

# **Impact of Perceived Originality, Perceived Uniqueness Under the Moderating Role of Instagram Influencers to Follow the Advice in Fashion Industry**



Submitted By:

**Afzaal Aqsad**

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Supervised By:

**MS. Mariam Mohsin**

PIDE, Islamabad

**Department of Business Studies Pakistan Institute of  
Development Economics, Islamabad.**

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# Pakistan Institute of Development Economics

## CERTIFICATE

This is to certify that this thesis entitled: **“Impact of Perceived Originality, Perceived Uniqueness Under the Moderating Role of Instagram Influencers to follow the Advice in Fashion Industry”** submitted by Mr. Afzaal Aqsad is accepted in its present form by the Department of Business Studies, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree of **MBA**.

External Examiner:

---

Dr. Fuwad Bashir Awan  
Associate Professor  
SZABIST, Islamabad

Supervisor:

---

Ms. Mariam Mohsin  
Lecturer  
PIDE, Islamabad

Head, Department of Business Studies:

---

Dr. Nadeem Ahmed Khan  
Head  
Department of Business Studies  
PIDE, Islamabad

## **DECLARATION**

This is to certify the research work for the thesis titled **“THE IMPACT OF PERCEIVED ORIGINALITY, PERCEIVED UNIQUENESS UNDER THE MODERATING ROLE OF INSTAGRAM INFLUENCERS TO FOLLOW THE ADVICE IN FASHION INDUSTRY”**

Has not been submitted before and shall not in future be submitted for obtaining a similar degree from any other university. No part of the work has been plagiarized from any source and relevant references have been cited wherever necessary. To the best of my knowledge, I do not contain any material previously written or published by anyone else, except where appropriate references are cited in the text.

**AFZAAL AQSAD**

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## **DEDICATION**

I dedicate this humble effort to my beloved father

**Aqsad Javed** and my beloved mother **Shameem Akhtar**

Their love, kindness, encouragement, appreciation and prayers have

brought me to a place, where I stand today.

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## **Abstract**

Fruitful convincing of the fashion influencers have high commitment in fashion and they have ability to persuade their followers. Instagram is useful platform used by influencers in style industry and this pattern is relied upon to follow by Pakistani fashion brands to enhance the customers. This study aims to study the influencer's content and consumer's reason to follow those influencers for being in touched with fashion products and fashion brands. For this purpose, the data collected from (278) Instagram users from different universities students in Islamabad. Results based on the Instagram user's opinion as they perceive influencers content unique and original. And these results suggest that originality and uniqueness content of fashion influencers is important factor to follow their advice. These results are extracted by using SPSS software. This study has important implications for Fashion brands and fashion influencers

**Keywords: Perceived originality, perceived particularity, Influencers, Intention to follow the advice.**



# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Social force is being redistributed in the social media and marketing. Everyday people are turning out to be "renowned" on the Web and business are following the tendency of ordinary media clients turning out to be potential influencers (Khamis et al, 2017).

Consumers are using effectively internet based life to accumulate data and their choices depends on it.. Various ideas pioneers have emerged as compelling people from online world. (Casaló, Cisneros, Flavián, and Guinalú, 2009; Thakur, Angriawan, and Summey, 2016). In clothing business, design sites gotten best consideration now a days. (Delisle and Parmentier, 2016).

Fashion online journals give data about dressing, style patterns and related things are shared or showed by bloggers on social media websites that empower them to contact a wide crowd of supporters. Web 2.0 allows clients to trade and make content (Halliday, S. V. 2016), for instance by imparting insights, encounters (Kim, A. J., & Johnson, K. K. 2016), and fabricate connections with similar individuals (Harridge- March, S., & Quinton, S. 2010). This occurs on social media stages (for example Facebook, Twitter, Instagram, Tumblr, and Youtube) when clients cooperate and speak with each other; offering ascend to systems administration between clients (Zolkepli, I. A., & Kamarulzaman, Y. 2015).

The people using Instagram in Pakistan in January (2020) were (6,394,000) which account (3.1%) of its total population. Most of them were men - 65%. People among (18 to 24) were the largest part (2,980,000). Most significant contrast was seen among people with ages (18 to 24), men are ahead (1,020,000). (Napoleon Cat, January 2020). As per Ninja outreach a website of

Instagram fashion bloggers has (300K) registered accounts of influencers and showing (157) instant active accounts of Pakistani fashion influencers.

Trends towards the digital marketing and bloggers influencer is increasing in Pakistan and Instagram influencers are being appreciated by the overall media, Pakistan Digi Awards is one of the absolute first honors of its sort, being composed in the nation. Advanced is presently and it will be the following huge thing for the developed nations as well as for the developing nations like Pakistan, to stand proficiently and ace effectively with the remainder of the world. Through this get together, PDA meant to enhance associations with the bloggers network in the nation and educate them progressively about how PDA appeared, its present item contributions and its tentative arrangements (Rasool, 2019). Pakistan stands at (8<sup>th</sup>) position among the biggest textile exporters in the continent of Asia. (9.5%) of gross domestic product also depends upon textile industry, it creates 15 million jobs which is about (30%) of the whole workforce. Fashion Promoting is an immense test (witness the ongoing good and bad times in the Hole). Without a moment to waste the inventory, driven by exceptionally automated inventory network presents a tremendous resource for fundamental retailers. Which centers on the (18 to 22) year bracket with great success (Amin, 2014). With emerging the fashion industry in Pakistan to attract the audience the influencers play a great role by uploading pictures and interacting to the audience directly at the platform of Instagram.

## **1.2 Purpose of the Study**

## **1.3 Problem Statement**

## **1.4 Research Gap**

## **1.5 Significance of the Study**

## **1.6 Research Questions**

## **1.7 Research Objectives**

In any case, which sort of substance disseminated on a structure Instagram record can cause a client to be seen as an influencer? Qualities of the substance showed at Instagram page(perceived, uniqueness, quality and quantity), an under inquired about this subject, In particular, innovativeness and being extraordinary appear to be pivotal, right now, developing content engaging (Lyfe Marketing, 2019).

## **1.2 Purpose of the study:**

This study aims to understand the consumers and their Instagram's fashion influencers in fashion business, how their relations built and what are the reasons consumers follow them at social platforms to being acknowledged by fashion brands. For emerging fashion brands, it is useful study to understand this marketing strategy to convey their motives and designs directly to their target audience. Fashion influencers are also improving their profile by knowing consumers insides.

### **1.3 Problem statement:**

The fashion influencers lack proper marketing for their content ,they need proper understanding to inspires their followers to follow their leads this study is an attempt to help the fashion makers understand the psychology of their followers.

### **1.4 Research Gap:**

A research paper published by Beñat Urrutikoetxea Arrieta, Ana Isabel Polo Peña and Cinta Martínez Medina in 2018 of business research recommends research as cultural influence has been under-researched in this area although it has been shown to be influential in many aspects of fashion in other cultures. that analyses perceived attributes of Instagram fashion influencers content, first time this variable tested in this area. Data is collected in Pakistan. Islamabad's audiences targeted to understand the fashion influencers content impacts in fashion industry.

### **1.6 Significance of the study:**

- Companies may benefit from deeper understanding of the process by which a user becomes to be perceived as a fashion Influencer.
- It is economical in start to target the consumers by understanding the influencers and followers' expectations from them.
- This study is beneficial for the fashion influencers and fashion brands as well. For fashion makers it is easy to set fashion trend while knowing the psychology of consumers.

## **1.7 Research questions:**

- i. How consumers perceives originality of Influencers content and intend to follow the advice?
  
- ii. How consumers perceived uniqueness in content displayed by influencers and intend to follow the advice?
  
- iii. What is the moderating role of the Influencers in consumers perceived originality in content and followed the advice?
  
- iv. What is the moderating role of influencer between perceived uniqueness and intention to follow the advice?

## **Research objectives:**

- What execute the open impression of aspiring as an opinion influencer to create an impact to the conduct of followers?
  
- The expectations to convey, to endorse and to follow guidance at social platform are contemplated as aftereffects of influencer.

- Along these lines we think about the outcomes of opinion leadership according the leader (intention to collaborate and suggest the record) and the consumer's conduct (intention to follow the advice).
- One of the first research that collectively analyzes impact of the influencer's perceived originality, perceived uniqueness buying influencer as a moderator in intention to follow the advice by consumers in fashion business in Pakistan.

## CHAPTER 2

### LITERATURE REVIEW

This is when world is a worldwide town, and because of development of basic focused abilities the challenge level has additionally been raised based on wide survey of the writing and the contribution from Instagram clients to comprehend the shopper conduct of being intrigued by the Instagram bloggers what are the variables most pulls in the supporters to pursue the influencer's recommendation.

#### **Instagram (A social Platform):**

In October 2010 Kevin Systrom and Mike Krieger invented this platform. It is very unique internet based life platform, structured particularly for seeable material (Wally and Koshy 2014) and cell phones (Ting et al. 2015) also, accessible for nothing in the application stores. Instagram enables clients to take photographs and recordings, utilize implanted channels to upgrade pictures, and in a split second offer substance with a crowd of companions or a more extensive crowd of all Instagram clients. While clients can see photographs on a work area PC, Instagram is structured generally for portable use since the best way to make content is through the application on a cell phone (Wallis 2014). According to Lup, Trub, and Rosenthal (2015), Instagram and Facebook in a few different ways. Different than Facebook, Instagram expects clients to upload a photo or video while making new substance. Secondly Instagram provides that clients to improve or embellish photographs. Lastly, as opposed to Facebook, it is basic for consumers to keep open Instagram accounts, in this manner empowering clients to "pursue," view, as, and remark on photographs of individuals they don't know actually. As a result of the

remarkable qualities of Instagram, purchasers' use of and encounters with this specific medium may not be equivalent to those of other online networking stages, for example, Facebook and Twitter. Essentially, individuals' view of advertising correspondence transmitted by means of Instagram may likewise vary from that conveyed through different kinds of web-based social networking.

S.Salleh, Hashim, and Murphy (2015) content found the main 10 Malaysian cafes' Instagram records and construct that the quantities of devotees of those major brands ranged from (4,492 - 27,612) the images shared by those brands were (33 – 340) and recordings were seldom made and posted by those brand.

Instagram reached (300) million consumers in (2014As) indicated by its very own measurements, (70m) photographs and recordings are common on the sage each day. Instagram's CEO remarked this information on the organization's blog (2014). (51%) of Instagram's clients are men and (49%) are ladies (Smith, 2015), which shows an even appropriation between the genders, particularly when contrasted with other online photograph and video-sharing informal communities, for example, Pinterest, whose client base is (85%) female (Emarketer, 2014). In this way, one could state that Instagram is the most famous online photograph and video-sharing long range informal communication administration today (2015). In any case, it isn't just significant in terms of the quantity of its clients; the stage likewise has the most dynamic clients: ("61%) of its clients 'like' at least one bit of substance for each day. (30%) of clients are really dynamic and 'like' more than ten bits of content every day" (Iconosquare, 2015).



## **Influencers (Fashion bloggers):**

In the fashion business, fruitful compelling fashion bloggers have become fashion pioneers, who have contributed a lot to fashion and the capacity to convince their followers or different buyers to purchase or utilize a similar fashion style (J. E. Workman & S. Cho,2012). Fashion bloggers assume significant jobs to reach to their followers with respect to fashion items or brands. Its significant for them to be a decent storyteller, regardless of whether in content, pictures, or recordings, to persuade their devotees for correspondence and promoting purposes (K. De Valck and G. Kretz,2011). Presently, popular fashion bloggers have amassed gigantic quantities of followers on the web, post about their own style: motivating their followers with what they wear (A. Rocamora,2011) or work together with other fashion brands. In addition, fashion bloggers who are associated with many fashion-related exercises become fashion sentiment pioneers (J. E. Workman & S. Cho,2012). Also, well known and set up fashion bloggers are procured by organizations as endorsers for fashion brands to advance their brands (L. Sherman,2013), for example, Susie Lau (H&M, Gap and Urban Suppliers) and Chiara Ferragni (Chanel, Calvin Klein and Louis Vuitton). The quantity of fashion bloggers is rising (IFB, 2015) and albeit a few researches have been done on this theme for example, (M. Kulmala, N. Mesiranta& P. Tuominen,2013), (G. Parrott, A. Danbury & P. Kanthavanich,2015), (C. Pihl,2014), more issues should be talked about in this generally new subject, for instance, customer conduct towards fashion sites and fashion bloggers and how the fashion bloggers impact pre-buy choice for fashion items.

In like manner, internet based life systems are utilized to recount to a story. Along these lines, the bloggers use narrating (Salmon, 2008) to show some portion of her own life. In this way, in

this article we make the two-stride stream hypothesis of correspondence (Katz and Lazarsfeld, 1955) and the intervention correspondence (Livingstone, 2011) and assembly culture (Jenkins, 2006a) as references for clarifying the significance of the influence of specific people on general opinion. Opinion leaders practice more prominent influence on individuals' opinions than broad communications or those media which are constrained by the fashion business. In this manner, we believe these bloggers to be opinion leaders (Rogers, 2003; Weimann, 1994) in light of the fact that, from one viewpoint, they are early connectors of decided fashion patterns which they suit to their very own style, while then again, they are truly adept at spreading their opinions through internet based life (Lyons and Henderson, 2005) and impacting others, who simultaneously will influence others, etc. Fashion is where we can see the impacts of the influence of UGC and EWOM all the more obviously. Much the same as in different divisions of the blogosphere, fashion bloggers have become very compelling, too. Therefore, "changes in fashion include a blend of individual appropriation at the smaller scale level and social dispersion at the full scale level" (Kim et al, 2008). In actuality, a few individual style bloggers have become so compelling that they are welcome to fashion appears, as obvious superstars. This is because of an increasingly broad inclination known as 'the democratization of fashion' (RamosSerrano and Jiménez-Marín, 2014). Minimal effort fashion has been progressive in globalizing patterns and making fashion increasingly moderate. Be that as it may, it has additionally quickened the rhythms of an industry acquainted with working 3 or 4 months ahead of time. For instance, the Spanish material gathering Inditex, with Zara at the lead, offers new articles of clothing each week. In this manner, the web and the blogosphere are particularly fit to a domain of developing interest for dispensable style structures and patterns. The fashion business has seen how the customer has become the 'planner', and has consequently, accepted an

increasingly dynamic job, which infers more noteworthy intensity of decision and a higher turnover of articles of clothing (Tungate, 2008).

### **Originality: (Human Thinking)**

Original reasoning—the capacity to produce phenomenal and one of a kind thoughts, has long been viewed as fundamental for logical revelations, development, and flourishing in current life (Amabile, 1983; Guilford, 1967; Torrance, 1966). And the mental procedures empowering the age of original thoughts have been widely considered (see Boot, Baas, van Gaal, Cools, and De Dreu, 2017; Sowden, Pringle, and Gabora, 2015, for audits).

Differentiation between what he calls 'dissimilar thinking' and 'merged thinking'. Disparate thinking is worried about development, correction of the known and inventive development of the conceivable. This might be diverged from concurrent thinking—which standard insight tests measure—worried about determining common and acknowledged answers for issues. Therefore Guilford contends in an ongoing paper that talent has time and again been related to the characteristics of kids 'who please their instructors since they learn all the more quickly under conditions that call for consistency of thinking and similarity inside the group'.(R. S. Woodworth,) Some ongoing discoveries by Getzels and Jackson\* show how both a network and those effectively concerned with instructing in it might do a lot to demoralize as opposed to strengthen propensities towards useful, disparate and progressively original types of thinking.(Getzels, J. W. and Jackson, P. W.,) There appears, be that as it may, to be no rhyme or reason to recognize 'imagination' as a solitary unitary quality, and a few examiners counting Guilford himself are very express in expressing that they don't view it all things considered.

## **Uniqueness:**

The uniqueness theory (Snyder, 1992; Snyder and Fromkin, 1977a) contends that when the need to feel not the same as others is stirred also, in occasions where the self-view of uniqueness is considered less, the need to feel distinctive rivals' different intentions to secure and improve such uniqueness. As indicated by Tian, Bearden, and Tracker (2001, p. 50), Requirement for Uniqueness (NFU) is characterized as "a person's quest for distinction comparative with others that is accomplished through the obtaining, usage, and air of purchaser merchandise with the end goal of creating and upgrading one's close to home and social character". The very quintessence of 'the requirement for uniqueness' is in a general sense dependent on counter conformity, as customers with an elevated level of NFU will in general go astray from others in their gathering. Feeling separated from others has long been perceived to significantly affect buyer conduct (for example Chan, Berger, and Boven, 2012; Simonson and Nowlis, 2000). Such conduct produces shirking of similitudes with others, prompting lost enthusiasm for having items or brands that are generally utilized by others. Such conduct brings about moving endlessly from the mutual standards with others, endeavoring to restore self-uniqueness/distinction (Snyder, 1992). Staying away from similitude alludes to "downgrading and maintaining a strategic distance from the acquisition of items or brands that are seen to be typical" (Tian et al., 2001, p. 52). The improvement of self-concept and uniqueness happens through obtaining representative implications from bought items or connecting with brands through inside and individual procedures. The quest for self-improvement is escalated during low confidence or during high view of comparability with others (Lynn and Snyder, 2002), and can prompt a negative feeling (Snyder and Fromkin, 1977b, Snyder and Fromkin, 1977a). Social correlation hypothesis (Festinger, 1954) contends that an individual analyzes him/herself with referent others, with

whom they share a social personality. Such examination significantly affects clients' NFU just as their resulting conduct towards brands. In any case, the sentiment of being forgotten about from social gatherings may trigger a requirement for having a place, yet at the same time a specific want for uniqueness may lead customers to draw in with brands that may not really be humanized. People target accomplishing a specific degree of uniqueness from and similitude to other people (Lynn and Harris, 1997). People are normally inspired to manufacture and keep up associations with others (Baumeister, 2012). In this way, such requirement for uniqueness might be compelled by the requirement for social osmosis (Brewer, 2012). People who feel very unique and not quite the same as others inside their social gathering may increment their interaction inside the gathering to keep up pertinence and self-identification with the gathering (Brewer and Pickett, 1999). Notwithstanding, people who see that they have profoundly like others tend to carry on in manners that empower them to feel extraordinary and unique (Tian et al., 2001).

### **Intention to Following the Advice:**

It has risen up out of the past writing survey that the source validity is one of the factors that most effect inspirational mentalities towards embraced items. An individual's observation of data as fair-minded, trustworthy, genuine, or authentic is the thing that makes the source dependable (Hass, 1981 referred to on Lu et al, 2014). On the off chance that the crowd feels that a message is given for any different thought processes than a suggestion and individual customer experience, they are probably going to oppose the enticing goal of the message and don't have confidence in the source validity (Lee and Koo, 2012 referred to at Lu et al, 2014). Lu et al (2014), in this way, characterize positive customer perspectives toward supported proposal presents as a propensity on have faith in and trust the source with respect to a specific supported

proposal in a particular event outline. Reputation and trust additionally appear to influence buyer consistence in the online fashion industry. In online clothing exchanges, trust and saw estimation of merchants are essential to acquiring intention (Escobar-Rodriguez and Bonson-Fernandez, 2016). Dependability is additionally found to be significant to buy intention got from sellers on Instagram. Seen kindheartedness, saw uprightness, and Key Opinion Leader underwriting were profoundly related with an affinity to trust, and purchaser trust significantly affects buy intention on Instagram (Chen et al, 2015). As indicated by (Guadagno and Cialdini, 2005) authority figures or saw specialists are more liable to impact people on the web. Higher consistence is additionally identified with high status, particularly if the Influence operator is an individual from the gathering. The creators likewise found that on the web impact is increasingly effective when the objective has submitted with a comparable reason before. For example, the odds of consistence are impressively higher when an individual is asked to answer a little review/appeal for a reason and just then, in the subsequent minute, they are approached to chip in for a comparative reason. While advancing an item it was discovered that buyers have likewise an uplifting mentality towards rebate code offering and guidance giving from SMIs, while item arrangement is the tool that impacts the real buy (Korotina furthermore, Jargalsaikhan, 2016). In any case, scan for merchandise or items/benefits that have high brand mindfulness were found to excite progressively inspirational perspectives towards supported items, improving buying intention (Lu et al, 2014). With regards to the broke down model, Bruns (2018) found that a lot of individuals are incredulous about Influencer advertising, straightforwardly affecting buy choice. That implies that Intention to purchase were seen as associated. Bruns-Siddiqui aim to purchase model, in this manner, recommends that shoppers are not willing to settle on a buy choice if the Influencer isn't true.

## **Theoretical Framework:**

Influencers accept an activity in things selection and diffusion of related knowledge (Chan and Misra, 1990; Wang, Ting, and Wu, 2013), it's essential segment in advancing exchanges (Tsang and Zhou, 2005).

Influencers are accepted to have open affirmation (McCracken, 1989) and, as demonstrated by Leal, Hor-Meyll, and de Paula Pessôa (2014), they must've at any rate one of these characteristics: be taken as an authority on a thing or organization; be a working individual from an online system; to share with high repeat moreover, make significant duties; or to be seen by various customers as having incredible inclination for association with purchasing choices.

Influencers are the people who have a phenomenal proportion of impact on the choice production of others (Rogers and Cartano, 1962) and on their attitudes and practices (Godey et al., 2016).

In any case, today, joint efforts can be finished both on the web and detached, so the activity of feeling original and unique might be substantially more conspicuous (Turcotte et al., 2015). Goldenberg, Lehmann, Shidlovski, and Barak (2006) communicated that feeling heads could either be people with a wide data of a particular subject (authorities) or who have various relationship with others (social connectors). People who are seen as feeling pioneers by their buddies likely really impact them (Iyengar, Van refuge Bulte, and Valente, 2011), so a VIP mayfill in as a high-energy help which, along these lines, may incite progressively conspicuous sufficiency because of skippable video commercials (Belanche, Flavián, and Pérez-Rueda, 2017).

Focusing on design end authority, style clothing is been considered as a client good open for all to see which may show to various purchasers parts of the character and status of the wearer (Dodd, Clarke, Baron, and Houston, 2000; Kim et al., 2016).

With everything taken into account, design influencers have been seen as key to the spread of new style designs, as they have unprecedented impact on their adherents considering the way that of their understanding, fitness and are seen as a strong wellsprings of data (Mowen, Park, and Zablah, 2007; Thakur et al., 2016).

### **Hypothesis Developed:**

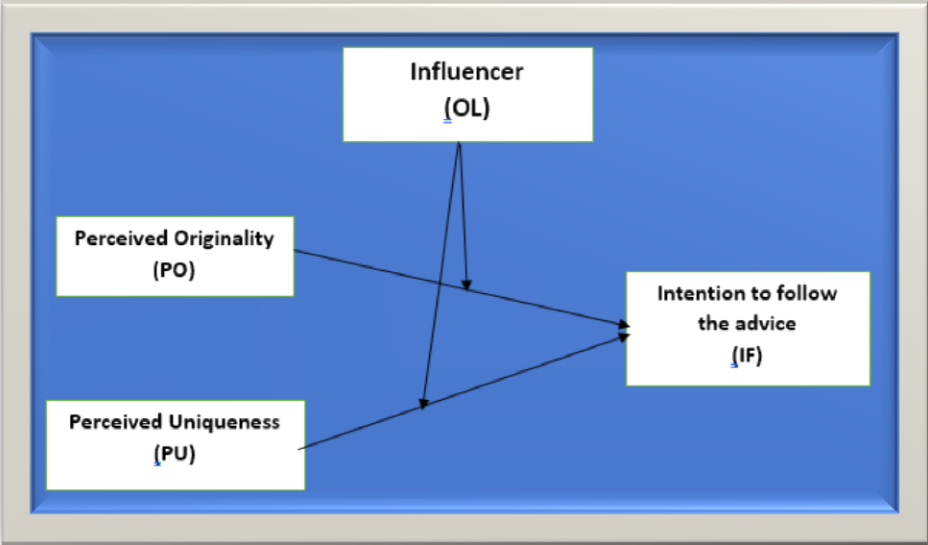
H1a. Perceived originality of influencer positively affects the intention to follow the advice.

H1b. Perceived uniqueness of influencer positively affects the intention to follow the advice.

H3a. Influencers moderates the relationship of perceived originality and perceived uniqueness in intention follow the advice.



**RESEARCH MODEL:**



## **CHAPTER 3**

### **METHODOLOGY**

#### **Research Approach:**

Two types of methodologies normally fall in approach; one is deductive approach and other one is inductive approach. Inductive approach is used for building new hypothesis or some argumentation building, while deductive approach is used for testing the current hypothesis (Bryman, 2011) Deductive approach is used in my study because my study is based on literature review and already developed theories.

#### **Research Method:**

Three research method are majority used by researchers Mono method, Mixed method, Multi method (Saunders, 2012). As this study is quantitative and so data is collected for only quantitative study therefore, Mono method of research is used in my study. As this study is quantitative and so data is collected for only quantitative study therefore, Mono method of research is used in my study.

#### **Research Strategy:**

In this research questionnaire is used to collect data and Likert scale instrument is adopted to measure how solidly answer are agreed or disagreed and google docs is used to collect data.

## **Research Framework:**

Research framework is defined as the flow chart that shows the path from the beginning to end of research. The steps are shown below:

1. Problem Statement
2. Review of Related Literature
3. Questionnaire Construct
4. Data Collection
5. Data Analysis and Interpretation
6. Conclusion & Recommendation

## **Population:**

Different university students are the population in this study including Pakistan Institute of Development Economics, Quid e Azam University, Bahria University and Islamabad Medical and Dental College. Total (278) participants taken part in this survey who use Instagram.

## **Data Collection and Sampling Technique:**

The sample size of our study is almost (278) participants. The sample that we include in our study are the people of Islamabad, Pakistan who use Instagram and also buy online fashion products. So, we develop the online survey, The People from across Different areas of Islamabad are the participants in the survey.

Aim of this research is to validate its hypothesis through empirical investigation. In order to get this aim fulfilled, a survey method was selected and a questionnaire was presented to the respondents to collect the data and convenient sampling technique was adopted.

**Sample:**

Number of participants in questionnaire survey is (278). This target audience is from Pakistan Institute of Development Economics, Quaid E Azam university, Bahria University and Islamabad Medical and Dental College. Online questionnaire was generated and through WhatsApp it is shared to participants who lives in Islamabad and use Instagram.

**Time Horizon:**

In this research only cross-sectional time horizon is used and data is collected only once by the respondents. Researchers can select through the two available horizons of time such as cross sectional means data collected by one respondent at random and at once. Longitudinal means data collected many times and no random selection is made.

**Analysis:**

In this section different test was run such as descriptive analysis, after that reliability analysis was reported, and then correlations analysis is run between different after that model 1 of Preacher and Hayes used for regression to analyze the effect of the independent variable on dependent variable and finally run the moderation test to analysis the moderating impact of the third variable.

## **Research Design:**

The research data is collected to explore quantitative. This research type is research associative/relationship. In this study the purpose is to study the independent variable of Perceived Originality, Perceived Uniqueness, and influencer as moderator, and intention to follow the advice as dependent variable.

## **Research Instrument:**

Likert scale used in this research; Table as shown below are

### **Likert Scale:**

The research in which a researcher uses a questionnaire as a tool use Likert Scale to know the results of the given scale through strongly disagree, strongly disagree, neutral.

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Strongly disagree	1	2	3	4	5	6	7	strongly Agree
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## CHAPTER 4

### RESULT AND ANALYSIS

In this chapter data was analysis. For this research primary data was used. In this research SPSS software was used for preliminary data screening and further analysis respectively. For finding any missing values in the data, firstly frequencies of the responses were checked and the missing values were replaced taking series mean using the SPSS software. Next was the examination of the descriptive statistics of the data.

**Table no 1** **Reliability Statistics**

	Cronbach's Alpha	N of Items
Influencer (OL)	.857	6
Perceived Uniqueness (PU)	.858	3
Perceived Originality (PO)	.847	6
Intention to Follow the advice (IFA)	.885	4

## 4.1 Reliability analysis:

To find reliability of data which is collected through the the online survey the reliability analysis is run. The table 4.1 show the reliability and Cronbach's Alpha of all four variables of our study. The reliability test applied to all the questionnaires of our study. according to table 1 all four variables are highly reliable. The Cronbach alpha of all questionnaires in tables is the following.

OL has 6 number of items and their value of Cronbach's Alpha  $\alpha$  is .857 all items of OL are normally distributed.

Perceived uniqueness reliability is analysis with 3 items and the value of  $\alpha$  is .858.

Perceived originality reliability was calculated with 6 items and their value of  $\alpha$  is .847.

IFA reliability is tested with 4 items and the value of  $\alpha$  is .885.

## 4.2 Descriptive analysis

**Table no 2**                      **Descriptive Statistics**

	N	Minimu m	Maximu m	Mean	Std. Deviation
OL	277	1	7	5.17	1.190
PU	277	1	7	4.89	1.441
PO	277	1	7	4.88	1.213
IFA	277	1	7	4.98	1.319
Valid (listwise)	N 277				

The descriptive analysis of all four variables are given above table. The descriptive statistics describe different variables such as mean, median, mode, standard deviation, range.

This

table shows OL (M=5.17 and SD=.1.190), PU (M= 4.89 and SD= 1.441), PO (M=4.88 and SD=1.213), IFA (4.98 and SD=.1.319).

## 5.3 Correlation analysis

The correlation analysis is used to recognized the association of among different variable. The association or relationship between different variables is either positive or negative this means that when one variable increase other variable either increased or decreased. The positive sign



shows there is positive correlation between two variables and negative sign show there is negative relation between two variables. The value of pearson correlation always varies between -1 and +1 the value near to zero show less association of variables and and the value near to +1 show a strong association between variables. The positive association show when one variable increase other variable also increased and negative relationship shows when one variable increase other variable decreased. The table show there is positive relationship between PO and IFA and the significance value show the value are highly significant. Positive correlation is found between IFA and PU and their significance value show they are highly significant. All variables in above table are highly significant.

**Table no 3** **Correlations**

	Age	GENDER	OL	PU	PO	IFA
Pearson	1					
Correlation						
Age						
Sig. (2-tailed)						.
N	277					
Pearson		1				
GENDE						
Correlation	-.086					
R						
Sig. (2-tailed)	.153					
N	277	277				

OL	Pearson						
	Correlation	.092	.008	1			
	Sig. (2-tailed)	.125	.898				
	N	277	277	277			
PU	Pearson						
	Correlation	.039	-.001	.698**	1		
	Sig. (2-tailed)	.515	.987	.000			
	N	277	277	277	277		
PO	Pearson						
	Correlation	-.009	-.008	.680**	.707**	1	
	Sig. (2-tailed)	.875	.890	.000	.000		
	N	277	277	277	277	277	
IFA	Pearson						
	Correlation	.049	.011	.629**	.647**	.694**	1
	Sig. (2-tailed)	.419	.855	.000	.000	.000	
	N	277	277	277	277	277	277

---

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 5.4 Regression analysis

**PO has significant impact on IFA**

---

R	R2	Sig	B	F	T
---	----	-----	---	---	---

---

(Constant)			.000			8.247
	.694	.482	.000	.639	255.65	15.989

In this above table the regression analysis is run to check to impact of PO on IFA where R value is .649 which means that 69.4% relationship between PO and IFA and R square value is .482 which means .48.2% variation is occur due to change in independent variable IFA. The beta value is .639 which means 1% increase lead .639 increase in IFA. T value show the strength of the table and the value of T is 15.989.

### **PU has significant impact on IFA**

	R	R2	Sig	B	F	T
Constant			.000			5.266
IFA	.647	.419	.000	.647	197.988	14.071

The linear regression analysis shows in above table to find the impact of PU on IFA where R value show the correlation of PU and IFA and the correlation value is .647 and the correlation value is 64.7% and R square value show the impact of PU on IFA and the R square value 41.9% shows variation between dependent and independent variable. The F value shoes fitness of the model which is 197.98. T value show accepted range.

### **Moderating role of OL on PU and IFA**

#### Model Summary

R	R-sq	MSE	F	DF1	DF2	p
.7280	.5300	.8267	102.6013	3.000	273.000	.000

Model						
	Coeff	Se	T	p	LLCI	ULCI
Constant	.1461	.5623	.2598	.7952	-.9610	1.2532
PO(Means)	.6721	.1397	4.8122	.0000	.3971	.9470
OL(Means)	.4372	.1224	3.5727	.0004	.1963	.6781
Int_1	-.0083	.0250	-1.0692	.2859	-.0759	.0225

Product terms key:

Int\_1 : POMeans x OLMeans

Covariance matrix of regression parameter estimates:

	constant	POMeans	OLMeans	Int_1
constant	.3162	-.0677	-.0601	.0125
POMeans	-.0677	.0195	.0106	-.0031
OLMeans	-.0601	.0106	.0150	-.0026
Int_1	.0125	-.0031	-.0026	.0006

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

	R2-chng	F	df1	df2	p
X*W	.0020	1.1432	1.0000	273.0000	.2859

Product terms key:

Int\_1 : POMeans x OLMeans

Covariance matrix of regression parameter estimates:

---

	constant	POMeans	OLMeans	Int_1
constant	.3162	-.0677	-.0601	.0125
POMeans	-.0677	.0195	.0106	-.0031
OLMeans	-.0601	.0106	.0150	-.0026
Int_1	.0125	-.0031	-.0026	.0006

---

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

---

	R2-chng	F	df1	df2	p
X*W	.0020	1.1432	1.0000	273.0000	.2859

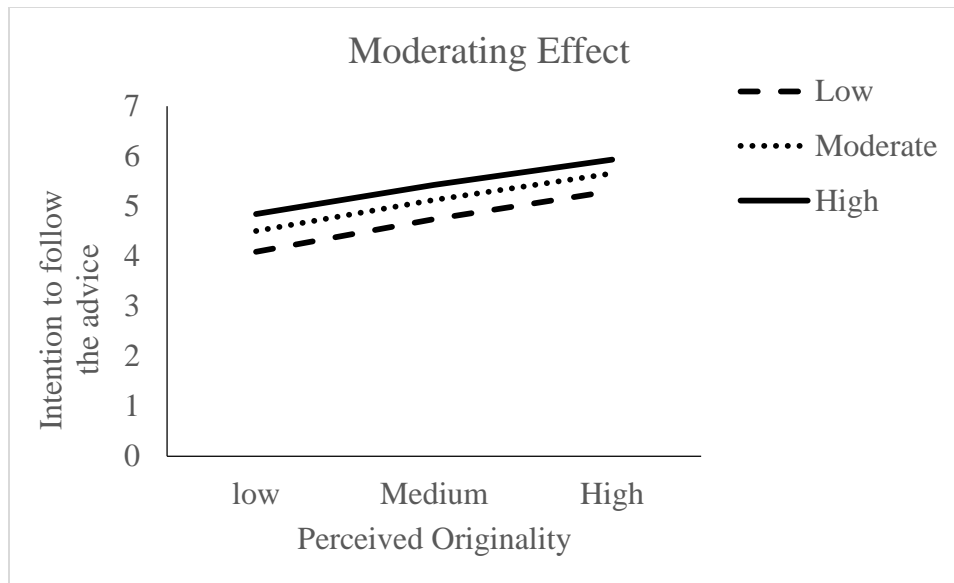
---

The moderation analysis is run to check the moderating role of OL on PO and IFA by using Preacher and Hayes. For this moderation analysis model 1 tested to check does Moderates the relationship between PO and IFA.

In this table the relation between interaction term and dependent variable is in significant because P value in interaction variable is .2859. the R square change value is .0020 which show the OL doesn't moderate the relationship.

In this output model change in R square change show the variance P value show change in R square change is not significant. The R square change show OL is failed to moderate the relationship between PO and IFA

**Figure.1**



In Figure.1 the moderating effect line graph explains the moderating of Influencer when consumers perceived the given content at Instagram to follow the advice. These graphs lines explain that when perceived originality of the content is low then influencer effects is also low. And with the increasing the perceived originality at medium and also high level then Influencers part also matter at same level and intention to follow the advice increases positively.

**OL moderate the relationship of PU and IFA**

Model Summary

---

R	R-sq	MS	F	df1	df2	p
.6934	.4809	.9130	84.2867	3.0000	273.0000	.0000

---

Model

---

	coeff	se	t	p	LLCI	ULCI
constant	.9629	.5265	1.8289	.0685	-.0736	1.9994
PUMeans	.4292	.1324	3.2410	.0013	.1685	.6899
OLMeans	.4325	.1192	3.6287	.0003	.1979	.6671
Int_1	-.0117	.0240	-.4883	.6257	-.0591	.0356

---

Product terms key: Int\_1 : PU(Means) x OL(Means)

Covariance matrix of regression parameter estimate

---

	constant	PUMeans	OLMeans	Int_1
constant	.2772	-.0568	-.0558	.0110
PUMeans	-.0568	.0175	.0092	-.0029
OLMeans	-.0558	.0092	.0142	-.0024
Int_1	.0110	-.0029	-.0024	.0006

---

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

---

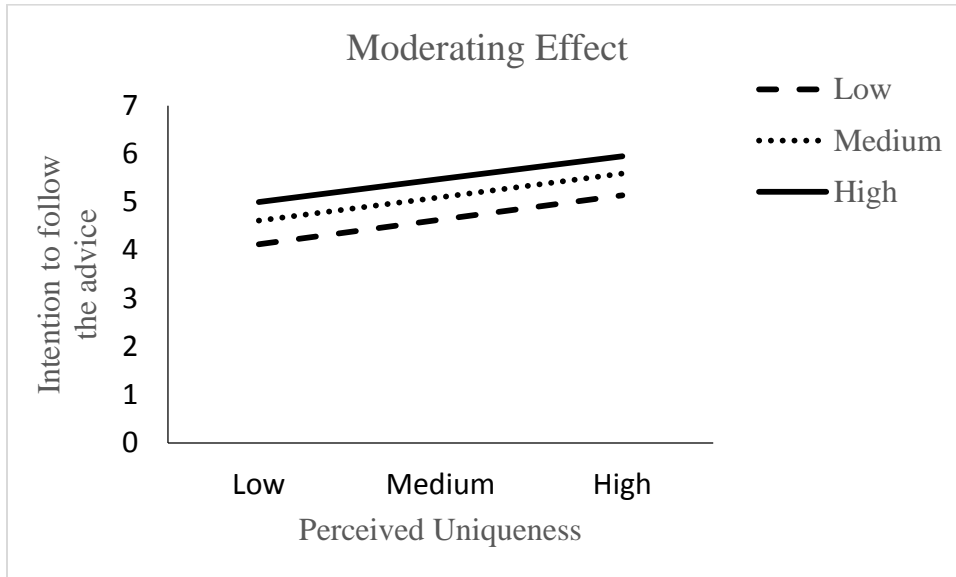
	R2-chng	F	df1	df2	p
X*W	.0005	.2384	1.0000	273.0000	.6257

---

In this table the moderation analysis show the moderator R square change doesn't moderate the relationship between PU and IFA. Where R square change value is .0005 that's means is OL is doesn't work as a moderator.



**Figure.2**



In the results discussion while it is understood that Influencers does not strengthen the relationship between perceived uniqueness and intention to follow the advice. In figure.2 we can see the graph lines which presents the slow medium and high levels of perceived uniqueness of the content by Instagram users and influencers are positively matters by the unique content they are sharing related to fashion and clothing's and their intention to follow the advice in increasing positively.

## Proposed Hypothesis Results:

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Serial No.	Hypothesis	Results
<b>H1a.</b>	Perceived originality of influencer positively affects the intention to follow the advice.	<b>Supported</b>
<b>H1b.</b>	Perceived uniqueness of influencer positively affects the intention to follow the advice.	<b>Supported</b>
<b>H3a.</b>	Influencers moderates the relationship of perceived originality and perceived uniqueness in intention follow the advice.	<b>Unsupported</b>

---

## CHAPTER 5

### DISCUSSION AND CONCLUSION

The last chapter of the study is conclusion and recommendation of this study. As results shows the perceived uniqueness and perceived originality of Influencers content has positive effect for consumer to follow their advice. In results where R square change value is .0005 that's means is OL is doesn't work as a moderator. The influencer didn't moderate the relationship between perceived uniqueness and perceived originality, in relation with intention to follow the advice. These influencers don't must have gigantic certifiable status.

It used to be that VIP supports were the best approach to get individuals tuning in, yet with online life, everybody has a portion of the voice (insofar as they need it). This implies standard individuals simply like you and me can be influencers also. What's more, indeed, individuals will in general trust suggestions more when they're originating from companions, family, and simply "Regular people" like us, making online life an undeniably progressively mainstream spot to build up and distinguish impact (Ramaswamy, October,2013).

With respect to administrative ramifications, this investigation recognizes Influencers dependent on the substance they distribute. Influencers must transfer unique substance to be seen as interesting by their real and potential adherents. This substance can lead their devotees to arrive at a condition of stream while riding these conclusion chiefs' records which, thus, can make ideal encounters bringing about increasingly positive practices (Herrando, Jimenez-Martinez, and Martin de Hoyos, 2018) along these lines, an alluring picture will be made that can both catch their supporters' consideration and cultivate future participation with organizations. What's more,

the resulting practices of supporters are associated with their view of a client being viewed as an influencer. This assessment should prompt an ascent in their aim to connect and to suggest that online account, as well as aim to follow the counsel offered by the input chief. That is, purchasers who follow an influencer who distributes unique and one of a original kind substance may create ensuing practices that may profit both the sentiment chief and organizations.

In this manner, organizations must consider the match between the way of life and the sort of substance normally distributed by influencers and their own picture when they need to include them in a promoting effort.

Future research may analyze the effect of influencers at actual behavior and furthermore Kindness, knowledge contribution ( Xiong, Cheng, Liang & Wu,2018).

## Hypothesis:

To start with, we center around the perceived attributes of the record as the fundamental forerunner elements of influencer. As per past writing (for example Casaló, Flavián, Guinalú, and Ekinici, 2015), attributes in blog creating at online life may influence purchaser's choice. In particular, blog creativity could be characterized as the level of originality and separation that a few people accomplish by doing such activities. Unique new items have been considered as all the more fascinating and amazing (Derbaix and Vanhamme, 2003). Influencers appear to score higher in creativity, characterized as being watching out for what's going on and unpredictable (Thakur et al., 2016), and it has been expressed that individuals will in general follow these vanguard patterns (Kucukemiroglu and Kara, 2015; Thakur et al., 2016). In expansion, imparting presents on original content enable a fashion to blog to get fruitful (Mendola, 2014), that can produce a more noteworthy number of adherents, changing a mere blogger into a influencer. Making original and true substance has been viewed as a route for influencers to reverberate with their crowd (#Hashoff, 2017a). In outline, the inventiveness of the substance posted on an Instagram account can directly affect the client's choice that the creator is an assessment leader. Consequently, we recommend that:

H1a. Perceived originality of influencer positively affects the intention to follow the advice.

Uniqueness is the state in which an individual considers himself separated from others around the person in question (Maslach, Stapp, and Santee, 1985) and includes utilizing practices that others will focus to. It's associated with the degree to which these practices are seen as being explicit, extremely uncommon and unique. Because of being seen as extraordinary, an individual picture may be made that is appreciated by others (Gentina, Shrum, and Lowrey, 2016). It has been utilized as a way to recognize feeling leaders and non- leaders (Chan and Misra, 1990;

Tsang and Zhou, 2005). The craving to be seen as novel has been noted as an inspiration on account of fashion assessment leadership (Bertrandias and Goldsmith, 2006; Goldsmith and Clark, 2008); so these people appear to be fundamentally changed to other people, with the point of improving their own mental self view and social picture (Tian, Bearden, and Tracker, 2001). It is assumed that fashion influencers advance to feel exceptional furthermore, searchers search for their suppositions and proposals since they focus on these expressive gestures (Bertrandias and Goldsmith, 2006). In expansion, it has been demonstrated that uniqueness is a characteristic that male youths consider while supporting feeling leader jobs (Gentina et al., 2014). In this way the peculiar and unique behavior of posted content on an Instagram record can be identified with the impression of being an influencer. In this way, we recommend that:

H1b. Perceived uniqueness of influencer positively affects the intention to follow the advice.s

Second, we recommend that influencer may influence buyer conduct expectations (Park, 2013). Because of the way that influencers are thought to have an incredible comprehension of a particular item class (Thakur et al., 2016), individuals might be increasingly roused to cooperate with them and prescribe others to tail them. Goal to communicate, right now, the quality of an individual's ability to communicate later on with the record. With regards to Facebook, Tweeter et al. (2015) noticed that accepting proposals from a companion who is viewed as an influencer is decidedly identified with the demonstration of searching for extra data. This implies clients are progressively inclined to do activities, for example, cooperating in the record and to search for new data. Also, influencers are thought to have more information and aptitude corresponding to a particular point (Rahman et al., 2014). In this manner, as an outcome of being viewed as a

specialist on that issue, adherents could prescribe the record to others as they share similar needs and interests (Casaló, Flavián, and Ibáñez-Sánchez, 2017b). The new fronts have encouraged and expanded the significance of these procedures (Serra-Cantalops, Ramon- Cardona, and Salvi, 2018). Expectation to prescribe is associated with the degree to which people will prescribe a record to other people. Keeping this in mind, the peer customers will have the option to find a good pace what's more, significant information from a feeling leader who is considered to have an extraordinary level of validity (Gentina et al., 2014) and inclusion (Rahman et al., 2014) with that theme. Moreover, past examinations recommend that conclusion leaders apply an inconsistent measure of influence on the decisions of those (Thakur et al., 2016) who may follow their recommendation. Aim to follow exhortation is connected to the degree that people will follow, consider and set up as a regular occurrence the proposals of the Influencers. The effect that influencer has on the client's goal to purchase new fashion garments (Rahman et al., 2014) has been noted. Influencers tend to purchase new fashion garments, so they can exhort different customers about new fashion drifts that they may follow. It additionally appears that buyers' confidence is expanded when they purchase items which have been recently prescribed by a big name on Instagram (Djafarova and Rushworth, 2017). Subsequently, concentrating on the Instagram setting, we propose:

H3a. Influencers moderates the relationship of perceived originality and perceived uniqueness in intention follow the advice.

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