

An Investigation of Source Credibility: Evaluating the role of the Macro and Micro Influencers

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Abstract

The purpose of this research is to explore the source credibility of the macro and micro influencer on the purchase intentions of millennial consumers. The research focuses on Instagram within the context of fashion clothing. Adopting an interpretivist philosophy, 10 in-depth interviews were conducted. Findings revealed motivations to follow influencers include information, inspiration, assurance, body shape and risk reduction in purchase decisions. Number of followers did not indicate expertise. Macro Influencers were regarded as 'professionals' with product endorsement visibility on their pages. Micro Influencers, demonstrating lifestyle and unique styling were regarded as more trustworthy and credible source of information. The 'credibility of the source' for an influencer is dependent on trust, personality and styling. Following influencers does not impact on purchase intention behaviour as consumers personal clothing tastes and preferences were key to decision making.

Keywords: *source; credibility; influencers*

Track: Digital Marketing & Social Media