

# A PROPOSED CONCEPTUAL FRAMEWORK ON THE BEHAVIORAL ADOPTION OF INFLUENCER MARKETING: ROLE OF INFLUENCING FACTORS AND SOCIAL MEDIA AWARENESS

**SAYANTAN MUKHERJEE**

Assistant Professor (Marketing), Alliance School of Business, Alliance University, Bengaluru, India.  
Email: sayantanmukherjee256@gmail.com

**HEMLATA GANGWAR**

Associate Professor, Department of Computer Science and Applications, Dr. Vishwanath Karad MIT World Peace University, Kothrud, Pune, India. Email: hemlata.gangwar@mitwpu.edu.in

## Abstract

To understand the effectiveness of Influencer Marketing (IM), the study of consumer behavior regarding the influence plays a vital role. Without understanding behavioral approach towards the trend it is impossible to gauge the sustainability of the practice and the stability of the professional influencers, which is being, considered to be one of the lucrative freelancing in 21<sup>st</sup> century. In this paper, we propose a model based on the norm activation theory and the theory of planned behavior with the integration of influencing factors as a mediator and social media awareness as a moderator to bridge the gap between the intention and behavior.

**Keywords:** Influencer Marketing, Behavioral Adoption, Influencing Factors, Social Media Awareness, Theory of Planned Behavior, Norm Activation Theory.

## 1. INTRODUCTION

Influencer marketing is one of the most in trend practices of the marketing arena. A growing number of organizations are using influencer marketing because they believe it provides an 11-fold return on investment over traditional marketing methods [1]. Using social media platforms like Instagram, Facebook, Twitter, and others to build emotional connections between customers, the businesses are attracting them through the influencers they're following, and are successful to reach a wider audience [2]. It is evident that the social media marketing and content marketing are frequently used in conjunction with influencer marketing. Campaigns involving influencers typically include some element of social media promotion, in which the influencers themselves are expected to help spread the word via their own personal networks. Influencer campaigns include some form of original creative work by the influencers themselves, either in support of the brands or by themselves in accordance to the brand's message [3]. Social media influencers who engage in such marketing constitute a new type of independent third-party endorsers who change audience opinions through blogs, tweets, and other promotional formats [4].

Certain studies have been conducted to establish relation between influencer's characteristics and purchase intention. [3] had emphasized on the utility of Source Credibility Theory [5] and Reference Group Theory [6] to understand the effect of

Influencer's characteristics on the Purchase Intention through the communication-persuasion matrix. In view to the rapid expansion of influencer marketing in different industries, it is critical to gain an understanding on the behavioral adoption of the practice and ascertain the intervention of influencer's factor and social media awareness [7].

Numerous firms have altered their marketing communication tactics in response to the rising popularity of social media, and they now rely more heavily on it to interact with customers. The popularity of social media influencers has grown because of this platform. These people have used it as a megaphone to convey their thoughts with huge audiences in an authentic way [8]. With the rise of social media platforms and user-generated content, IM began to become essential. Companies and companies started investing in the content of third-party social media channels to spread product information while still using their own social media channels to generate online buzz [9].

The focus is to study the importance of the influencer's marketing to the consumers and to propose a behavioral model in adoption of Influencer Marketing. Literature on the factors influencing IM adoption is abundant, and a wide variety of internal and external factors have been proven as having an impact on the uptake of different kinds of Influencer Marketing. Several qualities of the Influencers have been postulated and proved by researchers to influence the spread of the phenomena among the consumers [10]. They are being collectively used as the influencing factor in the study to understand their mediation in behavioral intention to behavioral adoption of the phenomenon.

Social media awareness is a pre requisite to the adoption as without social media exposure and its awareness, it is impossible to get into the environment and that becomes the foundation for the necessary adoption. In order to bridge the gap between intentions and behaviors, this study reviews and integrates key concepts from the theory of planned behavior, the norm activation theory, incorporating influencing elements, and the social media awareness into a unified, powerful model. To improve our understanding of how to encourage widespread use of IM, this model synthesizes and expands upon previous research. This paper presents the ideas and various constructs that constitute the recommended conceptual framework for the adoption of IM.

Norm Activation Theory (NAM) and Theory of Planned Behavior (TPB) are two separate frameworks for analysing human behaviour that have empirical basis. One can wonder if it is necessary to consider influencer marketing adoption as solely driven by either self-interest or pro-social factors. Any new adoption can typically be the result of a combination of self-interest and pro-social considerations [11]. As a result, combining these two theories can provide complementary viewpoints to explain adoption behaviour. NAM focuses primarily on the altruistic assumptions that the personal norm is the driver of pro-social behaviour and that pro-environmental action, according to TPB, is the result of a logical examination of personal costs and benefits.

## 2. THEORETICAL BACKGROUND

By describing the relationships between various variables, a theory can be used to make predictions or provide explanations about the phenomenon/trends around us [12]. Researchers have utilised a wide variety of theories and models to describe the rise in popularity of Influencer Marketing [10]. This model will draw theoretical underpinnings from a variety of theories, including the Theory of planned behaviour (TPB) and the norms activation theory (NAT). In addition, NAT is considered to be one of the most powerful theories when it comes to value attitude behavior [13], as indicated by Jackson in his review on behavioural change [14]. The TPB is still an adjusted expectancy-value model. Since adoption of Influencer Marketing has transformed into a social phenomenon, we think that two ideas work well in this context of environmental friendly marketing strategy. Further, it has been discovered that integrated models of behaviour that combine social-psychological and contextual characteristics enhance the predictive power of adoption [14]. [15] further suggested that the TPB be used in future behavioural and marketing studies by incorporating other ideas, constructing from multiple disciplines, and considering more relevant external elements in order to provide more accurate forecasts and implications. Influencing factors and Social Media Awareness has been integrated as a mediator and moderator respectively as the two external factors in the Influencer Marketing adoption intention to behavior model of the study.

### 2.1. Theory of Planned Behavior

Predicting an individual's intention to engage in a practice at a certain time and location is the goal of the theory of planned behaviour (TBP), which was first articulated by Fishbein and Ajzen [16] as the theory of reasoned action. Ajzen revised TBP in 1991 [17]. The TPB's overarching goal is to understand and predict individual and group behaviour. As this theoretical framework sees it, an individual's intentions are the most important consideration when trying to anticipate their actions. The motivational component necessary to generate the behaviour is part of the intention, as is an indication of the degree to which the individual is willing to exert effort to produce the behaviour. This primary variable would originate from three groups of causal factors: attitudes, normative belief, and self-perception.

First, attitudes reflect a person's opinion of a conduct, whether it be favourable or detrimental. The individual's thoughts about the activity influence how they develop these attitudes. A number of qualities and outcomes that can be favorably or adversely assessed are connected to this behaviour. The individual links the conduct and its repercussions or adoption cost because of this assessment. This connection leads to attitudes, whose influence is proportional to how likely it is for a certain action to result in a given outcome [17]. As a result, attitudes are the outcome of a human's values and beliefs in relation to a certain action. Second, the normative beliefs reflects the perceived social pressure a person experiences to behave a particular way, whether that pressure comes from society at large or their immediate surroundings [17]. This criterion is based on the individual's normative beliefs, or the behaviour they believe is most acceptable in perspective of their social surroundings. The importance of the universal subjective

standard in predicting an individual's intention toward a conduct will depend on the strength of his or her normative ideas as well as their desire or willingness to do so. The last concept is perceived behavioral control, which is a person's estimation of how easy or difficult it will be for them to perform an activity [17]. The precise perception of behavioral control reflects the individual's ideas about the existence of internal or external elements that aid or obstruct the adoption of behaviour [18]. While task-specific requirements and other people's behaviour are external elements, perceived capacity and willpower are internal ones [19].

## 2.2. The Norm-Activation Theory

According to the norm activation theory (NAT), behaviour is impacted by personal norms, which are in turn determined by awareness of the problem, its effects, and accountability [20]. According to Schwartz, the actualization of such action is directly related to the moral or personal standards being activated. From an ethical perspective, it relates to the sense of moral duty to act. As a result, the individual is not forced to adopt the intended behavior by outside forces. However, it is done for consistency, internal coherence between acts and convictions, or values. A range of prosocial intents and activities, including donating bone marrow or blood, have been successfully predicted using the NAT [21]. The Prosocial behaviour is defined as an action that benefits other people or perhaps the entire society [22]. Adopting Influencer Marketing indicates that the entire society might profit from doing so in terms of enhanced product/service awareness [23], the actual features and functionality [24], live demonstration of usability [25], cost efficient marketing strategy hence affecting product price [26], identifying authentic vendor/seller [27], awareness against being defrauded with duplicate products [28], hence it can also be categorized as a Prosocial behaviour. Numerous researches that support NAT in the context of behavioral adoption i.e., eco-innovation on green buying behavior [29], organic food purchasing intention [30], abiding to sustainable development goals in marketing research [31] have also been conducted in recent years.

## 2.3. Influencing Factors

Social media users frequently engage in the behavior of following influencers. The e-influencers work to gain followers and strengthen their position of authority for financial gain [32]. Influencer marketing seems to be flourishing despite the COVID 19 crisis's continued effects. In a latest report of influencers, 70% said that their audiences had sought out their advice on the crisis and the stay-at-home directive. 36 percent reported that COVID 19 had led to "substantial" increases in engagement on their Instagram profiles, and 73 percent stated they had already started covering the problem in their posts [33]. [33] Has further identified the influencer's authenticity, expertise in content creation, community management skills, trustworthiness and passion to be the most important factors to persuade and engage the followers. Influencer marketing, which is built on collaborating with well-known individuals to promote certain products, is an outgrowth of celebrity endorsement [34]. Influencer marketing, however, differs from traditional celebrity-endorsed advertising in that it occurs within the social media ecosystem, where famous mavens broadcast sponsored or unsponsored material to

followers who are genuinely interested in the influencers' daily activities and viewpoints [35]. The contents posted by the brands are perceived to be different from than those which are posted by the influencers [7]. Trustworthiness is a crucial influencing factor, which does not merely, depends on the promotional posts, and has a close link to the interaction procedure of the e-influencer [7]. For instance, social media influencers must actively engage in two-way dialogue with their followers while uploading catalog-style product photographs in order to encourage Para-social interaction and social presence that creates trustworthiness. They can make use of the various social commerce interface features, such as online chats, remarking, supporting, answering, liking, etc., to let consumers feel a stronger sense of social presence and closer PSI. The relationship between an influencer and their audience is based on trust, and this trust must exist in the relationship between an influencer and a company. This entails, among other things, being transparent with audiences about sponsored material, being fair in product evaluations and content, owning up to mistakes, and only contacting sponsors who are a good fit for audience and needs [36]. According to earlier research, one of the most crucial factors in influencer selection/following is perceived credibility [37]. Despite the possibility that attractiveness may have an instant impact on efficacy, [38] affirm that a celebrity's perceived credibility will have a much more lasting impact on a consumer's behaviour toward a brand. Credibility and trustworthiness are the foundations of recommendations and E-WOM, and influencers must be viewed as credible in order to persuade their followers. As a result, a credible influencer has a higher chance of influencing the followers' attitudes and intent to buy [39]. [40] Says that, the degree to which motivations are consistent with one another is known as congruence. Congruent motivations can aid in the formation of impressions and have an emotional impact on consumer reactions [41]. Similar outcomes might be expected in the area of influencer marketing. Higher purchase intentions and improved sentiments about the influencer could result from increasing the congruence of influencers to prospective customers [42]. Because they share similar personality features, a similar lifestyle, or comparable preferences, customers frequently copy influencers. Increased intentions to follow are the outcome of more congruence between influencers and potential customers, which demonstrates favourable opinions about influencers [43]. The influencing factors plays a vital role in the behavioral adoption of the phenomenon.

#### **2.4. Social Media Awareness**

The rise of marketing initiatives on social media offers executives and businesses a fantastic opportunity to find innovative ways to interact with their customers. Wrong social media selection results in unhappy customers, choosing the ideal social media and continually enhancing social media quality can help businesses survive [44]. More than two-thirds of Internet users utilize social media, one of the quickly expanding marketing platforms, and it provides previously unheard-of opportunities to build a brand. The ability of consumers to communicate with one another and engage in conversation will improve the quality of goods and services. One of the things the business owner can do to influence customer behaviour is to update the media material. This will benefit the consumer's unconscious mind and encourage loyalty to the brand or desired product



while also creating a sense of trendiness and freshness. A sign of paying attention to customers those results in their positive response is customer-oriented behaviour or the design and production of products based on their needs and wishes. Continually raising the standard of the business's goods and services encourages customer loyalty and happiness, which encourages word-of-mouth advertising and lowers the likelihood that customers will shun potentially risky purchases [45]. Social media is the channel that best suits consumer preferences about goods and companies [46]. Customers now directly purchase things from businesses through social media, which has evolved into a business platform [47]. The effectiveness of the social media marketing plan ultimately depends on managers being able to recognize and comprehend the preferences and wants of their clients as well as the social media platforms where customers are engaged [48]. There are many similarities between customer behaviour in offline and online engagements. By the way, online behaviour differs from that of electronic media in several ways. In particular, it is feasible to claim that the Flow theory is a positive psychology notion used to define how consumers behave in electronic markets. The results demonstrate that flow theory has favourable effects on behavioral adoption [49]. Customers have the opportunity to develop stronger relationships with brands thanks to brand presences on social media websites. In other words, the emergence of social media could create new avenues for businesses and brands to connect with their target audiences. Any fully developed social network marketing qualities may offer a potent weapon for the sustainability of the brand, brand equity, and market [50].

The impact of social media marketing on brand equity and customer reaction is moderated by flow theory. Therefore, it is reasonable to say that any social media marketing initiatives could be regarded as crucial tools for building a brand's reputation and attracting new clients [45]. In terms of consumer involvement, customer relationship management, and communication, social media has mainly been recognized as a useful tool that supports business marketing goals and strategies [51]. The role of social media influencers has gained significance in developing consumer's attitude towards the brands [52]. Social media promotion is becoming a more popular strategy among brands in all sectors of business. It has been demonstrated that a company's performance may be extremely effectively predicted by the potential value of social media-related business goods [53].

Social media marketing is the most basic, affordable, and effective technique to market a brand, according to numerous research. The most significant scientific advancement that has benefited a variety of commercial industries is internet technology. Building an online system to allow people to purchase the goods they require conveniently is a terrific idea [54]. The user's convenience must be taken into account while selecting a social media platform that is appropriate for marketing initiatives. Twitter, Facebook, YouTube, Instagram, and Snapchat are among the most widely used platforms. A large number of clients will be able to use social media marketing techniques due to their developmental and implementation progress which make purchases via online platforms fast and easily.

### 3. CONCEPTUAL FRAMEWORK AND PROPOSITIONS

There are two primary divisions in this section. First, the proposed conceptual framework is introduced, and then its many components and the procedure for developing theories-based propositions are defined in the next section.

#### 3.1. Conceptual Framework

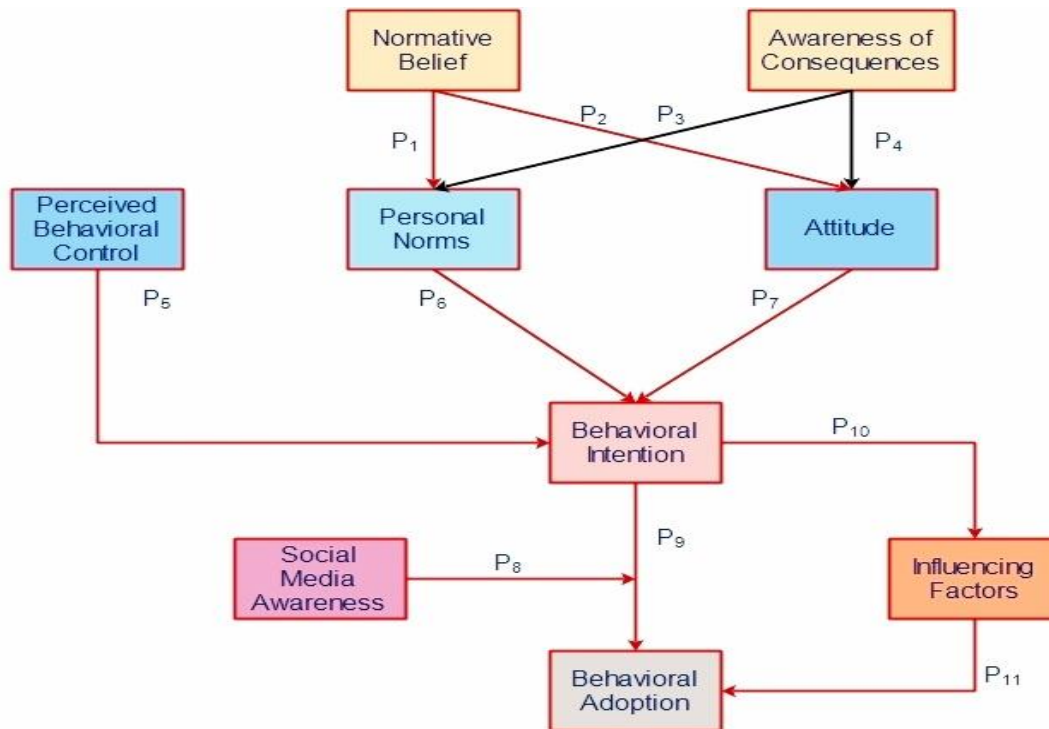
Researchers create conceptual models when they think that such a framework will be useful in describing the evolution of the phenomenon under study [55]. This is the researcher's way of delving into the issue at hand [56]. It has to do with the researcher's chosen framework for spreading and organizing knowledge, including the concepts, empirical studies, and core theoretical frameworks that form the basis of that framework [57].

The accompanying diagram depicts the TPB and NAT-based Influencer Marketing adoption framework that has been proposed. The TPB has been revised to improve its explanatory power in a variety of settings [58]. Examples of this kind of work include Sumaedi Sik et al. (2016), who combine the TPB with value theory and signaling theory to account for riders' intentions to reuse public transportation and provide an explanation for this behaviour [59]. In a randomised controlled trial, Jacobs et al. X have utilised a model that combines TPB and self-determination theory to explain participants' actions in the areas of exercise and diet [60].

Regarding the surrounding environment, an integrated model of TPB and the NAT has been used to predict individuals' intention to reduce car use by Liu et al. (2017) [61], to predict waste sorting behaviour by Setiawan et al. (2020) [62], and by Rezaei et al. (2019) to study drivers of farmers' intention to use integrated pest management [63]. This study proposes a research model that combines the TPB and the NAT, with consumers' intentions serving as a direct predictor of Influencer Marketing's uptake. Then, according to [64], the adoption intention of influencer marketing is influenced by attitude, personal norms, and perceived behavioural control. The explanatory power of the TPB was much improved when individual moral norm was added as a construct [65]. Awareness of consequences [61] and normative beliefs [64] are the predictors of attitude and personal norms in their view. Because of the importance of understanding the causal connections between variables, we conclude by introducing influencing factors as a mediator and social media awareness as a moderator in the link between intention and adoption [66]. The following subsection elaborates on the hypotheses in the aforementioned framework.

#### 3.2. Proposed Model based on propositions

As to what follows, research talk about the study's many hypotheses that emerged from the conceptual framework.



**Figure 1: Proposed Model of Influencer Marketing Adoption**

### 3.2.1 The effect of Normative Beliefs regarding Influencer Marketing on Consumer Attitude and Personal Norms

One of the key elements in the theory of planned behaviour is the idea of normative beliefs [67]. Despite the fact that the idea of normative beliefs is still comparatively underutilised in the marketing context as compared to the behavioural belief [10][53][68][69][70], it has been acknowledged as a fundamental component of motivation and action as well as a crucial mechanism for behavioural impact and improvement [71][72][73][74]. It is described as the perception of other people's expectations [75]. In existing studies of marketing, the role of normative belief has been instrumental to affect consumer attitude towards behavioural adoption, directly. According to the contribution of normative beliefs to personal norms, people used norms and beliefs as direction to evaluate whether a conduct was ethically acceptable or not [76]. In light of this, this study makes the claim that normative belief is a direct predictor of consumer attitude toward adoption of influencer marketing and personal ecological norm.

**Proposition 1 (Pr.1: P1):** Normative Belief is positively related to Personal ecological norm.

**Proposition 2 (Pr.2: P2):** Normative Belief is positively related to Consumer Attitude towards Influencer Marketing



### 3.2.2 The effect of Awareness of Consequences from Influencer Marketing on Consumer Attitude and Personal Norms

The concept of awareness of consequences is derived from the norm activation theory. According to this view, a person's personal responsibility to engage in an action is activated when they are aware of the potential repercussions. This means that the more people are aware of the influencer marketing's benefits, the more pressure they will feel from others to use it and the more favourable opinions they will have of it. In existing and recent studies of adoption, social commerce [74], m-banking [73], social marketing [77], social marketing in promoting sustainable healthy lifestyle [78], mobile payment system [79], consumer's social networking site usage [80], agricultural e-marketing [68], etc. The following propositions are being made based on their findings:

**Proposition 3 (Pr.3: P3):** *Awareness of consequences is affecting the consumer attitude towards Influencer Marketing*

**Proposition 4 (Pr.4: P4):** *Awareness of consequences is affecting the personal ecological norm*

### 3.2.3 The effect of Personal Behavioral Control on Behavioral intention to adopt Influencer Marketing

The perception of a behavioral difficulty in implementation is known as perceived behavioral control (PBC). PBC is the third immediate predictor of behavioral intention in the TBP, following attitude and perceived norms [81]. It was observed to have a considerable impact on people's intents to engage in pro-environmental activity when it comes to sustainable market approaches, such as buying organic food [82], complaining about the environment [83], utilizing green information technology [84], social media marketing [53] [69], agricultural e-marketing [68], AI in marketing [70]. Hence, there can be a proposal that:

**Proposition 5 (Pr.5: P5):** *Perceived Behavioral Control is directly influencing the behavioral intention to adopt Influencer Marketing*

### 3.2.4 The effect of Personal Norms on the Behavioral intention to adopt Influencer Marketing

Self-expectations based on internalized beliefs are generally referred to as personal norms [85]. It is characterized by sentiments of personal obligation to engage in a certain conduct and demonstrates commitment with internalized beliefs [86]. Personal norms are favorably correlated with behaviour that is pro-environment, according to earlier studies [75][87]. With the rise in demand for green products, it is witnessed that the society and the consumers are getting more environment friendly and inclined towards the bio-friendly consumption [88]. The study has further revealed that a considerable part of consumer termed as 'keen green' is highly concerned about the environmental degradation, its consequences and do give due importance to their role and consumption pattern [88]. [89] Has also confirmed the concernedness towards environment through reduced usage of car. Influencer Marketing is the most in trend phenomenon within the scope of digital

marketing [90]. When the consumers are so much concerned about the sustainability approaches towards environment, the same should also get promoted in the marketing approaches. The inception of Influencer marketing is already creating wonders with content development, content management [91] and also making a space for income generation [92]. It is an enterprising avenue for brands, influencers as well as consumers. It is very crucial to understand the self-expectation from the adoption of influencer marketing. Additionally, the indirect influence of normative beliefs and awareness of consequences on the behavioral intention via personal norms was also supported by Zhang et al. (2017) [83] and Thøgersen (2006) [93]. Therefore, it can be proposed:

**Proposition 6 (Pr.6: P6):** *Personal Norm is positively affecting the Behavioral Intention towards Influencer Marketing*

### **3.2.5 The effect of Consumer Attitude on the Behavioral intention to Adopt Influencer Marketing**

The attitudes that people hold regarding the behaviors they like or dislike are defined as such by the theory of planned behavior. The more intent a person has to engage in a behavior, the more positive their attitude about it will be [17]. Asadi et al. (2015) examined the choice to adopt green information technology using an integrated model of the TPB [84]. Their study's findings demonstrate a direct and advantageous association between behavioral intention to utilize green IT and attitude toward green IT. Previous studies in several marketing adoption has shown positive impact of consumer attitude on the intention to adopt. The intention to adopt Internet banking [94], m-wallet [95], e-shopping [96], electric vehicle [97] has evident impact of consumer's favorableness (attitude). Additionally, according to Zhang et al., attitude strongly moderated the association between behavioral intention for environmental complaint and normative belief as well as the effect between awareness of consequences and intention [83]. Therefore, it can be said:

**Proposition 7 (Pr.7: P7):** *Consumer Attitude for Influencer Marketing is positively influencing the Intention to adopt Influencer Marketing practices*

**Proposition 8 (Pr.8: P2-P7):** *Consumer Attitude towards IM mediates the relation between normative beliefs and intention to adopt IM.*

**Proposition 9 (Pr.9: P4-P7):** *Consumer Attitude towards IM mediates the relation between Awareness of consequences and Intention to adopt IM.*

### **3.2.6 The Moderating Effect of Social Media Awareness in the relationship between Intention to adopt Influencer marketing and its Adoption**

Social media and its awareness among the consumers is the pre-requisite for the growth and popularization of Influencer Marketing. The social media platforms like FB, Instagram, Twitter, LinkedIn, Pinterest, Youtube works as the marketing platform for the brands and the influencers. New forms of communication are being made possible by the development and use of new technology, which is profoundly altering society. The expansion of numerous social networks, including Instagram, YouTube, and Twitter, has

been made possible by this advancement. Influential people, also known as influencers, have emerged as a result of the growth of these social networks, particularly Instagram. Virtual rooms' increased social presence fosters influencers' reliability and expands options for interaction with target audiences [98]. Influencers have transformed from unprofessional online personas seeking acceptance from the general public to a commercialized and established profession as a result of partnerships between "Instafamous" people and marketers [98]. Moreover, there are also some unethical side of the social media promoted influencer marketing as it has been seen that there are some evidences of unsustainable consumption and emotional labor [98]. So, it can be proposed that:

**Proposition 10 (Pr.10: P8):** *Social media awareness moderates the relation between the intention to adopt IM and its behavioral adoption*

### 3.2.7 The effect of Behavioral Intention on the Adoption of Influencer Marketing

A crucial component of the concept of planned behavior is intention to adopt a specific action, and the stronger the intention, the more likely an individual will perform accordingly [99]. The people's willingness and tenacity determines their behavior. A person's subjective probability that they will carry out a particular behavior is referred to as behavioral intention [16]. According to the TPB, conduct is primarily determined by the intention to accomplish a task, making intention the primary predictor of behavior. Numerous researchers have established this connection [100]. Ali Abbasi et.al [101] has illustrated the importance of intention of consumers in adoption of social media marketing. According to Dalvi Esfahani et.al, the relevance of the intention to adopt green IS compared to other factors influencing adoption behavior has the most significant importance [102]. According to Bamberg and Möser, the influence of attitude, PBC, and moral norm on pro-environmental conduct is moderated by pro-environmental behavioral intention [64]. Keeping an eye on the above results, it can be proposed that:

**Proposition 11 (Pr.11: P9):** *Intention to adopt IM will positively influence the behavioral adoption of the phenomenon*

**Proposition 12 (Pr.12: P6-P9):** *Intention acts as a mediating variable in the relation between Personal Norms regarding IM and the behavioral adoption of the phenomenon*

**Proposition 13 (Pr.13: P7-P9):** *Intention mediates the relation between Consumer attitude towards IM and its behavioral adoption.*

### 3.2.8 The Mediation Effect of Influencing factors in the relationship between Behavioral Intention to Adoption of Influencer Marketing

The role of influencer's factor on the purchase intention of the consumers has been studied immensely and they are scattered in different texts from different countries throughout various industries. Factors like Uniqueness [103], trustworthiness [104], Perceived Credibility [105], Expertise [27], Physical attractiveness [27], Homophily [27] have immense impact on developing a behavior towards IM adoption. The interaction by Influencers are judged on various parameters where the influencing factors are important

to be considered. It is evident that people tends share more knowledge as they interact more and thus the interaction promotes knowledge acquisition [106] which can mediate between intention to adoption. The adoption of water quality techniques, disease control measures, and feed input procedures were all favorably predicted by interactions with extension services and input retailers, according to a study by Joffre et al. on the adoption of aquaculture technology and practices. Additionally, it has been determined that the frequency of interactions with extension services is a mediator that can explain the link between clustering and the adoption of water quality management methods [107]. It can be noted that the relevance of interaction and its frequency is very crucial for influencers to persuade the followers who are in turn the consumers of various brands [108]. Following the above, we propose that:

**Proposition 14 (Pr.14: P11):** *Influencing factors are positively influencing the behavioral adoption of IM.*

**Proposition 15 (Pr.15: P10-P11):** *Influencing factors mediates the relation in between intention to adopt IM and the behavioral adoption of IM.*

#### 4. CONCLUSION

To fully comprehend the underlying elements that will motivate the consumers to embrace Influencer Marketing, a thorough understanding of the theory-based approach is required. The study will help to understand the sustainability of the Influencer Marketing as a new marketing ecosystem powered by social media. The gig economy is a great promoter of talent execution, expert content development and generating lucrative income for the individuals as well as cost efficient for brands in comparison to the traditional marketing forms. To match up the intention of supply side, the demand (consumer) side should also be supervised and understood critically. In order to better understand consumers' adoption of IM, we proposed numerous proposals in this research based on an integrated model of the TPB and NAT with the mediating role of Influencing Factors and the moderating effect of social media awareness in the intention-behavior relation. The "intention-behavior gap" is the term used to describe the discrepancy between what some people plan to do and what they actually do to improve their behavior. This study focused on building blocks that can assist decision-makers (marketers, strategic policy makers, influencers) in bridging the gap between consumers' intentions and actual behavior and turning those intentions into sustainable actions. According to our hypothesis, people with high levels of "awareness of consequences," "normative beliefs," and "personal norms" will also have high levels of "personal norms," as well as a positive "attitude toward IM." While strong "personal norms" will encourage an "intention to adopt IM," along with a positive "attitude toward IM" and "perceived behavioral control." Then, this desire may encourage them to take direct action or to do so by engaging with more people in their network which will work as e-WOM, and they may start developing relevant behaviors. The final claim asserts that the link between a consumer's intention and IM adoption is better the higher their adherence to the influencing factors. A hypothesis will result from several propositions and then be objectively evaluated in subsequent studies.

## References

- 1) "Influencer Marketing," *Tapinfluence*, 2020. <https://www.tapinfluence.com/blog-what-is-influencer-marketing/>.
- 2) E. A. Boerman, S. C., & Van Reijmersdal, "Disclosing influencer marketing on YouTube to children: The moderating role of para-social relationship," *Front. Psychol.*, vol. 10, p. 3042, 2020.
- 3) Y. Li and Y. Peng, "Influencer marketing: purchase intention and its antecedents," *Mark. Intell. Plan.*, vol. 39, no. 7, pp. 960–978, 2021, doi: 10.1108/MIP-04-2021-0104.
- 4) L. A. Freberg, K., Graham, K., McGaughey, K., & Freberg, "Who are the social media influencers? A study of public perceptions of personality," *Public Relat. Rev.*, vol. 37, no. 1, pp. 90–92, 2011.
- 5) R. Ohanian, "The impact of celebrity spokespersons' perceived image on consumers' intention to purchase," *J. Advert. Res.*, 1991.
- 6) H. H. Hyman, "The Psychology of Status," *Arch. Psychol. (Columbia Univ.)*, vol. 269, p. 94, 1942.
- 7) S. V. Jin, E. Ryu, and A. Muqaddam, "I trust what she's #endorsing on Instagram: moderating effects of parasocial interaction and social presence in fashion influencer marketing," *J. Fash. Mark. Manag.*, vol. 25, no. 4, pp. 665–681, 2021, doi: 10.1108/JFMM-04-2020-0059.
- 8) E. Morris, M. and Anderson, "'Charlie is so cool like': authenticity, popularity and inclusive masculinity on YouTube," *Sociology*, vol. 49, no. 6, pp. 1200–1217, 2015.
- 9) W. Zhou, W. and Duan, "An empirical study of how third-party websites influence the feedback mechanism between online word-of-mouth and retail sales," *Decis. Support Syst. Elsevier B.V.*, vol. 76, pp. 14–23, 2015.
- 10) Abhishek and M. Srivastava, "Mapping the influence of influencer marketing: a bibliometric analysis," *Mark. Intell. Plan.*, vol. 39, no. 7, pp. 979–1003, 2021, doi: 10.1108/MIP-03-2021-0085.
- 11) P. C. Stern, "New environmental theories: Toward a coherent theory of environmentally significant behavior," *J. Soc. Issues*, vol. 56, pp. 407–424, 2000.
- 12) E. Akintunde, "Theories and Concepts for Human Behavior in Environmental Preservation," *J. Environ. Sci. Public Heal.*, vol. 1, pp. 120–133, 2017.
- 13) J. Han, H.; Hwang, J.; Lee, M.J.; Kim, "Word-of-Mouth, Buying, and Sacrifice Intentions for Eco-Cruises: Exploring the Function of Norm Activation and Value-Attitude-Behavior," *Tour. Manag.*, vol. 70, pp. 430–443, 2019.
- 14) T. Jackson, "Motivating Sustainable Consumption: A Review of Evidence on Consumer Behaviour and Behavioural Change," *Sustain. Dev. Res. Netw.*, vol. 15, pp. 30–40, 2005.
- 15) S. David, P., & Rundle-Thiele, "Social marketing theory measurement precision: a theory of planned behaviour illustration," *J. Soc. Mark.*, 2018.
- 16) I. Fishbein, M.; Ajzen, "Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research," Boston, MA, USA, 1975.
- 17) I. Ajzen, "The Theory of Planned Behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50, pp. 179–211, 1991.
- 18) M. Asare, "Using the theory of planned behavior to determine the condom use behavior among college students," *Am. J. Heal. Stud.*, vol. 30, pp. 43–50, 2015.
- 19) I. Ajzen, "Perceived Behavioral Control, Self-Efficacy, Locus of Control, and the Theory of Planned Behavior," *J. Appl. Soc. Psychol.*, vol. 32, pp. 665–683, 2002.



- 20) S. H. Schwartz, *Normative Influences on Altruism*, Volume 10. MA, USA: Academic Press: Cambridge, 1977.
- 21) L. de Groot, J. ; Steg, "Morality and Prosocial Behavior: The Role of Awareness, Responsibility, and Norms in the Norm Activation Model," *J. Soc. Psychol.*, vol. 149, pp. 425–449, 2009.
- 22) A. Paço, "Prosocial Behavior and Sustainable Development," *In Encyclopedia of Sustainability in Higher Education; Leal Filho, W., Ed.* Springer International Publishing: Cham, Switzerland, pp. 1321–1325, 2019.
- 23) S. Lou, C., & Yuan, "Influencer marketing: how message value and credibility affect consumer trust of branded content on social media," *J. Interact. Advert.*, vol. 19, no. 1, pp. 58–73, 2019.
- 24) S. Belanche, D., Casalo, L. V., Flavián, M., & Ibañez-Sánchez, "Understanding influencer marketing: The role of congruence between influencers, products and consumers," *J. Bus. Res.*, vol. 132, pp. 186–195, 2021.
- 25) R. Bellei, E. A., Biduski, D., Brock, L. A., Patrício, D. I., de Souza, J. D. L., De Marchi, A. C. B., & Rieder, "Prior experience as an influencer in the Momentary User Experience: an assessment in immersive virtual reality game context," in *20th Symposium on Virtual and Augmented Reality (SVR)*, 2018, pp. 1–9.
- 26) J. R. Campbell, C., & Farrell, "More than meets the eye: The functional components underlying influencer marketing," *Bus. Horiz.*, vol. 63, no. 4, pp. 469–479, 2020.
- 27) H. Y. Kim, D. Y., & Kim, "Trust me, trust me not: A nuanced view of influencer marketing on social media," *J. Bus. Res.*, vol. 134, pp. 223–232, 2021.
- 28) R. W. Leung, F. F., Gu, F. F., Li, Y., Zhang, J. Z., & Palmatier, "EXPRESS: Influencer Marketing Effectiveness," *J. Mark.*, 2022.
- 29) P. Sharma, N., Paço, A., & Kautish, "The impact of eco-innovation on green buying behaviour: the moderating effect of emotional loyalty and generation," *Manag. Environ. Qual. An Int. J.*, 2022.
- 30) P. M. Le, M. H., & Nguyen, "Integrating the Theory of Planned Behavior and the Norm Activation Model to Investigate Organic Food Purchase Intention: Evidence from Vietnam," *Sustain.*, vol. 14, no. 2, p. 816, 2022.
- 31) L. Voola, R., Bandyopadhyay, C., Azmat, F., Ray, S., & Nayak, "How are consumer behavior and marketing strategy researchers incorporating the SDGs? A review and opportunities for future research," *Australas. Mark. J.*, vol. 30, no. 2, pp. 119–130, 2022, doi: <https://doi.org/10.1177%2F14413582221079431>.
- 32) S. Farivar, F. Wang, and O. Turel, "Followers' problematic engagement with influencers on social media: An attachment theory perspective," *Comput. Human Behav.*, vol. 133, no. February, p. 107288, 2022, doi: 10.1016/j.chb.2022.107288.
- 33) Grin Technologies Inc., "5 Characteristics of a Good Influencer," 2022. <https://grin.co/blog/5-characteristics-of-a-good-influencer/>.
- 34) S. Lou, C. and Yuan, "Influencer marketing: how message value and credibility affect consumer trust of branded content on social media," *J. Interact. Advert.*, vol. 19, no. 1, pp. 58–73, 2019.
- 35) J. Jin, S.-A.A. and Phua, "Following celebrities' tweets about brands: the impact of Twitter based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities," *J. Advert. Routledge*, vol. 43, no. 2, pp. 181–195, 2014.
- 36) Y. Kim, E., & Kim, "Factors Affecting the Attitudes and Behavioral Intentions of Followers toward Advertising Content Embedded within YouTube Influencers' Videos," *J. Promot. Manag.*, pp. 1–22, 2022.

- 37) H. T. Nam, L.G. and D<sup>^</sup>an, “Impact of social media influencer marketing on consumer at Ho Chi Minh City,” *Int. J. Soc. Sci. Humanit. Invent.*, vol. 5, no. 5, pp. 4710–4714, 2018.
- 38) M. Langner, T. and Eisend, “Effects of celebrity endorsers’ attractiveness and expertise on brand recall of transformational and informational products,” *Adv. Advert. Res. Gabler, Wiesbad.*, vol. 2, pp.
- 39) Y. Chetioui, H. Benlafqih, and H. Lebdaoui, “How fashion influencers contribute to consumers’ purchase intention,” *J. Fash. Mark. Manag.*, vol. 24, no. 3, pp. 361–380, 2020, doi: 10.1108/JFMM-08-2019-0157.
- 40) R. W. Garretson, J.A. and Niedrich, “SPOKES-CHARACTERS: creating character trust and positive brand attitudes,” *J. Advert. Routledge*, vol. 33, no. 2, pp. 25–36, 2004.
- 41) D. Hosany, S. and Martin, “Self-image congruence in consumer behavior,” *J. Bus. Res. Elsevier*, vol. 65, no. 5, pp. 685–691, 2012.
- 42) S. Xu (Rinka), X. and Pratt, “Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y,” *J. Travel Tour. Mark. Routledge*, vol. 35, no. 7, pp. 958–972, 2018.
- 43) N. J. Choi, S.M. and Rifon, “It is a match: the impact of congruence between celebrity image and consumer ideal self on endorsement effectiveness,” *Psychol. Mark.*, vol. 29, pp. 639–650, 2012.
- 44) and R. A. Alalwan, A. A., N. P. Rana, Y. K. Dwivedi, “Social media in marketing: A review and analysis of the existing literature,” *Telemat. Informatics*, vol. 34, no. 7, pp. 1177–1190, 2017, doi: 10.1016/j.tele.2017.05.008.
- 45) A. Zarei, H. Farjoo, and H. Bagheri Garabollagh, “How Social Media Marketing Activities (SMMAs) and Brand Equity Affect the Customer’s Response: Does Overall Flow Moderate It?,” *J. Internet Commer.*, vol. 21, no. 2, pp. 160–182, 2022, doi: 10.1080/15332861.2021.1955461.
- 46) and P. M. W. Naylor, R. W., C. P. Lamberton, “Beyond the like button: The impact of mere virtual presence on brand evaluations and purchase intentions in social media settings,” *J. Mark.*, vol. 76, no. 6, pp. 105–120, 2012, doi: 10.1509/jm.11.0105.
- 47) M. R. Tuten, T. L., Solomon, *Social media marketing*. 2017.
- 48) and H. G. C. Zhu, Y. Q., “Social media and human need satisfaction: Implications for social media marketing,” *Bus. Horiz.*, vol. 58, no. 3, pp. 335–345, 2015, doi: 10.1016/j.bushor.2015. 01.006.
- 49) and M. C. C. Hsu, C. L., K. C. Chang, “Flow experience and internet shopping behavior: Investigating the moderating effect of consumer characteristics,” *Syst. Res. Behav. Sci.*, vol. 29, no. 3, pp. 317–332, 2012, doi: 10.1002/sres.1101.
- 50) and M. W. Y. Talat, A., S. Azar, “Investigating social commerce as an alternate model for online commerce in developing countries: A case of Pakistani economy,” *Pakistan J. Commer. Soc. Sci.*, vol. 7, no. 1, pp. 223–242, 2013, [Online]. Available: <http://hdl.handle.net/10419/188087>.
- 51) A. Filo, K., Lock, D., & Karg, “Sport and social media research: A review,” *Sport Manag. Rev.*, vol. 18, no. 2, pp. 166–181, 2015.
- 52) L. Nafees, C. M. Cook, A. N. Nikolov, and J. E. Stoddard, “Can social media influencer (SMI) power influence consumer brand attitudes? The mediating role of perceived SMI credibility,” *Digit. Bus.*, vol. 1, no. 2, p. 100008, 2021, doi: 10.1016/j.digbus.2021.100008.
- 53) E. Kim, A. J., & Ko, “Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand,” *J. Bus. Res. Elsevier*, vol. 65, no. 10, pp. 1480–1486, 2012, [Online]. Available: <https://doi.org/10.1016/j.jbusres.2011.10.014>.

- 54) C. G. Muniesa, R. L., & Giménez, "The Importance of the Loyalty of Fashion Brands through Digital Marketing," *J. Spat. Organ. Dyn.*, vol. 8, no. 3, pp. 230–243, 2020.
- 55) W. Camp, "Formulating and Evaluating Theoretical Frameworks for Career and Technical Education Research," *J. Vocat. Educ. Res.*, vol. 26, pp. 4–25, 2001.
- 56) M. Liehr, P.; Smith, "Middle Range Theory: Spinning Research and Practice to Create Knowledge for the New Millennium," *Adv. Nurs. Sci.*, vol. 21, pp. 81–91, 1999.
- 57) A. Peshkin, "The Goodness of Qualitative Research," *Educ. Res.*, vol. 22, pp. 23–29, 1993.
- 58) I. Ajzen, "The Theory of Planned Behaviour: Reactions and Reflections.," *Psychol. Heal.*, vol. 26, pp. 1113–1127, 2011.
- 59) T. Sumaedi, S.; Yarmen, M.; Bakti, I.G.M.Y.; Rakhmawati, T.; Astrini, N.J.; Widiarti, "The Integrated Model of Theory Planned Behavior, Value, and Image for Explaining Public Transport Passengers' Intention to Reuse," *Manag. Environ. Qual. Int. J.*, vol. 27, pp. 124–135, 2016.
- 60) N. Jacobs, N.; Hagger, M.; Streukens, S.; Bourdeaudhuij, I.; Claes, "Testing an Integrated Model of the Theory of Planned Behaviour and Self-Determination Theory for Different Energy Balance-Related Behaviours and Intervention Intensities," *Br. J. Heal. Psychol.*, vol. 16, pp. 113–134, 2011.
- 61) Y. Liu, Y.; Sheng, H.; Mundorf, N.; Redding, C.; Ye, "Integrating Norm Activation Model and Theory of Planned Behavior to Understand Sustainable Transport Behavior: Evidence from China," *Int J. Env. Res. Public Heal.*, vol. 14, p. 1593, 2017.
- 62) I. Setiawan, B.; Afiff, A.Z.; Heruwasto, "Integrating the Theory of Planned Behavior With Norm Activation in a Pro-Environmental Context," *Soc. Mark. Q.*, vol. 26, pp. 244–258, 2020.
- 63) M. M. Rezaei, R.; Safa, L.; Damalas, C.A.; Ganjkanloo, "Drivers of Farmers' Intention to Use Integrated Pest Management: Integrating Theory of Planned Behavior and Norm Activation Model," *J. Environ. Manag.*, vol. 236, pp. 328–339, 2019.
- 64) G. Bamberg, S.; Möser, "Twenty Years after Hines, Hungerford, and Tomera: A New Meta-Analysis of Psycho-Social Determinants of pro-Environmental Behaviour," *J. Environ. Psychol.*, vol. 27, pp. 14–25, 2007.
- 65) M. Yazdanpanah, M.; Forouzani, "Application of the Theory of Planned Behaviour to Predict Iranian Students' Intention to Purchase Organic Food," *J. Clean. Prod.*, vol. 107, pp. 342–352, 2015.
- 66) K. Y. N. Ng, "The Moderating Role of Trust and the Theory of Reasoned Action," *J. Knowl. Manag.*, vol. 24, pp. 1221–1240, 2020.
- 67) I. Ajzen, "The theory of planned behavior," *Organ. Behav. Hum. Decis. Process.*, vol. 50(2), pp. 179–211, 1991.
- 68) J. Alavion, S. J., Allahyari, M. S., Al-Rimawi, A. S., & Surujlal, "Adoption of agricultural E-marketing: application of the theory of planned behavior," *J. Int. Food Agribus. Mark.*, vol. 29, no. 1, pp. 1–15, 2017.
- 69) T. J. Hudson, S., Huang, L., Roth, M. S., & Madden, "The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors," *Int. J. Res. Mark.*, vol. 33, no. 1, pp. 27–41, 2016.
- 70) J. Mariani, M. M., Perez-Vega, R., & Wirtz, "AI in marketing, consumer research and psychology: a systematic literature review and research agenda," *Psychol. Mark.*, vol. 39, no. 4, pp. 755–776, 2022.
- 71) R. R. Cialdini, R.B.; Kallgren, C.A.; Reno, "A focus theory of normative conduct: A theoretical refinement and reevaluation of the role of norms in human behavior," *Adv. Exp. Soc. Psychol.*, vol. 24, pp. 201–234, 1991.

- 72) P. Ravis, A.; Sheeran, "Descriptive norms as an additional predictor in the theory of planned behaviour: A meta-analysis," *Curr. Psychol.*, vol. 22, pp. 218–233, 2003.
- 73) R. G. Firmansyah, I. A., Yasirandi, R., & Utomo, "The influence of efficacy, credibility, and normative pressure to M-banking adoption level in Indonesia," *Procedia Comput. Sci.*, vol. 197, pp. 51–60, 2022.
- 74) D. Cutshall, R., Changchit, C., Pham, H., & Pham, "Determinants of social commerce adoption: An empirical study of Vietnamese consumers," *J. Internet Commer.*, vol. 21, no. 1, pp. 133–159, 2022.
- 75) J. Thøgersen, "Norms for Environmentally Responsible Behaviour: An Extended Taxonomy," *J. Environ. Psychol.*, vol. 26, pp. 247–261, 2006.
- 76) J. Bamberg, S.; Rees, "Environmental Attitudes and Behavior: Measurement," *In International Encyclopedia of the Social and Behavioral Sciences*. Elsevier: Amsterdam, The Netherlands, pp. 699–705, 2015.
- 77) M. Mabry, A., & Mackert, "Advancing use of norms for social marketing: Extending the theory of normative social behavior," *Int. Rev. Public Nonprofit Mark.*, vol. 11, no. 2, pp. 129–143, 2014.
- 78) A. Milicevic, N., Djokic, I., Djokic, N., & Grubor, "Social Marketing in Promoting Sustainable Healthy Lifestyle among Student Population," *Sustainability*, vol. 14, no. 3, p. 1874, 2022.
- 79) W. M. Ting, H., Yacob, Y., Liew, L., & Lau, "Intention to use mobile payment system: A case of developing market by ethnicity," *Procedia-Social Behav. Sci.*, vol. 224, pp. 368–375, 2016.
- 80) P. K. Girona, J. T., & Korgaonkar, "Understanding consumers' social networking site usage," *J. Mark. Manag.*, vol. 30, no. 5–6, pp. 571–605, 2014.
- 81) C. P. Barlett, "Social Psychology Theory Extensions," in *Academic Press: Cambridge*, MA, USA: ISBN 9780128166536, 2019, pp. 37–47.
- 82) M. Yazdanpanah, M.; Forouzani, "Application of the Theory of Planned Behaviour to Predict Iranian Students' Intention to Purchase Organic Food," *J. Clean. Prod.*, vol. 107, pp. 342–352, 2015.
- 83) P. Zhang, X.; Geng, G.; Sun, "Determinants and Implications of Citizens' Environmental Complaint in China: Integrating Theory of Planned Behavior and Norm Activation Model," *J. Clean. Prod.*, vol. 166, pp. 148–156, 2017.
- 84) E. Asadi, S.; Hussin, A.R.C.; Dahlan, H.M.; Yadegaridehkordi, "Theoretical Model for Green Information Technology Adoption," *J. Eng. Appl. Sci.*, vol. 10, pp. 17720–17729, 2015.
- 85) H. A. M. Harland, P.; Staats, H.; Wilke, "Explaining Proenvironmental Intention and Behavior by Personal Norms and the Theory of Planned Behavior," *J. Appl. Soc. Psychol.*, vol. 29, no. 2505–2528, 1999.
- 86) S. H. Schwartz, "Normative Influences on Altruism," Berkowitz,., vol. 10, MA, USA: Academic Press: Cambridge, 1977, pp. 221–279.
- 87) K. Janssen, M.; Ostrom, E.; Tesfatsion, L.; Judd, "Governing Social-Ecological Systems. Handbook of Computational Economics II: Agent-Based Computational Economics," Elsevier: Amsterdam, The Netherlands, 2006.
- 88) A. Jaiswal, D., Kaushal, V., Singh, P. K., & Biswas, "Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market," *Benchmarking An Int. J.*, 2020.
- 89) J. Nordlund, A.; Garvill, "Effects of Values, Problem Awareness, and Personal Norm on Willingness to Reduce Personal Car Use," *J. Environ. Psychol.*, vol. 23, pp. 339–347, 2003.
- 90) P. F. Bruning, B. J. Alge, and H. C. Lin, "Social networks and social media: Understanding and managing influence vulnerability in a connected society," *Bus. Horiz.*, vol. 63, no. 6, pp. 749–761, 2020, doi: 10.1016/j.bushor.2020.07.007.

- 91) M. G. Childers, C. C., Lemon, L. L., & Hoy, "# Sponsored# Ad: Agency perspective on influencer marketing campaigns," *J. Curr. Issues Res. Advert.*, vol. 40, no. 3, pp. 258–274, 2019.
- 92) R. Sayyed, B. J. W., & Gupta, "Social media impact: generation Z and millennial on the cathedra of social media," in *8th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions)(ICRITO)*, 2020, pp. 595–6000.
- 93) F. Thøgersen, J.; Ölander, "The Dynamic Interaction of Personal Norms and Environment-Friendly Buying Behavior: A Panel Study," *J. Appl. Soc. Psychol.*, vol. 36, pp. 1758–1780, 2006.
- 94) C. Bashir, I., & Madhavaiah, "Consumer attitude and behavioural intention towards Internet banking adoption in India," *J. Indian Bus. Res.*, 2015.
- 95) H. Chawla, D., & Joshi, "Consumer attitude and intention to adopt mobile wallet in India—An empirical study," *Int. J. Bank Mark.*, 2019.
- 96) D. E. Citrin, A. V., Sprott, D. E., Silverman, S. N., & Stem, "Adoption of Internet shopping: the role of consumer innovativeness," *Ind. Manag. data Syst.*, 2000.
- 97) X. Li, L., Wang, Z., & Xie, "From government to market? A discrete choice analysis of policy instruments for electric vehicle adoption," *Transp. Res. Part A Policy Pract.*, vol. 160, pp. 143–159, 2022.
- 98) R. Barta, S., Flavián, M., & Gurrea, "Influencer marketing: how social presence affects followers' intentions," in *In Marketing and Smart Technologies*, Springer, Singapore, 2021, pp. 467–478.
- 99) C. Mafabi, S.; Nasiima, S.; Muhimbise, E.M.; Kasekende, F.; Nakiyonga, "The Mediation Role of Intention in Knowledge Sharing Behavior," *Vine J. Inf. Knowl. Manag. Syst.*, vol. 47, pp. 172–193, 2017.
- 100) M. Octav-Ionut, "Applying the Theory of Planned Behavior in Predicting Pro- Environmental Behaviour: The Case of Energy Conservation," *Acta Univ. Danub. Œcon.*, vol. 11, pp. 15–32, 2015.
- 101) B. N. C. Ali Abbasi, G., Abdul Rahim, N. F., Wu, H., Iranmanesh, M., & Keong, "Determinants of SME's social media marketing adoption: competitive industry as a moderator," *Sage Open*, vol. 12, no. 1, p. 21582440211067220, 2022.
- 102) N. H. Dalvi Esfahani, M.; Nilashi, M.; Rahman, A.A.; Ghapanchi, A.H.; Zakaria, "Psychological Factors Influencing the Managers' Intention to Adopt Green IS: A Review-Based Comprehensive Framework and Ranking the Factors," *Int. J. Strateg. Decis. Sci.*, 2015.
- 103) C. Sands, S., Campbell, C. L., Plangger, K., & Ferraro, "Unreal influence: leveraging AI in influencer marketing," *Eur. J. Mark.*, 2022.
- 104) W. Wiedmann, K. P., & von Mettenheim, "Attractiveness, trustworthiness and expertise—social influencers' winning formula?," *J. Prod. Brand Manag.*, vol. 30, no. 5, pp. 707–725, 2020.
- 105) M. Martínez-López, F. J., Anaya-Sánchez, R., Esteban-Millat, I., Torrez-Meruvia, H., D'Alessandro, S., & Miles, "Influencer marketing: brand control, commercial orientation and post credibility," *J. Mark. Manag.*, vol. 36, no. 17–18, pp. 1805–1831, 2020.
- 106) K. Carley, "Knowledge Acquisition as a Social Phenomenon," *Instr. Sci.*, vol. 14, pp. 381–438, 1986.
- 107) P. M. Joffre, O.M.; De Vries, J.R.; Klerkx, L.; Poortvliet, "Why Are Cluster Farmers Adopting More Aquaculture Technologies and Practices? The Role of Trust and Interaction within Shrimp Farmers' Networks in the Mekong Delta, Vietnam," *Aquaculture*, p. 523, 2020.
- 108) A. Vrontis, D., Makrides, A., Christofi, M., & Thrassou, "Social media influencer marketing: A systematic review, integrative framework and future research agenda," *Int. J. Consum. Stud.*, vol. 45, no. 4, pp. 617–644, 2021.