s$ ) is used and ranges between -1 and 1. The closer this value is to -1, the more strongly negative is the correlation of variables is, i.e. when one increases the other decreases. On the other hand, the closer is to 1 the more strongly positive is the correlation, which means that when one increases the other increases with it as well. Should also be considered the value 0 which appears when there is no correlation between the study variables. For the Spearman correlation strength classification, the variables are considered null when  $r_s$  is between 0 and 0,1, weak when  $r_s$  is between 0,1 and 0,3, moderate when  $r_s$  is between 0,30 and 0,6, strong when  $r_s$  is between 0,6 and 0,9 and very strong when is above 0,9 (Parreira, 2018). All the hypotheses were conducted at a confidence level of 95%, with a  $p$ -value of 0,05. In the case of the  $p$ -value is lower than 0,05, the null hypothesis will be rejected. An experimental hypothesis ( $H_1$ ) is defined as the statement that there is a correlation between the variables and a null hypothesis ( $H_0$ ) as the rejection of the correlation between the variables.

In relation to the Chi-Square test, a double-entry table, also known as the contingency table, has been used for this study in order to assess the dependency of the variables on the last research hypothesis. This is a test applied when it is intended to verify the correlation between two nominal variables. As the last hypothesis is created based on two nominal variables, the dependency of these variables will be first assessed through the Chi-Square

test. For this test it will be defined as null hypothesis ( $H_0$ ) "The variables under study are independent" and as an alternative hypothesis ( $H_1$ ) "The variables under study are dependent". If the dependency on the variables is verified, then the Spearman test will also be applied in order to measure the direction of this relationship (positive or negative).

### 5.1.8. Test the correlations between variables

*H1: The level of attractiveness is positively correlated with the credibility of a macro-influencer.*

Table 5.3 - Association between the attractiveness and credibility of macro-influencers

		<b>Macro-Influencer Credibility</b>
<b>Macro-Influencer Attractiveness</b>	$r_s$	.445
	p	.000***
	N	250
<b>Nota. *** <math>p &lt; .001</math></b>		

As can be seen from table 5.3, the results indicate that the attractiveness is significantly, positively and moderately correlated with credibility of a macro-influencer ( $r_s=.445$ ). Taking into account the  $p$ -value obtained of 0.00 which is lower than the significance level ( $0.00 > 0.05$ ), the null hypothesis is rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between attractiveness and the credibility of a macro-influencer is statistically significant.

*H2: The level of attractiveness is positively correlated with the credibility of a micro-influencer.*

Table 5.4 - Association between the attractiveness and credibility of micro-influencers

		<b>Micro-Influencer Credibility</b>
<b>Micro-Influencer Attractiveness</b>	$r_s$	.453
	p	.000***
	N	176
<b>Nota. *** <math>p &lt; .001</math></b>		

In the results shown in table 5.4, it can be seen that attractiveness is significantly, positively and moderately correlated with the credibility of a micro-influencer ( $r_s=.453$ ). Taking into account the  $p$ -value obtained of 0.00 which is lower than the significance level ( $0.00 > 0.05$ ), the null hypothesis is rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between attractiveness and the credibility of a micro-influencer is statistically significant.

*H3: The level of expertise is positively correlated with the credibility of a macro-influencer.*

Table 5.5 - Association between the expertise and credibility of macro-influencers

		<b>Macro-Influencer Credibility</b>
<b>Macro-Influencer Expertise</b>	$r_s$	.320
	p	.000***
	N	250
<b>Nota. *** <math>p &lt; .001</math></b>		

According to table 5.5, it can be seen that expertise is significantly, positively and moderately correlated with the credibility of a macro-influencer ( $r_s=.320$ ). Taking into account the  $p$ -value obtained of 0.00 which is lower than the significance level ( $0.00 > 0.05$ ), the null hypothesis is rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between expertise and the credibility of a macro-influencer is statistically significant.

*H4: The level of expertise is positively correlated with the credibility of a micro-influencer.*

Table 5.6 - Association between the expertise and credibility of micro-influencers

		Micro-Influencer Credibility
<b>Micro-Influencer Expertise</b>	$r_s$	.228
	p	.002***
	N	176
<b>Nota. *** <math>p &lt; .01</math></b>		

Table 5.6 shows the Spearman test results that verify this correlation. Based on these results, it can be said that the experience is positive and significantly associated with the credibility of micro-influencers ( $r_s=.228$ ) but this association is weak. However taking into account the  $p$ -value obtained of 0.02 which is lower than the significance level ( $0.02 > 0.05$ ), the null hypothesis is rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between expertise and the credibility of a micro-influencer is statistically significant.

*H5: The level of trust is positively correlated with the credibility of a macro-influencer.*

Table 5.7 - Association between the trust and credibility of macro-influencers

		Macro-Influencer Credibility
<b>Macro-Influencer Trust</b>	$r_s$	.300
	p	.000***
	N	250
<b>Nota. *** <math>p &lt; .001</math></b>		

Through Table 5.7 it is possible to analyse the Spearman test results that verify this correlation. On the basis of these results it can be said that the level of trust is significantly, positively and moderately correlated with credibility of macro-influencers ( $r_s=.300$ ). Taking into account the  $p$ -value obtained of 0.000 which is lower than the significance level ( $0.000 > 0.05$ ), the null hypothesis is rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between trust and the credibility of a macro-influencer is statistically significant.

*H6: The level of trust is positively correlated with the credibility of a micro-influencer.*

Table 5.8 - Association between the trust and credibility of micro-influencers

		Micro-Influencer Credibility
<b>Micro-Influencer Trust</b>	$r_s$	.315
	p	.000***
	N	176
<b>Nota. *** <math>p &lt; .001</math></b>		



According to the correlations between trust and credibility on micro-influencers the table 5.8 shows the Spearman test results that verify this relation. It is possible to affirm that the level of trust is significantly, positively and moderately correlated with credibility of micro-influencers ( $r_s=.315$ ). Taking into account the  $p$ -value obtained of 0.000 which is lower than the significance level ( $0.000 > 0.05$ ), the null hypothesis is rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between trust and the credibility of a micro-influencer is statistically significant.

*H7: The level of relatability is positively correlated with the level of trust of a macro-influencer.*

Table 5.9 - Association between the level of relatability and trust of macro-influencers

		Macro-Influencer Trust
Macro-Influencer Relatability	$r_s$	.217
	p	.001***
	N	250

**Nota. \*\*\*  $p < .01$**

As can be seen from table 5.9, the relatability is positive and significantly associated with the level of trust of macro-influencers ( $r_s=.217$ ), but this correlation is weak. Considering the  $p$ -value obtained of 0.02 which is lower than the significance level ( $0.01 > 0.05$ ), the null hypothesis was rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between the relatability and the level of trust of a macro-influencer is statistically significant.

*H8: The level of relatability is positively correlated with the level of trust of a micro-influencer.*

Table 5.10 - Association between the level of relatability and trust of micro-influencers

		Micro-Influencer Trust
Micro-Influencer Relatability	$r_s$	.225
	p	.001***
	N	176

**Nota. \*\*\*  $p < .01$**

Table 5.10 shows that the relatability is positive and significantly associated with the level of trust of micro-influencers ( $r_s=.255$ ), however this correlation is weak. Considering the  $p$ -value obtained of 0.02 which is lower than the significance level ( $0.01 > 0.05$ ), the null hypothesis was rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between the relatability and the level of trust of a micro-influencer is statistically significant.

*H9: The level of interactivity is positively correlated with the level of trust of a macro-influencer.*

Table 5.11 - Association between the level of interactivity and trust of macro-influencers

		Macro-Influencer Trust	
Macro-Influencer Interactivity	$r_s$	.302	
	p	.000***	
	N	250	

**Nota. \*\*\*  $p < .001$**

In table 5.11 it is possible to verify that the interactivity is significantly, positively and moderately associated with the level of trust of macro-influencers ( $r_s = .302$ ). Considering the  $p$ -value obtained of 0.00 which is lower than the significance level ( $0.00 > 0.05$ ), the null hypothesis was rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between interactivity and the level of trust of a macro-influencer is statistically significant.

*H10: The level of interactivity is positively correlated with the level of trust of a micro-influencer.*

Table 5.12 - Association between the level of interactivity and trust of micro-influencers

		Micro-Influencer Trust	
Micro-Influencer Interactivity	$r_s$	.322	
	p	.000***	
	N	176	

**Nota. \*\*\*  $p < .001$**

According to table 5.12 it is possible to verify that also for micro-influencers the interactivity is significantly, positively and moderately associated with the level of trust ( $r_s = .322$ ). Considering the  $p$ -value obtained of 0.00 which is lower than the significance level ( $0.00 > 0.05$ ), the null hypothesis was rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between interactivity and the level of trust of a macro-influencer is statistically significant.

*H11: The intention to like an Instagram post is positively correlated with the intention to buy a product promoted.*

Table 5.13 - Chi-square test between intention to like and intention to buy

		Which of these publications would you like?				
		None of them	Micro-Influencer	Macro-Influencer	Both	Total
Which of these influencers would most easily influence your purchasing decision?	None of them	31 11,6%	8 3,0%	4 1,5%	19 7,1%	62 23,1%
	Micro-Influencer	2 0,7%	40 14,9%	9 3,4%	17 6,3%	68 25,4%
	Macro-Influencer	11 4,1%	16 6,0%	49 18,3%	32 11,9%	108 40,3%
	Both	1 0,4%	4 1,5%	4 1,5%	21 7,8%	30 11,2%
Total		45 16,8%	68 25,4%	66 24,6%	89 33,2%	268 100%

Table 5.14 - Chi-square test between intention to like and intention to buy

	Value	df	Asymptotic significance (2-sided)
<b>Person Chi-Square</b>	141,249 <sup>a</sup>	9	,000
<b>Likelihood Ratio</b>	124,927	9	,000
<b>Linear-by-Linear Association</b>	35,277	1	,000
<b>N of Valid Cases</b>	268		
a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 5,04			

With the conduction of the Chi-square test (table 5.13 and table 5.14) it was found that the influence on the purchase decision is not independent of the intention to like certain publications ( $\chi^2(9) = 141,249$  and  $p = .001 < .005$ ), thus it is possible to reject the null hypothesis ( $H_0$ ) of this study. The results indicate that 108 (40%) of the participants in this study stated that who would influence them in their purchasing decision would be the macro-influencer, followed by the micro-influencer (25%). In terms of intention to like, 89 (33%) of the participants would put a like in both publications (micro-influencer and macro-influencer).

Table 5.15 - Association between the intention to like and purchase intention

	<b>Purchase Intention</b>	
<b>Intention to like</b>	$r_s$	.346
	p	.000***
	N	268
<b>Nota. *** <math>p &lt; .001</math></b>		

This association was then tested through Spearman's correlations (table 5.15). It was found that there is a positive, significant and moderate association between the influence that would more easily influence the decision to buy and the intention to like the publication ( $r_s = .346$ ). Considering the  $p$ -value obtained of 0.00 which is lower than the significance level ( $0.00 > 0.05$ ), the null hypothesis was rejected, and therefore the alternative hypothesis ( $H_1$ ) is approved, i.e. it is possible to affirm that the correlation between the intention to like and the purchase intention is statistically significant.

Table 5.16 - Summary of research hypothesis

	<b>Research Hypothesis</b>	<b>Test</b>	<b>Sig</b>	<b>Decision</b>
<b>H1</b>	The level of attractiveness is positively correlated with the credibility of a macro influencer.	Spearman Teste	.000	ACCEPTED
<b>H2</b>	The level of attractiveness is positively correlated with the credibility of a micro-influencer.	Spearman Teste	.000	ACCEPTED
<b>H3</b>	The level of expertise is positively correlated with the credibility of a macro-influencer.	Spearman Teste	.000	ACCEPTED
<b>H4</b>	The level of expertise is positively correlated with the credibility of a micro-influencer.	Spearman Teste	.002	ACCEPTED
<b>H5</b>	The level of trust is positively correlated with the credibility of a macro-influencer.	Spearman Teste	.000	ACCEPTED
<b>H6</b>	The level of trust is positively correlated with the credibility of a micro-influencer.	Spearman Teste	.000	ACCEPTED
<b>H7</b>	The level of relatability is positively correlated with the level of trust of a macro-influencer.	Spearman Teste	.001	ACCEPTED
<b>H8</b>	The level of relatability is positively correlated with the level of trust of a micro-influencer.	Spearman Teste	.001	ACCEPTED
<b>H9</b>	The level of interactivity is positively correlated with the level of trust of a macro-influencer.	Spearman Teste	.000	ACCEPTED
<b>H10</b>	The level of interactivity is positively correlated with the level of trust of a micro-influencer.	Spearman Teste	.000	ACCEPTED
<b>H11</b>	The intention to like an Instagram post is positively correlated with the intention to buy a product promoted.	Chi-Square and Spearman Teste	.000	ACCEPTED

## 6. Conclusions

### 6.1. Discussion of results

Influencer Marketing has become one of the most used marketing strategies, and through the present study, it was found that a large percentage of the sample (more than 75%) does not follow skincare marks in Instagram but does follow digital influencers that promote these same products. Although the number of followers continues to be one of the most used factors to select an influencer, some studies prove that there are other factors with greater influence on consumers, than the popularity of the profile.

Considering the popularity of the influencer (number of followers) two groups (the micro and macro-influencers) have been highlighted in this study in order to assess the impact that each one can have on its followers during a skincare campaign. To this end, an online survey shared by the younger generation was created, which is also the one that follows most digital influencers by spending a large part of their day on social networks.

If brands choose an online strategy, in addition to the type of influencer to be used in a skincare campaign, they should also study the communication channels they can use, and which one best fits their strategy and objective. In this way, it was assessed the strength of the most widely used social networks in Portugal. Respondents chose Instagram as the most used platform (about 99,63%), with the vast majority also claiming to use this social network several times a day (above 86%). Through these data, combined also with the actions performed in Instagram most voted by the respondents (see Instagram stories - 93.66% and see publications of followed accounts - 87.69%), can be confirmed that Instagram is the best social network to use for a skincare campaign through digital influencers. It was also assessed the main motivations to follow a digital influencer, and the number of followers was the least chosen factor among the options. This creates a necessity to assess the strength of other factors in customer's perceptions that leads to follow an Instagram's digital influencer. Although the number of followers is the least relevant criterion to follow a digital influencer, there are more respondents that follow macro-influencers (over 93% of the sample) than micro-influencers (66%).

There are several factors that can influence follower's perceptions, however for the present study three main topics (credibility, trust and purchase intention) were selected both for smaller profiles (micro-influencers) and larger profiles (macro-influencers) with the purpose to take some conclusions about each group and understand the advantages and disadvantages in adopting each one for a skincare campaign.

### **6.1.1. Macro and Micro-Influencer's Credibility**

As mentioned above, the credibility of a digital influencer should be measured by taking into account three variables (attractiveness, experience and trust). Each of these variables was analysed isolated and then its correlations to credibility were verified.

For the 250 respondents who follow macro-influencers were asked questions that assessed their credibility, attractiveness, experience and trust. When were asked about credibility 81% of the sample stated that these profiles are considered credible. However, in order to evaluate the factors that most influence credibility, an analysis of the three factors highlighted above (attractiveness, expertise and confidence) was conducted.

The responses obtained for each of these topics showed quite positive results attributed by the majority of the sample under study. It can be concluded that macro-influencers are attractive profiles and that they also invest in the attractiveness of their content for their social media platforms. In terms of expertise, it can also be said that macro-influencer's followers identify in this group the experience and skills needed to address certain topics. Consequently, the level of trust in them it is also quite high, with a very small percentage of the sample saying that they do not trust macro-influencers.

When analysing the impact that the above components have on macro-influencer's credibility, it can be seen that they all have a positive relationship, but stronger in ones than in others. Although all are positively correlated, this relationship is far from being perfect, and there may be other factors with greater influence on the credibility of a macro-influencer.

As applied to macro-influencers, the process of analysing the credibility of the micro-influencers was similar, with credibility, attractiveness, experience and trust being assessed in isolation and then their relationship to each other was verified.

Of the 176 respondents who follow micro-influencers, it was found that about 77% consider this type of influence to be credible and a tiny percentage disagrees with this statement. In order to understand which factors most, influence this level of credibility, the influence of attractiveness, experience and confidence in this variable was then analysed.

Contrary to previous conclusions about macro-influencers, not all study variables showed extremely positive results concerning to micro-influencers. The attractiveness of profiles and their contents was a prominent component in this type of influencer by the vast majority of respondents. Similarly, trust was also highlighted as one of the strengths of micro-influencers. This result can be justified by the fact that this group is considered more reachable and easier to contact. Contrary to what was found for macro-influencers, the vast majority of respondents stated that it is not difficult to establish contact with micro-influencers, which leads to greater openness and confidence on the part of their followers to communicate with them. On the other hand, as far as the experience of the micro-influencer is concerned, it has not been highlighted as one of its strengths, so there may be a link between the number of followers of a profile and

the perceived experience of it, i.e. an influencer may be seen as less experienced in a certain area due to the low reach it has in its social networks, unless this experience is demonstrated in your profile, as will be seen later. Concerning to the relationship these variables have with credibility, a positive relationship has been found in all but different forces (some stronger and some weaker).

### **6.1.2. Macro and Micro-Influencer's Trust**

Previously, the level of trust was analysed in isolation, and its relationship with the credibility of an influencer was verified, but there are two other factors that can also impact the trust of a digital influencer. The first relates to how much a follower identifies with a digital influencer (relatability) the second relates to the interactions created with followers on social networks.

Although macro-influencers are more distant and unreachable, they do represent personalities with whom their followers identify. The attractive and socially known personality, as well as the lifestyle adopted, can create a feeling of desire in their followers to match these profiles, leading them to identify with these influencers. Also, the interactivity of the profile is one of the strong points highlighted in these digital influencers by the vast majority of respondents. This is an important factor in strengthening the relationships established on both sides as the greater the interactivity of this profile with its followers the greater will be the intention to follow the digital influencer daily on their social networks.

Regarding the relationship with trust, it can be seen that both relatability and interactivity are positively related to the former, although this is not a very strong relationship. In both cases they are positively related to trust, however it is the interactivity that presents a greater relationship with it. Thus, it is possible to state that the interactivity of a profile with its followers should be a factor to consider when choosing a macro-influencer in a campaign in Instagram as it ensures a higher level of trust in its followers and consequently generates a good outcome in a skincare campaign.

In the case of micro-influencers profiles here also can be stated that their followers identify themselves with these profiles. Giving to the fact that micro-influencers are smaller and more achievable because they are considered "normal people", generally their followers identify with these profiles more easily. As far as interactivity is concerned, the vast majority of respondents say these are interactive profiles on their social networks, creating interest in following these pages and their publications. These profiles are smaller and do not have a large influx of comments and messages, so they can easily respond to all their followers and give the attention they are looking for.

The relationship between these two variables with confidence is positive, leading to the conclusion that the greater the relatability and interactivity of a profile, the greater the confidence conveyed. However, as with macro-influencers, interactivity has a greater impact

on confidence compared with relatability. By this it is possible to affirm that the interactivity on micro-influencer's pages it is an important factor to consider when choosing a profile for a skincare campaign, since this generates a high level of trust creating positive attitudes according to the product or service that as being communicated.

### **6.1.3. Purchase Intention**

Taking into account that the objective of this study is to evaluate the impact of micro and macro-influencers in the beauty sector, more specifically in the skincare segment, the impact of each of these types of profiles on the intention to purchase products in this market was studied. Intention to buy can be influenced by several factors, however in this study only the impact of the number of likes of the influencer on the intention to buy will be evaluated. For this question a direct comparison between micro and macro-influencers profiles was made when presenting a real skincare campaign carried out through an influencer marketing strategy.

The intention to put a like in the publications presented did not show clear evidence in the choice between micro and macro-influencers, showing, on the contrary, an indifference in the preference of the content presented. On the contrary, with regard to the profile chosen as the most driving force in the decision to purchase the promoted product, the macro-influencer was the profile chosen by the majority of the respondents, with the micro-influencer obtaining only half of these votes on this topic.

Just as it is the macro-influencers that would most easily influence this purchasing decision, these are also attributed to the majority of the sample as the type of profile that creates more interest in the respondents to know more about the product. In this way it is possible to state that a profile with a greater range (macro-influencer) will have more impact on followers when communicating a skincare product compared to a profile with a smaller range (micro-influencer).

Through the present study, it was possible to conclude that there is a balance in the responses between the intention to put a like in the publication, and the intention to purchase the product, which means that these variables are positively correlated. Most of the respondents kept the same choice for both questions, when the macro-influencer was chosen as the most influential one in their purchasing decision, this profile was also chosen as the one most deserving of a like in their publication. The same happens when the option chosen was micro-influencer. It should be noted that the largest number of occurrences in this crossover is relative to those who choose the macro-influencers as the profile with the greatest influence on the purchase and in which they would put a like. In addition to the respondents who choose the macro-influencers in the two study components, there are also respondents who, although they choose the micro-influencer to put taste in the publication, do not consider that it is the micro-influencer that will influence their intention to purchase the product, attributing this



influence to the macro-influencer. Thus, it can be said that macro-influencers have a greater influence on the purchasing decision than micro-influencers, and it is a good choice to consider when selecting influencers for a skincare campaign which have as a main goal increasing the sales.

#### **6.1.4. Comparison of findings for micro e macro-influencers**

Comparing the results obtained in the tests it is possible to conclude that the relationships between the study variables differ slightly in their relationship to credibility and trust. That is, some factors that influence the study variables more than others, and these results also vary when dealing with micro or macro-influencers.

When dealing with macro-influencers, although all factors positively influence credibility, those with the strongest relationship are attractiveness followed by experience and ultimately trust. On the other hand, regarding to micro-influencers, attractiveness is also the most strongly related factor with credibility, but then there is trust and finally experience. About the strength of the variables in their relation to credibility these also vary depending on the type of influencer concerned. As far as attractiveness and expertise are concerned, it can be concluded that these are more strongly related to credibility, in macro-influencers than in micro-influencers. In contrast to the relationship between trust and credibility, the level of trust is stronger in micro-influencers than in macro-influencers.

When assessing the second component of the study, the level of trust, the results do not differ as before. For both micro-influencers and macro-influencers, the interactivity of their profiles is the component that has the greatest positive impact on the trust felt with their followers. When comparing these relationships between the two types of influencers, it can be seen that interactivity and relatability are slightly stronger correlated with trust, in micro-influencers than in macro-influencers.

A real campaign of skincare products was presented in the online questionnaire, where micro and macro-influencers were used in its communication. In order to assess the strength of each of these profiles, several questions were asked in order to understand which of the two profiles would have the greatest impact on this campaign.

The quality of the contents of a digital influencer is one of the factors highlighted as the most important at the time of decision to follow a certain profile in Instagram. When assessing the quality of the content created by each of the digital influencers in the skincare campaign carried out, it was the macro-influencers profile elected as the one with the highest quality. Considering that the quality of the macro-influencer profile was highlighted against the micro-influencer, the results obtained with the intention of following each of the presented profiles would also be expected. The majority of the answers showed that they preferred to follow the profile of the macro-influencer presented.

Regarding the experience of the digital influencer in a given area, both macro and micro-influencers were referred by the majority of respondents as experienced individuals with knowledge in the area. However, when assessing this same experience in a real skincare campaign the results were somewhat different. The majority of respondents elected the micro-influencer presented as the most experienced and knowledgeable in the beauty sector. The specialization of the profile in the skincare sector conveys more confidence to its followers when they are faced with the promotion of a product that will directly interfere with the health of the skin of those who use it. For this same reason also, the micro-influencer was elected by the respondents as the profile that conveyed most confidence in their suggestion during the skincare campaign presented.

Regarding the intention to like and comment the publications created for the skincare campaign, there was no profile that stood out clearly from the other, i.e. the majority of the responses focused on the two profiles, not presenting a clear preference for any of the content created by these influencers.

As in almost all influencer marketing campaigns, the main objective is to generate sales and drive the purchasing decision of those who follow digital influencers. In the skincare segment these objectives are not so different, the influencers represent brand messengers, who are paid to communicate the advantages and the method of use a product and in the end may or may not create interest in their followers to buy a certain product. In this study it is possible to conclude that this factor is mostly impacted by the size of the profile it communicates, i.e. a macro-influencer performs better in this respect than a micro-influencer. The respondents chose the profile of the macro-influencer as the one that best sold the product in question, which aroused more interest in knowing more about it and consequently created more interest in its purchase.

In general, it is possible to conclude that both profiles can have their advantages and disadvantages and it is up to the company to decide which components it values most, and which will influence its choice of profiles for a campaign. The following table shows the variables analysed in a skincare campaign and how they differ when evaluated for macro and micro-influencers.

Table 6. 1 - Comparison of micro and macro-influencers results

<b>Studied Variables</b>	<b>Micro-influencers results</b>	<b>Macro-influencers results</b>
Expertise	Higher	Lower
Product Knowledge	Higher	Lower
Trust	Higher	Lower
Attractiveness	Lower	Higher
Purchase Intention	Lower	Higher
Profile Interactions	Identical	Identical

## 6.2. Theoretical contributions

The main objective of this study was to verify the effects of micro and macro-influencers on credibility, trust and purchasing intention in the skincare segment. As such, prior research was carried out in the literature review, where several studies developed by different authors were combined, which contributed to the construction of the research hypotheses and the grounds for these conclusions.

It was again strengthened, through this study, that Instagram represents the preference of this generation, since it allows all shared content to be much more visible and less exhaustive than other digital platforms (Carvalho, 2016). This social network was one of the main reasons for the current success of the beauty sector, as it helps consumers to solve one of their biggest barriers, which is learning when and how to use skincare or beauty products, through tutorials created by digital influencers or the brands themselves (Statista, 2020a). The distribution of the sample by gender can be justified by the fact that generally, the impact of influencer marketing differs between men and women. Even though both see content daily through social media, men spend fewer hours of the day on this platform. On the other hand, women follow influencers on social media for inspiration and to be aware of the new trends (Sanmiguel *et al.*, 2018).

The impact in a skincare marketing campaign is also dependent on different factors like influencers' personality, their authenticity, and how their profiles match with the product or service that is being promoted, these factors can be further differentiated when using micro or macro-influencer (Rocha *et al.*, 2020). Credibility is an important factor that has a positive effect on the persuasiveness of the message and can differ when is used a micro or a macro-influencer in an influencer marketing campaign as was verified in the present study (Kuster *et al.*, 2017).

Attractiveness is positively correlated with the influencer's credibility, both for micro and macro-influencers (Wiedmann *et al.*, 2020). In terms of macro-influencers, it was verified that the high level of attractiveness that was identified in this group leads their followers to know more about the product or service that is being communicated, and can influence their purchase intention and decision (Kay *et al.*, 2020)

Regarding the experience it was verified that the more experienced a digital influencer shows in the specific area, the more credibility will be perceived by its followers (Wiedmann *et al.*, 2020). Although both micro and macro-influencers are considered as trusted tastemakers in one or several niches, the exposure made by the micro-influencers in their profile, showing their experience in the beauty sector, leads them to stand out from the macro-influencers, being seen as more reliable profiles (Kuster *et al.*, 2017).

The popularity of a profile does not influence the confidence perceived by its followers, so there is clear evidence of the confidence felt by both micro and macro-influencers. More important than the popularity of a profile is how much your community of followers identifies themselves with it, and the greater this factor, the greater the confidence felt by both micro and macro-influencers (Pusztai, 2019). The interactions created by digital influencers also have an impact on the trust felt in them, as it leads their followers to feel special and impact positively the emotional connection between these two parts leading to an increase of the trust that is placed on an influencer (Jun *et al.*, 2020). Although both groups have shown themselves to be interactive with their community of followers, the scope of each profile can also influence the interactivity and responsiveness of the profile since as the number of followers increases, the commitment and attention given to followers by influencers decreases (Chen, 2016). For these reasons, micro-influencers are identified as more achievable and easier to communicate since the micro-influencers usually spend more time interacting with their audience when compared with macro-influencers, which leads to a higher level of trust in this group of influencers (Pattee, 2019).

With regard to the purchase intention, it has been verified in this study, as it had also been verified by Phua and Ahn (2016) that the number of likes of a page or publication has a positive impact on the involvement with the brand, the confidence felt and consequently the purchase intention. For the same reasons, it has also been proven that macro-influencers, that identify more with celebrities and can achieve a higher number of likes and impressions when compared with micro-influencers, can more easily influence consumers' purchasing intentions and arouse greater interest in the product that is being communicated (Jin *et al.*, 2014).

### **6.3. Managerial implications**

It has become clear that using digital influencers to communicate brands in the skincare segment is the best option, as there are more people following digital influencers on Instagram than the brands that are promoted by them. However, to this day selecting an influencer for a campaign remains a difficult task and if it is executed correctly it can take some time for brands that want a quick and effective solution. Selecting the right influence for a skincare campaign can safeguard the professionalism and reputation of a brand in the short- and long-term.

The most common method used by companies is to assess the scope and impact of a specific profile by comparing the number of influencers with the interactions created in their posts through comments or tastes (Peters *et al.*, 2013). However, if brands could have at their disposal other data more difficult to assess such as credibility, trust and the purchasing intent generated, perhaps their decisions on the type of influencer chosen would be different (Gräve *et al.*, 2018). According to the new legislation that came into force this year, whenever a digital

influencer is being paid to promote a product through their social networks, it should be clear to all who see it that the publication is a paid partnership. Specific hashtags such as #Ad or #Parceriapaga are used in the descriptions of publications. This rule is applied in both macro and micro-influencers and decreases the credibility of these profiles with their followers. It is therefore important that brands evaluate other factors that strengthen the image of digital influencers with their followers in order to guarantee the desired results in a skincare campaign in Instagram.

As verified in this study, there are important factors to consider in influencing a campaign that impacts the followers' perceptions and consequently the interest in the brand and its purchase intention. Experience, knowledge in the field and confidence were characteristics identified in micro-influencers. On the other hand, the attractiveness of the profiles (which has already been proven that influence credibility) as well as the intention to buy were highlighted as the strengths of the macro-influencers. The weight of each of these factors should be assessed by the brands before selecting an influencer in order to include the profile that best suits the company's objective.

In this study, it was found that despite the low reach of micro-influencers there are other strengths in these profiles that can be considered an asset in a skincare campaign. However, there is no doubt that the best way to ensure that a campaign is seen by a large group of people will be through macro-influencers given their high number of followers. Still, as mentioned from the beginning there are always advantages and disadvantages in each profile, and the price to pay for a macro-influencer is the biggest obstacle that can be highlighted. With the budget allocated to a macro-influencer to promote a skincare product, brands would be able to work with several micro-influencers, however, the results would be different.

There is no doubt that analysing in depth the profiles to be inserted in a skincare campaign in Instagram, although time-consuming, will bring great benefits to companies, and will dictate the success or failure of a campaign. For each profile there will always be advantages and disadvantages that are difficult to measure, and it is up to the organisations to understand which factors weigh most on their strategy and which will be decisive in their choice, be it a choice of micro or macro-influencers.



## **7. Limitations and Future Research**

### **7.1. Limitations**

Based on the origin of the results obtained, it is important to mention the limitations intrinsic to this study. As regards the construction of the study subject, the first limitation identified is the poor information and lack of it in relation to the clear definition of what is considered a micro or macro-influencer. This is a subject that has different views from different authors, and may vary from country to country, taking into account the size of the population and the average of active users in social networks. Thus, a combination of several definitions has been made and the author has been chosen with the definition most appropriate to the Portuguese context that has served as the basis for this research.

With regard to data collected through the survey made to Instagram users and followers of digital influencers, the answers were dependent on their sincerity and availability. Thus, given also the short time frame in which information was collected, it was not possible to obtain a significant sample size that would allow conclusions to be drawn covering the Portuguese population. Still, on this topic, it is important to mention that the survey was divided into several phases, with the first respondents answering questions based on profiles of digital influencers they followed, which may not necessarily be within the beauty sector. Even so, and to combat this limitation, a real skincare campaign was presented with two profiles of digital influencers (a macro and a micro) where different factors were evaluated in order to understand the perceptions of the respondents in that situation. Although the whole campaign was made quite visual, giving the respondents the possibility to know each of the profiles that communicated the skincare product, the answers may have been influenced by not following that profile, and therefore not having enough confidence in the suggestions given by each one.

To study the validity of the research hypotheses, non-parametric tests were carried out, which are considered to be weaker and may therefore have contributed to less sensitive results, which makes it difficult to ascertain the differences between macro and micro-influencers groups. However, given the nature of the study variables, these represented the most suitable tests to be applied for the validation of hypotheses. Another limitation identified in relation to this issue is the fact that the relationships observed between the study variables are not very strong, leading to the conclusion that there may be other factors more impacting on each of the groups of digital influencers and allowing stronger conclusions to be drawn regarding their differences.

### **7.2. Future Research**

Until now, there have been numerous studies on the impact and strength of influencer marketing on brand communication strategies, but there is little research that directly compares

the different groups of influencers that exist and can be used in digital campaigns. Two groups of digital influencers (micro and macro-influencers) have been studied in this research, but there are still other types of influencers such as nano and mega-influencers, which could be considered in future research and which could also lead to different results and impacts in a skincare campaign.

There are several channels that can be considered for influencing marketing campaigns, however for this research only Instagram was considered. For future research an analysis of these results can be made on other social networks such as YouTube or Twitter which are also highlighted as strong tools in this communication strategy.

Currently, there are already brands that use both micro and macro-influencers in their digital communication in different proportions, i.e. the two groups do not represent the same weight in the total of influencers of the campaign. In this study, only one micro and one macro-influencer were compared in a skincare campaign, however the actual campaign includes a larger number of micro-influencers versus macro-influencers. This strategy aims to create a balance between the reach and brand awareness that they want to achieve (with macro-influencers) and the engagement they want to generate (with micro-influencers). For future investigations, the impact that these two groups have on the results in general may be considered, by analysing the results of the various profiles and not seeing this in a singular way (with only one profile of each type).

It is also important to highlight the fact that only an online questionnaire was used to obtain the conclusions of this study, which made it possible to analyse the perspectives of Instagram's users in relation to influencer marketing. Nevertheless, it could be considered to extend the study to brands or agencies that work daily with this strategy and have more in-depth knowledge on the subject, thus working on the results of the campaigns obtained with each of these digital influencers.

Finally, the study variables can still be changed, as it is verified throughout this research that there are other factors (besides credibility, trust and purchase intention) that influence the followers and their perceptions in the campaigns. Different variables may lead to different conclusions that are equally important for this analysis, and that will reinforce the advantages and disadvantages of micro and macro-influencers in digital campaigns in the skincare segment.



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## 9. Attachments

### Attachment A – online survey

Hello! My name is Rita Neves and I am finishing my Master in Marketing at Iscte Business School.

Are you a frequent user of social networks? Have you heard about Influence Marketing? Then you are the right person to help me in this study!

The main objective of this questionnaire is to assess the impact of two different groups of digital influencers on consumer perception, in the beauty sector (more specifically in the skincare segment).

The questionnaire will take no more than 10 minutes out of your time. Your answers will be processed and analysed confidentially. If you have any questions regarding this questionnaire, please do not hesitate to contact me through the following e-mail: [rpsa@iscte-iul.pt](mailto:rpsa@iscte-iul.pt)

Thank you very much for your help!

#### Section 1 - Social Media Platforms

Q1 - Select the social networks you use most in your daily life

- Facebook
- Instagram
- LinkedIn
- Pinterest
- Snapchat
- Twitter
- WhatsApp
- YouTube
- Other?

Q2 - Do you have an Instagram account?

- Yes
- No

Q3 - How often do you use Instagram?

- Monthly
- Weekly
- A few times a week
- Daily
- Several times a day

Q4 - What do you usually do at Instagram? (Select up to 3 options)

- You talk with your friends
- You scroll in your feed to see the publications of the accounts you follow
- See the Instagram Stories of the accounts you follow
- See and follow the news on current affairs
- You explore publications of profiles that you do not follow
- Follow brands and see their publication
- You follow and see the celebrities and their daily routines
- Other

## Section 2 – Influencer Marketing

Q5 – Do you know what is a digital influencer?

- Yes
- No

Digital influencers are content creators who present a consistent group of followers on their social networks (such as Instagram, Facebook, YouTube, among others). Through the publications made daily in their profile (be it in video, image or text format), they share with their followers their routines, experiences, opinions and suggestions.

Q6 – Do you follow any digital influencer on Instagram?

- Yes
- No

Q7 - Quantos influenciadores digitais segue no Instagram?

- 1 – 3

- 4 – 10
- 11 – 20
- > 20

Q8 - What are the main factors that lead you to follow an Instagram influence? (Select as many as you think are important)

- The number of followers of the influencer
- The number of likes of the influencer's publications
- The experience of the influencer in a specific area
- The quality of content published by the influencer
- The brand and products promoted by the influencer
- The influencer's appearance
- Other?

Depending on the type of content that is shared on the influencer's social networks, these can be divided into 8 main categories: beauty, family, fashion, sports, food, decoration, animals and travel.



Q9 - Which of these influencer's categories do you follow in Instagram?

- Beauty

- Family
- Fashion
- Sports
- Food
- Interior
- Animals
- Travel
- Other?

### Section 3 – Influencer Marketing (Macro-influencers)

Within each of the above categories, two distinct groups of influencers can also be highlighted, the micro and the macro influencers.

- Micro-influencers are profiles with a total number of followers between 5,000 and 29,999.
- Macro-influencers have a wider range with a number of followers between 30,000 and 500,000.

Q10 - Do you follow any macro-influencers in Instagram? (with a total number of followers between 30,000 and 500,000)?

- Yes
- No

Q11 - How many macro-influencers do you follow in Instagram?

- 1
- 2 – 5
- 6 – 10
- > 10

Q12 - Think about a macro-influencer that you follow up regularly. Please assess your level of agreement with the following statements taking into account that:

1 - I totally disagree / 2 - I disagree / 3 - I don't care / 4 - I agree / 5 - I totally agree

	1	2	3	4	5
I can identify myself with this influence	0	0	0	0	0
I don't trust the suggestions of this influencer	0	0	0	0	0
This influencer is credible in his suggestions	0	0	0	0	0
This influencer has many followers and is therefore reliable	0	0	0	0	0
This influencer is an expert in a particular area	0	0	0	0	0
This influencer does not interact with followers	0	0	0	0	0
This influencer is attractive and shares attractive content	0	0	0	0	0
It is easy to establish contact with this influencer	0	0	0	0	0

#### Section 4 – Influencer Marketing (Micro-influencers)

Q13 - Do you follow any micro-influencers in Instagram? (with a total number of followers between 5,000 and 29,999)?

- Yes
- No

Q14 - How many micro-influencers do you follow in Instagram?

- 1
- 2 – 5
- 6 – 10
- > 10

Q15 - Think about a micro-influencer that you follow up regularly. Please assess your level of agreement with the following statements taking into account that:

1 - I totally disagree / 2 - I disagree / 3 - I don't care / 4 - I agree / 5 - I totally agree

	1	2	3	4	5
I can identify myself with this influence	0	0	0	0	0
I don't trust the suggestions of this influencer	0	0	0	0	0
This influencer is credible in his suggestions	0	0	0	0	0
This influencer has few followers and is therefore not reliable	0	0	0	0	0
This influencer is an expert in a particular area	0	0	0	0	0
This influencer does not interact with followers	0	0	0	0	0
This influencer is attractive and shares attractive content	0	0	0	0	0
It is easy to establish contact with this influencer	0	0	0	0	0

#### Section 5 – Influencer Marketing (Micro-influencers)

The skin care segment is divided into four main categories: facial hydration, body hydration, facial cleansing and sunscreens. Taking this segment into account, please answer the following questions.



Q16 – Do you follow any skincare brand on Instagram?

- Yes
- No

Q17 - Which of these brands do you follow or see more regularly in your Instagram?

- None of them
- L'Oréal
- Unilever
- Estée Lauder
- Procter & Gamble
- Coty
- Shiseido
- Other?

Q18 - Have you ever seen a digital influencer communicating skin products in Instagram?

- Yes
- No

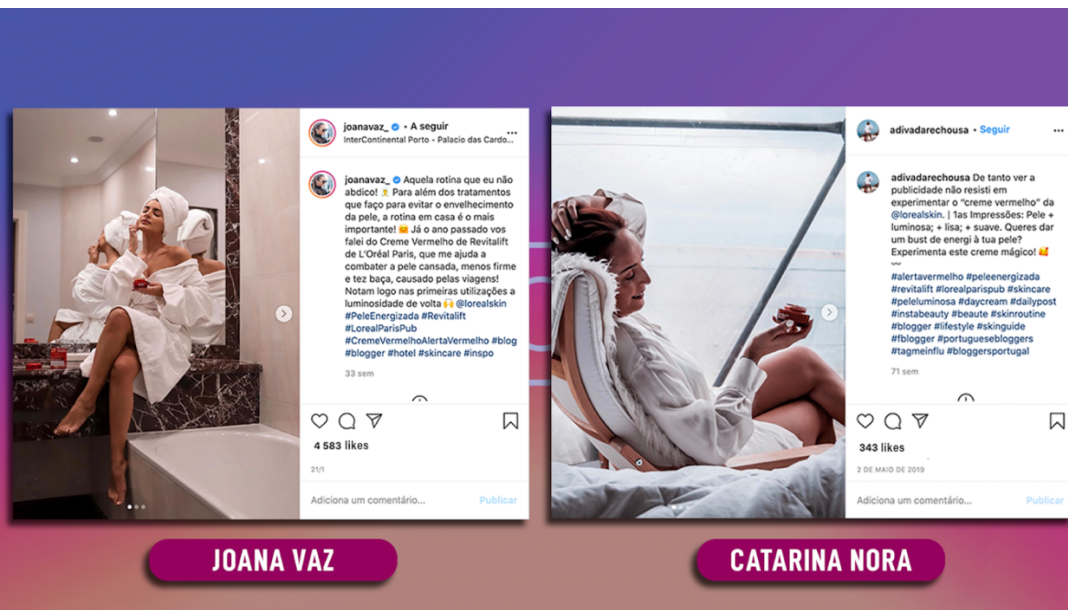
**Section 6 – Micro and Macro-influencers in the skincare segment**

In this section two digital influencers profiles will be presented. Please answer the following questions taking into account these profiles and the publications made by each one.

The first profile presented is that of Joana Vaz, a digital macro-influencer with over 257,000 followers on her Instagram account. Daily, she shares with her followers content focused on



beauty and fashion and some of her daily routines. The second profile presented is from Catarina Nora, a digital micro-influencer with more than 9 thousand followers in Instagram. She is an expert in skincare and make-up segment, and shares with her followers some advices and product's suggestions for a healthy skincare routine.





**JOANA VAZ**

**CATARINA NORA**

Q19 - Considering these digital influencers, and the publications of each one, please answer the following questions by choosing one of the options presented, taking into account that:  
 1 – When you choose macro-influencer/ 2 – When you choose micro-influencer/ 3 – When you choose both/ 4- When you choose none of them

	1	2	3	4
Which of these profiles would you follow?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which of these profiles do you consider to be the most expert in the skincare sector?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In which of these publications would you like?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In which of these publications did you make a comment?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which of these publications best describes the product?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which of these publications best sells the product?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which of these publications has more quality?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which of these influences gives you more confidence in your suggestion?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which one of these influences makes you more interested in getting to know this product?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Which of these influences would most easily influence your purchasing decision?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Section 7 – Sociodemographic information**

Q20 – How old are you?

- < 18
- 18 – 23
- 24 – 30
- 31 – 35
- > 35

Q21 – What Is your gender?

- Female
- Male
- Other?

Q22 – What is your home country?

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Q23 - Which city do you live in?

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Q24 - Please indicate your last completed education degree.

- Primary or elementary education
- High School
- Bachelor
- Post-Graduation
- Master
- PhD

Q25 - What is your current occupation?

- Student
- Student Worker
- Employee
- Self-employed
- Unemployed
- Retired or Pensioner