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Devotion to digital influencers: a comparison between Brazilian and Portuguese social media users

Ana Carolina Dias Martins

Master in Marketing

Supervisor:
PhD Daniela Langaro da Silva do Souto, Assistant Professor,
Department of Marketing, Operation and Management at Iscte Business School

October, 2024

BUSINESS
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I dedicate this work to my parents and my brother, who are always there for me.

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These two years of studying at ISCTE have brought me not just knowledge and critical thinking, but I can say that ISCTE has helped me grow both academically and personally. I will always be grateful to ISCTE for accepting my application and transforming my life in so many ways.

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Abstract

As social media has expanded, digital influencers have emerged as relevant opinion formers, influencing how people perceive the context, shop, and get entertained. Unlike traditional celebrities, digital influencers create a closer connection with their audiences, who engage by interacting, commenting, and following their daily social media content. This connection may foster a sense of devotion. As current studies have not yet explored devotion in the context of influencers, the current study aims to address this opportunity.

This paper explores audience devotion to digital influencers by comparing Brazilian and Portuguese social media users. The research focuses on factors such as trustworthiness, sense of belonging, and opinion leadership, to understand the triggers of devotion. It also accounts for cultural dimensions that distinguish the countries, such as uncertainty avoidance, collectivism, and power distance as moderating variables to explore whether the effects on devotion change when countries are compared.

A survey of 334 Brazilian and Portuguese users was conducted, and multiple regression and moderation analyses were employed to examine how the dimensions of the model.

The findings indicate that trustworthiness, a sense of belonging, and opinion leadership positively impact devotion, which in turn influences purchase behavior. However, when analyzing these effects by nationality, the differences between Brazilians and Portuguese are very subtle and not statistically significant. Implications for practice and theory are discussed.

Keywords: Digital Influencers, Audience Devotion, Brazil and Portugal, Cultural Dimensions, Social Media

JEL Classification System: Marketing (M31), Economic Sociology; Economic Anthropology; Social and Economic Stratification (Z13)

Resumo

À medida que as redes sociais se expandiram, influenciadores digitais surgiram como formadores de opinião relevantes, influenciando como as pessoas percebem o contexto, consomem e se entretêm. Diferente das celebridades tradicionais, influenciadores digitais criam uma conexão mais próxima com seus públicos, que se envolvem ao interagir, comentar e acompanhar o conteúdo diário nas redes sociais. Essa conexão pode promover um sentimento de devoção. Como os estudos atuais ainda não exploraram a devoção no contexto dos influenciadores, o presente estudo busca abordar essa oportunidade.

Este trabalho explora a devoção do público aos influenciadores digitais, comparando usuários de redes sociais brasileiros e portugueses. A pesquisa foca em fatores como confiabilidade, sentimento de pertencimento e liderança de opinião para entender os gatilhos da devoção. Também leva em conta dimensões culturais que distinguem os países, como a aversão à incerteza, o coletivismo e a distância de poder, utilizadas como variáveis moderadoras para explorar se os efeitos sobre a devoção mudam ao comparar os países.

Uma pesquisa com 334 usuários brasileiros e portugueses foi realizada, e análises de regressão múltipla e de moderação foram aplicadas para examinar as dimensões do modelo.

Os resultados indicam que a confiabilidade, o sentimento de pertencimento e a liderança de opinião impactam positivamente a devoção, que, por sua vez, influencia o comportamento de compra. No entanto, ao analisar esses efeitos por nacionalidade, as diferenças entre brasileiros e portugueses são muito sutis e não estatisticamente significativas. As implicações para a prática e a teoria são discutidas.

Palavras-chave: Influenciadores Digitais, Devoção do Público, Brasil e Portugal, Dimensões Culturais, Mídia social

Sistema de Classificação JEL: Marketing (M31), Sociologia Econômica; Antropologia Econômica; Estratificação Social e Econômica (Z13)

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1. Introduction

The development of social media has changed consumer behavior and marketing strategies. Nowadays, people are connected through the Internet, and consumers have all the information about products, services, and everything that they would like to know with just one click. One fact that boosted the development of the virtual world was the Covid-19 pandemic. After that, many things have changed (Marco & Valente, 2021).

In the modern world, there are many people who affirm that they cannot live without the Internet anymore (Castro, et al., 2022). Regarding Generation Z and those born after them, they have never experienced a world without the Internet, so old marketing strategies are no longer effective. It is not just the consumers who are changing, but also the way that the brands act.

In an era where social media platforms such as Instagram, YouTube, and TikTok dominate public discourse, influencers have become powerful intermediaries between brands and their audiences. They are considered the new celebrities, and they are able to influence their thousands or millions of followers by promoting desires and wishes and developing their audience's devotion (Gusmão, 2022).

Since digital influencers can be seen as specialists and opinion leaders, brands and companies are available to invest a lot of money in this sector. According to recent data from Statista (2024), the global influencer advertising market is projected to reach US$35,1 billion in ad spending. The estimations are that the market size for ad spending is forecast to reach US$52 billion by 2028, with a projected annual growth rate of 10.36%. This reflects a growing reliance on influencers to drive consumer decisions and loyalty across various sectors. This evolution underscores the importance of understanding how audiences, across different cultural contexts, engage with and demonstrate devotion to influencers.

Previous studies have shed light on key factors that influence audience engagement expanding the concept and characteristics of a digital influencer (Gusmão, 2022; Sokolova, 2020, Bentley, 2021), some focused on the influencer audience focusing on the consumer behavior changes in relation to brands or regarding new generations trends (Aicher, 2021; Lee, 2008, Marco & Valente 2021), and also researchers have explored the psychological and emotional factors driving audience loyalty, including the sense of belonging, opinion leadership, and the parasocial relationships that often form between followers and influencers (Beck, 2012, Leal, 2014, Gomes, 2022; Sokolova, 2020).

However, much of this research has been conducted in either a generalized context or focused on singular cultural settings, leaving gaps in our understanding of how cultural factors influence audience devotion. What remains underexplored in the literature is a

comprehensive cross-cultural comparison of how different audience behaviors to influencers are shaped by distinct cultural dimensions. Bentley et al., (2021), are one of the researchers that mention the cultural distance between the content creator and his followers is a significant factor in engagement.

The relationship between cultural factors such as uncertainty avoidance, collectivism, and power distance, and how they moderate the levels of audience devotion, has not yet been thoroughly investigated. This study addresses this gap by comparing audience devotion to digital influencers between Brazilian and Portuguese social media users. Brazil and Portugal are countries that share historical and linguistic ties but even, so they have differences in their cultural dimensions and social behaviors. In the past many Portuguese went to Brazil to have work opportunities and in recent years many Brazilians have moved for the same reason.

The reason to compare the audience of these countries is to understand the similarities and differences between them, so companies may build efficient strategies to achieve their target. The research questions addressed in this study are:

1) *How do trustworthiness, sense of belongingness, and opinion leadership influence followers' devotion to influencers?;*

2) How do cultural differences between Portugal and Brazil influence these effects?;

3) What is the impact on purchase behavior?

The objectives of this study are threefold. First, it aims to assess the role of trustworthiness, sense of belonging, and opinion leadership in fostering audience devotion to influencers. Second, it seeks to examine the moderating effects of cultural dimensions such as uncertainty avoidance, collectivism, and power distance on these relationships. Finally, the study aims to compare the devotion levels of Brazilian and Portuguese social media users, providing insights into how cultural differences shape social media engagement.

This study is expected to contribute to the literature on cross-cultural consumer behavior in the digital age, improve the understanding of cultural nuances in digital influencer marketing, and give marketers data-driven insights for customizing strategies to various national audiences.

This master's dissertation is organized into five parts as follows: Part 1 reviews the relevant theoretical backgrounds and the previous studies on digital influencers, audience and fan engagement, cultural dimensions, and social and cultural data about Brazilians and Portuguese. Part 2 describes the conceptual framework of this thesis and the hypotheses. Part 3 outlines the methodology, describing the data collection process, and the sample characteristics. Part 4 presents the results and discussion of the analysis, including the moderation effects of cultural dimensions. Part 5 covers the conclusion, including the theoretical and practical implications, limitations, and recommendations for future research.

2. Literature Review

2.1 Social Media

It is not new that the internet and social media are part of human life nowadays. According to Castro et al. (2022), globalization has contributed to the development of the Internet, making interaction between people from all parts of the world possible. People with different cultures, countries, religions, behaviors, and so on can interact and stay connected sharing experiences.

One of the extensive changes in people's habits is the addiction to using the internet and smart gadgets. According to Castro et al., (2022), in the modern world, many people affirm that they cannot live without the Internet anymore. People are fenced into connected equipment with internet access and automatically they cannot live without creating and processing data. This is a modern way to build relationships and networks.

According to Aichner et al., (2021), the expression “social media" was initially used in 1994 on the Matisse, a Tokyo online media environment. The term represents many online platforms such as blogs, forums, photo and video sharing, product or service reviews, collaborative projects, virtual worlds, etc. However, the social media Era started in 2003 with the launch of LinkedIn. After that, many social media began to be created such as Facebook and Myspace, in 2004, YouTube, in 2005, Twitter, in 2006, and others (Rrustemi et al., 2021).

As mentioned by Rrustemi et al., (2021), the expression social media is a sociological term created to define social groups interconnected by common interests such as religion, friendship, competition, and others. After thirty years of the first use of social media expression, many things have changed, and their platforms have become one of the most important applications of the internet. Social media networks have also changed the way businesses move their marketing interests.

In the past, the consumer was passive during the role relationship with a company, however, nowadays the presence of consumers and companies on social media has changed consumer behavior. Now, with the platforms, the customers can give feedback and ask questions directly to the company. Also, they now expect quick and customized answers to their problems, before or after a purchase. The consumer becomes not just an audience, but a company’s ally or enemy (Aichner et al., 2021).

The considerable difference between social and classic media is that the first one allows people to connect with others and in the second one, it is impossible, as affirmed by Barišić & Vujnović (2018). The reason is because the classic media use broadcasting through radio stations, televisions, printing newspapers, and magazines, so, the audience does not have a chance to interact with them like they do with social media through the internet.

Regarding access to the internet, the number of users increases every year. According to a recent Statista report, in October 2023, the number of internet users worldwide reached 5.3 billion people. Of this total, 61.4% are social media users (Petrosyan, 2023). The device most used to access the internet is the mobile phone, with 95.8% of global users, which means that people can be online everywhere. They can access information with the palm of their hands.

Regarding Generation Z and those born after them, they have never experienced a world without the Internet, they were born in a connected world and they are growing up doing many online tasks simultaneously, such as often watching between three to five screams at the same time (Castro C, et al., 2022).

With the development of the internet and the increase of social network platforms, a new type of consumers and opinion makers emerges. Digital influencers and content creators can be considered the new celebrities, with thousands and millions of followers. According to Gusmão (2022), digital influencers are professionals who produce content on the internet, being able to influence their follower base through their behavior.

There are many kinds of digital influencers. They can create content to show their audience their routine, products that they consume, life philosophies of life, professional background and advice, and so on. They can be present on one or many social platforms such as YouTube, Instagram, X, and TikTok. The choice depends on where their target is, factors, such as age, are a decisive aspect of where they need to be to have a strong audience (Gusmão, 2022).

According to a study by PQ MEDIA, global investments in Influence Marketing have increased by 21.5% in 2021, reaching U$$29 billion. The projection for 2023 was that the investments reached US$34 billion (Sacchitiello, 2023). Regarding 2024, the influencer advertising market is expected to reach US$35.1 billion in ad spending. According to the estimations, the market size for ad spending is forecast to reach US$52.0 billion by 2028, with a projected annual growth rate of 10.36% (Statista, 2024).

The huge amount of money that the market is investing in digital influences has some reasons. In recent research done in the north of Portugal, Moreira et al. (2021) demonstrate that companies hire digital influencers essentially to build a trustworthy brand image, disseminate products and services, create awareness, and increase sales.

2.2. Marketing and Digital Influencers

There are many definitions to explain what Marketing is, but one that is precise is from Kotler & Kelly (2019, p.3): *“Marketing involves the identification and satisfaction of human and*

social needs. One of the most succinct and best definitions of marketing is meeting needs while generating profit".

Needs are the basic requirements of humans, such as food, for example. Human beings also need recreation, instruction, and fun. When specific objects can satisfy a human need, it becomes a desire. Marketing appears at this moment, it does not create a need, but it can stimulate people and create a desire (Kotler & Keller, 2019). Marketers are responsible for identifying different consumer segments and analyzing characteristics, such as demographic, psychographic, and behavioral that differ from them. After that, marketers can decide which is the best strategy to achieve this specific kind of consumer.

An interesting example of understanding the target that a professional in marketing wants to achieve is Green Marketing. In a study about green marketing among young consumers, Lee (2008) shows that this concept emerged during the 80s, although in the beginning, marketers expected to generate a positive consumer response, nevertheless gradually, the professionals realized that the consumer concern for the environment and the desire for green products did not convert into purchasing behavior. This consumer behavior started to change in the middle of the 90s, with the emergence of the concepts of green consumerism and ethical consumerism.

This case shows the importance of understanding consumer behavior since it is an essential factor for marketers to create efficient strategies. According to Lee (2008), young generations are more open to accepting new and innovative ideas than older people, and in his study, that is about the implementation of green marketing in Hong Kong, he found that the most important predictor of young' green purchasing behavior was the social influence.

According to Lee's (2008) survey, the key to successful green marketing among adolescents has four factors: peer network that is connected with social influence, emotional appeal that is connected to environmental concern, image branding that is connected to the concern for self-image in environmental protection, and behavioral efficacy that is connected to the perceived effectiveness of environmental behavior. Green marketing is one of the examples of changing consumer behavior.

In recent years, the most significant change in consumer behavior has been the sharp growth in the use of digital platforms and technologies (Marco & Valente, 2021). According to Fecha et al. (2021) in the last decades, there has been a fast change in the way that the market moves. Traditional market channels started to become obsolete, and online platforms started to increase significantly in reaching consumers. The Covid-19 pandemic was one of the factors that boosted the development of the virtual world.

In this situation, the younger generations behave differently from the older ones. Young people do not consume traditional media as frequently as old people, they spend more time

online which makes it a challenge for marketing managers to capture the attention of these new consumers (Marco & Valente, 2021).

Besides reaching the consumer, the marketeer needs to create a relationship with the customers. One of the pillars of marketing nowadays is Relationship Marketing, which aims to build an overwhelming long-term relationship between the companies, employees, marketing partners, members of the financial community, and the clients (Kotler & Kelly, 2019).

Focusing on the clients, the companies are shaping sales, messages, and services to get closer to individual clients, based on information from previous transactions, demographic data, and so on. With a focus on their customers, products, and channels most profitable, the companies hope to increase and capture a good share of each customer's purchasing by earning consumer loyalty, driving consumer lifetime value, and developing their pricing market to make profits during this journey (Kotler & Kelly, 2019).

To improve their relationship with customers, companies need to update and invest significantly to be present in the digital world. According to the American Marketing Association, digital marketing is "any marketing method conducted through electronic devices which utilize some form of a computer, including online marketing efforts conducted on the internet" (AMA, n.d). During the process of conducting digital marketing, a company can leverage search engines, blogs, social media, videos, e-mails, websites, and similar platforms to reach customers (AMA, n.d). Using these strategies, companies can count on digital influencers to help in the construction of brand image and relationship with the consumer.

As brands and companies are increasingly turning to digital marketing and communication, digital influencers assume an important role in their audience's purchase intention. According to Marco & Valente (2021), an important factor influencing followers' intention to buy is how devoted and loyal they are to their digital influencers.

According to Sokolova & Kefi (2020), understanding this phenomenon makes possible the right investment in digital influencers and influencer marketing. On the other hand, the influencers need to have good insides to persuade their audience and promote sponsored products to them. Regarding persuasion, Petty & Cacioppo (1986) developed the elaboration likelihood model of persuasion (ELM) which several authors mention. According to this model, the ability to persuade an audience can be influenced by the communicator and how they are perceived.

According to Sokolova & Kefi (2020), authority, credibility, and social attractiveness are fundamental characteristics of a speaker in persuasion. Authority is associated with the position of the communicator in the social structure. For instance, the communicator can reward or punish the message receiver, who obeys the command.

Credibility is correlated with the audience member's evaluation of the quality of the communication. It can be defined as the degree of the source's reliability and trustworthiness. Expertise, along with goodwill and trustworthiness, is one of the principal factors of credibility. (Sokolova & Kefi, 2020).

According to the Cambridge Dictionary (2024), trustworthiness is the quality or fact of being able to be trusted. Sokolova & Kefi (2020), explain that trustworthiness is related to the speaker's perceived honesty, and goodwill indicates how much they care about their listeners. In general, a source who is viewed as trustworthy, attractive, and an expert can influence the audience's attitude and behavior, including their desire to make a purchase.

The last characteristic is social attractiveness and as mentioned by the authors Sokolova & Kefi (2020), it is referred to the speaker's likability. Attractive speakers can influence their audience through the identification process. A member of the audience would feel similar or would like to be similar to the speaker and it is a significant peripheral clue for decision-making.

According to Marco & Valente (2021), the audience of a content creator on social media becomes loyal to them when they feel similar to the digital influencer, when the digital influencer publishes content regularly, and when the content creator is considered credible. Following the same idea as Sokolova & Kefi (2020), Marco & Valente (2021) adds that credibility is based on three dimensions: the trust that followers place in their digital influencer, the digital influencer's attractiveness, and their expertise. All of these factors contribute to influencing followers' intention to purchase.

For Lima (2022), there are three levels of influence: The first level is credibility and experience. The second level is the strength of the relationship with followers and the trust they have in the influencer they follow. The third position is the audience size. An influencer will be able to produce quality content, whatever their area of expertise, and effectively advertise any product or service by reconciling and optimizing these three levels.

According to Gusmão (2022), the digital influencer has a showcase function. They create content promoting products, services, and brands and awaken their audience's desire. Fecha et al. (2021) explain that digital influencers play a fundamental role in social media platforms for brands to be able to achieve their main objective: Achieve a high number of consumers.

Digital influencers can create deeper psychological connections with their followers by sharing personal content about their interests, lifestyle, and day-to-day. Their followers perceive them as attractive and authentic figures, but also as an ideal that they want to achieve (Lima, 2020).

Digital influencers are a new type of opinion leader. According to Casaló et al., (2020), People perceive opinion leaders as well-known. Opinion leaders can be considered experts on a product or service, be part of an online community, participate with high frequency, and

make substantial contributions or be considered by other users as having good taste in purchase and taste decisions.

“Opinion leadership is related to what extent an individual is perceived to be a model for others, the degree to which the information provided by him/her is considered interesting and their persuasiveness” (Casaló et al., 2020, p. 511).

Digital influencers are online personalities with an extensive number of followers on one or more media platforms (Lima, 2022). What the digital influencers do is an e-WOM. According to the Cambridge Dictionary Word-of-Mouth means “the process of telling people you know about a particular product or service”, typically because they think it is good and they want to encourage people to try it. And when it happens inside a virtual platform it is called e-WOM.

Regarding social networks, according to Casaló et al. (2020), Instagram is the platform most used by those new opinion leaders, through the platform consumers can have their shopping behavior affected by the influences that they receive online. Customers use the content published on social networks for inspirational clothes, decorations, and so on. The non-traditional celebrities’ profiles are considered by their audience to have more credibility, so people can trust them.

As Jin et al. (2019) mentioned, Instagram celebrities are labeled as “Instafamous” considering their magnitude of influence. Bloggers who give tips and introduce specific products or brands on social media catch brands' interests because they are effective in sharing content about new products or services, popularizing new trends, and increasing sales.

There are two principal types of digital influencers: Macro and Micro-influencers. According to Fecha et al. (2021), Macro Influencers are the users who have more than 100.000 followers, and Micro are the ones who have less than this. Many Macro Influencers were already celebrities in the traditional media, and they successfully transitioned their influence to their social media platforms. In general, Micro-influencers are the users that are considered famous for a niche of people, they produce specific content which corresponds to the interests of its followers.

2.3. New concept of celebrities

Before the emergence of digital influencers, traditional celebrities included movie stars, musicians, sports icons, writers, television personalities, and others. Nowadays bloggers, vloggers, “Instafamous” personalities, and so on are new types of celebrities (Djafarova & Rushworth, 2017). As Jin et al. (2019) explain, in the past, traditional celebrities were

considered people who created value for themselves before taking part in advertisement activities, which is different than nowadays in that everyone can go viral on the internet and become famous.

Jorge (2014) adds that before the entertainment industry was responsible for creating celebrities, the internet brought new possibilities for the ascension of famous people. A huge example of a celebrity that emerged on the internet is Justin Bieber. After the videos of the singer doing covers on YouTube went viral, reaching millions of people around the world, he could edit an album in 2009. Because of the example of Justin and other artists, many young people have been attracted to the idea that they can be famous in their own right.

When the expression celebrity started to become popular, celebrities were considered a social status created through a recognition of an individual's talent or a natural result of a job well done. Due to the period that we are living in now, with huge media exposure, simple and common people can become celebrities just because of their image, not necessarily having obtained a defined social function or done something important to have fame (Moreira & Rios, 2016).

According to Moreira & Rios (2016), the concept of celebrities is older than many people think. It started during the time of the monarchy when the royal family and also the clergy were considered the representation of the divine on the earth, they were considered ideal personalities and examples that "normal" people must follow. With the decline of monarchy, the type of person who was considered an example to society was changed to the type that is known nowadays. The concept of celebrities that we are currently familiar with has its origins in the Hollywood heyday.

According to Morin (1989), the film industry was responsible for creating a system to manufacture, maintain, and promote the stars on which the magical virtuality of the screen image was fixed and deified. The Star System made cinema actors a specific product due to the needs of human beings in the capitalist civilization stage of the 20th century. The stars respond at the same time to deep anthropological needs that are expressed in myth and religion. The author explains that the stars were more than just objects. They are heroized and deified, and he complements:

> "They are also a reason for worship. An embryo of religion is formed around it. This religion spreads throughout the world. Among cinema spectators, there is no one who is truly atheist. And, in the middle of the cinematic crowds, the tribe of faithful carrying relics, consecrated to devotion, fanatics or fans" (Morin, 1989, p.50).

The Star System played an important role in the mass culture. The stars started to be considered the modern Olympics, as an allusion to the gods from Greek Mythology. They started to be a new kind of heroes, worshiped through the representation of their images (Moreira & Rios, 2016).

According to the Cambridge Dictionary (2024), devotion can be defined as loyalty and love or care for someone or something, it is support or affection and can be related to religious worship or belief, prayer, and other acts of religious worship. Moreira & Rios (2018) explain that the internet increased celebrities' devotion. The digital influencers are not compared to semi-gods and mythological beings, they are more accessible than past celebrities. They are "normal people": our neighbors, colleagues, and so on. However, even though they are closer to us, they are part of an ideal to be followed. The content shared by digital influencers gives ordinary people a feeling of equality between themselves and celebrities who are part of the social imagination.

Many digital influencers have millions of followers that accompany their lives daily. These kinds of creators can also be considered celebrities, nevertheless, they are generally associated with the media and consumption since the influencers use their influence to make advertisements about products or services with partner brands. This process reinforces the idea that they are like the old celebrities: products to be consumed (Moreira & Rios, 2018).

In 2022 the discussion about celebrities from the past and nowadays was in the spotlight. In May, at the Met Gala, the influencer Kim Kardashian appeared wearing the iconic dress worn by the movie star Marilyn Monroe on President John F. Kennedy's birthday in 1962. People started to debate Kim Kardashian and Marilyn Monroe's celebrity status and consider whether the digital influence had the moral and cultural right to wear the dress (Englund, 2023).

In an interview with Entertainment Weekly, the famed designer of the celebrities, who sketched the original dress for Marilyn Monroe in 1962, Bob Mackie said that this was a mistake. In his opinion Marilyn was a goddess, she was fabulous. The dress was designed for her and nobody else should be seen in that dress (Lenker, 2022).

Both Marilyn and Kim are considered sex symbols, and they have changed the ideal of beauty during their moments. Marilyn made her curves very popular during the 1950s and Kim created a standard of beauty that a lot of young women are trying to copy nowadays. Besides that, both were very experienced in publicity (Lenker, 2022).

The main differences between them are the period that they lived in the world and what made them famous. Marilyn was a film star; she represented a combination of innocence and unattainability with the image of the girl next door. On the other hand, Kim became famous because an intimate video with her ex-boyfriend went viral on social media, and with this, she and her family are known for making their private lives public to make a profit. So, it is

common for many people to consider Kim and her family as ‘famous for being famous’ (Englund, 2023).

Regarding Kim’s career as a digital influencer, she managed to transform her fame into a market that generates a lot of profit. She created many companies and with her influence, they are very successful. This success can be explained through many factors. According to Moreira & Rios (2018), digital influencers are capable of humanizing not just the consumption of their audience but also the desire. This concept comes accompanied by the construction of an idea, in this case, the consumption mediated by an influencer allows a fan to wish the famous personality was like him and that he be like the famous one.

As mentioned to Gomes et al. (2022), digital influencers may be regarded as trusted experts in one or several areas. Consequently, brands have been doing partnerships with them to promote products and a favorable reputation among the influencers' fanbase.

2.4. Fans and followers

After the heyday of the cinema, television started to have an important role in society, and it changed the way that people deal with and feel about the actors. Television was the media that had the personalities more natural and closer to the audience. TV celebrities conquered familiarity with their audiences and became authorities regarding daily life and consumption. One of the reasons was the fact that their audience saw the television in the privacy of the home, giving the television a family dimension (Jorge, 2014).

Some studies show the importance of soap operas for many people, the ones on the air for long periods can become part of people’s lives. According to Beck (2012), unlike other genders, daytime dramas create long-term narratives with enduring characters - and actors - making it possible for people to develop an intense connection with the plot.

Besides the soap opera narratives, as the program is watched inside people’s houses, it is usual that a family member influences the whole family to watch it. For many families, it is a tradition to watch a soap opera together. Beck (2012) explains that when a long soap opera creates an emotional attachment with their audience, for instance, when a show has the end announced, many fans feel as if they are losing a relative since the program becomes part of their lives. They care for the characters' evolution; they are worried about losing the habit of watching it.

There were soap operas on the air for more than 70 years, such as “Guiding Light”, an American soap opera that was on the air for 73 years. Over time, the narrative paths lead to a real and strong interrelationship between the audience, actors, and the show in each other’s emergent life stories. This is an example of a TV Show that has been passed down

from generation to generation, in this case for 7 decades. It shows that soap operas are more than just entertainment shows, they serve as a vital connector to loved ones (Beck, C. 2012).

A traditional behavior of soap opera fans is to criticize storylines, plots, and characters. This builds a sense of community, or in other words, a sense of belonging, with other fans who have the same opinion. According to Hagerty et al. (1992), a sense of belonging can be defined as an experience of having a personal connection in a system or environment, so that people feel like they are an essential part of it.

One of humanity's primary needs is establishing and sustaining relationships with others. The quality of these relationships can influence people’s behaviors. According to Cohen & Wills (1985), social support is the resource provided by other people, and it affects people’s physical and mental health. Directly or indirectly, people who are part of a group can feel that they belong to a community, which helps their well-being.

Regarding virtual communities, Zhao et al. (2012) affirm that these platforms allow users to exchange experiences and information, which might impact purchasing decisions. The authors' study shows that familiarity with members from the structural dimension, perceived similarity with other members from the cognitive dimension, and trust in other members from the relational dimension are positively related to the sense of belonging.

The stickiness of a Virtual Community can be observed through the sense of belonging that members can feel, and it is crucial for the VC's success. A sense of belonging describes a user's emotional attachment to a VC. This also can be considered as a sense of identification and a sense of membership (Zhao et al., 2012).

According to Zhao et al. (2012), three constructs are important inside virtual communities: Trust in other members, familiarity, and perceived similarity. Regarding the participation of a virtual community member, when a member trusts in the VC or other people inside the group, he or she will probably start to be more involved in the group and interact more with other members.

According to Thomson (2006), celebrities can be considered as brands. Normally the term brand is applied to products, companies, services, and others. Marketers describe brands in terms of perceived quality and image. Famous people become brands because they can be professionally managed, and they have associations and features of a brand.

The connection between the consumers and brands can be very strong and consumers can have feelings for a brand. Academics classify these feelings as brand love, brand hate, and other terms. According to Breitengraser (2023), love brands are special because they represent the highest level of connection between brands and customers. This is a status that a brand cannot buy, unlike reach or awareness.

According to Fecha et al. (2021), the positive feelings that consumers feel about a brand can generate loyalty and increase brand value. It results in a greater willingness to pay

higher prices and a higher inclination to seek out a specific brand. Regarding the connection between the consumer and the brand, there are two meanings to it, one is the emotional side and the other is the cognitive connection.

In some cases, this type of connection can generate for the consumer also negative feelings such as anxiety or stress, if, for example, the person feels separated from their favorite brand. Besides the emotions, the connection to a brand can also be related to consumers' past experiences with a brand, memories from the past, and also their mental perception of a brand (Fecha et al., 2021).

With celebrities the idea is similar. They as brands can be loved by their fans and this connection is based on their truthfulness and charisma. Regarding fan behavior, for common sense, fans referred to the idea of deviation, disturbance, and infantilization. These characteristics have been observed by many people for a long time, and a classic example is Beatles' fans. In 1960 fans of the band were composed mostly of girls who were attracted physically to the musicians and were capable of doing everything to reach their idols, on the other hand, the band had a fan who was so obsessed with John Lennon that murdered the star. Those are examples of fans that can be considered disturbed, and they can make many people associate being a fan with being crazy (Jorge, 2014).

To better understand the fans' behavior, it is important to have in mind the difference between fans and fanaticism. According to Pulido et al. (2023), a fan is a person who feels a connection with a hero, idol, celebrity, or influencer and with that, the person is part of a community with other fans. It is common that inside this community fans can create original productions inspired by those personalities.

On the other hand, fanaticism is considered an intense emotional commitment with values that are radically in contrast with the dominant culture or position and generate a strong antagonism. It can be an individual or collective movement and gives birth to fundamentalism, extremism, and also terrorism (Fuschillo, 2020).

According to Fuschillo (2020), fanaticism is especially linked to radical manifestations of politics and religion since early modern history such as the war between Catholics and protestants, conflicts between the West and Islamism, and so on. In addition, to avoid misunderstandings, researchers do not use the term fanaticism to describe a fan community. The term used is fandom, in order to describe a group's extreme commitment to TV series, music, sports, and others.

Fanaticism is considered pathological, dysfunctional, and possibly dangerous. Psychology affirms that a fanatic person is someone who exhibits great behavioral intensity, is emotionally receptive to persuasion, and expresses extreme behaviors, sentiments, and beliefs. Fanaticism also can be considered an extreme form of devotion (Ortiz et al., 2013).

Some studies analyze consumers' devotion to brands, but the concepts can also be analyzed regarding music fans, art fans, sports fans, and so on. As indicated by Ortiz et al., (2013), devotion can be considered as a statement of identity and transcendent experience that does not have geographic and temporal boundaries. Devoted customers or fans are able to develop a level of loyalty so intense and strong that it survives during scandals, negative press, poor product performance, and other bad factors.

One example of a devoted fandom is the Harry Potter community. Fans of the books and movies are so passionate about the history, actors, and products that they continue to support the author even when she makes controversial comments regarding transgender communities. As the magazine Glamour (Gardner, 2023) showed, J.K. Rowling was very criticized on social media after some bad comments. Even with those comments, the movies, books, and many kinds of products for the brand Harry Potter continue to be purchased and consumed by fans.

Loyalty can be defined as a deep commitment to the product or the person that you like. It has positive outcomes such as a share of purchase or word of mouth. It is one of the consumer or fan characteristics. Another aspect that can represent this group is to own possessions related to the object or topic that they are interested in. These collections help the individual to maintain a sense of identity and also, they can reflect the person’s role inside the fans' community or his relationship with others. Devoted fans and consumers are also related to expertise because they can know a lot of information about the topic that they are into, and also, they are related to evangelization, sharing all their knowledge with other people with fervor and intimacy persuading others to also engage (Ortiz et al., 2013).

Passionate fans invest a lot of time, money, and energy in consuming their idol's content, products, and so on. One example of this behavior that is easy to analyze is sports fans. Many people start to have an interest in sports from childhood through family influence. Some of the sports’ fans watch matches for hours to escape from their reality. Escapism can be considered good or bad, depending on the point of view (Astakhova et al., 2022).

According to Astakhova et al. (2022), escapism can be considered an experience that allows a person to disconnect from an unpleasant reality. Positive escapism is when an individual can get a short break from his routine, relax, and then return to his duties with a feeling of a “fresh start”. Negative escapism is related to a cognitive and emotional disconnection from an uncomfortable reality. The individual gets immersed in a content, match, or others creating the illusion that this unpleasant reality does not exist.

2.5 Relationship between digital influencers, fans, and followers

Regarding the relationship between digital influencers, fans, and followers, it is important to realize what are the characteristics that make digital influencers reliable to their followers and fans. According to Leal, et al. (2014), digital influencers as opinion leaders need to have at least one of the following characteristics: be considered experts about goods or services; be an extremely active member in an online community, engage and posting relevant content, and be perceived to have good taste when making purchasing decisions. Which influences followers to make a purchase based on their suggestions.

In addition, Gomes et al. (2022) have attributed other digital influencers' characteristics that are considered important to their audience, such as trustworthiness, content quality, similarity, and parasocial interaction. According to the authors, digital influencers' recommendations can be considered credible and authentic depending on their trustworthiness and expertise on the level of parasocial interaction developed. The theory of parasocial interaction means that it is an illusory, unilateral face-to-face contact, for example, between radio and television spectators and artists.

According to Gomes, et al. (2022), the parasocial interaction between digital influencers and followers positively influences the fans to consume or purchase a product or service. For Sokolova & Kefi (2020), the identification process has a strong connection with para-social relationships (PSI). For instance, a person who has a strong para-social relationship with a celebrity can express the desire to have the same appearance and be part of the “club”.

Regarding the relationship between digital influencers and social media users, it is not unidirectional, since users can comment and discuss the content, and the digital influencer has the possibility of replying to it. In comparison to celebrities in traditional media, digital influencers have a bidirectional relationship and friendship more illusory than real with their audience (Sokolova & Kefi, 2020).

One good example of the relationship between fans and digital influencers is the followers of Bianca Andrade, a Brazilian businesswoman and makeup artist. Bianca Andrade, also known as Boca Rosa, has only on Instagram more than 20 million followers. Bianca created a makeup blog when she was a teenager, and she started creating videos on YouTube when she was 16. Now, at 29, she is one of the most significant digital influencers in Brazil, and she is the owner of one of the principal makeup brands in the country (Nascimento, 2022).

The relationship with Bianca and her fans is very intense. Many of them have accompanied her since the beginning of her career. For a long time, her type of content was changing and she started to focus on her image as a businesswoman. But in 2024 a very interesting fact happened, she went to London to do an exchange and learn English. She

started to do daily posts to share with her audience every moment of her day (Oliveira, 2024).

As mentioned by Oliveira (2024), this strategy was very important to reinforce the closeness with her fans and also make them feel that they were living this moment with her. Bianca was married in the past, and his ex-husband went to London to take their son and the three of them spent time together. The fans went crazy with the speculation that they would be together again.

Bianca Andrade is just an example of the digital influence that the fans have deep feelings for. And as they share content about their personal lives, people feel intimacy. The life of this kind of celebrity looks like this TV show, with plot twists, a long consumption period, and other characteristics, and based on this we can allude to soap operas as mentioned in Beck's (2012) study, considering that digital influencers' lives can be interpreted as soap operas from real life.

2.6 Brazil and Portugal: Consumer behavior and cultural influences

People are influenced to consume content and also make a purchase by many factors. According to Kotler & Keller (2019), the principal factors are: Cultural: related to culture, subculture, country, and social class; Social: related to reference groups, the family, and the role they play in society; and Personal: related to age, personality, employability, economic situation and lifestyle.

Regarding culture, it is the collective mental programming that distinguishes the members of one group from another. Culture consists of patterned ways of feeling, thinking, and acting that are primarily acquired and passed down via symbols that build the unique accomplishments of human communities (Hofstede, 1980, 1984).

Each culture has a distinct set of values and social norms that affect how people perceive the world and relate to each other. Regarding the relationship between digital influencers and their audience, cultural factors influence communication. According to Bentley et al. (2021), the cultural distance between the content creator and his followers is a significant factor in engagement. The level of deep engagement increases when the content creators and their followers are culturally close, on the other hand, the level of light engagement is not affected by the cultural distance between the influencer and his audience.

According to Bentley et al. (2021), light engagement is when a follower passively engages with the influencer, just reading his posts or liking them. Deep engagement is when the follower is more connected to the influencer's content writing comments on his posts, giving more attention, and making more effort to be connected to the content creator.

Some cultures are similar to others because of historical facts, it is the case of Brazil and Portugal. These countries have been interrelated since 1500 when the Portuguese sailors arrived in Brazilian land. In the past many Portuguese went to Brazil to have work opportunities and in recent years many Brazilians have moved to Portugal to build a new life.

According to Portuguese immigration (Amato, 2023), in 2023 the Brazilian population in Portugal exceeded 400 thousand. The increase was 369% in five years. According to the Portuguese Government, there are more than 340 thousand backlogged residence applications, and the majority are from Brazil, which means that the real number of Brazilians living in the country is even higher.

The comparison and analysis of the consumers' behaviors in those countries are becoming more important every day, since in recent years many Brazilian companies have been working in Portugal and Portuguese companies have been operating in Brazil, such as Rock in Rio, O Boticário, Tap, Galp, and more.

According to the Bank of Portugal (Cotrim, 2024), between January and September 2023, Brazil's direct investment in Portugal increased to 5.3 billion euros. The relationship between the countries has become more evident in recent years and this reinforces the importance of companies understanding the similarities and differences between Portuguese and Brazilian consumers, to invest in marketing campaigns that will bring them a positive return.

Regarding this connection between the countries and the population, it is important marketers have in mind the similarities and differences between both populations in order to build efficient marketing strategies to reach more and more people. One of the tools to understand the country's consumers is checking how they behave while they are dealing with leaders' opinions and digital influencers.

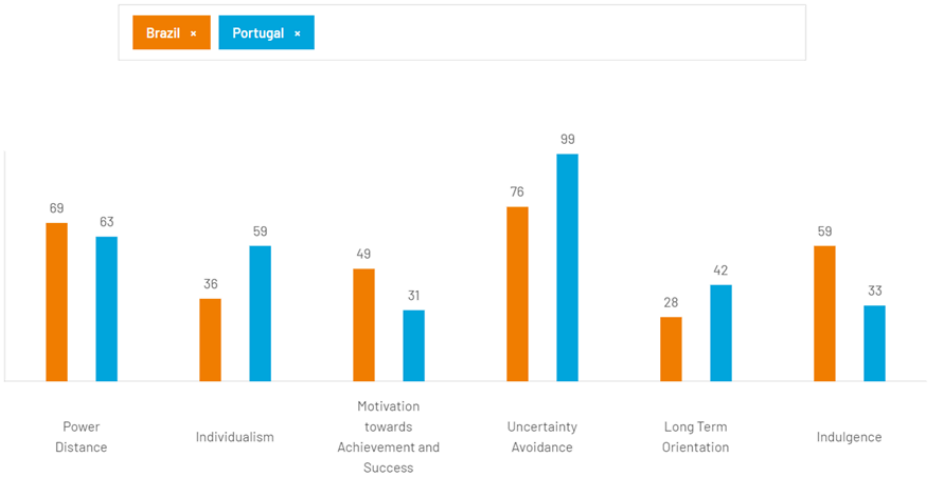
As we showed before, nowadays as the world is globalized and after the 2019 pandemic, people are more connected to social media, and they receive many incentives to like a brand or company or also to make a purchase. Digital influencers are one of the creations of those incentives so analyzing their followers and fans is a way to understand not just the differences between these two groups, but also understand what kind of digital strategy works better or not for a company to invest in influencer marketing.

According to Silva et al. (2023), cultural factors provide people have a more consistent and long-lasting perception of who they are, so regarding digital influencers and companies, when brands want to invest in influence marketing, they have to understand the unique cultural characteristics of a digital influencer and the impact of their messages on society. It is crucial for a brand to evaluate if the content creator fits with the brand's values and if his audience is the target that the brand wants to achieve.

One tool that is very used to compare cultures is the Hofstede model. This model, developed by Professor Geert Hofstede, is used to improve communication and cooperation between people from different cultures and organizations. According to Hofstede (2011), in the seventies, he got access to a large employee behavior survey database from 50 branches of the company International Business Machines (IBM) around the world. With the data, he discovered that there were huge differences between cultures, even though people were employees of the same company, and he developed a theory in his book Culture's Consequences, in 1980, known as the 6-D Model of National Culture, the model that we are going to use for this study.

After some updates, the model nowadays is made up of these six dimensions: Power Distance, Individualism, Motivation Towards Achievement and Success, Uncertainty Avoidance, Long Term Orientation, and Indulgence. Regarding the comparison between Brazil and Portugal, the Figure 1 illustrates it:

Figure 1: Comparison between Brazil and Portugal – Hofstede Insights



Hofstede Insights (2024), Country Comparison Tool. The Culture Factor Group.

In this study, only the constructs of Power Distance, Individualism/Collectivism, and Uncertainty Avoidance are going to be analyzed. As Figure 1 illustrates, the Power Distance in Brazil is higher than in Portugal. According to Hofstede (2011), Power Distance is a measure that indicates if the less powerful members of institutions and organizations, such as families and companies, accept and expect that power is not distributed equally. Both countries are higher than the average, which is 50, but Brazil with a score of 69 shows that the population believes that hierarchy should be respected and inequalities between people are acceptable.

Brazilians show important respect to the elderly and bosses are the ones who take complete responsibility. Another fact that this measure shows is that status symbols of power are also considered important for Brazilian society. Portugal has a slightly lower score than Brazil, the score of 63 reflects that the hierarchical distance is accepted in the Portuguese society, and those who have the most powerful positions are admitted to having privileges against the others. In a company the employees expected their boss to control them.

Regarding Individualism, Hofstede (2011) explains that if the measure is high means that the population of a country is more individualist, on the other hand, if this measure is low shows that the society is collectivist which means that people in a society are integrated into groups. As the Figure 1 illustrates, Brazil is below average, with a score of 36. This means that Brazilians have a strong connection with people from birth onwards and they are integrated into strong and cohesive groups, in special family and friends. They protect the members of these groups in exchange for loyalty. It is common for an old family member to help a young family member to be hired for a job in the family's company for example. In business, it is considered very important to build trustworthy and long-lasting relationships. In contrast, Portugal is above average, with a score of 59. This means that the Portuguese society is loosely knit, the expectation is that people take care of themselves and at most their immediate families. Regarding business, employees are expected to be self-reliant and display initiative. Hiring and promotion decisions are established on merit or evidence of what a person has done or can do.

In relation to this construct of the use of social media, Silva et al., (2023), explain that the behavior of digital influencers and social media content can be different in individualist and collectivist societies. Posts in individualist societies reflect independence and personal autonomy, whereas in collectivist societies social media posts reflect in an interdependent self-construction. The author complements that in individualist societies the engagement rates are lower than in collectivist societies. In the first one, individuals use social media for informational benefits and the kind of messages used in these societies have greater rational appeal, whereas in collective societies individuals use social media for communication, and the kind of messages used are with high emotional content. These are examples of how cultural facts can influence marketing strategies in different countries.

Uncertainty Avoidance is the last dimension analyzed in this study. According to Hofstede (2011), this measure shows how much uncertainty a society can tolerate. Countries that have a high score try to reduce the possibility of unstructured situations that are new and unknown by strict behavioral rules and laws. As Figure 1 shows, this is the measure that most represents Portugal since it is almost the maximum score of the tool, with a score of 99. This means that the country maintains rigid codes of beliefs and behaviors. Portuguese society is considered intolerant of unconventional ideas.

Rules are an emotional need for them, and security is an element in individual motivation. Regarding Brazil, the score is 76, which is lower in comparison to Portugal, but it is also considered a high score. Similar to the Portuguese people, Brazilians have a strong necessity for rules, legal systems, and bureaucracy to be able to structure life. However, the necessity of a person to obey these laws is weak. If the rules cannot be held, additional rules are imposed. The Brazilian score also shows that they are very passionate, and they easily show their feelings through body language.

Regarding social differences between Brazil and Portugal, Brazil has a continental territory, and its population is also huge. According to the last IBGE census, in 2022 the Brazilian population comprised more than 203 million habitants. It was an increase of 6.5% in comparison to the previous demographic census, carried out in 2010 (IBGE, 2023). The census showed that the average age of the Brazilian population is 35 years old, in addition, half of Brazilians are up to 35 years old. The number of people over 65 years old is more than 22.1 million, which represents 10.9% of the population. The women represent 51.5% of the population (CNN, 2023).

The Portuguese population is considered older than the Brazilian. According to Pordata (2022), Portugal's population was 10.4 million in 2022. Since the 70's the population has been increasing, although, in 2022 the number started to decrease. Portugal has an old population, according to the study, in 2022, the number of the old population (more than 65 years old) in Portugal was 2.4 million people, on the other hand, the young population (less than 15 years old) was 1.3 million. The birth rate is decreasing, in 2011 was 96.8, and in 2022 was 83.6. According to Statista, the average age of the Portuguese population in 2020 was 44.7 years old, and the tendency is for the population ages (O'Neill, 2023). The study shows that in 2030, the average age will be 48.2 years old. An interesting fact is that according to Medina (2021), just 26% of Portuguese consumers between 45 and 70 years old tried to buy on e-commerce, in 2020.

The tendency for the Portuguese population to age can be related to emigration. According to Portuguese Government Data (ACM, n.d), Portugal is the country in the European Union with the most emigrants as a proportion of the resident population. The estimate is that more than 20% of Portuguese people live outside the country. Between 2010 and 2013 the number of departures from Portugal grew by more than 50%. Concerning the economy, the consumer behavior of Portuguese customers has changed in the last years not just because of the Covid-19 pandemic, but for other aspects such as the Ukraine war, inflation, and so on. In addition, Portuguese consumers are more informed and demanding, which means that issues such as the number of complaints about a brand tend to have an impact on the acquisitions they make. With this new scenario, for Portuguese consumers, a brand's reputation is currently much more relevant than its notoriety (Caldeira, 2023).

The behavior of Portuguese consumers is considered different from that of the average European customer. According to a Eurobarometer (2022), concerning food consumption, Europeans prioritize taste, food safety, and cost, on the other hand, Portuguese consumers consider cost the most important factor. One factor that contributed to Portuguese consumers being more price-conscious and often looking for promotions and discounts was the 2008 economic crisis. In addition, Portuguese consumers typically shop more often yet spend less. Sustainability issues are also important for Portuguese consumers to decide to invest in a product. They have been growing and preferring brands that are concerned about their environmental footprint, whether in the way they produce, the materials chosen, or, for example, the route taken to get products to customers. The same applies to your management ethics or your human resources policies (Caldeira, 2023).

Environmental causes are also of concern to Brazilian consumers, in addition, they also care for social issues. According to a recent survey by Globo (Gente Globo, 2023), Brazilians have started to choose more brands that make more genuine commitments to humanity, aligned with their values, especially among the younger generation. In particular, generation Z does not take responsibility for the environmental crises selves, and they feel that society has to do something to change the situation of degradation. It's not just about respecting the environment but regenerating it.

An economic aspect regarding sustainability in Brazil is that the consumers associate sustainability with high costs, with more expensive products (Gente Globo, 2023) According to Evolução ESG Sintonia com a Sociedade survey, 87% of the Brazilian interviewees say they are concerned or very concerned about the environmental situation in Brazil. 83% of Brazilians are interested in knowing what companies are doing to generate real value for society, beyond just making a profit, and 79% would like companies and brands to take a position on important issues in areas such as society, culture, environment, and politics.

As Brazil is a multicultural country, there are many kinds of people and consequently many kinds of consumers. The feeling of being represented in an advertisement is very important for many Brazilians. The Opinion Box Consumer Trends 2023 survey showed that 52% of black people tend to purchase from companies that show people like them in publicities. 74% of LGBTQIAP+ people prefer to purchase in companies that support diversity (Gente Globo, 2023). One important Brazilian consumer characteristic is that they are not loyal to brands, as a recent study from Google showed (Bonfim, 2023). Just 19% of the interviewees said that they always consume the same brands. 64% of the interviewed do not have a love brand, and one of the reasons for this is during their consumer journey what matters in deciding to purchase or not is the price.

According to the Google Think Report, the popularity of a Brand on social networks is not a determinant factor in Brazilian purchases online. The results of the survey showed that

brands that are working in Brazil need to focus on branding on social media and the interaction of their followers rather than the purchasing impulse itself (Consumidor Moderno, 2020). Digital native brands are competing directly with the previously established large companies and regarding product searches on search engines, the Google Survey showed that 93% of the searches made for Brazilians are generic, just the categories of the products. Brands were remembered only in 7% of the searches (Bonfim, 2023).

Regarding generations, the survey showed that the Z has more detached relationships with the brands. 65% of them have declared that they are not loyal to a brand. In addition, 10% of them claim that purchasing items from “big brands” is not a differentiator, against the average of the Brazilian general population, the percentage was 7%, however, in comparison to older generations, the Z are more involved with brand purpose (Bonfim, 2023). The survey also showed that for women, discounts, and benefits are very important for a brand to create connections with customers. 45% of the interviewees believe that personalized shopping experiences are important for brands.

Concerning the consumption of the internet and social media, some studies show differences and similarities between Portuguese and Brazilians. According to a study by Marktest (2023), Social Networks have the highest penetration in Portugal in comparison to other internet platforms. Facebook is the social network that has the most penetration among the Portuguese with 89.6% of the interviews having an account in it, although in 2022 the percentage was 94.4%. In the second position is WhatsApp, with 88%, and in the third position is Instagram with 80.5%. According to the study (Marktest, 2023), for the Portugueses, Facebook is the social network that provides the best and the most useful information. Instagram is the one they like the most, they think that is the most actual, interesting, and addicting. And LinkedIn is perceived as being the most credible.

According to Datareportal Digital 2024, 76.6% of the total Brazilian internet user base uses at least one social media platform. In total, 55.6% of users are women, while 44.4% are men. The social networks that Brazilians most use are WhatsApp, with 147 million users, YouTube, with 144 million users, Instagram, with 134,6 million users, Facebook, with 111,3 million users, and TikTok with 98,59 million users (Alves, 2024). Regarding connectivity, The Global Digital Report 2024, published by We Are Social and Meltwater, shows that Brazil is the second country where users spend the most time online, with an average of 9 hours and 13 minutes, behind only South Africa with 9 hours and 24 minutes. Regarding the time spent using social media, Brazil is in the third position, with an average of 3 hours and 37 minutes per day. These data show that the internet plays a significant role in the daily lives of Brazilians. The study also shows that there is a decline in television audiences in favor of increased time spent online (Andrade, 2024).

Concerning Brazilian access to the Internet, according to the Brazilian Government, through the TIC Domicílios 2022 research (NIC.BR, 2023), 80% of Brazilian households have access. That means 60 million households are connected. The estimate is that 92 million Brazilians have access only to cell phones. The total of internet users in the country is 149 million.

According to NIC.BR (2023), household connectivity is greater in urban areas, with 82% of homes having internet. In rural areas, digital inclusion reached 68% of households. Regarding regions, the Central-West has the largest number of homes with internet access (83%), followed by the Southeast (82%), South (81%), Northeast (78%) and North (76%). The main types of connection used are optical fiber or cable and 3G/4G mobile network.

Connectivity is also part of the routine of 81% of Brazilians, which represents 149 million people, according to the study. Of this total, 62% of users use the internet only via cell phone. Exclusive access by telephone is greater in rural areas, with 78% of users, while in urban areas cell phone exclusivity is only available to 59% of the population (Porto, 2023).

Different from Brazilians, Portuguese users are spending less in 2023 in comparison to 2022. The average was 111 minutes per day by user, and now is 95 minutes, however, considering just young people, the average increased to 153 minutes spent on social networks per day. Regarding gender, men dedicate 8 more minutes daily than women. (Marktest, 2023).

Regarding celebrities, 60.1% of the Portuguese users of social networks interviewed by Marktest (2023) follow public figures. Cristiano Ronaldo was most mentioned, followed by Cristina Ferreira, Rita Pereira, Nuno Markl, and Manuel Luís Goucha. People's figures are followed mainly through Instagram (80.8%) or Facebook (39.9%). Regarding influences that the Portuguese people receive, some of the most common are through the comments that customers leave on a brand's website or on their social networks, through suggestions of celebrities and digital influencers they follow, or through something that has gone viral online. The transparency and reliability of the brand are also important for them. The harmony between what the brand promises and what it actually gives to the consumer needs to be equal, the consumers' expectations and the experience that they receive must be aligned (Caldeira, 2023).

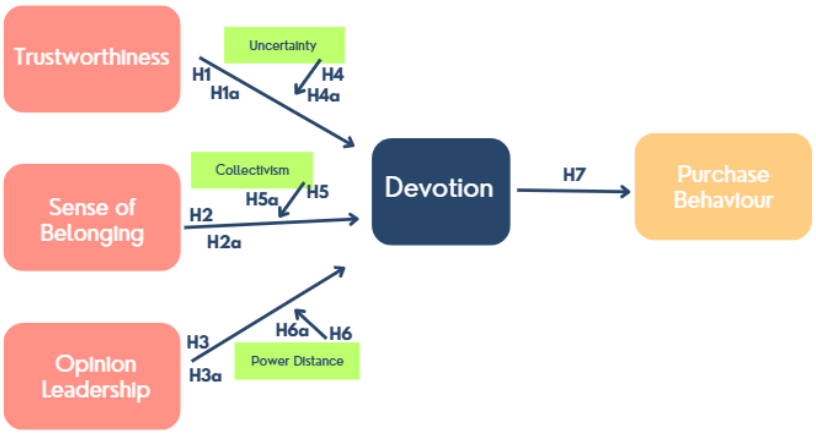
For Brazilians, according to the study "Who influences you?" carried out by YOUPIX in partnership with MindMiners, the most loved by the Brazilian public are the comedian Whinderson Nunes, the TV host Ana Maria Braga, the streamer Casimiro, the actress Maisa Silva, the influencer Felipe Neto, the influencer couple Viih Tube and Eliezer, the influencer Receitas de Pai, the TV host Rodrigo Hilbert, the influencer Bianca Andrade and the podcast hosts Igão and Mítico (Tilia, 2023).

3. Conceptual Framework and Hypothesis Development

To investigate and answer the research questions: How do trustworthiness, sense of belongingness, and opinion leadership influence followers' devotion to influencers?; How do cultural differences between Portugal and Brazil influence these effects?; And, what is the impact on purchase behavior? The conceptual model and hypothesis were developed.

Illustrated in Figure 2, the conceptual model this study proposed is based on merging the themes covered in the literature review and is presented as follows:

Figure 2. Proposed conceptual model.



Author's own creation based on the literature review.

According to the literature review proposed, when digital influencers are considered trustworthy their audience is more likely to believe in their messages leading to greater engagement and emotional investment, which can be viewed as devotion. Trustworthiness in an influencer is a critical factor that promotes strong emotional connections, sustained engagement, and loyalty among followers. This trust builds the foundation for devotion, where followers not only admire but also consistently support the influencer (Casaló et al., 2020; Gomes et al., 2022; Lima, 2022; Marco & Valente 2021; Sokolova & Kefi, 2020).

The effects of trustworthiness on devotion are expected to differ between countries. Thus, the various cultural differences, as indicated by Hofstede (2011) may influence the manner in which effects occur.

H1: Trustworthiness in the influencer significantly and positively affects devotion.

H1a: The effects of trustworthiness on devotion differ when nationality is considered.

Followers who have a deep sense of identity and connection to an influencer's community incorporate the values, norms, and identity of that community into their self-concept. This integration creates a deeper emotional connection, or devotion, to the influencer and their content, as the community becomes a key part of the follower's identity. The sense of belonging creates loyalty and parasocial relations. As followers increasingly identify with the community and the influencer who leads it, their devotion grows, making them more likely to consistently support, and engage with the influencer (Gomes et al., 2022; Hagerty et al., 1992; Ortiz et al., 2013; Sokolova & Kefi, 2020; Zhao et al., 2012).

The effects of a sense of belonging on devotion can be different between countries. The effects of trustworthiness on devotion are expected to differ between countries. Thus, the various cultural differences, as indicated by Hofstede (2011) may influence the manner in which effects occur.

H2: Sense of belonging to the influencer's community significantly and positively affects devotion.

H2a: The effects of a Sense of belonging on devotion differs when nationality is considered.

When an influencer is seen as an opinion leader, their followers are more likely to accept their messages, which increases the followers' commitment and emotional investment in the influencer's content. This increased commitment can be considered a form of devotion. The credibility, authority, and social influence of the opinion leader create a strong relationship with followers, leading to increased loyalty, engagement, and emotional commitment (Casaló et al., 2020; Leal, et al., 2014; Lee, 2008, Lima, 2022; Marco & Valente, 2021; Sokolova & Kefi, 2020).

The effects of opinion leadership on devotion can be different between countries. The effects of trustworthiness on devotion are expected to differ between countries. Thus, the various cultural differences, as indicated by Hofstede (2011) may influence the manner in which effects occur.

H3: Opinion leadership has significant and positive effects on devotion.

H3a: The effects of Opinion leadership on devotion differ when nationality is considered.

As mentioned before, countries that have a high score of uncertainty, try to reduce the possibility of unstructured situations that are new and unknown by strict behavioral rules and laws (Hofstede, 2011). Regarding the relationship between digital influencers and followers, as uncertainty increases, the trustworthiness of the influencer as perceived by followers then

has a lower impact on devotion. Thus, it is expected that the level of uncertainty avoidance impacts the effects of trustworthiness on devotion. The following hypothesis states this effect.

H4: Uncertainty avoidance moderates the effects of trustworthiness on devotion, therefore, when uncertainty is high the effects of trustworthiness on devotion are lower than when uncertainty is high.

H4a: The moderating effects of uncertainty differ when nationality is considered.

According to Hofstede (2011) in societies where individualism is high, the population of a country is considered more individualist, on the other hand, if this measure is low means that the society is collectivist where people behave integrated into groups. Collectivist cultures prioritize group harmony, interdependence, and the well-being of the group over individual preferences. Regarding digital influencers, the audience already has a strong sense of identity and duty associated with the group, which means that devotion to an influencer does not depend as much on an individual sense of belonging. Instead, the shared values of the collective already provide a sense of unity, reducing the weight of specific belonging to the influencer. Thus, it is expected that the level of collectivism impacts the effects of a sense of belonging on devotion. The following hypothesis states this effect.

H5: Collectivism moderates the effects of a sense of belonging on devotion, therefore, when collectivism is high the effects of a sense of belonging on devotion are lower.

H5a: The moderating effects of collectivism differ when nationality is considered.

As mentioned before, power distance is a measure that indicates if the less powerful members of institutions and organizations, such as families and companies, accept and expect that power is not distributed equally (Hofstede, 2011). People in cultures that have higher levels of power distance have a strong acceptance of hierarchical order and authority, they are more likely to respect and follow the authority figures without questioning the authority's trustworthiness. Regarding followers and digital influencers, if the followers have an influence of a culture with a high level of power distance, they might be more conditioned to follow an influencer regardless of how trustworthy this content creator is. Thus, it is expected that the level of power distance impacts the effects of opinion leadership on devotion. The following hypothesis states this effect.

H6: Power Distance moderates the effects of opinion leadership on devotion, therefore, when power distance is high the effects of opinion leadership on devotion are lower than when power distance is low.

H6a: The moderating effects of power distance differ when nationality is considered.

Devotion can be considered as a form of deep emotional attachment that often translates into brand loyalty. As mentioned before, it is a statement of identity and transcendent experience that does not have geographic and temporal boundaries. Devoted customers or fans can develop a level of loyalty so intense and strong that it survives during scandals, negative press, poor product performance, and other bad factors (Ortiz et al., 2013). Regarding the effects on purchase behavior, and thinking about digital influencers, devotion leads to a strong emotional connection between followers and content creators. Devoted followers are more likely to engage, trust, and develop a sense of identity and it can influence their purchase behavior based on the digital influencer recommendations (Marco & Valente, 2021; Sokolova & Kefi, 2020).

H7: Devotion has a significant and positive effect on purchase behavior.

4. Methodology

4.1 Research Approach

This study aims to investigate the aspects that influence followers' devotion to digital influencers. Moreover, it intends to compare results in Brazil and Portugal. This study will conduct quantitative research to test the hypothesis proposed based on the literature review. According to Apuke (2017), quantitative research involves quantifying and analyzing variables in order to obtain results. It entails the utilization and analysis of numerical data using specific statistical approaches to answer questions. The type of research conducted is a questionnaire survey.

4.2 Sample and Data Collection

The survey was conducted online through Qualtrics. This research was carried out to overview the aspects that influence Portuguese and Brazilians to trust and consume digital influencers' recommendations.

To measure the variables from the conceptual model, these questionnaire items were developed based on previous studies and published on Qualtrics Survey Software. The items were adapted in English, as the original language, and further translated into Portuguese to reach Portuguese and Brazilian participants.

Before releasing the official questionnaire, a pilot study was performed. This allowed the author to identify any grammar errors, misspellings, or if there were items that could lead any confusion. These adjustments were made before the questionnaire was distributed in its final form. The pre-test was conducted among 19 respondents, of which 4 responses were discarded because the participants do not follow digital influencers on social media. From the valid answers, 5 were Portuguese participants and 10 were Brazilian participants. The participants made no inquiries or criticisms, which attested to the questionnaire's viability.

The final survey link was sent through social media, such as Instagram, LinkedIn, TikTok, and Facebook, and also sent to individuals the author knows through personal relationships through WhatsApp.

The size sample was 620 participants, of which 2 were previews and were considered invalid answers, 196 participants did not fill the questionnaire until the end, so their answers were invalid as they were not complete, 83 participants did not follow digital influencers on their social media, so their answers were invalid and 5 participants were not Brazilian or Portuguese, considered also invalid answers. The valid responses in the sample were 334 which 158 were Brazilian participants and 176 were Portuguese participants.

The questionnaire was divided into 7 sections to understand the behavior of digital influencers' followers:

In the first section, there is a small introduction to the survey. In the second section, a filter question is posed in order to qualify respondents for their influencer-related behaviors. Only respondents who have a social media account and follow influencers on Instagram were considered for the following questionnaire sections.

In the third section, respondents were asked to think about the digital influencer that they follow most often and indicate which area of content the digital influences produce (lifestyle, fashion, beauty, technology, politics, and others).

In the following sections, respondents were asked to address all questions having in mind the influencer they follow most frequently and evaluate the sentences using the Likert Scale, with 1= completely disagree, 4= neutral, and 7= completely agree. The purchase behavior, devotion, trustworthiness, sense of belonging, and opinion leadership were approached in this order. Thereafter, constructs of power distance, uncertainty avoidance, and collectivism were also approached.

The last section is related to the personal participant data, such as nationality, country that they are living in, age, gender, occupation, and their use of social media. Participants that are not Portuguese or Brazilian were considered invalid for this study. The questionnaire can be analyzed in Annexes A.

Table 1: Questionnaire items

Constuct / Author	Original Items	Adapted Items
Purchase Behavior Lee, K. (2008)	PLikert-type scales used items that were newly developed to fit in the context of Hong Kong: 1. When I want to buy a product, I look at the ingredients label to see if it contains things that are environmentally damaging. 2. I prefer green products over non-green products when their product qualities are similar. 3. I choose to buy products that are environmentally friendly. 4. I buy green products even if they are more expensive than the non-green ones.	Purchase Behavior to digital influencers (Likert scale of 1 to 7): 1. When I want to buy something new, I look at the opinion of this digital influencer. 2. I choose to buy products that are reviewed by this digital influencer. 3. I choose to buy products that are recommended by this digital influencer. 4. I buy products recommended by this digital influencer, even if they are a little more expensive
Devotion Ortiz et al, (2014)	Consumer devotion items through an exploratory factor analysis. Scale descriptions ranged from 1 to 5: 1 I am really passionate about __. 2. I would describe myself as an extremely loyal fan. 3. Being a fan is important in my life. 4. I am extremely attached to ___. 5. I am a very devoted fan. 6. I am extremely dedicated to ___. 7. Other people think of me as a big fan. 8. I identify with ___ very much.	Devotion to digital influencers (Likert scale of 1 to 7): 1. I am really passionate about this digital influencer. 2. I would describe myself as a committed fan of this digital influencer. 3. Being a fan of this influencer is important in my life. 4. I am extremely attached to this influencer. 5. I am devoted to my favorite digital influencer. 6. I am extremely dedicated to this influencer. 7. Other people consider me a big fan of this digital influencer. 8. I identify a lot with this digital influencer.
Trustworthiness Sokolova, K., & Kefi, H. (2020).	The items are reflexive and assessed (with a 5-point Likert scale: I find this blogger trustworthy. I think this blogger cares about her followers. This blogger updates regularly her content.	Trustworthiness toward digital influencers (Likert scale of 1 to 7): 1. I consider this influencer trustworthy. 2. I think this influencer cares about his/ her followers. 3. This influencer regularly updates his content.
Sense of Belonging Zhao et al, (2012)	The following set of questions is related to the Sense of Belonging (Likert scale of 1 to 7): 1. I feel a strong sense of belonging to the Taobao Virtual Community. 2. I feel I am a member of the Taobao Virtual Community. 3. I feel other Taobao Virtual Community members are my Close friends.	Sense of Belonging toward digital influencers (Likert scale of 1 to 7): 1. I feel a strong sense of belonging to this influencer's community. 2. I feel like a member of this influencer's community. 3. I feel like the other followers are like close friends.
Opinion Leadership Casaló et al, (2020)	The scales used a seven-point Likert-type response format: 1. This Instagram account serves as a model for others. 2. This Instagram account is one step ahead of others. 3. This Instagram account influences people's opinions about fashion. 4. I used this Instagram account as a source of information.	Opinion Leadership regarding digital influencers (Likert scale of 1 to 7): 1. This Influencer serves as a model for others. 2. This Influencer is one step ahead of the others. 3. This Influencer contributes to people's views and opinions. 4. This Influencer is a source of information.
Power Distance Yoo et al, (2011)	The cultural orientation items were evaluated using 5-point Likert-type scales anchored: 1. People in higher positions should make most decisions without consulting people in lower positions. 2. People in higher positions should not ask the opinions of people in lower positions too frequently. 3. People in higher positions should avoid social interaction with people in lower positions. 4. People in lower positions should not disagree with decisions by people in higher positions. 5. People in higher positions should not delegate important tasks to people in lower positions.	Power Distance (Likert scale of 1 to 7): 1. People in higher positions should make most decisions without consulting people in lower positions. 2. People in higher positions should not ask the opinions of people in lower positions frequently. 3. People in higher positions should avoid social interaction with people in lower positions. 4. People in lower positions should not disagree with decisions by people in higher positions. 5. People in higher positions should not delegate important tasks to people in lower positions.
Uncertainty Avoidance Yoo et al, (2011)	The cultural orientation items were evaluated using 5-point Likert-type scales anchored: 1. It is important to have instructions spelled out in detail so that I always know what I'm expected to do. 2. It is important to closely follow instructions and procedures. 3. Rules and regulations are important because they inform me of what is expected of me. 4. Standardized work procedures are helpful. 5. Instructions for operations are important.	Uncertainty Avoidance (Likert scale of 1 to 7): 1. It is important to receive instructions with details so that I always know what I'm expected to do. 2. It is important to follow the instructions and processes carefully. 3. Rules and regulations are crucial because they indicate what is expected of me. 4. Standardized techniques for work are helpful. 5. Instructions for work activities are important.
Collectivism Yoo et al, (2011)	The cultural orientation items were evaluated using 5-point Likert-type scales anchored: 1. Individuals should sacrifice self-interest for the group. 2. Individuals should stick with the group even through difficulties. 3. Group welfare is more important than individual rewards. 4. Group success is more important than individual success. 5. Individuals should only pursue their goals after considering the welfare of the group. 6. Group loyalty should be encouraged even if individual goals suffer.	Collectivism (Likert scale of 1 to 7): 1. People must give up their self-interest for the group. 2. People should continue with the group even in difficult times. 3. Group well-being is more important than a personal reward. 4. Group success is more important than personal success. 5. People should only pursue their interests after considering the group's well-being. 6. Group loyalty should be emphasized even if individual ambitions suffer.

Author's own creation based on the literature review.

5. Results and Discussion

This section discusses the study's important findings and interprets the results by examining the questionnaire's answers and the literature review. As mentioned in the Methodology, the research object focuses on Brazilians and Portuguese people who follow digital influencers on social media. The analysis was conducted using statistical programs such as Excel and SPSS.

First, the demographics and descriptive analysis were performed, and then the constructs' reliability was validated using the Cronbach Alpha analysis. Thereafter, the unidimensionality of the constructs was tested through the Principal Component Analysis using Varimax Rotation. A T-test was conducted to analyze age and nationality. To compare Brazil and Portugal, the Chi-square was conducted to evaluate whether the groups varied in their profile regarding gender, education, and social media use. The chi-square test was selected for these analyses rather than the t-test since the variables under investigation are categorical instead of continuous. When evaluating the relationship between categorical variables, such as nationality (Brazil and Portugal), the t-test is not applicable.

Regarding the Hypothesis validation, the first three hypotheses were conducted through Multiple Regression. Hypothesis 4, 5, and 6, were conducted through moderation using process macro, and hypothesis 7 was conducted through simple regression analysis.

5.1 General Analysis

The sample consists of 334 valid respondents, of which 176 participants were Portuguese (52,5%) and 158 were Brazilians (47,2%), as it is illustrated in Table 2. The questionnaire was adapted to the Portuguese language. A pre-questionnaire was made to make sure that Brazilian and Portuguese respondents understood perfectly.

As Table 2 shows, 74,9% of the participants recognize themselves as women, 23,6% as men, and 1,2% as non-binary. Regarding age, 4.2% of the respondents are underage, 25.7% are between 18 to 24 years old, 42.7% are between 25 to 34 years old, 19,4% are between 35 to 49 years old, 7,2% of the respondents are between 50 to 64 years old, and 0,6% are over 65 years old. Concerning the participants' occupation, 15,8% are students, 18,8% are workers and students, 52,8% are workers, 8,1% are self-employed, 3,6% are unemployed and 0,6% are retired.

Regarding the daily use of social media, 28,7% of the respondents access it for less than 3 hours, 48,1% of the respondents use social media between 3 to 5 hours per day, 15,8% of the respondents use it between 6 to 10 hours, 1,5% of the respondents access social media between 11 to 15 hours per day, and 5,7% of the respondents use social media at any possible time during the day.

Table 2: General Demographics

Item	Demographic	Number	Porcentage
Nationality	Brazilian	158	47,7%
	Portuguese	176	52,5%
Gender	Female	251	74,9%
	Male	79	23,6%
	Non-Binary	4	1,2%
Age	Under 18	14	4,2%
	18-24	86	25,7%
	25-34	143	42,7%
	35-49	65	19,4%
	50-64	24	7,2%
	65+	2	0,6%
Amount of hours using Social Media	Less than 3 hours	96	28,7%
	3-5 hours per day	161	48,1%
	6-10 hours per day	53	15,8%
	11-15 hours per day	5	1,5%
	At any possible moment	19	5,7%

Author's own creation based on SPSS outputs.

Age and Nationality

As illustrated in Table 3, the T-test shows that there is a slight difference between the Mean of Brazilians (3,18) and Portuguese (2,87), this means that the age of the majority of Brazilian respondents is between 25 to 49 years old (variables 3 and 4) and the Portuguese are between 18 to 34 years old (variables 2 and 3). Therefore, it is possible to affirm that the Portuguese respondents are younger than the Brazilian respondents. As the p-value is <0,001 it confirms that the difference between the average ages of Brazilians and Portuguese is not random and can be considered a significant difference between the two groups.

Table 3: Brazilians and Portuguese - T-test Age

Group Statistics				
Nationality	**Number**	**Mean**	**Std. Devation**	**Std. Error Mean**
Brazilian	158	3,18	0,818	0,065
Portuguese	176	2,67	1,090	0,082
Independent Samples Test				
	F	**Sig.**	**t**	**df**
Equal Variances Assumed	23,110	<0,001	2,893	332

Author's own creation based on SPSS outputs.

Gender

As the Chi-square test shows in Table 4, the sample has 121 Brazilian females, and 130 Portuguese females, in total 251 women participants. Regarding males, the sample has 36 Brazilian males, and 43 Portuguese males, in total 79 male participants. The sample also has 1 Brazilian participant non-binary and 3 Portuguese non-binaries, a total of 4 non-binary participants. The Chi-Square tests show that the p-value is 0,614, as it is higher than 0,05, which means that there is not a significant association between Gender and Nationality.

Table 4: Brazilians and Portuguese - Chi-square test Gender

Gender - Nationality Crosstabulation			
Nationality	**Female**	**Male**	**Non-Binary**
Brazilian	121	36	1
Portuguese	130	43	3
Total	251	79	4
Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	0,976[a]	2	0,614

[a] 2 cells (33,3%) have an expected count of less than 5. The minimum expected count is 1,89.

Author's own creation based on SPSS outputs.

Social Media Use

The Chi-square test shows that Brazilians spend more time using social media than Portuguese, as shown in Table 5. The majority of people who use less than 5 hours per day are Portuguese, on the other hand, the majority of people who use it from 6 hours per day until at any possible time are Brazilians.

The Chi-square test was conducted in this analysis to assess the significance of associations between categorical variables because it allows us to determine whether the frequencies observed in different categories differ significantly from the expected frequencies. The Chi-Square test confirms that there is a significant difference between the use of social media and the nationalities since the p-value is <0,01, which is less than 0,05.

Table 5: Brazilians and Portuguese – Chi-square Social Media Use

Time Spent Using Social Media - Nationality Crosstabulation					
Nationality	**Less than 3 hours**	**3 - 5 hours**	**6 - 10 hours**	**11 - 15 hours**	**At any possible moment**
Brazilian	38	67	32	3	18
Portuguese	58	94	21	2	1
Total	96	161	53	5	19

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	25,492[a]	4	<0,001

[a] 2 cells (20,0%) have an expected count of less than 5. The minimum expected count is 2,37.

Author's own creation based on SPSS outputs.

The number of digital influencers followed

According to the sample, the number of digital influencers followed by both nationalities does not have significant differences, as illustrated in Table 6. The test shows a subtle difference indicating that Brazilians tend to follow more digital influences than Portuguese. The Chi-square test confirms that the differences are not significant, since the p-value is 0,376, which is higher than 0,05. In this analysis, the Chi-square test was conducted because the variables analyzed are categorical and not continuous. As on the questionnaire, the answers were categorized, the Chi-square allows us to analyze the frequencies in the categories in each group (Brazilians and Portuguese) and thus check if the distribution in the different categories is significantly different between the groups.

Table 6: Chi-square Test Number of Digital Influencers followed

Number of Digital Influencers Followed - Nationality Crosstabulation					
Nationality	**1 - 5 Influencers**	**6 - 10 Influencers**	**11 - 20 Influencers**	**21 - 30 Influencers**	**More than 30 Influencers**
Brazilian	30	37	35	13	43
Portuguese	46	46	37	11	36
Total	76	83	72	24	79

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	4,229[a]	4	0,376

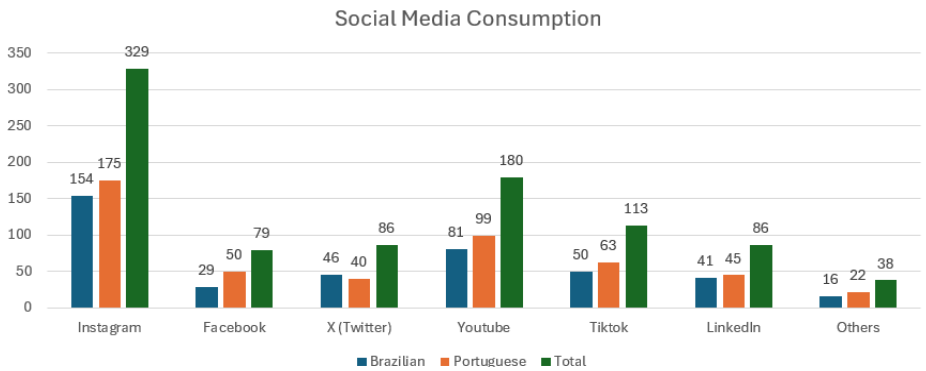
[a] 0 cells (0%) have an expected count of less than 5. The minimum expected count is 11,35.

Author's own creation based on SPSS outputs.

Regularly accessed Social Media

On the questionnaire, the participants could select all social media they regularly accessed. Seven options were available which were: Instagram, Facebook, X (Twitter), YouTube, TikTok, LinkedIn, and the option Others. According to the data analyzed through Excel and shown in Figure 3, the difference between the use of social media between Brazilians and Portuguese is not that significant. In both countries, Instagram is the social media most used by the respondents, followed by YouTube and TikTok. The average number selected among the respondents in Brazil and Portugal was between 2 and 3 answers, as illustrated in Table 7.

Figure 3: Social Media Consumption



Author's own creation based on Excel analysis.

Table 7: Number of users per each social media

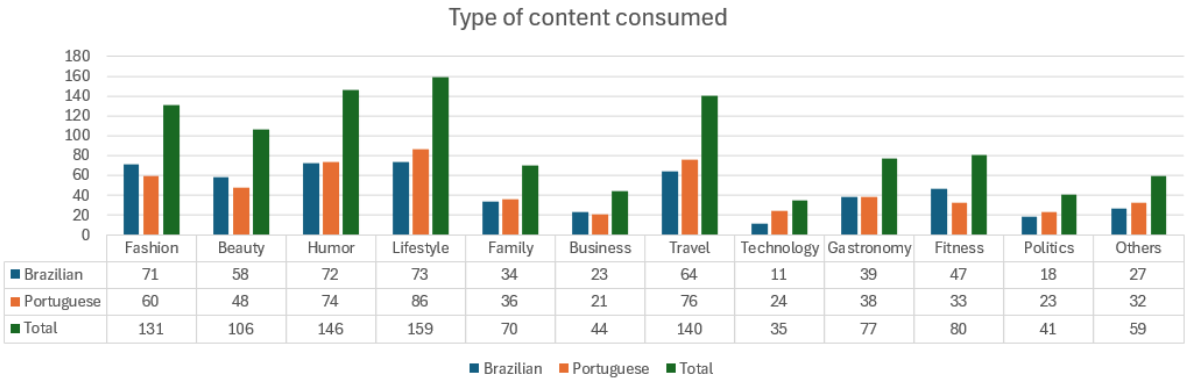
Number of users per each social media		
Nationality	**Number of Answers Chosen**	**Average Number Selected**
Brazilian	417	2,6
Portuguese	494	2,8
Total	911	2,7

Author's own creation based on Excel analysis.

Content Created by Digital Influencers Consumed

On the questionnaire, the participants could think of one digital influencer that they follow and indicate all the types of content that the creator publishes. The given options were Fashion, Beauty, Humor, Lifestyle, Business, Travel, Technology, Gastronomy, Fitness, Politics, and the option Others. To analyze the data the platform Excel was used. Figure 4 shows that there was a slight difference between the preferences of Brazilians and Portuguese. In both countries, Lifestyle was the content most consumed among the respondents. The second position for Brazilians is Humor, although for the Portuguese is Travel. The third favorite kind of content is Fashion for Brazilians and Humor for Portuguese. The average of choices among the options was between 3 and 4 in both countries, as illustrated in Table 8.

Figure 4: Type of Content Consumed per Nationality



	Fashion	Beauty	Humor	Lifestyle	Family	Business	Travel	Technology	Gastronomy	Fitness	Politics	Others
Brazilian	71	58	72	73	34	23	64	11	39	47	18	27
Portuguese	60	48	74	86	36	21	76	24	38	33	23	32
Total	131	106	146	159	70	44	140	35	77	80	41	59

Author's own creation based on Excel analysis.

Table 8: Number of Options Selected per nationality

Number of Options Selected		
Nationality	**Number of Answers Chosen**	**Average Number Selected**
Brazilian	537	3,39
Portuguese	551	3,19
Total	1.088	3,25

Author's own creation based on Excel analysis.

5.2 . Reliability of the constructs

According to academic literature, a Cronbach's alpha of 0.7 or higher is considered acceptable for measuring the internal consistency or reliability of a scale. (Field, 2013), On the other hand, Bonett & Wright (2014) affirm that there is no universal minimally acceptable reliability value since it depends on the type of application. They suggest that the focus should be on the population reliability value, not on the sample reliability value.

The constructs analyzed in this section are Purchase Behavior, Devotion, Trustworthiness, Sense of Belonging, Opinion Leadership, Power Distance, Uncertainty Avoidance, and Collectivism. On the initial analyses, the Trustworthiness has the alfa as 0,613, as it is lower than 0.7 one item should be deleted. The item was item 3 (This influencer regularly updates their content). After this exclusion, all scales reported an Alpha higher than 0.7, with the lowest being Trustworthiness (0,770) and the highest Devotion (0,920), as shown in Table 9. With all scales having an alpha >0,7 it is safe to say that the scales are reliable and there is a good correlation between the items of each construct.

Table 9: Scale Reliability – Cronbach's Alpha

Scale	Number of items	Cronbach's Alpha
Purchase Behavior	4	0,897
Devotion	8	0,920
Trustworthiness	2	0,770
Sense of Belonging	3	0,812
Opinion Leadership	4	0,774
Power Distance	5	0,767
Uncertainty Avoidance	5	0,846
Collectivism	6	0,861

Author's own creation based on SPSS outputs.

5.3 Unidimensionality

The Principal Component Analysis was conducted using Varimax Rotation to validate the constructs for unidimensionality, as shown in Table 11. After excluding Item 3 of Trustworthiness (This influencer regularly updates their content.), in the previous step, the PCA showed that Item Devotion number 8 (I identify a lot with this digital influencer.) also needed to be excluded. After the exclusion, the KMO was 0,864, higher than 0,7, and Barlett's test significance was <0,001, which matches the criteria of it having to be lower than 5%, as illustrated in Table 10.

Table 10: Scale Reliability – KMO and Bartlett's test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,864
Bartlett's Test of Sphericity	Approx. Chi-Square	6784,440
	df	630
	Sig.	<,001

Table 11: Rotated Component Matrix

Construct	Variable	Component							
		1	2	3	4	5	6	7	8
Devotion	I am devoted to my favorite digital influencer.	0,886							
	I am extremely dedicated to this influencer.	0,873							
	I am extremely attached to this influencer.	0,849							
	Being a fan of this influencer is something important in my life.	0,845							
	Other people consider me a big fan of this digital influencer.	0,765							
	I would describe myself as a committed fan of this digital influencer.	0,743							
	I am really passionate about this digital influencer.	0,628							
Collectivism	Group success is more important than personal success.		0,839						
	Group well-being is more important than a personal reward.		0,838						
	People should only pursue their interests after considering the group's well-being.		0,813						
	Group loyalty should be emphasized even if individual ambitions suffer.		0,740						
	People must give up their self-interest for the group.		0,696						
	People should continue with the group even in difficult times.		0,637						
Purchase Behavior	I choose to buy products that are reviewed by this digital influencer.			0,898					
	I choose to buy products that are recommended by this digital influencer.			0,877					
	When I want to buy something new, I look at the opinion of this digital influencer.			0,838					
	I buy products recommended by this digital influencer, even if they are a little more expensive.			0,777					
Uncertainty Avoidance	Rules and regulations are crucial because they indicate what is expected of me.				0,849				
	It is important to follow the instructions and processes carefully.				0,844				
	Standardized techniques for work are helpful.				0,766				
	Instructions for work activities are important.				0,746				
	It is important to receive instructions with details so that I always know what I'm expected to do.				0,721				
Power Distance	People in higher positions should avoid social interaction with people in lower positions.					0,834			
	People in higher positions should not ask the opinions of people in lower positions frequently.					0,787			
	People in lower positions should not disagree with decisions by people in higher positions.					0,727			
	People in higher positions should make most decisions without consulting people in lower positions					0,707			
Opinion Leadership	This Influencer contributes to people's views and opinions.						0,760		
	This Influencer is one step ahead of the others.						0,740		
	This Influencer serves as a model for others.						0,722		
	This Influencer is a source of information.						0,653		
Sense of Belonging	I feel a strong sense of belonging to this influencer's community.							0,825	
	I feel like a member of this influencer's community							0,798	
	I feel like the other followers are like close friends.							0,546	
Trustworthiness	I consider this influencer trustworthy.								0,571
Power Distance	People in higher positions or social status should not delegate important tasks to people in lower positions.								0,534
Trustworthiness	I think this influencer cares about his/ her followers.								0,472

Extraction Method: Principal Component Analysis

Rotation Method: Varimax without Kaiser Normalization.

a. Rotation converged in 6 interactions.

Author's own creation based on SPSS outputs.

5.4 Hypothesis Validation

H1, H2, and H3

To validate the hypothesis different types of models were conducted. New variables were made to represent the average of the questions related to each construct, allowing the analysis to be done correctly. On the hypothesis, H1 (Trustworthiness in the digital influencer significantly and positively affects Devotion), H2 (Sense of Belonging to the influencer's community significantly and positively affects Devotion), and H3 (Opinion Leadership has significant and positively affects Devotion) were conducted a Multiple Regression Analysis (Table 12 and 13).

According to the Multiple Regression (Table 14), the coefficients show that the p-value of Trustworthiness is <0,001, Sense of Belonging is <0,001, and Opinion Leadership is 0,02. As all of them are less than 0,05, the variables have a significant impact on the Devotion. The same table shows that the B of Trustworthiness is 0,231, Sense of Belonging is 0,458, and Opinion Leadership is 0,173. All the values are positive, meaning that the impact of these variables is positive on the Devotion. Through these analyses is possible to conclude that the hypotheses H1, H2, and H3 are accepted.

Table 12: Multiple Regression - Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,670[a]	,449	,444	,98658

a. Predictors: (Constant), OpinionLeadership_Index, SenseofBelonging_Index, Trustworthiness_Index

Table 13: Multiple - ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	261,816	3	87,272	89,662	<,001[b]
	Residual	321,205	330	,973		
	Total	583,021	333			

a. Dependent Variable: Devotion_Index

b. Predictors: (Constant), OpinionLeadership_Index, SenseofBelonging_Index, Trustworthiness_Index

Table 14: Multiple - Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	-,876	,325		-2,696	,007		
	Trustworthiness_Index	,231	,061	,176	3,770	<,001	,763	1,311
	SenseofBelonging_Index	,458	,042	,500	10,862	<,001	,788	1,268
	OpinionLeadership_Index	,173	,056	,146	3,094	,002	,753	1,329

a. Dependent Variable: Devotion_Index

H1a: The effects of trustworthiness on devotion differ when nationality is considered

To test hypothesis H1a a process macro was conducted. Table 15 shows that the set of variables included in the model has a significant relationship with devotion since the F=28,9335 and the p-value is <0,001. Regarding Trustworthiness, it shows that Trust has a positive and significant effect on devotion since the p-value is also <0,001, and as the coefficient shows for every unit increase in trust, devotion increases by 0,6120, holding other variables constant.

Regarding Nationality, the effect on devotion is negative but it is not significant with a coefficient = -03143 and a p-value of 0,6635. This suggests that the Devotion is similar between Brazilians and Portuguese, it does not influence directly levels of devotion in this model.

The interaction between Trustworthiness and Nationality is not significant (p=0,8850), which suggests that the effect of trust does not change significantly depending on nationality (Brazilians and Portuguese).

Table 15: Process Macro H1a

```
Model : 1
  Y : Dev_Idx
  X : Trus_Idx
  W : Nat_cod

Sample
Size: 334

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE        F       df1       df2         p
  ,4563    ,2083    1,3988  28,9335    3,0000  330,0000     ,0000

Model
          coeff       se        t        p     LLCI     ULCI
constant   -,2364    ,4819    -,4906    ,6240  -1,1843    ,7115
Trus_Idx    ,6120    ,0907    6,7480    ,0000    ,4336    ,7904
Nat_cod    -,3143    ,7218    -,4355    ,6635  -1,7343   1,1056
Int_1      -,0189    ,1309    -,1447    ,8850   -,2764    ,2385

Product terms key:
 Int_1    :       Trus_Idx x      Nat_cod

Test(s) of highest order unconditional interaction(s):
     R2-chng        F       df1       df2         p
X*W     ,0001     ,0209    1,0000  330,0000     ,8850

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

H2a: The effects of a Sense of belonging on devotion differs when nationality is considered.

To test hypothesis H2a a process macro was conducted. Table 16 shows that Sense of Belonging has a significant effect on Devotion, with a coefficient = 0,5005 and p-value = 0,000. Nationality, as an isolated variable, does not have a significant effect at the 0.05 significance level, since the p-value is 0,0953. The interaction shows that the effect of a Sense of Belonging on Devotion is not significant according to the model, since the p-value is 0,816.

Table 16: Process Macro H2a

```
Model : 1
  Y : Dev_Idx
  X : Sen_Idx
  W : Nat_cod

Sample
Size: 334

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2        p
   ,6292    ,3959   1,0673  72,0944   3,0000  330,0000    ,0000

Model
            coeff       se        t        p     LLCI     ULCI
constant   1,1249    ,2223   5,0602    ,0000    ,6876   1,5622
Sen_Idx     ,5005    ,0566   8,8487    ,0000    ,3892    ,6117
Nat_cod    -,5013    ,2996  -1,6730    ,0953   -1,0907    ,0881
Int_1       ,1375    ,0787   1,7470    ,0816   -,0173    ,2924

Product terms key:
 Int_1    :       Sen_Idx x      Nat_cod

Test(s) of highest order unconditional interaction(s):
      R2-chng       F      df1      df2        p
X*W     ,0056   3,0520   1,0000  330,0000    ,0816
----------
  Focal predict: Sen_Idx (X)
     Mod var: Nat_cod (W)

Conditional effects of the focal predictor at values of the moderator(s):

  Nat_cod    Effect       se        t        p     LLCI     ULCI
    ,0000    ,5005    ,0566   8,8487    ,0000    ,3892    ,6117
   1,0000    ,6380    ,0548  11,6480    ,0000    ,5303    ,7458

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

H3a: The effects of Opinion Leadership on Devotion differ when Nationality is considered.

According to the Process Macro illustrated in Table 17, the model is statistically significant with an F=23,4778 and a p-value of 0,0000, meaning that the predictor variables together significantly explain the variability in Devotion. The model shows that Opinion Leadership has a positive and highly significant effect on Devotion (Coefficient = 5102 and p-value = 0,0000) which suggests that the greater a person's Opinion Leadership, the greater their Devotion, regardless of nationality. Regarding Nationality as an isolated variable, it does not have a significant effect on Devotion (p=0,8960). The model also suggests that the relationship between Opinion Leadership and Devotion does not vary significantly between Brazilians and Portuguese since the interaction is not statistically significant (p=0,8805).

Table 17: Process Macro H3a

```
Model : 1
  Y : Dev_Idx
  X : Opi_Idx
  W : Nat_cod

Sample
Size: 334

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2        p
   ,4194    ,1759    1,4560  23,4778   3,0000  330,0000    ,0000

Model
          coeff       se        t        p     LLCI     ULCI
constant    ,2692    ,5459    ,4931    ,6223   -,8046   1,3430
Opi_Idx     ,5102    ,1022   4,9937    ,0000    ,3092    ,7112
Nat_cod     ,0868    ,6636    ,1308    ,8960  -1,2187   1,3923
Int_1      -,0190    ,1263   -,1505    ,8805   -,2674    ,2294

Product terms key:
 Int_1    :       Opi_Idx x      Nat_cod

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2        p
X*W    ,0001    ,0226   1,0000  330,0000    ,8805

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

H4, H5, and H6

Regarding hypothesis H4 (Uncertainty moderates the effects, therefore the effects of trustworthiness on Devotion, differ when uncertainty is high), H5 (Collectivism moderates the effects of a sense of belonging on devotion, therefore, when collectivism is high the effects of a sense of belonging on devotion are lower), and H6 (Power Distance moderates the effects of Trustworthiness on Devotion, therefore, the when power distance is high, the lower will be the effects on Devotion) were conducted Moderation tests using Process Macro (Table 18).

The Moderation Method using Process Macro Model 1 shows that hypothesis H4 is not supported. F is 25.1160, and the p-value is < 0.001, this explains that the model as a whole is significant since it shows that at least one of the independent variables (Trustworthiness, Uncertainty, or the interaction) has a significant impact on Devotion, even if some variables individually are not significant.

Regarding the Interaction, the coefficient is 0,0253 with a p-value of 0,5743, which is higher than 0,05. This means that the interaction between Trustworthiness and Uncertainty is not statistically significant. The effect of Trustworthiness on Devotion does not change significantly as the Uncertainty level varies. Regarding the variable Trustworthiness, the table shows that it has a weak but not significant positive effect on Devotion. Regarding the variable Uncertainty, it has a negative but not significant effect on Devotion.

Table 18: Moderation Method using Process Macro Hypothesis 4

```
Model : 1
  Y : Dev_Idx
  X : Trus_Idx
  W : Unc_Idx

Sample
Size: 334

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2        p
   ,4311    ,1859    1,4383   25,1160   3,0000  330,0000    ,0000

Model
          coeff       se        t        p      LLCI      ULCI
constant    ,6573    1,2753    ,5154    ,6066   -1,8514    3,1660
Trus_Idx    ,4311    ,2494    1,7286    ,0848    -,0595    ,9217
Unc_Idx    -,1618    ,2322    -,6969    ,4864    -,6187    ,2950
Int_1       ,0253    ,0449    ,5622    ,5743    -,0631    ,1136

Product terms key:
 Int_1    :      Trus_Idx x      Unc_Idx

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2        p
X*W     ,0008    ,3161    1,0000  330,0000    ,5743
----------
   Focal predict: Trus_Idx (X)
      Mod var: Unc_Idx  (W)
```

H4a: The moderating effects of Uncertainty differ when Nationality is considered.

To analyze these moderating effects a filter was used to split Brazilian participants into Portuguese Participants, so in this way was possible to conduct the Process macro with both groups separately.

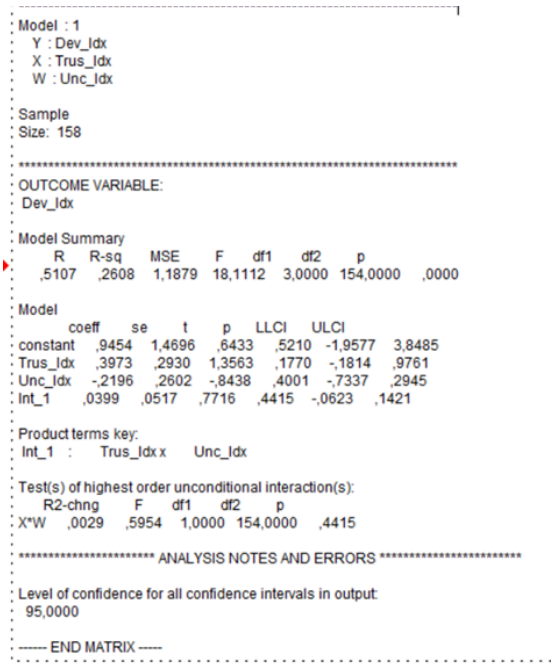
It calls attention to the fact that once moderation of uncertainty is considered, the effects of trustworthiness on devotion are not significant anymore, once they were initially when the linear regression was inspected (H1). This might reveal limitations on the findings. Thus, the new results indicate that the primary relationship (initially found to be significant) isn't uniform across all levels of the moderator. Therefore, the initial significant result likely only applies in a limited context, reducing its generalizability.

To analyze the moderating effects of Uncertainty through Trustworthiness and Devotion among Brazilians, a filter was applied just to select the Brazilian participants. As shown in Table 19, in the Brazilian sample Trustworthiness has a positive coefficient (0,3973), however, this effect is not statistically significant (p-value > 0,005). This means that, in isolation, Trustworthiness is not a significant predictor of Devotion, at the level of Uncertainty and sample used.

Regarding Uncertainty Avoidance, the sample shows that it has a significant negative effect on Devotion (coefficient = -0,2196 and a p-value < 0,05), this means that as Uncertainty Avoidance increases, Devotion decreases.

The interaction between Trustworthiness and Uncertainty Avoidance is not significant (p-value > 0,05), this means that for Brazilians, the Uncertainty Avoidance does not significantly moderate the relationship between devotion and Trustworthiness.

Table 19: Moderation Method using Process Macro Hypothesis 4a - Brazilians



```
Model : 1
  Y : Dev_Idx
  X : Trus_Idx
  W : Unc_Idx

Sample
Size:  158

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
       R     R-sq      MSE       F      df1      df2        p
   ,5107    ,2608    1,1879  18,1112   3,0000  154,0000    ,0000

Model
           coeff       se        t        p     LLCI     ULCI
constant    ,9454    1,4696    ,6433    ,5210  -1,9577   3,8485
Trus_Idx    ,3973    ,2930    1,3563    ,1770   -,1814    ,9761
Unc_Idx    -,2196    ,2602    -,8438    ,4001   -,7337    ,2945
Int_1       ,0399    ,0517    ,7716    ,4415    -,0623    ,1421

Product terms key:
 Int_1    :      Trus_Idx x      Unc_Idx

Test(s) of highest order unconditional interaction(s):
      R2-chng       F      df1      df2        p
X*W     ,0029    ,5954   1,0000  154,0000    ,4415

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000

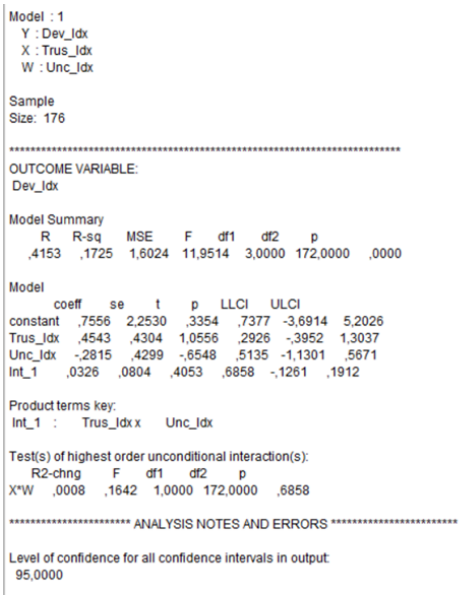
------ END MATRIX -----
```

To analyze the moderating effects of Uncertainty through Trustworthiness and Devotion among Portuguese, a filter was applied just to select the Portuguese participants. As illustrated in Table 20, the Portuguese sample Trustworthiness has a positive coefficient that suggests that the higher the Trustworthiness, the higher the Devotion, like the Brazilian sample. However, this effect is not statistically significant (p = 0.2926).

As in the Brazilian sample, the Portuguese Uncertainty Avoidance coefficient is negative (-0,2815), suggesting that the higher the Uncertainty Avoidance, the lower the Devotion, however, this effect is also not significant (p = 0.5135), indicating that Uncertainty Avoidance alone does not have a significant impact on Devotion.

The coefficient of the interaction between Trustworthiness and Uncertainty Avoidance is also not significant (p-value = 0.6858), which indicates that for Portuguese Uncertainty Avoidance does not significantly moderate the relationship between Trustworthiness and Devotion.

Table 20: Moderation Method using Process Macro Hypothesis 4a - Portuguese



```
Model : 1
  Y : Dev_Idx
  X : Trus_Idx
  W : Unc_Idx

Sample
Size: 176

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2        p
   ,4153    ,1725    1,6024   11,9514   3,0000  172,0000    ,0000

Model
          coeff       se        t        p      LLCI      ULCI
constant    ,7556   2,2530    ,3354    ,7377   -3,6914    5,2026
Trus_Idx    ,4543    ,4304   1,0556    ,2926    -,3952    1,3037
Unc_Idx    -,2815    ,4299    -,6548    ,5135   -1,1301    ,5671
Int_1       ,0326    ,0804    ,4053    ,6858    -,1261    ,1912

Product terms key:
 Int_1    :       Trus_Idx x      Unc_Idx

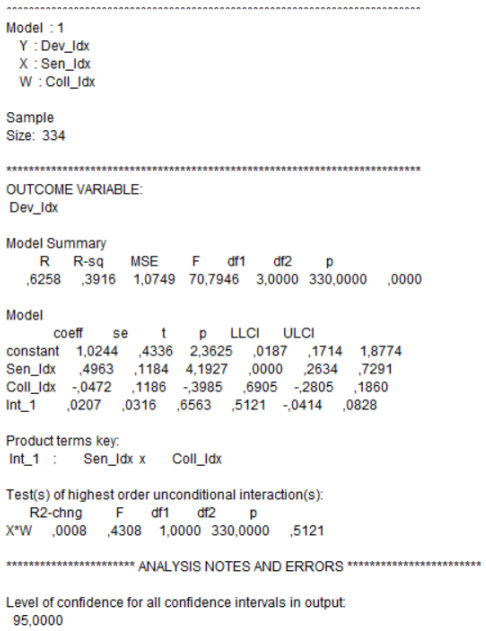
Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2        p
X*W    ,0008    ,1642   1,0000  172,0000    ,6858

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

On hypothesis H5, the moderation method using process macro model 1 shows that Collectivism does not moderate the relationship between a Sense of Belonging and Devotion significantly since the coefficient is 0,0207, and the p-value is 0,5121 > 0,05, as Table 21 shows. The analysis also shows that Collectivism has a negative effect on Devotion (coefficient = -0,0472) however, it does not have a significant effect on Devotion by itself (p-value = 0,6905). The Sense of Belonging has a positive and significant effect on Devotion with a coefficient of 0,4963 and a p-value of 0,0000. Therefore, hypothesis H5 is not supported by these data, as the effect of Sense of Belonging on Devotion does not increase significantly when the level of Collectivism is high.

Table 21: Moderation Method using Process Macro Hypothesis 5



```
Model : 1
  Y : Dev_Idx
  X : Sen_Idx
  W : Coll_Idx

Sample
Size: 334

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2        p
   ,6258    ,3916    1,0749   70,7946   3,0000  330,0000    ,0000

Model
          coeff       se        t        p      LLCI      ULCI
constant   1,0244    ,4336   2,3625    ,0187    ,1714    1,8774
Sen_Idx     ,4963    ,1184   4,1927    ,0000    ,2634    ,7291
Coll_Idx   -,0472    ,1186   -,3985    ,6905   -,2805    ,1860
Int_1       ,0207    ,0316    ,6563    ,5121   -,0414    ,0828

Product terms key:
 Int_1    :       Sen_Idx x      Coll_Idx

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2        p
X*W    ,0008    ,4308   1,0000  330,0000    ,5121

*********************** ANALYSIS NOTES AND ERRORS ************************

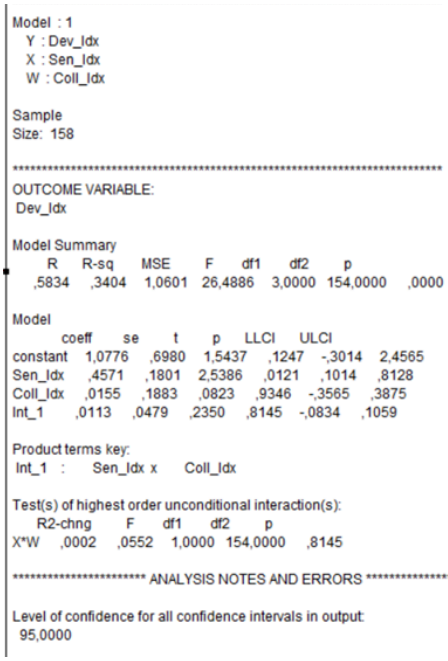
Level of confidence for all confidence intervals in output:
 95,0000
```

H5a: The moderating effects of Collectivism differ when Nationality is considered.

According to Table 22, the Brazilian overall model is significant and explains a considerable portion of the variation in Devotion since the F-value is highly significant (p-value <0,001). Regarding Sense of Belonging, the sample shows that it has a significant positive effect on Devotion (Coefficient = 0,4571 and p = 0,0121). This means that the greater the Sense of Belonging, the greater the Devotion to the digital influencer tends to be.

Regarding Collectivism, the coefficient suggests a weak positive relationship between Collectivism and Devotion, however, this relationship is not statistically significant (p > 0.05). The Coefficient of the interaction between Sense of Belonging and Collectivism is also not significant (p > 0.05). This means that Collectivism does not moderate the relationship between the Sense of Belonging and Devotion to the digital influencer.

Table 22: Moderation Method using Process Macro Hypothesis 5a - Brazilians



Model : 1
Y : Dev_Idx
X : Sen_Idx
W : Coll_Idx

Sample
Size: 158

****
OUTCOME VARIABLE:
Dev_Idx

Model Summary

R	R-sq	MSE	F	df1	df2	p
,5834	,3404	1,0601	26,4886	3,0000	154,0000	,0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1,0776	,6980	1,5437	,1247	-,3014	2,4565
Sen_Idx	,4571	,1801	2,5386	,0121	,1014	,8128
Coll_Idx	,0155	,1883	,0823	,9346	-,3565	,3875
Int_1	,0113	,0479	,2350	,8145	-,0834	,1059

Product terms key:
Int_1 : Sen_Idx x Coll_Idx

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	,0002	,0552	1,0000	154,0000	,8145

********** ANALYSIS NOTES AND ERRORS **********

Level of confidence for all confidence intervals in output:
95,0000

The Macro Process conducted to analyze Portuguese respondents (Table 23) shows that the overall model is highly significant (F= 44,3628 and p < 0.001). The model presents that the Sense of Belonging has a positive and significant relationship with Devotion (coefficient = 0,5388 and p-value < 0,001), so the higher the follower's Sense of Belonging, the greater their Devotion to digital influencers.

The effect of Collectivism is not statistically significant (p > 0.05), suggesting that, in isolation, participants' level of Collectivism is not significantly related to Devotion. Regarding the interaction between Sense of Belonging and Collectivism, it is not significant (p-value =

0.5046), which means that Collectivism does not significantly moderate the relationship between Sense of Belonging and Devotion.

Table 23: Moderation Method using Process Macro Hypothesis 5a - Portuguese

```
Model : 1
  Y : Dev_Idx
  X : Sen_Idx
  W : Coll_Idx

Sample
Size: 176

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2        p
   ,6605    ,4362    1,0917   44,3628   3,0000  172,0000    ,0000

Model
          coeff       se        t        p     LLCI     ULCI
constant    ,9629    ,5600    1,7194    ,0873   -,1425   2,0684
Sen_Idx     ,5388    ,1597    3,3743    ,0009    ,2236    ,8539
Coll_Idx   -,0994    ,1545    -,6434    ,5208   -,4045    ,2056
Int_1       ,0284    ,0425    ,6686    ,5046   -,0554    ,1122

Product terms key:
 Int_1   :      Sen_Idx x      Coll_Idx

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2        p
X*W    ,0015    ,4471    1,0000  172,0000    ,5046

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

The hypothesis H6, is not supported. According to the Process Macro (Table 24), the interaction between Opinion Leadership and Power Distance has a coefficient of -0,0214 and as the p-value is 0,7495 it is not significant. The model shows that Opinion Leadership is positive and significant in relation to Devotion since the coefficient is 0,5194 and the p-value is 0,0001. This means that the greater the Opinion Leadership, the greater the Devotion tends to be, assuming other variables are constant. Regarding the Power Distance, the coefficient is positive (0,4254), however, it is not significant (p=0,2387).

Table 24: Moderation Method using Process Macro Hypothesis 6

```
Model : 1
  Y : Dev_Idx
  X : Opi_Idx
  W : Pow_Idx

Sample
Size: 334

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
       R     R-sq      MSE       F      df1      df2        p
   ,4726    ,2233    1,3722   31,6309   3,0000  330,0000    ,0000

Model
          coeff       se        t        p     LLCI     ULCI
constant   -,3549    ,6808    -,5213    ,6025   -1,6941    ,9843
Opi_Idx    ,5194    ,1280    4,0570    ,0001    ,2675    ,7712
Pow_Idx    ,4254    ,3604    1,1804    ,2387   -,2835    1,1343
Int_1      -,0214    ,0669    -,3195    ,7495   -,1530    ,1102

Product terms key:
 Int_1    :       Opi_Idx x      Pow_Idx

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2        p
X*W    ,0002    ,1021    1,0000  330,0000    ,7495

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

H6a: The moderating effects of Power Distance differ when Nationality is considered.

The Brazilian sample illustrated in Table 25 shows that the F value is highly significant with a p-value < 0.001, indicating that the overall model is significant. This means that the independent variables and the interaction between them account for a significant amount of the variety in devotion. Opinion Leadership has a positive and significant (coefficient = 0,6301 and p-value = 0,0085) effect on Devotion. This means that as Opinion Leadership increases, the greater the audience's devotion, so the more an influencer is perceived as an opinion leader, the greater the devotion his or her followers have for him or her.

Regarding Power Distance, the coefficient suggests a positive effect (0,6131), however, this effect is not significant (p > 0.05), this suggests that, by itself, the perception of Power Distance between the influencer and followers does not affect Devotion. The Interaction between Opinion Leadership and Power Distance is not significant (p-value = 0,5943), indicating that Power Distance does not change the relationship between Opinion Leadership and Devotion.

Table 25: Moderation Method using Process Macro Hypothesis 6a - Brazilians

```
Model  : 1
  Y : Dev_Idx
  X : Opi_Idx
  W : Pow_Idx

Sample
Size:  158

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2       p
   ,4314    ,1861    1,3079   11,7410   3,0000  154,0000    ,0000

Model
          coeff       se        t        p      LLCI      ULCI
constant   -,8555    1,2851    -,6657    ,5066   -3,3942    1,6833
Opi_Idx     ,6301    ,2364    2,6654    ,0085    ,1631    1,0970
Pow_Idx     ,6131    ,6576    ,9324    ,3526    -,6859    1,9121
Int_1      -,0645    ,1209    -,5337    ,5943    -,3034    ,1744

Product terms key:
 Int_1    :     Opi_Idx x      Pow_Idx

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2       p
X*W    ,0015    ,2848    1,0000  154,0000    ,5943

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

The Portuguese sample (Table 26) shows that the model is positive and significant (F = 18,9684 and p-value = 0,0000). The Opinion Leadership coefficient is positive and statistically significant ($p < 0.01$), indicating a positive relationship between Opinion Leadership and Devotion. This means that the more respondents perceive the influencer as an opinion leader, the greater their devotion to him or her.

On the other hand, the effect of Power Distance is not significant ($p > 0.05$), indicating that the Portuguese level of Power Distance does not directly affect devotion. Also, the interaction between Opinion Leadership and Power Distance is not significant ($p = 0.9992$), which means that the effect of Opinion Leadership on Devotion is similar, regardless of the levels of Power Distance.

Table 26: Moderation Method using Process Macro Hypothesis 6a - Portuguese

```
Model  : 1
  Y : Dev_Idx
  X : Opi_Idx
  W : Pow_Idx

Sample
Size:  176

**************************************************************************
OUTCOME VARIABLE:
 Dev_Idx

Model Summary
      R     R-sq      MSE       F      df1      df2       p
   ,4986    ,2486    1,4551   18,9684   3,0000  172,0000    ,0000

Model
          coeff       se        t        p      LLCI      ULCI
constant   -,1383    ,8225    -,1682    ,8667   -1,7619    1,4852
Opi_Idx     ,4588    ,1581    2,9019    ,0042    ,1467    ,7709
Pow_Idx     ,3573    ,4415    ,8093    ,4195    -,5142    1,2288
Int_1       ,0001    ,0826    ,0010    ,9992    -,1630    ,1631

Product terms key:
 Int_1    :     Opi_Idx x      Pow_Idx

Test(s) of highest order unconditional interaction(s):
     R2-chng       F      df1      df2       p
X*W    ,0000    ,0000    1,0000  172,0000    ,9992

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
 95,0000
```

H7

Last but not least, a simple regression analysis was conducted to validate hypothesis H7 (Devotion has a significant and positive effect on Purchase Behavior), as is shown in Table 27. According to the sample, the R^2 is 0,11, this means that 11% of the variation in purchasing behavior can be explained by Devotion. As the coefficient is positive, with 0,49, this suggests that as Devotion increases, purchasing behavior also increases. As the adjusted R^2 is 0,115, the adjusted version of R^2, which considers the number of predictors in the model, is still quite close to R^2, indicating that there is no significant adjustment to be made.

According to ANOVA, the Sig. is <0,001 which indicates that the model is statistically significant. This means that there is a significant relationship between Devotion and Purchasing Behavior, and there is evidence to support the hypothesis that Devotion affects purchasing behavior. The F value is 44.33 indicates that the regression model is significantly better than a model with no predictors.

Table 27: Simple Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,343[a]	,118	,115	1,80017

a. Predictors: (Constant), Dev_Idx

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143,666	1	143,666	44,333	<,001[b]
	Residual	1075,881	332	3,241		
	Total	1219,547	333			

a. Dependent Variable: Pur_Idx

b. Predictors: (Constant), Dev_Idx

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,381	,235		10,132	<,001
	Dev_Idx	,496	,075	,343	6,658	<,001

a. Dependent Variable: Pur_Idx

Table 28 - Summary of Hypothesis

H1	Trustworthiness in the influencer significantly and positively affects devotion.	Accepted.
H1a	The effects of trustworthiness on devotion differ when nationality is considered.	Rejected.
H2	A sense of belonging to the influencer's community significantly and positively affects devotion.	Accepted.
H2a	The effects of a Sense of belonging on devotion differ when nationality is considered	Rejected.
H3	Opinion leadership has significant and positive effects on devotion.	Accepted.
H3a	The effects of Opinion leadership on devotion differ when nationality is considered	Rejected.
H4	Uncertainty moderates the effects of trustworthiness on devotion, therefore, when uncertainty is high the effects of trustworthiness on devotion are lower than when uncertainty is high.	Rejected.
H4a	The moderating effects of uncertainty differ when nationality is considered.	Rejected.
H5	Collectivism moderates the effects of a sense of belonging on devotion, therefore, when collectivism is high the effects of a sense of belonging on devotion are lower.	Rejected.
H5a	The moderating effects of collectivism differ when nationality is considered.	Rejected.
H6	Power Distance moderates the effects of opinion leadership on devotion, therefore, when power distance is high the effects of opinion leadership on devotion are lower than when power distance is low.	Rejected
H6a	The moderating effects of power distance differ when nationality is considered.	Rejected.
H7	Devotion has a significant and positive effect on purchase behavior.	Accepted.

Author’s own creation based on the Results.

6. Conclusion and Recommendations

This dissertation aimed to answer the questions of *"How do trustworthiness, sense of belongingness, and opinion leadership influence followers' devotion to influencers?"; "How do cultural differences between Portugal and Brazil influence these effects?"; "And, what is the impact on purchase behavior?*". To examine this, a conceptual model based on the literature review was developed.

This study reveals that trustworthiness in the digital influencer, a sense of belonging in the influencer's community, and opinion leadership significantly and positively affect devotion, which in turn has a significant and positive effect on purchase behavior. However, when these constructs are analyzed per nationality (Brazilians and Portuguese), these effects are not significant, meaning that the differences in the behavior of audiences across these two countries are not significant.

Furthermore, regarding the cultural dimension analyzed, such as uncertainty avoidance, collectivism, and power distance, unlike the expected effects, the survey reveals that Brazilians and Portuguese do not have significant differences concerning the effects on devotion.

As Brazil and Portugal share deep historical, linguistic, and cultural ties, it might have an influence on the results. As observed in Image 1 in the Hofstede model, the Portuguese and Brazilian societies have some cultural differences as a whole, however, as the majority of the participants of the survey were between 18 to 34 years old, it can also be a factor in the similarities between the countries. Younger generations worldwide tend to exhibit similar online behaviors and may respond to digital influencers in similar ways, regardless of nationality.

Regarding social media, due to globalization many users are exposed to similar contents and influencers behavior, so it can homogenize some perceptions across different countries. This phenomenon might reduce specific countries' variations in how audiences respond to influencers, and as Portuguese people consume a lot of Brazilian culture, such as music, soap operas, and also content created by Brazilian influencers, it also might have an influence on their behavior since individuals with high levels of digital engagement may prioritize similar traits in influencers, irrespective of their national backgrounds.

6.1 Theoretical Implications

This study contributes to the literature on devotion to digital influencers by integrating factors such as trustworthiness, a sense of belonging, and opinion leadership with cultural

dimensions, exploring how these interact with devotion in distinct cultural contexts, such as Brazil and Portugal.

There are many studies related to digital influencers, however, most of them are about how they are a good marketing strategy or how they achieve customers. As influencers are considered celebrities but different from the traditional ones there is a gap in the literature related to their fan base or their audience devotion. In addition, as the world is all connected since globalization, many people and brands forget about the importance of understanding and respecting cultural differences.

This understanding provides a basis for future research investigating the role of digital culture in different cultural contexts.

6.2 Practical Implications

Influencers and companies that aim to expand across cultures can use this study as a valuable starting point since it highlights key universal factors, such as trustworthiness, sense of belonging, and opinion leadership and they transcend national boundaries, specifically between Brazilian and Portuguese audiences.

Trustworthiness and a sense of belonging are very important for an influencer's community, as the findings reinforce. For brands and influencers, this means prioritizing authenticity and transparency in messaging, as well as nurturing active and engaged communities. Creating welcoming, interesting environments where followers feel appreciated can help them develop a feeling of community, which is essential for boosting loyalty and influencing buying decisions.

Opinion leadership is a strong predictor of devotion, as the findings reinforce, so brands should prioritize partnerships that are perceived as knowledgeable and influential in their niche. In this way companies that use influencers as trusted authorities might foster deeper connections and loyalty among followers.

Influencer devotion has a direct impact on consumer purchasing decisions, as the findings show, therefore marketers should view influencer partnerships as long-term investments rather than one-time campaigns. Long-term customer loyalty and recurring business can result from creating and maintaining connections with influencers who exhibit these key traits (community, leadership, and trustworthiness).

6.3 Limitations and Future Research

There are some restrictions to consider. The sample might not accurately reflect the subtle cultural differences in each nation because it is made up only of Portuguese and Brazilians.

In addition, cultural factors were examined as a whole; more focused regional variations within each nation could be the focus of future studies.

Historical and linguistic similarities between Brazil and Portugal may restrict the findings' applicability to other countries with diverse cultural origins. Future research could examine whether similar results hold in more diverse cultural contexts, such as in Asian, Middle Eastern, or African countries, to assess if the effects of trustworthiness, belonging, and opinion leadership are universally applicable or vary significantly across different cultural backgrounds.

The methodology conducted was a quantitative survey, for future research focus groups could be done, so it would be possible to understand further the relationship between digital influencer’s fans and the content creators, and also a qualitative study where these results would be explored more clearly and seek for other variables that could influence audience’s devotion.

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Annexes

Annexes A: Questionnaire in English

1. Do you follow digital influencers on Instagram?

Yes

No

2. Think about the digital influencer you follow most often and indicate the type of content he/she publishes. (Select all that apply).

- Fashion
- Beauty
- Humor
- Lifestyle
- Family
- Business
- Travel
- Technology
- Gastronomy
- Fitness
- Politics
- Others

3. For the following statements, keep in mind a digital influencer that you follow and rate on a scale of 1 to 7 according to your opinion related to purchasing products.

1- When I want to buy something new, I look at the opinion of this digital influencer.
2- I choose to buy products that are reviewed by this digital influencer.
3- I choose to buy products that are recommended by this digital influencer.
4- I buy products recommended by this digital influencer, even if they are a little more expensive.

4. Consider the same influencer from the previous question and indicate your agreement with the following statements, on a scale of 1 to 7.

1- I am really passionate about this digital influencer.
2- I would describe myself as a committed fan of this digital influencer.

3- Being a fan of this influencer is important in my life.
4- I am extremely attached to this influencer.
5- I am devoted to my favorite digital influencer.
6- I am extremely dedicated to this influencer.
7- Other people consider me a big fan of this digital influencer.
8- I identify a lot with this digital influencer.

5. Consider the same influencer from the previous question and indicate your agreement with the following statements, on a scale of 1 to 7.

1- I consider this influencer trustworthy.
2- I think this influencer cares about his/ her followers.
3- This influencer regularly updates his content.

6. Consider the same influencer from the previous question and indicate your agreement with the following statements, on a scale of 1 to 7.

1- I feel a strong sense of belonging to this influencer's community.
2- I feel like a member of this influencer's community.
3- I feel like the other followers are like close friends.

7. Consider the same influencer from the previous question and indicate your agreement with the following statements, on a scale of 1 to 7.

1- This Influencer serves as a model for others.
2- This Influencer is one step ahead of the others.
3- This Influencer contributes to people’s views and opinions.
4- This Influencer is a source of information.

8. Please rate the following statements on a scale of 1 to 7 according to your opinion regarding hierarchies in general.

1- People in higher positions should make most decisions without consulting people in lower positions.
2- People in higher positions should not ask the opinions of people in lower positions frequently.
3- People in higher positions should avoid social interaction with people in lower positions.
4- People in lower positions should not disagree with decisions by people in higher positions.

5- People in higher positions should not delegate important tasks to people in lower positions.

9. Please rate the following statements on a scale of 1 to 7 according to your opinion regarding the instructions received from third parties.

1- It is important to receive instructions with details so that I always know what I'm expected to do.
2- It is important to follow the instructions and processes carefully.
3- Rules and regulations are crucial because they indicate what is expected of me.
4- Standardized techniques for work are helpful.
5- Instructions for work activities are important.

10. Please rate the following statements on a scale of 1 to 7 according to your opinion regarding living in a group.

1- People must give up their self-interest for the group.
2- People should continue with the group even in difficult times.
3- Group well-being is more important than a personal reward.
4- Group success is more important than personal success.
5- People should only pursue their interests after considering the group's well-being.
6- Group loyalty should be emphasized even if individual ambitions suffer.

11. What is your nationality?

1- Brazilian
2- Portuguese
3- Other

12. What country do you live in?

13. What is your gender?

1- Female
2- Male
3- Non-binary

14. How old are you?

1- Under 18

2- 18-24
3- 25-34
4- 35-49
5- 50-64
6- More than 65

15. What is your occupation?
    1- Student
    2- Student and Worker
    3- Worker
    4- Self-employed
    5- Unemployed
    6- Retired

16. How often do you use social media?
    1- >3 hours per day
    2- 3-5 hours per day
    3- 6-10 hours per day
    4- 11-15 hours per day
    5- At any possible moment

17. Which social media do you access regularly? (Select all that apply)
    1- Instagram
    2- Facebook
    3- X (Twitter)
    4- YouTube
    5- TikTok
    6- LinkedIn
    7- Others

18. How many digital influencers or celebrities do you follow on social media?
    1- 1-5
    2- 6-10
    3- 11-20
    4- 21-30
    5- More than 30

Annexes B: Questionnaire in Portuguese



Você segue influenciadores digitais no Instagram?

- Sim
- Não

Pense no influenciador digital que você acompanha com mais frequência e indique o tipo de conteúdo publicado por ele(a). (Selecione todos que se aplicam)

- Moda
- Beleza
- Humor
- Lifestyle
- Família
- Business
- Viagem
- Tecnologia
- Culinária
- Fitness
- Política
- Outros

Para as seguintes afirmações, **tenha em mente um influenciador digital que você acompanha** e avalie em uma escala de 1 à 7 de acordo com sua opinião relacionada a compra de produtos.

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Quando eu quero comprar algo novo, eu vejo a opinião deste influenciador digital.	○	○	○	○	○	○	○
Eu escolho comprar produtos que foram avaliados por este influenciador digital.	○	○	○	○	○	○	○
Eu escolho comprar produtos recomendados por este influenciador digital.	○	○	○	○	○	○	○
Eu compro produtos recomendados por este influenciador digital, mesmo se forem um pouco mais caro.	○	○	○	○	○	○	○

Considere **o mesmo influenciador da pergunta anterior** e indique a sua concordância com as seguintes frases, numa escala de 1 a 7.

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Eu sou realmente apaixonado(a) por este influenciador digital.	○	○	○	○	○	○	○
Eu me descreveria como um fã comprometido deste influenciador digital.	○	○	○	○	○	○	○
Ser fã deste influenciador é algo importante na minha vida.	○	○	○	○	○	○	○
Sou extremamente apegado a este influenciador.	○	○	○	○	○	○	○

Eu sou um fã devoto deste influenciador digital.	○	○	○	○	○	○	○
Sou extremamente dedicado(a) a este influenciador.	○	○	○	○	○	○	○
Outras pessoas me consideram um grande fã deste influenciador digital.	○	○	○	○	○	○	○
Eu me identifico muito com este influenciador digital.	○	○	○	○	○	○	○

Considere **o mesmo influenciador da pergunta anterior** e indique a sua concordância com as seguintes frases, numa escala de 1 a 7.

	1- Discordo Totalmente	2- Discordo	3 - Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Considero este influenciador confiável.	○	○	○	○	○	○	○
Acho que este influenciador se preocupa com seus seguidores.	○	○	○	○	○	○	○
Este influenciador atualiza regularmente seu conteúdo.	○	○	○	○	○	○	○

Considere **o mesmo influenciador da pergunta anterior** e indique a sua concordância com as seguintes frases, numa escala de 1 a 7.

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Tenho um forte sentimento de pertença à comunidade deste influenciador.	○	○	○	○	○	○	○
Eu me sinto como um membro da comunidade deste influenciador.	○	○	○	○	○	○	○
Eu sinto que os outros seguidores são como amigos próximos.	○	○	○	○	○	○	○

Considere **o mesmo influenciador da pergunta anterior** e indique a sua concordância com as seguintes frases, numa escala de 1 a 7.

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Este influenciador serve de modelo para outros.	○	○	○	○	○	○	○
Este influenciador está um passo à frente dos demais.	○	○	○	○	○	○	○
Este influenciador contribui para formação de opinião de outras pessoas.	○	○	○	○	○	○	○
Este influenciador é uma fonte de informações.	○	○	○	○	○	○	○

Por favor, avalie as seguintes afirmações numa escala de 1 à 7 de acordo com **sua opinião em relação às hierarquias em geral.**

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Pessoas em posições sociais mais elevadas deveriam decidir na maioria das vezes sem consultar as pessoas em posições inferiores.	○	○	○	○	○	○	○
As pessoas em posições superiores não devem pedir opinião de pessoas em posições inferiores com demasiada frequência.	○	○	○	○	○	○	○
As pessoas em posições superiores devem evitar a interação social com pessoas em posições inferiores.	○	○	○	○	○	○	○

As pessoas em posições inferiores não devem discordar das decisões tomadas por pessoas em posições superiores.	○	○	○	○	○	○	○
As pessoas em posições superiores não devem delegar tarefas importantes a pessoas em posições e cargos inferiores.	○	○	○	○	○	○	○

Por favor, avalie as seguintes afirmações em uma escala de 1 à 7 de acordo com sua opinião em relação as instruções recebidas por terceiros.

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
É importante receber instruções detalhadas de modo que eu sempre saiba o que devo fazer.	○	○	○	○	○	○	○
É importante seguir cuidadosamente as instruções e procedimentos.	○	○	○	○	○	○	○
Regras e regulamentos são importantes porque me indicam o que é esperado de mim.	○	○	○	○	○	○	○
Procedimentos de trabalho padronizados são úteis.	○	○	○	○	○	○	○
Instruções de funcionamento são importantes.	○	○	○	○	○	○	○

Por favor, avalie as seguintes afirmações em uma escala de 1 à 7 de acordo com sua opinião em relação a convivência em um grupo.

	1- Discordo Totalmente	2- Discordo	3- Discordo Parcialmente	4- Neutro	5- Concordo Parcialmente	6- Concordo	7- Concordo Totalmente
Os indivíduos devem sacrificar os seus próprios interesses em prol do grupo.	○	○	○	○	○	○	○
Os indivíduos devem manter-se no grupo, mesmo em caso de dificuldades.	○	○	○	○	○	○	○

O bem-estar do grupo é mais importante do que as recompensas individuais.	○	○	○	○	○	○	○
O sucesso do grupo é mais importante que o sucesso individual.	○	○	○	○	○	○	○
As pessoas só devem perseguir os seus interesses depois de considerarem o bem-estar do grupo.	○	○	○	○	○	○	○
A lealdade do grupo deve ser encorajada mesmo que os objectivos individuais sejam prejudicados.	○	○	○	○	○	○	○

Qual é a sua nacionalidade?

- Brasileira
- Portuguesa
- Outros

Em que país você reside atualmente?

Qual é o seu gênero?

- Feminino
- Masculino
- Não Binário
- Outros

Qual é a sua idade?

- Menor de 18 anos
- 18 - 24 anos
- 25 - 34 anos
- 35 - 49 anos
- 50 - 64 anos
- Maior de 60 anos

Qual é a sua ocupação?

- Estudante
- Estudante e trabalhador
- Trabalhador
- Autônomo
- Desempregado
- Aposentado / Reformado

Com que frequência você utiliza as redes sociais?

- Menos de 3 horas por dia
- Entre 3 e 5 horas por dia
- Entre 6 e 10 horas por dia
- Entre 11 e 15 horas por dia
- A todo momento possível

Quais redes sociais você acessa regularmente? (Selecione todos que se aplicam)

- Instagram
- Facebook
- X (twitter)
- YouTube
- Tiktok
- LinkedIn
- Outros

Quantos influenciadores digitais ou celebridades você segue nas redes sociais?

- Entre 1 a 5
- Entre 6 a 10
- Entre 11 a 20
- Entre 21 a 30
- Mais de 30