FORMULATING THE APPROPRIATE MODEL OF INFLUENCER'S PERSONALITY TRAITS AND ITS EFFECTS ON PURCHASE INTENTION OF THEIR FOLLOWERS
(CASE STUDY OF TURKISH INFLUENCERS WITH EMPHASIS ON BAGS AND SHOES ADVERTS)*

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Abstract

Influencers as people with a high influence on different people and due to the daily sharing of different issues have different influences on these people, among these influences can be the use of different models of bags and shoes that are recorded in photos and videos. It can be seen that influencers increase the intention to buy by the followers of these virtual pages, in fact, the influential personality of the influencer may arouse this feeling in the followers, for this reason, in this research, we present and develop a suitable model of the personality characteristics of the influencers So the increase in purchase intention and the exposing and interpretation the adverts by followers have been discussed with emphasis on personality traits. To determine the sample size in studies related to structural equations and according to the number of questions in the questionnaire (34), in this applied-analytical research, the minimum number of samples was 170. The results of our research indicated the effect of the pleasantness of the influencer on the willingness to purchase; since the followers of Production of bags and shoes pages perceive the influencer as a more pleasant person, their desire to buy the product will increase. Because the Production of bags and shoes industry has been among the industries related to fashion and beauty, if the influencer is pleasant or attractive to the followers, they will try to imitate his behavior and follow him, and this will increase the probability of purchase. On the other hand, the research results indicated a significant effect of pleasantness on purchase intention through the mediating role of attitude towards advertising. As long as influencers behave in a way that aligns with their followers' preferences and espouse ideas that are similar to those of their followers, followers will develop a positive attitude toward them and their advertisements, and thus will be motivated to buy. The results of our research also showed that the pleasantness of the influencers had a significant effect on the attitude towards the advertisement and the attitude towards the brand. According to the balance theory, as long as the Production of bags and shoes producing companies use influencers who have the most positive image among the followers, a strong emotional bond is formed between the influencer and the followers, and the possibility of persuasion to buy the product increases.

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Keywords: Influencers, Instagram, Attitude toward Advertising, Attitude toward Brand, Online purchase intention

1.1 Introduction

Nowadays, social networks, as one of the most important mass media, attract a lot of audiences, and users in these networks are discussing various topics. One of the most important concepts in social-network-based marketing is influencers, which is considered as an important component in communications effectiveness (Kolo & Haumer, 2018). Influencers-based marketing is a kind of marketing strategy that examines the influences that important individuals or faith leaders have on raising consumer awareness of the brand and their purchasing decisions (Brown & Hayes, 2008; Scott 2015). Social Media Influencers are a kind of faith leaders that they are trying to attract a large number of followers by sharing their personal life images on a daily basis (Khamis et al., 2016). Unlike celebrities who became famous in traditional media, influencers or social media influencers are ordinary people who have become online celebrities by creating and sending content on social media and generally have expertise in specific areas such as healthy life, travel, food, lifestyle, beauty and fashion (Lu and Yuan, 2019). Influencers create a visual image from themselves through specialty in specific areas, and therefore, when they cooperate with brands that are closely related to their specialized areas, consumers most likely trust their comments (Lou and Yuan, 2019).

The impact of influencers on attitude and behavior of consumers is justified through two theories of social learning and probabilistic interpretive model. Social learning theory is used to investigate the impact of social factors such as celebrities, family and colleagues on consumers' behavior. According to Makgosa (2010), Social Learning Theory can explain the impact of a celebrity on consumers' behavior and therefore, it is appliable in explaining the impact of influencers, as a new type of celebrity, on audiences' attitude. On the other hand, probabilistic interpretive theory is appliable in explaining information processing by individuals and changing consumer beliefs and attitudes toward advertising (Chang, Yu & Lu, 2015; Chang et al. 2020); accordingly, on the basis of the depth of cognitive information and complexity, individuals may interpret information through two cognitive and side paths. People who process information through the central path, place their focus on comprehensiveness and accuracy of information relating to product introduction. In contrast, people who use the side path to process advertising information place their main focus on the accuracy and validity of the message source. A tendency to buy can be due to attractiveness, beauty and similarities with celebrities (Floh & Modiberger, 2013; Chang et al., 2020). Digital Age, with its increasing and aggressive speed, forced manufacturers to adapt to such conditions to maintain business performance. Undoubtedly, social media play an undeniable role in survival of businesses. Given that Instagram is a social media platform that is mainly focused on short images and subtitles and has the highest level in the sharing of the photo, it seems it can have a significant role in encouraging people to buy, especially in commodities that deal with fashion and beauty; therefore, examining the relationship between the attributes of Instagram influencers with purchase intention is of considerable importance. Furthermore, given that in consumer behavior resources, attitude is considered an important factor in consumer behavior, examining the mediating role of consumer attitude in the relationship between influencer and purchase intention is of great importance. The impact of celebrities on

purchase intention has been investigated in the literature; however the role of influencers in social media has been investigated in just one study. The main distinction line between the present study with the above-mentioned research has been the focus on two factors of attitudes toward advertising and attitudes toward brand in relation of influencer attributes with the purchase intention; Therefore, the present study has proceeded to examine the separate impact of influencers attributes on online purchase intention of consumers, considering the mediating role of the attitude toward advertising and attitudes toward the brand.

2.1- Influencer advertising

In recent years, social media influencers introduced themselves as potential endorsers by producing a wide range of content, and have been recognized as the most effective and affordable marketing trends in encouraging consumers (Lim et al. 2017). In general, companies, in the case of launching a new product, brand re-positioning or reinforcing their brand image, make use of influencers in social networks such as bloggers with thousands of followers in their social media accounts as brand ambassadors (Eren-Urdogmus et al. 2016). Moreover, companies are trying to use celebrities in advertising to increase product reputation and better identification by consumer to create a purchase incentive (Chaudhary & Asthana, 2015). Given that the presence of influencers in advertisements will result in advertisement campaign effectiveness and brings about desirable results, they must have unique attributes, which lead to a better image of a company in attitudes of customers (Nwitambu & Kalu, 2017). Previous works have offered some aspects for celebrities to become influencers, among which expertise, pleasantness, credibility, attractiveness and familiarity are considered to be the most important attributes for any endorser. Expertise refers to the amount of knowledge, experience or skills that an individual enjoys them, and emphasizes on the ability to create accurate and acceptable information since the start of communication with consumer until improve in relationships and bonding with them (Lis Bettina 2013; Teng et al. 2014; Nejad et al. 2014). Put differently, expertise is a knowledge that the communicating person must have to support his or her claims in advertising, and it is considered relevant with competence, capability, specialized ability, mastery and authority of the person (Kim et al., 2018). The expertise of message source has a close relationship with its credibility. The effectiveness of influencers' message can be understood through the source credibility model (Taghipoorreyneh & de run, 2016). Credibility is the reliability of the source and reflects the quality of the information provided by the source (Sokolova & Perez, 2021). The component of source credibility includes source expertise and capability. Credibility refers to the degree to which the audience considers the source of the message to have relevant knowledge, skills, and experience, and to the extent of his trust in providing unbiased and true information by the message provider (Belch & Belch, 2003). Credible sources have effect on consumer's perception of information and thus on cultivation of a positive attitude towards the product brand (Chiou and Hsu, 2013); so that brand endorsement by a credible source leads to a positive attitude towards social responsibility and trust in the company (Kim et al., 2014). From the experts' viewpoint, perceived honesty plays a more significant role in changing consumer attitudes than perceived expertise (Zhang & Au-Yeung, 2012). In addition to credibility, the attractiveness of influencers as a message source can have a significant impact on attracting the attention of consumers. Source attractiveness has a multidimensional structure, and in addition to the

apparent attractiveness, it includes other features such as intelligence, personality traits, lifestyle, abilities and skills of the individual, which make the source attractive from the customer's point of view (Sliburyte, 2009; Albert et al., 2017). Companies usually use influencers with high attractiveness to attract more customer attention when advertising some of their products; for the reason that there is a view among advertisers that the advertising message for a product attracts more attention and recall than the advertisements of unattractive people as long as it is presented by sources with higher attractiveness (Moghimi and Dastouri. 2022). Another important characteristic of influencers is their pleasantness, which refers to the positive or negative feelings that consumers have towards a source. As long as customers like a famous person or celebrity, they will also like the brands associated with that person (Minh Ha and Hung Lam, 2017).

Finally, followers' familiarity with influencers has a significant impact on the effectiveness of the messages presented. How a person gets to know another depends on knowing him through previous encounters or connections (Martensen et al., 2018). This familiarity instills a level of intimacy to the audience and makes the sender of the message seem more persuasive. Consumers are expected to trust familiar sources due to lower risk in decision-making (Lee and Yurchisin, 2011). The relationship between influencers and followers in social media is a one-way relationship; however followers often feel they know enough about the influencer, and this will lead to decisions about products, their usage, and personal consumption (Martensen et al., 2018). Overall, it can be said that social media users who are exposed to product advertisements from influencers are not only motivated to buy products, but also spend more time talking with other consumers about their experience of introduced product than others.

2-2- Attitude to advertising

Attitudes toward advertising are positive or negative reactions of people to displayed advertisements, which indicate their readiness to respond in a favorable or unfavorable way to a specific advertising stimulus in the displayed situation (Christian et al., 2014). Based on the attitude toward advertisement model, the perceived credibility of the advertiser and the advertisement predicts the consumer's attitude towards the advertisement (Xiao et al., 2018). In particular, the attitude towards advertising is the consumer's thoughts and feelings about advertising, and in general, it includes two dimensions of belief and economic-social effects, and it is usually formed based on the consumer's belief about the social and economic effects of advertising (Moghimi, 2022). In other words, the attitude of consumers towards advertisements depends on the belief that consumers have about the social and economic effects of advertisements. The higher the probability of forming a positive attitude towards an advertisement, the higher the probability of a behavioral response of desire to buy, which can be a proof of the high effectiveness of the advertisement. In order to reach the right position before the customer, companies must differentiate their product from the competitor's product, and one of the ways to do this is to use appropriate advertising (Wang et al., 2017); since, appropriate advertisements can form a positive consumer attitude towards the advertised brand.

2-3- Attitude toward brand

Attitude toward brand refers to the consumer's internal evaluation of brand dimensions (Amini Kasbi et al., 2015). In fact, the interpretation, evaluation and integration of information stimuli will lead to the formation of attitudes. In other words, attitude towards brand expresses the positive or negative view of the consumer towards the brand services and shows the willingness of the consumer to respond and the occurrence of a favorable or unfavorable reaction to a specific brand (Krystallis & Chrysochou, 2014) Specifically, when consumers are faced with a new product, they will face uncertainty in making a decision about the new product. In this ambiguous situation, customers tend to choose products that are produced by a company whose brand has got a positive attitude (Sean Hyun & Han, 2012).

2-4- Online purchase intention

Online purchase intention is an event during which customers search and select information on the Internet and buy some products (Halim & Karsen, 2020). In other words, online purchase intention is the power of consumers to make a specific purchase through the Internet (Dreifaldt and Drennan, 2019). Online purchase intention, as a cognitive behavior and the most important predictor of shopping behavior, refers to the result of customers' evaluation of criteria such as website quality, information search and product evaluation (Shah et al., 2014; Moghimi and Abramishvili, 2021; Moghimi, 2022). The findings of previous researches indicate that the perceived value of advertising is affecting the willingness to buy online among social media users.

2.5- Development of research hypotheses and conceptual model

One of the special advertising tools for the formation of attitudes towards advertisements and attitudes towards brand in the minds of consumers is to use the capacity of famous people in advertisements, which it helps to increase the effectiveness of advertisements due to their attractiveness and high speaking power (Mohd suki, 2014). The findings of the Sokolova and Perez's (2021) research indicated that influencers who are known for their expertise and credibility in the media will have a greater impact on their followers' behaviors; it is due to the fact that the messages provided by reliable sources are more persuasive and will influence people's attitudes and behavior. If the buyer trusts the celebrities, they can change the purchase decision of the consumers who follow them and make them accept their offers (Konstantopoulou et al., 2019).

On the other hand, getting to know the famous person more and more with his followers will increase their trust (Deatara et al., 2019). It means that if the consumer finds a familiar relationship between himself and the famous person, he shows more trust, which it will have a positive effect on the purchase. It is concluded that from the point of view of Instagram users over 15 years old, users' familiarity with influencers can have a significant effect on purchase intention.

According to the mentioned cases, the following hypotheses are developed:

H1: The attitude of Instagram users towards the credibility of an influencer has a significant effect on online purchase intention.

H2: Instagram users' attitude towards an influencer's experience and expertise has a significant effect on online purchase intention.

H3: Instagram users' attitude towards getting to know an influencer has a significant effect on online purchase intention.

H4: Instagram users' attitude towards an influencer's pleasantness has a significant effect on the online purchase intention.

The findings of Lee et al. (2017), Moghimi (2022), and Trivedia & Sama's (2020) researches indicated that the attitude towards advertising is very effective in the creation and formation of the way of thinking and perceptions of consumers about the advertised brand, as well as the purchase intention; So that, if consumers have a good attitude towards advertising, they are likely to buy the advertised products with satisfaction. In other words, a positive attitude towards advertising makes the messages more believable and increases the recall of the message and creates a positive attitude towards the brand before consumers, and creates an independent identity and personality for the brand and increases the probability of choosing the product (Mohd Suki, 2014). On the other hand, Ranjbrian et al. (2010) concluded in their research that people's attitude towards celebrities endorsing products has a significant effect on their attitude towards advertising. In addition, Moghimi (2020) acknowledged in their research that from the point of view of consumers SMEs in Iran, the dimensions and characteristics of endorsing celebrities, such as apparent attractiveness, credibility and expertise, have a positive and significant effect on consumers' attitude towards advertising.

According to the above, the following hypotheses are developed:

H5: The attitude of Instagram users toward credibility of influencers has a significant effect on attitude toward advertising.

 H6: The attitude of Instagram users toward the experience and expertise of influencers has a significant effect on attitude toward advertising.

H7: The attitude of Instagram users toward familiarizing with influencers have a significant effect on attitude toward advertising.

H8: The attitude of Instagram users toward the pleasantness of influencers has a significant effect on attitude toward advertising.

The impact of attitude toward advertising on online purchase intent in Salam et al's (2018) research was examined. The findings of this study indicated that positive attitudes toward advertising had a significant effect on advertising-related behaviors. Accordingly, the following hypothesis is suggested:

 H9: The attitude of Instagram users toward advertisements has a significant effect on online purchase intention.

According to Martey & Frempong (2014), making use of celebrities in advertising lead to effectiveness and positive attitude toward brad and increased consumers' purchase intention. Minh Ha & Hung Lam (2017) in their research on the impact of celebrities' attitudes on attitudes toward brand, concluded that the characteristics of celebrities such as expertise and credibility have had a significant effect on attitudes toward brand. Moreover, attitude toward brand had a significant effect on purchase intention, such that the more positive the attitude of individuals toward the brand endorsed by a celebrity, the more desire they had to purchase that brand. The impact of attitude toward brand on the tendency to purchase the brands that influencers advertise has been also supported in is in Sigit's (2018) study.

According to the above, the following hypotheses are put forward:

H10: The attitude of Instagram users towards the credibility of an influencer has a significant effect on attitude toward brand.

H11: The attitude of Instagram users towards the experience and expertise of an influencer has a significant effect on attitude toward brand.

H12: The attitude of Instagram users toward familiarity with an influencer has a significant effect on attitude toward brand.

H13: Instagram users' attitude towards an influencer's pleasantness has a significant effect on the attitude toward brand.

H14: The attitude of Instagram users towards the brand has a significant effect on online purchase intention.

A review of research background shows that there is a direct relationship between source credibility, attitude toward brand and consumer purchase intention (Wang et al., 2017; Seiler & Kucza, 2017). So, the characteristics of famous people can have a great impact on people's attitude towards the advertised brand. On the other hand, It is indicated the influence of famous people's characteristics such as expertise and credibility on attitude toward brand and the effect of attitude toward brand on the willingness to buy. According to the mentioned cases, the following hypotheses are proposed:

H15: Attitude toward an influencer's credibility has a significant effect on online purchase intention, taking into account the mediating role of attitude toward brand.

H16: Attitude toward expertise has a significant effect on online purchase intention, taking into account the mediating role of attitude toward brand.

H17: Attitude toward familiarity has a significant effect on online purchase intention by considering the mediating role of attitude toward brand.

H18: Attitude towards pleasantness, taking into account the mediating role of attitude toward brand, has a significant effect on online purchase intention.

The findings of Janssen et al.'s (2021) research indicated that influencers who have more followers due to their characteristics would have a more positive effect on purchase intention through a positive attitude towards advertising. Accordingly, the following hypotheses are proposed:

H19: The attitude towards an influencer's credibility, taking into account the mediating role of attitude toward advertisement, has a positive and significant effect on online purchase intention.

H20: Attitude towards an influencer's expertise, taking into account the mediating role of attitude toward advertisement, has a significant effect on online purchase intention.

H21: Attitude toward familiarity with an influencer, considering the mediating role of attitude toward advertisement, has a significant effect on online purchase intention.

H22: The attitude towards an influencer's pleasantness, taking into account the mediating role of attitude toward advertisement, has a significant effect on online purchase intention.

Accordingly, the conceptual framework of the research is presented in Figure 1.
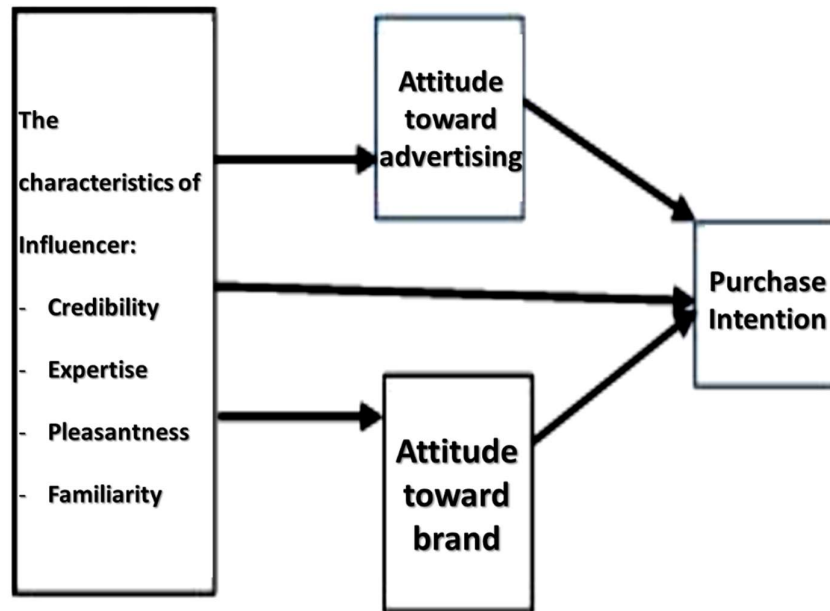

Figure 1: The conceptual framework of the research (taken from the researches of Minh Ha and Hung Lam (2017), Cuishan et al. (2018), Lim et al. (2017).

3.1- Research methodology

The objective of this research is Formulating the appropriate model of influencer's personality traits on increasing the purchase intention in visiting the advertisement by the followers with emphasis on personality trait. This research has a practical purpose, since the results can be used for activists and producers in the Production of bags and shoes industry. In addition, due to the fact that the research described the behavior of buyers of production of bags and shoes through social media, it is a survey-based descriptive study. The statistical population of this research was the Turkish followers of producers of bags and shoes pages on Instagram. Considering that, on the one hand, Instagram is a social media platform based on sending photos and videos, and on the other hand, considering that known brands of bags and shoes can be considered from the luxury products in the fashion and beauty industry, and photos play an important role in the marketing strategy of these products, the present research was done in the field of influencers involved in the advertising or promoting bags and shoes industry in Turkey. Due to its special climatic conditions, country is one of the tops in the field of leather raw materials, and therefore, research on consumer behavior in this field is very important.

According to the formula 15q≤n≤5q for determining sample size in studies related to structural equations (Homan, 2005) and according to the number of questions in the questionnaire (34), the minimum sample size is 170. Accordingly, to ensure the minimum sample size, 210 questionnaires were distributed among the followers of Production of bags and shoes pages on Instagram, and 200 eligible questionnaires were returned. Sampling was done through convenient non-random sampling method.

In order to measure the components related to the characteristics of influencers and online purchase intention, the questionnaire of Cuishan et al. (2018) and to measure the components

related to the attitude to advertising and attitude to brand, the questionnaire of Ranjbarian et al. (2010) were used. This questionnaire was prepared in two parts. The first part included questions related to demographic characteristics, including gender, marital status, age, and shopping experience on Instagram, and the second part included specific questions about research variables. The questions were designed based on the Likert scale and were provided to the respondents.

In order to analyze the data and test the measurement model, structural equation modeling methods with partial least squares (PLS) approach were used.

3.2- Model fitness

The overall research model includes both the measurement model and the structural model, and the fitness of all three models should be checked. To check the fitness of the measurement model, three criteria of reliability, convergent validity and divergent validity are used. Reliability includes coefficients of factor loadings, Cronbach's alpha and composite reliability (Davari and Rezazadeh, 2013). Considering that the appropriate values for factor loadings, Cronbach's alpha and composite reliability were respectively 0.4 (Hulland, 1999), 0.7 (Cronbach, 1951) and 0.7 (Nunnally, 1978) and according to Table 1, all The variables have adopted appropriate values, and the fitness of the structural model is confirmed.

To check the convergent validity, the AVE coefficient is used, for which the appropriate critical value is 0.5. Considering that the value of the AVE coefficient for all variables is at least 0.5, the convergent validity of the model is confirmed. In order to check the divergent validity, the Fornell and Larcker matrix is used. In this method, the correlation of a structure with its indicators is compared with the correlation of that structure with other structures. The root value of the AVE of the structures in the present study, which are located in the elements in the main diameter of the matrix, is greater than the correlation value between them, which are located in the lower and left elements of the main diameter; Therefore, it can be claimed that the convergent validity of the model is confirmed.

Table 1: The values of factor loading, Cronback's alpha, composite reliability and AVE

Item No.	Variables	Factor loading	Cronbach's alpha	Composite reliability	AVE
1	familiarity		0.813	0.879	0.647
	Being familiar with the influencer	0.840			
	Having the necessary knowledge about influencers	0.929			
	Follow the influencer's personal pages	0.932			
	Recognizing the influencer	0.921			

	Having enough information about the influencer	0.897			
2	Experience and expertise		0.752	0.827	0.500
	Experience of using the product by the influencer	0.920			
	Influencer's knowledge about the advertised product	0.896			
	Ability to describe the product advertised by the influencer	0.909			
	Influencer is an expert in the advertised product	0.885			
	Eligibility of the influencer to promote the advertised product	0.926			
3	pleasantness		0.860	0.900	0.643
	Influencer's warmth	0.915			
	The influencer's popularity	0.898			
	Intimacy of the influencer	0.934			
	Influencer kindness	0.915			
	Being a good-humored influencer	0.906			
4	Credibility	0.810	0.818	0.875	0.586
	The reliability of the influencer	0.887			
	Credibility of the influencer	0.927			
	Honesty of the influencer	0.936			
	Dependability of the influencer	0.888			
	Believability of the influencer				

5	Online purchase intention		0.616	0.796	0.566
	Willingness to purchase the product advertised on Instagram	0.835			
	Intention to recommend the advertised product to others	0.852			
	Desire to learn more about the product	0.882			
	Repurchasing the advertised item on Instagram in the future	0.862			
	Desire to try the product after seeing its advertisement on Instagram	0.894			
6	Attitude toward brand		0.724	0.828	0.547
	It is a good brand	0.835			
	It is an interesting brand	0.912			
	It has good quality	0.893			
	I am satisfied with the brand	0.907			
	I trust the brand	0.868			
7	Attitude toward advertising		0.770	0.867	0.686
	It is a good ad	0.902			
	I have a favorable opinion on influencer advertising	0.948			
	I like the advertisement of this brand by influencers	0.922			
	These ads are different from other ads	0.866			

Table 2: Fornell Larcker matrix

	familiarity	credibility	Purchase intention	pleasantness	attitude toward brand	Attitude toward advertising	Expertise
familiarity	0.805						
credibility	0.590	0.865					
Purchase intention	0.667	0.830	0.752				
pleasantness	0.676	0.655	0.708	0.802			
attitude toward brand	0.680	0.576	0.637	0.647	0.740		
Attitude toward advertising	0.646	0.611	0.585	0.662	0.692	0.828	
Expertise	0.426	0.533	0.619	0.479	0.517	0.424	0.701

In order to check the fitness of the structural model of the research, three criteria of significance coefficient z, R^2 criterion and Q^2 criterion have been used. The results of calculating R^2 and Q^2 values are shown in Table 3. Considering that the R^2 values of all variables are greater than 0.33 (the average criterion for R^2) and the Q^2 values are greater than 0.15 (the average criterion for Q^2) and close to strong values (Chin, 1998; Hensler et al., 2009), the fitness of the structural model is approved.

Table 3: The values of R^2 and Q^2 related to structural model fit

Criterion Q^2	Criterion R^2	Variables	Item No.
0.430	0.829	Online purchase intention	1
0.288	0.572	attitude toward brand	2
0.341	0.532	Attitude toward advertising	3

4- Findings

4.1- Demographic findings
For the purpose of analyzing demographic data SPSS software was used. The results are presented in Table 4.

Table 4: Demographic findings

Characteristic	Description	Frequency	Percentage
gender	Man	125	62.5

	Female	75	37.5
Marital status	married	112	56
	Single	88	44
Age	20-30	43	20.57
	31-40	85	40.66
	41-50	61	29.18
	More than 50	20	9.56
Shopping experience on Instagram	Daily	34	16.26
	weekly	69	33.01
	monthly	71	33.97
	Several times a year	35	16.74

4.2- Findings from hypothesis testing

The results of the research hypothesis test are presented in Table 5.

Table 5- Test of research hypotheses

| Hypothesis	Path coefficient	Significance	Result
The attitude of Instagram users towards the credibility of the influencer has a significant effect on online purchase intention	0.451	7.865	confirmed
The attitude of Instagram users towards the influencer's experience and expertise has a significant effect on online purchase intention.	0.170	4.299	confirmed
The attitude of Instagram users to familiarity with the influencer has a significant effect on online purchase intention.	0.114	2.465	confirmed
The attitude of Instagram users towards the pleasantness of the influencer has a significant effect on online purchase intention.	0.402	6.612	confirmed
The attitude of Instagram users towards the credibility of the influencer has a significant effect on the attitude towards advertising.	0.218	3.039	confirmed
The attitude of Instagram users towards the influencer's experience and expertise has a	0.037	0.597	rejected

significant effect on the attitude towards advertising.			
The attitude of Instagram users to familiarity with the influencer has a significant effect on attitude toward advertising.	0.300	3.653	confirmed
The attitude of Instagram users towards the pleasantness of the influencer has a significant effect on attitude toward advertising.	0.299	3.615	confirmed
The attitude of Instagram users towards advertising has a significant impact on online purchase intention.	0.131	2.536	confirmed
The attitude of Instagram users towards the credibility of the influencer has a significant effect on attitude towards brand.	0.073	0.983	rejected
The attitude of Instagram users towards the influencer's experience and expertise has a significant effect on attitude towards brand.	0.183	3.001	confirmed
The attitude of Instagram users towards familiarity with the influencer has a significant effect on attitude towards brand.	0.357	4.641	confirmed
The attitude of Instagram users towards the pleasantness of the influencer has a significant effect on attitude towards brand.	0.297	4.004	confirmed
The attitude of Instagram users towards the brand has a significant effect on online purchase intention.	0.014	0.311	rejected
Attitude towards credibility, taking into account the mediating role of attitude toward brand, has a significant effect on online purchase intention.	0.0010	0.201	rejected
Attitude towards expertise has a significant effect on online purchase intention, considering	0.0025	0.275	rejected

the mediating role of attitude toward brand.			
Familiarity attitude, taking into account the mediating role of attitude toward brand, has a significant effect on online purchase intention.	0.0049	0.285	rejected
Attitude towards pleasantness, taking into account the mediating role of attitude toward brand, has a significant effect on online purchase intention.	0.0041	0.282	rejected
Attitude towards credibility, considering the mediating role of attitude towards advertising, has a significant effect on online purchase intention.	0.028	1.96	confirmed
Attitude towards expertise, considering the mediating role of attitude towards advertising, has a significant effect on online purchase intention.	0.004	0.573	rejected
Attitude toward familiarity, taking into account the mediating role of Attitude toward advertisement, has a significant effect on online purchase intention.	0.0393	2.166	confirmed
The attitude towards pleasantness has a significant effect on online purchase intention, taking into account the mediating role of attitude toward advertising.	0.0391	2.085	confirmed

Finally, according to the results of the hypothesis test, the final research model is presented in Figure 2.
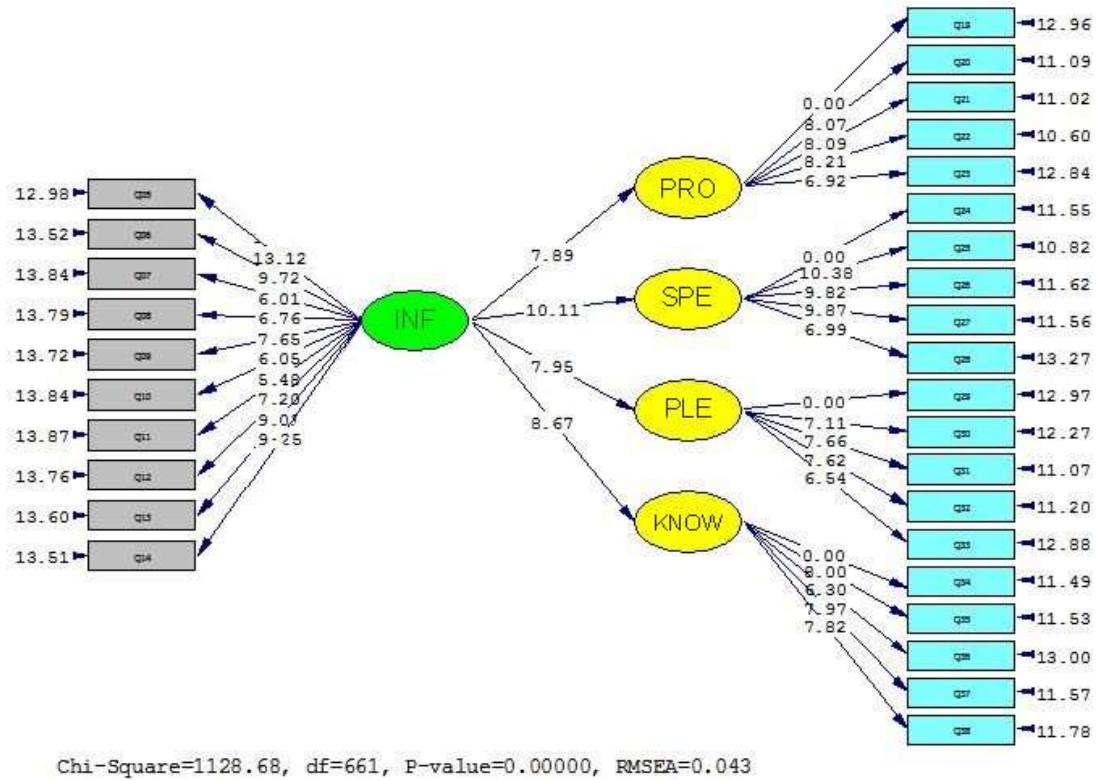
Figure 2: The final research model

5.1 - Discussion and Conclusion

The aim of the present study was to investigate the effect of Instagram users' attitude towards influencers on online purchase intention, taking into account the mediating role of attitude towards advertisement and attitude towards brand. According to the findings of this research, the credibility of influencer has directly and indirectly affected online purchase intention. In other words, the Credibility of influencer has not only directly increased purchase intention of advertised products, but also the attitude towards the advertisement has been able to play a mediating role. As long as the followers of Production of bags and shoes pages on Instagram consider the influencers as credible people, they know that the endorsement of the products is due to the personal opinion of the influencer and not because of financial interests, and they have a positive attitude towards the advertisement, and this can lead to strengthen purchase intention of Production of bags and shoesin them. This result is consistent with the findings of Sokolova & Kefi (2019) and Lu and Yuan (2019). Contrary to the findings of this research, the influence of trust in the influencer on purchase intention was not confirmed in the work of Wu and Lee (2012), Cuishan et al (2018) and Rakhshanizadeh et al. (2020). They acknowledged in their research that no level of trust in an influencer can affect people's motivation to buy, and that people usually use their expertise when browsing pages.

The impact of attitude towards advertisement on purchase intention was not confirmed in this study. In addition, contrary to the research findings of Ranjbarian et al. (2010), Minh Ha & Hung Lam (2017), Wu & Lo (2009) and Wang et al. (2017), the effect of attitude toward brand on purchase intention was not confirmed. This means that the existence of a positive or

negative attitude towards a brand has not had much effect on the willingness of people to buy the product. Perhaps a person has a favorable attitude towards Production of bags and shoesbrands, but these brands have not yet provided ease of purchase through suitable marketing measures for the person; Therefore, despite the desire for the brand, people have not been willing to buy that brand due to difficult conditions to access the brand.

According to the research findings of Lim et al. (2017), the mediating role of attitude toward brand in the relationship between Credibility and purchase intention was not confirmed. On the other hand, contrary to the findings of the research of Xiao et al. (2018) and Wang et al. (2017), the findings of the present study indicated that the influence of trust in the influencer on attitude toward brand was not confirmed. This means that the effectiveness of the advertising posts of highly credible influencers and low-credible influencers was at the same level. Considering that Production of bags and shoesis one of the luxury goods in the fashion and beauty industry, it seems that people's attitude towards the brands in this industry is more influenced by the physical attractiveness and pleasantness of the source and the appearance characteristics of the pages that the influencers use for their advertisements. Because, according to the matching theory, the influence of influencers increases a lot as long as the dominant characteristics of the advertised product match the dominant characteristics of the source.

The findings of the current research indicated that the expertise of the influencer had a significant impact on the purchase intention. This result is consistent with the research findings of Cuishan et al (2018). Based on this finding, the more knowledge, skill and experience the influencer has about the product, the more likely the product will be purchased; Because in such a situation, the followers believe that the influencer's expert opinions can be informative about the product, and in this way they can make an informed purchase. In addition, the results of the research indicated that the effect of expertise on attitude toward advertising, as well as the mediating role of attitude toward advertising in the relationship between expertise and purchase intention was not confirmed. In other words, the expertise of the influencer has not been able to have a significant effect on the attitude towards advertising. This implies that the attitude toward advertising among Instagram users who followed pages related to Production of bags and shoes were not affected by the expertise of the influencers providing the advertisement. According to the theory of interpretive probability in persuasion, it seems that the people of our statistical sample had a low need for recognition and a low mental involvement with the product and advertisement presented, and were more influenced by the influencer's appearance, attractiveness, and credibility, and content and expert information of the influencer has been less important for them.

On the other hand, the research results indicated that although influencer expertise had a significant effect on attitude toward brand, the mediating role of attitude toward brand on the relationship between expertise and purchase intention was not confirmed. The impact of influencer expertise on attitude toward brand has been also confirmed in the researches of Chetioui et al. (2019), Trivedi & Sama (2020), and Esmaili et al. (2017). As long as the followers of Production of bags and shoes pages consider the influencer as an expert, they believe that he has sufficient knowledge and experience in the field of leather clothing, and his recommendations to buy these products is due to his previous knowledge and experience, and therefore, a positive attitude towards the brand is takes form in their minds. According to the

findings of our research, the results of Lee et al.'s (2017) research also indicated that the mediating role of attitude toward brand in the relationship between expertise and purchase intention was not confirmed.

According to the findings of the research, the attitude of Instagram users toward familiarity with an influencer has directly and indirectly affected the attitude towards advertisement. This means that the more familiarity with the influencer, the more likely the person will be persuaded to buy the product. This result is consistent with the research findings of Cuishan et al. (2018). In addition, the effect of familiarity on the attitude towards advertising has been confirmed in the research of Ranjbarian et al. (2010). The more the followers of Production of bags and shoes pages are familiar with them through exposure to influencer's posts, videos and stories, the more they will have a positive attitude towards their advertisements and will finally be encouraged to purchase. The results of our research indicated that although familiarity with the influencer had a significant effect on attitude toward brand, according to Minh Ha & Hung Lam's (2017) research, the mediating effect of attitude toward brand on the relationship between familiarity with the influencer and purchase intention was not confirmed.

Contrary to the research findings of Cuishan et al. (2018) the results of our research indicated the effect of the pleasantness of the influencer on the willingness to purchase; since the followers of Production of bags and shoes pages perceive the influencer as a more pleasant person, their desire to buy the product will increase. Because the Production of bags and shoes industry has been among the industries related to fashion and beauty, if the influencer is pleasant to the followers, they will try to imitate his behavior and follow him, and this will increase the probability of purchase . On the other hand, the research results indicated a significant effect of pleasantness on purchase intention through the mediating role of attitude towards advertising. As long as influencers behave in a way that aligns with their followers' preferences and espouse ideas that are similar to those of their followers, followers will develop a positive attitude toward them and their advertisements, and thus will be motivated to buy. The results of our research also showed that the pleasantness of the influencers had a significant effect on the attitude towards the advertisement and the attitude towards the brand. According to the balance theory, as long as the Production of bags and shoes' producing companies use influencers who have the most positive image among the followers, a strong emotional bond is formed between the influencer and the followers, and the possibility of persuasion to buy the product increases.

5.2- Suggestion for future works

According to the findings of the current research on the effect of trust in influencers on the attitude towards advertising and purchase intention, managers and marketers active in the Production of bags and shoes industry are advised to try different ways to create this attitude in people when using influencers. Influencers are honest and credible people. One of the ways to do this is to use influencers who have not advertised other products and by signing long-term and exclusive contracts with these people, make arrangements for these people to only associate the company's brand and refrain from endorsing other brands. As long as an influencer advertises a company's product in a certain period of time, the audience, through internal documents, considers the reason for the approval of the product to be the positive experience of an influencer in consuming the product, and they attribute less material motives

to an influencer for promoting the product, and this can lead to trust in an influencer. It seems that the reason that the findings of this research indicated that trust in influencers did not have an effect on attitude toward brand is that some influencers may be famous people who, in addition to providing content about a specific brand, have been present in advertising of other media for other products and brands.

Managers and marketers active in the Production of bags and shoes industry should try to produce content about the desired brand through influencers, which provide explanations about the value proposition that the brand offers to customers, and increase the effectiveness of the advertisement. Since Production of bags and shoes has been part of the luxury goods of the fashion and beauty industry, influencers should gain the trust of the audience by sharing images related to their real life moments when they are using these products.

On the other hand, the findings of the research indicated the impact of an influencer's expertise on attitude toward brand and purchase intention. Marketers active in the field of Production of bags and shoes are advised to use experts and professional consultants as influencers for advertising leather clothing, who not only have sufficient expertise in the field of clothing and fashion, but also have sufficient knowledge and expertise in the field of leather and try to make them use these products in public all the time so that their presence is strongly reminiscent of these products. Furthermore, it is necessary for managers to organize training courses in the field of Production of bags and shoes for influencers to become more familiar with their company's brand.

If consumers are faced with influencers who do not have enough expertise in the field of fashion and leather products, they will consider celebrity endorsements only to make advertisements attractive. Considering the age and history of the leather industry in Turkey and considering that Production of bags and shoes are perceived a part of cultural or ethnical goods, it is suggested that influencers prepare content with these themes and influence people's attitude towards the brand and encourage them to buy. The reason that expertise did not affect attitude toward advertisement is that the influencers were used only to make the advertisement attractive and they could not provide specialized content in the advertisement for people who need high recognition.

Another finding of the research indicates the effect of familiarity with an influencer on familiarity, attitude towards advertising and attitude towards the brand. Managers and marketers active in the Production of bags and shoes industry are advised to use famous people such as actors, whom consumers are very familiar with and accept their opinions, as influencers. In addition, social media influencers should expose themselves more to consumers by focusing on increasing the attractiveness of their personal page and attract the audience's opinion by producing appropriate content on their personal page.

Finally, the findings of our research indicated the effect of pleasantness on attitude toward advertising, attitude toward brand and purchase intention. Accordingly, Production of bags and shoes industry activists are advised to use popular, pleasant and friendly people as influencers in their advertisements so that they put their audience in a positive mood and create a positive attitude towards advertising and brand in them and as a result, increase the probability of purchase. Since Production of bags and shoes are part of luxury goods, many people tend to buy these products due to their symbolic aspects and somehow distinguish themselves from other people and show their self-image to their reference group; thus, it is recommended that

influencers try to behave in ways that are in harmony with the desires of their audience. Influencers can recognize the desired brand as a prestigious brand by providing visual and video content and by creating visual attractions such as stylish stores, so that in this way, the customers of this brand feel that by using the products of this brand symbolically, they can transfer their self-image to others. Finally, considering that the majority of influencers' characteristics had an impact on attitude toward brands, companies should focus on managing and building brand reputation in the long term with the help of influencer marketing.

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