

RESEARCH ARTICLE

The Enchantment of Social Media Influencers: Analysing Consumer Attitudes Through the Lens of the Information Adoption Model

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Abstract

This study meticulously examines the influence of social media influencers on consumer behaviour, adopting the Information Adoption Model (IAM) as its theoretical cornerstone. In the era of Web 2.0, social media has emerged as a vital conduit for user-generated content, profoundly altering the landscapes of communication, public relations, and marketing strategies. The role of social media in electronic word-of-mouth (eWOM) marketing underscores its potential to craft consumer experiences, thereby augmenting brand equity. Central to this inquiry is the IAM, which elucidates the process through which users assess and adopt information, with the quality, reliability, and perceived utility of information being paramount. This study specifically probes into how the content disseminated by social media influencers impacts consumer purchase intentions. Analyzing data collected from respondents via questionnaires through structural equation modelling, this investigation sheds light on the intricate dynamics of this relationship. The findings underscore the indispensability of influencers' originality, trustworthiness, and emotional resonance in amplifying the perceived value of information, consequently swaying consumer purchase intentions. This scholarly endeavour contributes to the broader academic dialogue on the sway of social media over consumer behaviours. It provides valuable insights for marketers seeking to harness the power of influencer marketing with greater efficacy.

Keywords: Social media, Information Adoption Model, Influencer Marketing, Purchase Intention

Öz

Bu çalışma, sosyal medya fenomenlerinin tüketici davranışları üzerindeki etkisini titizlikle incelemekte ve teorik temel olarak Bilgi Benimseme Modeli'ni (IAM) benimsemektedir. Web 2.0 çağında, sosyal medya kullanıcı tarafından üretilen içerik için hayati bir kanal olarak ortaya çıkmış, iletişim, halkla ilişkiler ve pazarlama stratejilerini derinden değiştirmiştir. Elektronik ağızdan ağıza pazarlama (eWOM) konusunda sosyal medyanın rolü, tüketici deneyimleri oluşturma potansiyelini vurgulamakta ve böylece marka değerini artırmaktadır. Bu sorgulamanın merkezinde IAM bulunmakta, kullanıcıların bilgiyi nasıl değerlendirdikleri ve kabul ettikleri süreci açıklamakta, bilginin kalitesi, güvenilirliği ve algılanan faydası ön planda olmaktadır. Bu çalışma, özellikle sosyal medya etkileyicileri tarafından yayılan içeriğin tüketici satın alma niyetleri üzerindeki etkisini detaylı bir şekilde araştırmaktadır. Anket yoluyla toplanan veriler yapısal eşitlik modellemesiyle analiz edilmiştir. Bulgular, sosyal medya fenomenlerinin orijinalliğinin, güvenilirliğinin ve duygusal bağlanmanın, bilginin algılanan değerini artırma konusundaki vazgeçilmezliğini ve dolayısıyla tüketici satın alma niyetlerini etkileme kapasitesini vurgulamaktadır. Bu akademik çalışma, sosyal medyanın tüketici davranışları üzerindeki etkisi üzerine literatüre katkıda bulunmakta ve işletmelere sosyal medya pazarlamasını daha etkili bir şekilde kullanma konusunda farkındalıklar sunmaktadır.

Anahtar Kelimeler: Sosyal Medya, Bilgi Benimseme Modeli, Influencer Pazarlama, Satın Alma Niyeti

Introduction

Social media has emerged as a Web 2.0-based technology and software type that enables creating and sharing user-generated content (Kaplan & Haenlein, 2010). On the other hand, social media is described as a communication tool where user-generated content is central, radically transforming the abilities of strategic leaders and individuals to reach, interact with, and communicate with broad audiences (Heavey et al., 2020). These platforms, through the use of hashtags and social network analysis methods, generate data with high research potential to understand users' communication, attitudes, experiences, and behaviours (Pilař et al., 2021). The necessity for developing original theories and concepts underscores social media's role as a significant social innovation in communication, highlighting fundamental changes in public relations, journalism, advertising, marketing, and business practices (Kent & Li, 2020). Additionally, the innovative opportunities presented by social media in electronic word-of-mouth (eWOM) marketing demonstrate that organizations can create consumer experiences using social media tools, thereby building long-term brand value and product differentiation. Thus, social media is considered a complex and dynamic communication environment enriched with numerous theoretical frameworks and analysis methods, offering a deep understanding of how these platforms transform interactions among individuals, leaders, and organizations (du Plessis, 2010). In this context, the various opportunities and interaction potential offered by social media facilitate a significant transformation in the field of communication, enabling individuals, leaders, and organizations to communicate more effectively through digital platforms and create brand value.

The Information Adoption Model (IAM) provides a theoretical framework for understanding how users evaluate and adopt information presented through content produced on social media platforms (Elwalda et al., 2021). This model examines the impact of various factors, such as the quality, reliability of the information, and the extent to which the user finds the information useful, on the information adoption process

(Abbasi et al., 2022). It details how social media users trust and use content generated by other users when making decisions about a tourism destination or service (Haldar, 2022). The Information Adoption Model emphasizes the process of evaluating the quality and reliability of information, as well as how useful the information is to the user, in the information adoption process. Moreover, by expanding with the social support theory, the model establishes that social support is a significant precursor to the quality and reliability of the information, showing how these factors influence information adoption behaviour. This extended application of the Information Adoption Model, such as the adoption of information obtained through mobile messaging applications, proves the model's applicability in new technological contexts (Elwalda et al., 2021). The model assists in understanding the effects of factors like technology, organization, and environment on the performance of small and medium-sized enterprises, offering a comprehensive perspective on information adoption processes related to social media (Qalati et al., 2020). This theoretical framework is critically important for understanding how information is adopted through social media, playing a key role in both academic research and practical applications in understanding user behaviour.

Social media content influences consumers' consumption behaviours and purchasing decisions regarding information, desire, and experience (Bhatli & Mejri, 2015; Ioanas & Stoica, 2014). Social media influencers can affect consumers' purchasing decisions through online marketing and social media, and this influence plays a significant role in the information adoption process (Ioanas & Stoica, 2014; Oumayma, 2019). How consumers evaluate and adopt the information they receive from social media influencers can be analyzed using the variables of the Information Adoption Model. This model examines the effects of factors such as information quality, reliability, emotional attachment, and creativity on the usefulness of the information and, subsequently, on consumer behaviours (Brindha & Parameswaran, 2017). In this context, understanding the influence of social media influencers

enables brands and marketers to develop more effective strategies.

Social media influencers are increasingly gaining importance in today's marketing strategies. According to recent statistics, the global influencer marketing market value reached 21.1 billion U.S. dollars in 2023, representing over a threefold increase since 2019. This growth indicates the health of influencer marketing and its growing importance for brands (Statista, 2023). Additionally, during the COVID-19 pandemic, consumers' tendencies to gather information about products and make purchases through social media have increased (Mason et al., 2021). This underscores the importance of the influence of social media influencers on consumer behaviours and the applicability of the Information Adoption Model. Furthermore, it is observed that social media influencers affect the five stages of the consumer decision-making process: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour (Brindha & Parameswaran, 2017).

This research aims to examine the impact of social media influencers on consumer behaviours and how this effect can be understood within the framework of the Information Adoption Model. The research question is as follows: "What is the impact of social media influencers on consumer behaviours and purchasing decisions, and how can the Information Adoption Model explain this effect?" This study aims to contribute significantly to understanding the dynamics of social media that influence consumer behaviours and elucidate these phenomena's role in the information adoption process. Data collected from 492 participants will be analyzed using structural equation modelling. This analysis intends to contribute to businesses and marketers, helping them shape their social media strategies more effectively.

Literature Review

Social Media Influencers

Social media influencers occupy a central position in today's digital marketing strategies, and research into the depth and diversity of their influence unveils this phenomenon's rich facets

and complex structure. These individuals are often defined as significant social media presences due to their substantial follower base and their notable influence over these followers (Gökerik, 2024; Harrigan et al., 2021). The impact of influencers on their followers can range from simple product recommendations to the power to shape followers' general consumption habits, social norms, and values. This ensures that the content provided by influencers plays a crucial role in how followers acquire information about brands and products. Moreover, influencer content can increase followers' awareness of brands and influence their purchase intentions (Gökerik et al., 2018; Conti et al., 2022). These dynamics illustrate how social media influencers are positioned as key players in the modern marketing ecosystem and how their strong relationships with followers can potentially be valuable for businesses. In this context, influencer marketing has become a tool that enables businesses to reach their target audiences more personally and effectively (Arora et al., 2019; Dajah, 2020). Thus, influencer marketing has emerged as an essential component of marketing strategies in the digital age, facilitating more personal and effective communication between businesses and their target audiences.

Measuring the impact of social media influencers requires much more than an analysis based solely on numerical data. Factors such as engagement, reach, sentiment, and growth are crucial for understanding influencers' influence on social media platforms. These factors reflect the depth and scope of an influencer's relationship with their followers, showing how widely their messages are disseminated and how much interaction they receive from followers (Albadri, 2023; Borchers, 2019). However, an influencer's real impact is not limited to these numerical values; the authentic connections they establish with their followers and the perception of credibility they create are also of great importance (Yang & Wang, 2023). Followers evaluate the content influencers share through these authentic connections and a sense of credibility. This dynamic is critical in determining how valuable and trustworthy followers find the information an influencer shares, thus shaping their engagement with and loyalty to this content (Ouvrein et al.,

2021). Therefore, measuring the impact of influencers requires an in-depth examination of qualitative relationships with followers alongside quantitative data.

Influencer marketing has become a modern marketing strategy for businesses today. This strategy offers a more focused and individualized approach, unlike traditional marketing methods. Influencers are individuals who have specialized in a particular area and have garnered a significant following in that domain. This characteristic provides them with the opportunity to introduce businesses and their products to potential customers directly and effectively (Audrezet et al., 2020; Lou & Yuan, 2019). The trust-based relationships that develop between influencers and their followers can significantly influence consumers' purchasing decisions (Zhang, 2021). This approach, particularly in niche markets, enables businesses to reach their target audiences and establish meaningful connections with them. The success of influencer marketing is based on the natural and genuine relationships between influencers and their followers. These relationships facilitate more effective communication of businesses' messages and make followers more receptive to these messages (Cassia & Magno, 2019), offering a more focused and individualised approach than traditional marketing methods.

The use of social media influencers is shaped by various dynamics, including follower demographics and cultural factors (Kim & Kim, 2021). Influencers addressing a global audience must consider factors such as cultural distance and shared values while interacting with individuals from different cultural backgrounds. This interaction can affect how different cultural groups perceive and accept an influencer's messages (Bentley et al., 2021). The effectiveness of influencer marketing depends on the quality of the relationships influencers establish with their followers and how these relationships affect the reception of marketing messages. Therefore, influencers and brands must be sensitive and conscious when engaging in different cultural contexts. This approach can enhance the success of marketing strategies and enable businesses to reach wider and more diverse audiences. It

underscores the importance of strategic use of social media influencers' importance in today's digital marketing ecosystems and emphasizes the need for businesses to understand and adapt to these dynamics (Doshi et al., 2022; Oliviera et al., 2020). This situation increases the importance of businesses strategically using social media influencers to manage their digital marketing strategies more effectively and quickly adapt to changing market dynamics.

Information Adoption Model

The Information Adoption Model (IAM) is a framework designed to understand the processes through which users evaluate and adopt information they encounter. The applicability of IAM in social media is particularly crucial for examining how individuals process information from vast and dynamic information pools and the extent to which they accept this information (Virtonia, 2023). Social media platforms provide extensive opportunities for users to exchange information, create content, and disseminate it. In these environments, factors such as the quality, reliability, and usefulness of information play a critical role in the information adoption process of users (Wang & Sun, 2021). The process of information adoption is significantly influenced by the characteristic features of the content presented on social media platforms, largely affecting how users perceive and process this information. Users evaluate the information based on its source, content, and presentation form, which in turn affects the decision-making process regarding the adoption of the information (Qalati et al., 2021). Particularly, the usefulness of information and the trust a user has in the information source are significant factors in the adoption of information in a social media environment. Therefore, the application of IAM in the context of social media helps us understand more deeply how users approach information and process it in a social media environment (Al-Qaysi et al., 2020). In this context, the application of IAM on social media is an important tool in understanding individuals' approaches to information and their information adoption behaviours. Social media provides an environment where information exchange is fast

and effective, and IAM offers valuable insights into how users process information in this dynamic environment. Integrating IAM and social media is critically important for understanding how individuals react to information presented on social media and how they adopt it (Sarkar et al., 2019). This is a crucial step in understanding the potential of social media platforms for information sharing and dissemination and maximizing this potential.

Social media platforms' evolution and widespread adoption have profoundly affected how individuals and institutions adopt information. Users access various public services through social media, transforming how citizens interact with the government (Jiang & Zhang, 2023). Additionally, businesses and SMEs adopt social media as a strategic tool to reach their target audiences and enhance their business performance, analyzed in the light of technology acceptance models and other adoption theories (Puriwat & Tripopsakul, 2021). Understanding information adoption processes involves how social media users process and evaluate information, dependent on factors such as the information's quality, reliability, and usefulness. These processes are critical for deeply understanding how information provided through social media is accepted and used by individuals (Abdulaziz Elwalda et al., 2021). In this context, the relationship between social media and the Information Adoption Model (IAM) provides significant insights into how individuals and institutions adopt information presented on social media and use it in their decision-making processes. The role of social media as an effective information-sharing tool necessitates the development of new theoretical models to understand the impact of social media platforms on user behaviours and information adoption processes (Haldar, 2022). These models provide a comprehensive framework for understanding how information spreads in a social media environment, how users respond to this information, and which factors are important in information adoption processes (Sun et al., 2019). These theoretical frameworks lay the groundwork for a deep examination of the effects of social media on how individuals process and adopt

information, allowing for a better understanding of the role of social media platforms within the information society.

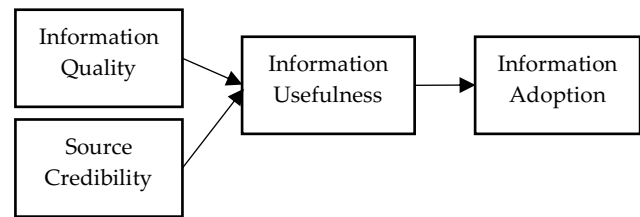


Figure 1: Information Adoption Model (Source: Erkan & Evans, 2016, p.49)

Method

Research Model

This study is a quantitative and descriptive research aiming to determine the effect of social media influencers on consumer behaviours within the framework of the Information Adoption Model. Research data were obtained through a survey application. This study was granted ethical approval by the Karabük University Social and Human Sciences Research Ethics Committee on December 29, 2023, with decision number E.303568, permitting the conduct of the research.

In the first section of the questionnaire used in the study, a classification scale was employed to determine the participants' demographic characteristics like age, gender household income, education level, most frequently used social media tool, and daily usage duration). The second section includes interval scale statements on evaluating information quality, creativity, information credibility, emotional attachment, information usefulness, information adoption, and purchase intention variables. These statements are based on the studies of Erkan and Evans (2016), Coyle and Thorson (2001), Barreda et al. (2020), and Dihn and Mai (2005). The survey employed a 5-point Likert scale for its interval scales, which ranged from '1' indicating 'Strongly Disagree' to '5' signifying 'Strongly Agree.' The data for this study were collected from 492 participants through both face-to-face and online surveys, utilizing the convenience sampling method. This data collection occurred over the period from December 2023 to January 2024. Subsequently, the hypotheses formulated for this research were

subjected to analysis through Structural Equation Modeling (SEM), utilizing the AMOS 20 software for statistical analysis.

Hypotheses Development

The creativity, credibility, information quality, and emotional connections of social media influencers with their followers significantly impact the perceived usefulness of the information they provide. This impact is closely linked to the ability of social media influencers to establish a strong emotional bond with their followers and capture their attention. Emotional attachment increases followers' loyalty to influencers and their trust in their recommendations, which can enhance the usefulness of the presented information (Kim & Kim, 2022; Shoukat et al., 2023). Additionally, the creativity of social media influencers can make their content more attractive and attention-grabbing, thereby increasing followers' interest in this content and, as a result, enhancing the information's usefulness (Sánchez-Fernández & Jiménez-Castillo, 2021). Moreover, the quality and reliability of information play a decisive role in how followers perceive the information presented by social media influencers. Reliable and high-quality information boosts followers' trust in influencers' recommendations, which is a factor that increases the usefulness of information. The credibility and quality of information provided by influencers play a significant role in followers' decision-making processes and can significantly affect the usefulness of information (Ki. et al., 2020; Zhang & Choi, 2022). In this context, a comprehensive examination of the dynamics between social media influencers and their followers provides essential insights into optimizing emotional attachment and information quality, which are critical factors in the information adoption process.

An in-depth examination of the relationships between social media influencers and their followers further emphasizes the importance of emotional attachment and information quality in the information adoption process. The interest, novelty, reliability, and comprehensibility of the content created by influencers can affect users' emotional attachment to influencers and,

consequently, the perceived usefulness of the information. This interaction strengthens followers' trust in social media influencers and their recommendations, enhancing the presented information's usefulness (Bhattacharya, 2023; Shah et al., 2023). Additionally, how influencers align their personal brands with their followers plays a significant role in the information adoption process. When influencers' unique personality traits and content creation abilities match the needs and expectations of their followers, this situation can further increase the perceived usefulness of information (Ki. et al., 2020). In this context, the influence of social media influencers is directly related to the strong emotional bonds they establish with their followers and the quality and reliability of the information they provide. These factors determine the extent of influencers' impact on their followers and the overall effectiveness of influencer marketing. These interactions shape the fundamental dynamics of influencer marketing by enhancing the perceived usefulness of information by influencers' followers. In light of this information, the following hypotheses have been formulated.

H1. There is a positive and significant relationship between the creativity of social media influencers and the usefulness of the information they provide.

H2. There is a positive and significant relationship between the reliability of the information provided by social media influencers and the usefulness of this information.

H3. There is a positive and significant relationship between the quality of information provided by social media influencers and the usefulness of this information.

H4. There is a positive and significant relationship between emotional attachment to social media influencers and the usefulness of their information.

Understanding the relationship between the usefulness of information provided by social media influencers and the adoption of this information is critical in today's digital age. Akram and AlBalawi (2016) have indicated that the intention to adopt social media is directly related to factors such as perceived connectedness, entertainment, usefulness, and ease of use,

highlighting the mediating role of perceived usefulness in this relationship. Chung, Han, and Koo (2015) have demonstrated that argument quality and source credibility positively affect perceived usefulness in adopting travel information on social media, enhancing information adoption. Erkan and Evans (2016) examined the impact of electronic word of mouth (eWOM) conversations on consumers' purchase intentions, finding that the quality, reliability, and usefulness of information significantly influence this intent through eWOM. Haldar (2022) studied the effect of user-generated content on social media on travel decisions, showing a positive relationship between information quality, reliability, and usefulness on information adoption behaviour. Siamagka et al. (2015) stated that the perceived usefulness of social media adoption by B2B organizations is determined by perceived ease of use and perceived barriers, significantly affecting social media adoption. The evidence compiled from these studies demonstrates that the usability of information provided by social media influencers is a critical factor in individuals' process of adopting this information. Therefore, hypothesis H5 has been formulated, indicating a positive and meaningful relationship between the usability of information provided by social media influencers and the adoption of this information.

H5. There is a positive and significant relationship between the usefulness of the information provided by social media influencers and the adoption of this information.

The adoption of information provided by social media influencers and its impact on consumers' purchase intentions is garnering increasing interest in today's marketing literature. Erkan and Evans (2016) demonstrated that conversations occurring through electronic word of mouth (eWOM) on social media, including factors such as information quality, reliability, usefulness, and adoption, are decisive for consumers' purchase intentions. Tien, Rivas, and Liao (2019) found that adopting eWOM plays a strong mediating role in consumers' purchase intentions, supported by the credibility and usefulness of eWOM. McClure and Seock (2020) revealed that consumers' interaction with a brand's social media pages is significantly affected by brand familiarity and the information quality of social media content, positively contributing to consumers' future purchase intentions. The study by Fu, Lu, Chen, and Farn (2020) showed that social interaction factors significantly influence social media users' intentions for online social shopping. Gunawan and Huarng (2015), while examining the viral effects of social network media platforms on consumers' purchase intentions, noted that source credibility and social influence are critical factors for this intent. Shang, Wu, and Sie (2017) found that brand interaction on social network sites enhances purchase intention through consumer resonance across dimensions of content satisfaction, social-relational satisfaction, and self-expression satisfaction.

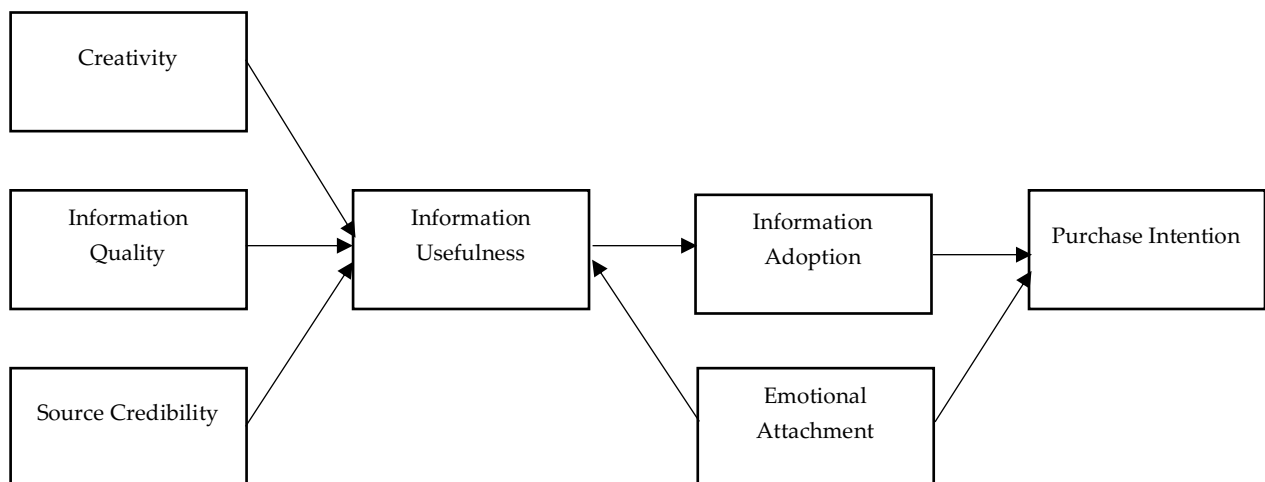


Figure 2. Research Model

In the context of these studies, the positive and meaningful relationships between the adoption of information provided by social media influencers, consumers' emotional attachment to these influencers, and consumers' purchase intentions have been theoretically supported, leading to the formulation of hypotheses H6 and H7.

H6. There is a positive and significant relationship between the adoption of information provided by social media influencers and consumers' purchase intention.

H7. There is a positive and significant relationship between emotional attachment to social media influencers and consumers' purchase intention.

Findings

In this study, the relationships between the variables in the model were analyzed comprehensively using structural equation modelling. The hypotheses formulated based on the relationships between variables in the model were interpreted considering the test results and the findings obtained. This analysis process represents a comprehensive methodology to understand the accuracy and depth of the model's relationships between the proposed variables. Structural equation modelling was used as an effective tool to comprehend the complex relationships between variables and assess the model's overall fit.

Data Analysis and Interpretation

In the initial phase of the study, individuals residing in the Karabük region were specifically targeted, and comprehensive demographic information was requested from participants. The requested information encompassed a wide range of demographic characteristics, including gender, age, educational status, household income, the primary social media platform used, and the scope of daily interactions with social media. The distribution of responses from a total of 492 participants is presented in detail in Table 1.

Table 1. Sample Characteristics (n = 492).

Category	Options	Number	Percentage (%)
Gender	Female	272	55
	Male	220	45
Age	18-26	198	40
	27-42	163	33
	43-58	93	19
	59 and above	38	8
Education Level	Elementary School	13	3
	Secondary Education	91	18
	Associate Degree	269	54
	Bachelor's Degree	82	17
	Postgraduate	37	8
Household Income (Total)	0- 11402 TL	53	10
	11403- 22804 TL	155	32
	22805- 34206 TL	134	27
	34207- 45608 TL	76	16
	45609 TL – 57010 TL	40	8
	57011 and above	34	7
How often do you use social media each day?	0 – 1 hour	143	29
	1 – 3 hour	189	38
	3 – 5 hour	92	19
	5 hour and above	68	14
What is your favourite social media website?	Instagram	176	36
	Facebook	106	21
	X	73	15
	Youtube	96	19
	Snapchat	32	7
	Other	9	2

The research model was analyzed through structural equation modeling (SEM), which was recognized as an effective method for model estimation (Bentler & Chou, 1987). Before exploring the hypotheses' interrelations, an evaluation of the scale's reliability and validity was conducted. To assess convergent validity, both composite reliability (CR) and average variance extracted (AVE) were utilized, determining the inter-item relationships and their alignment within the same measurement construct. According to Fornell and Larcker (1981), a minimum threshold of 0.70 for CR and 0.50 for AVE is essential. Hair et al. (2010) suggest that AVE values exceeding 0.4 and CR values above 0.6 are deemed acceptable. As indicated in Table 2 of the study, the CR values for all variables exceed 0.6 (ranging between 0.691 and 0.904), and AVE values surpass 0.4 (varying from 0.451 to 0.652), thereby demonstrating adequate convergent validity. Furthermore, factor loadings for all variables in this research exceed the acceptable benchmark of 0.30 (spanning from 0.51 to 0.85), as per Stevens (2002).

Table 2. Factor Loadings, CR and AVE Values

Variable	Items	Loadings	CR	AVE
Creativity	C1	0.808	0.854	0.541
	C2	0.810		
	C4	0.668		
	C5	0.713		
	C6	0.655		
Information Credibility	IC1	0.690	0.856	0.599
	IC2	0.764		
	IC3	0.854		
	IC4	0.776		
Information Quality	IQ1	0.780	0.804	0.578
	IQ2	0.758		
	IQ3	0.742		
Emotional Attachment	EA1	0.781	0.763	0.451
	EA2	0.715		
	EA3	0.519		
	EA5	0.640		
Information Usefulness	IU1	0.774	0.702	0.541
	IU2	0.702		
Information Adoption	IA1	0.711	0.691	0.528
	IA2	0.750		
Purchase Intention	PI1	0.808	0.904	0.652
	PI2	0.818		
	PI3	0.785		
	PI4	0.837		
	PI5	0.788		

In the discriminant validity test, the reflection between variables was examined. Each AVE value should be higher than the variable's correlation coefficient in the discriminant validity test. As seen in Table 3, each variable's correlation coefficient is lower than the respective AVE value. This analysis is important to confirm that the variables carry distinct characteristics and do not show excessive overlap with each other. Discriminant validity is a critical measure indicating that the model's variables are independent and distinctive. The results of this test are considered an important indicator of the model's reliability and validity.

Table 3. Correlation matrix of key variables

	IC	C	IA	IU	EA	IQ	PI
IC	0.774						
C	0.618	0.736					
IA	0.724	0.549	0.727				
IU	0.745	0.69	1.061	0.736			
EA	0.074	0.124	0.025	0.068	0.672		
IQ	0.587	0.594	0.833	0.874	0.112	0.761	
PI	0.665	0.851	0.689	0.808	0.131	0.725	0.808

In assessing the model's fit, relying on a single fit index is inadequate. This study considers a range of fit indices, including the chi-square test statistic (X^2/Df), the goodness of fit index (GFI), the

comparative fit index (CFI), the incremental fit index (IFI), the Tucker-Lewis index (TLI), the adjusted goodness of fit index (AGFI), the normed fit index (NFI), and the root mean square error of approximation (RMSEA). The final results of these fit indices are detailed in Table 4. This comprehensive analysis method evaluates the model's overall fit by examining its alignment with the dataset through various metrics. Each fit index offers insights into different facets of the model, contributing valuable information regarding the study's integrity and reliability. An integrated appraisal of these fit indices is essential to ascertain the model's overall validity and reliability, ensuring a robust and accurate representation of the research findings.

Improvements made in the model resulted in an enhancement in the model fit indices. The chi-square value dropped below 3. RMSEA (0.046), GFI (0.925), AGFI (0.903), IFI (0.961), TLI (0.953), CFI (0.961), and NFI (0.926) criteria were met at an excellent fit level (Hooper et al., 2008). These results indicate an increase in the overall fit and validity of the model. The decrease in the chi-square value signifies that the model has become more compatible with the dataset, while the RMSEA reaching an excellent fit level indicates a reduction in the model's prediction errors

Table 4. Final Model Fit Index Results

Model index	fit	Suggested Criteria	Acceptable Criteria	Results
X^2/Df		1-3	3-5	2.021
GFI		≥ 0.90	$0.90 \geq 0.80$	0.925
AGFI		≥ 0.90	$0.90 \geq 0.80$	0.903
IFI		≥ 0.90	-	0.961
TLI		≥ 0.90	-	0.953
CFI		≥ 0.95	$0.95 \geq 0.90$	0.961
NFI		≥ 0.90	-	0.926
RMSEA		< 0.05	$0.10 \geq 0.05$	0.046

Structural Model Hypothesis Verification Results

After confirmatory factor analysis (CFA), path analysis was conducted. As seen in the analysis results, the model fit index shows good compatibility with the chi-square test statistic being below 3. The CFI index is considered a good fit between 0.90 and 0.95 and an excellent fit above 0.95. GFI and AGFI values are acceptable, though

not at a good fit level (Doll et al., 1994). The RMSEA value is considered a good fit (between 0.05 and 0.10), though not at an excellent level (Doll et al., 1994). Other indices meet the recommended criteria. Table 5 reports the relevant values. These results indicate that the model generally has a good fit with the dataset and is structured to support the research hypotheses. The majority of the model fit indices meeting the recommended criteria is an important indicator that enhances the reliability and scientific nature of the model.

Table 5. Model Fit Index Results

Model Index	Fit	Suggested Criteria	Acceptable Criteria	Results
χ^2/Df		1-3	3-5	2.559
GFI		≥ 0.90	$0.90 \geq 0.80$	0.899
AGFI		≥ 0.90	$0.90 \geq 0.80$	0.873
IFI		≥ 0.90	-	0.939
TLI		≥ 0.90	-	0.929
CFI		≥ 0.95	$0.95 \geq 0.90$	0.938
NFI		≥ 0.90	-	0.903
RMSEA		< 0.05	$0.10 \geq 0.05$	0.056

Hypotheses were analyzed based on path analysis, critical ratios, and p-value. Table 6 presents the results of seven hypotheses and their respective path analysis variables. For statistical significance, the p-value of the hypotheses must be below 0.05, which is the case for all hypotheses.

Table 6. Maximum Likelihood Estimates: Regression Weights

Hypothesis and Relationships	Estimate	S.E.	P-value	Hypothesis Verification
H1: Creativity (C) → Information Usefulness (IU)	0.333	0.056	***	Supported
H2: Information Credibility → Information Usefulness (IU)	0.261	0.042	***	Supported
H3: Information Quality → Information Usefulness (IU)	0.521	0.053	***	Supported
H4: Emotional Attachment → Information Usefulness (IU)	0.112	0.055	0.042	Supported
H5: Information Usefulness (IU) → Information Adoption (IA)	0.938	0.062	***	Supported
H6: Information Adoption (IA) → Purchase Intention (PI)	0.972	0.069	***	Supported
H7: Emotional Attachment (EA) → Purchase Intention (PI)	0.151	0.063	0.016	Supported

This indicates that the hypotheses are significant and accepted. These results show that the research hypotheses are compatible with the dataset and that the fundamental assumptions of the research are valid. The p-value of all hypotheses being below 0.05 is an important indicator that these hypotheses are statistically significant and support the accuracy of the research model. These findings provide strong evidence for the overall validity of the model and the research.

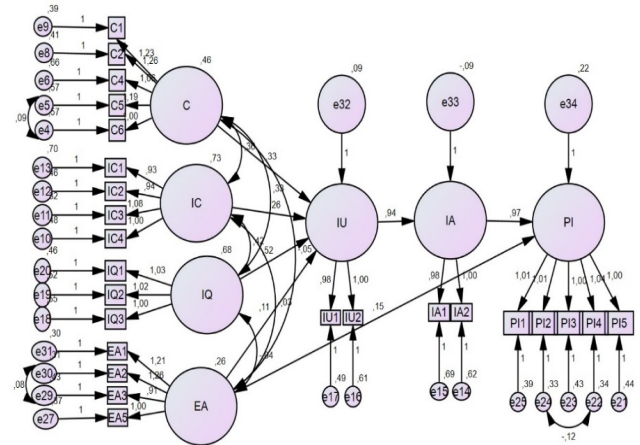


Figure 3. Path Analyses

The variables creativity ($\beta = 0.333$, t-value = 5.987, $p < 0.05$), information credibility ($\beta = 0.261$, t-value = 6.163, $p < 0.05$), information quality ($\beta = 0.521$, t-value = 9.827, $p < 0.05$), and emotional attachment ($\beta = 0.112$, t-value = 2.036, $p < 0.05$) all have positive and significant effects on information usefulness. Information Quality had the most impact on information usefulness, while emotional attachment had the least impact. Information adoption relationships with information usefulness were found to be significant. The correlations between information usefulness and information adoption were found to be positive and significant ($\beta = 0.938$, t-value = 15.153).

Finally, it is observed that both information Adoption ($\beta = 0.972$, t-value = 14.152, $p < 0.05$) and emotional Attachment ($\beta = 0.151$, t-value = 2.399, $p < 0.05$) have a significant impact on Purchase Intention.

Discussion

This study examined the impact of social media influencers on consumer behaviours and how this effect can be understood within the framework of

the Information Adoption Model (IAM). The research extends IAM by incorporating new variables such as emotional attachment and creativity and evaluating their effects on information usefulness and purchase intention, thus making a significant contribution to the literature.

The findings of the research support all the hypotheses. These findings reveal that the creativity (H1), information credibility (H2), and quality (H3) of social media influencers positively influence consumers' perception of information usefulness. Additionally, emotional attachment (H4 and H7) has a significant effect on both information usefulness and purchase intention. It was observed that information usefulness (H5) positively influences information adoption, and information adoption (H6) positively affects purchase intention.

The theoretical and practical contributions of this study are highlighted by its in-depth examination of the impact of social media influencers on consumer behaviours and how this impact can be understood within the framework of the Information Adoption Model (IAM). Theoretically, this research provides a more comprehensive understanding of the information adoption process by expanding IAM, particularly with the addition of new variables such as emotional attachment and creativity. This expansion allows for a more in-depth examination of the information adoption process.

Practically, the findings guide marketers and brands on which factors to focus on when collaborating with social media influencers to influence consumer behaviours. The creativity and credibility of social media influencers can affect consumers' perception of information usefulness and, consequently, their purchase intentions. This indicates that brands need to consider influencers' creativity and credibility attributes when shaping their social media strategies. Additionally, this study demonstrates that the impact of social media influencers on consumer behaviours is not limited to quantitative data. Factors such as emotional attachment and creativity provide a deeper and more comprehensive understanding of influencers' impact. This requires marketers and

brands to consider these psychological factors when collaborating with social media influencers.

Existing literature shows that the impact of social media influencers on consumer behaviours is often assessed through follower counts, engagement rates, and content quality (De Veirman et al., 2017; Lin et al., 2021). These studies emphasize that influencers' impact is generally based on quantitative data. However, this approach may overlook the deeper and psychological aspects of influencers' impact. The Information Adoption Model (IAM) is used to understand information processing and adoption processes, especially in online contexts. This model explains the information adoption process by considering factors such as information quality and source credibility (Sussman & Siegal, 2003). However, the expansion of this model in the context of social media influencers, especially with the addition of new variables like emotional attachment and creativity, provides a more comprehensive understanding of the information adoption process. Emotional attachment and creativity offer new dimensions in understanding the impact of social media influencers. Emotional attachment refers to consumers' emotional closeness to brands or influencers, while creativity highlights the innovative and appealing approaches of influencers in content production (Khamis et al., 2017). These variables play a significant role in influencing consumer behaviours.

Cultural factors play an important role in understanding the impact of social media influencers. In different cultural contexts, the influence of influencers and consumers' information adoption processes may vary (Chu & Kim, 2011). Therefore, examining the impact of social media influencers in terms of cultural diversity can broaden the scope of research in this area. Social media has created a significant change in how consumer behaviours are influenced. Consumers gather information about brands through social media and use this information in their purchasing decisions (Erkan & Evans, 2016). This process plays a critical role in understanding the impact of social media influencers.

The theoretical framework of this research constitutes an important step in understanding the

impact of social media influencers, yet it is open to some criticisms. Particularly, the measurement of emotional attachment and creativity can be subjective and may vary in different cultural contexts. However, the addition of these variables opens new dimensions in understanding consumer behaviours.

A limitation of this study is the use of convenience sampling, which limits the generalizability of the findings. Future studies can overcome this limitation by conducting similar research in different geographic and cultural contexts. Additionally, the long-term impacts of social media influencers and their effects across different social media platforms can be explored.

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