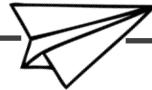# WHERE SHOULD YOUR
INFLUENCER MARKETING STRATEGY LAND?

A quantitative study within the field of influencer marketing

WHERE SHOULD YOUR
INFLUENCER MARKETING
STRATEGY LAND?

ABSTRACT

Influencer marketing is growing. With a decline in traditional media, companies are exploring alternative options. With the ever changing landscape of social media, new strategic challenges constantly arises. With influencer marketing, companies can endorse their product through the influencers' social media crowd. However, the integration of social media ads and editorial content has brought unclarity of how consumers' perceive posts on social media sites like Instagram. Additionally, as influencer marketing is about getting consumers interested in knowing more about the product, their ultimate goal is to convert them to paying customers. As the landing page is the first contact with a company and closely connected to conversion, it's vital that consumers are transported to a favorable one. However, research points out that companies are neglecting the effort they put in the landing page.

Accordingly, the thesis aims to explain effects of different landing pages and different influencer Instagram post types. This, in order to point out the importance of having a landing page strategy. Further, the relationship between the two was explored in order to understand how post type affected preferred choice of landing page.

A quantitative experiment was conducted with 395 respondents answering an online survey. The results gave insights that the start page, connected to a better customer experience, is generating greater brand effectiveness. Furthermore, the study shows that an explicit stated non-sponsored post generates effects like greater intention to engage in eWOM. However, the results also indicated that since both sponsored and non-sponsored posts are perceived as advertising, positive effects from influencer marketing disappeared. Finally, the thesis enlightens that a start page fits better with an explicit non-sponsored posts, while both landing page strategies arguably could be working for the sponsored and non-sponsored posts.

Keywords: Influencer marketing, landing page, influencer post, sponsorship disclosure, Instagram

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DEFINITIONS

CONVERSION

A conversion happens when a consumer take a desired action that has a measurable value to a company's' business (Ash, 2008).

CUSTOMER EXPERIENCE

A multidimensional construct focusing on a customer's cognitive, emotional, behavioral, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey (Lemon & Hoefman, 2016).

DIRECT CONVERSION

Clear selling focus, with the intention to directly convert the consumer. The product page on the other hand, is the moment of truth in terms of direct conversion (Ash et al., 2012).

EXPLICIT NON-SPONSORED POST

An Instagram Stories post with an explicit note, that facilitate the influencer's "honest opinion"

INFLUENCER

Social media influencers are people that have built a sizable social network of other people that follow them and can be seen as opinion leaders through their social media activity (De Veirman et al., 2017; Katz & Lazarsfeld, 1995).

INFLUENCER MARKETING

The art and science of engaging people who are influential online to share brand messaging with their audience in the form of sponsored content (Sammis et al., 2016).

INFLUENCER MARKETING EFFECTIVENESS

The merged explanation of brand attitude, buying intention and WOM intention. The term was derived from publicity effectiveness (Colliander & Dahlén, 2011) and advertising effectiveness (Bergkvist, 2000).

INSTAGRAM

The largest photo sharing platform in the world, and the media context in this thesis (Chua and Chang (2016).

INSTAGRAM STORIES

Social media content that after 24 hours disappears (Instagram blog, 2017).

LANDING PAGE

A webpage any visitor on the internet can land on when they want to make a certain action or just browse the internet. Landing pages are often used as sales pages, but it can also be an advantage to create contact with potential customers and thus a marketing tool (Teodorescu & Vasile, 2015).

NON-SPONSORED POST

An Instagram Stories post with no label.

PERSUASION KNOWLEDGE

Personal knowledge and beliefs about the motives and tactics behind advertising (Friestad & Wright, 1994).

PRODUCT PAGE

A page with one selected product in focus and all valuable information is presented, such as a description, pictures and design features like different colors and sizes (Ash et al., 2012).

SPONSORED POST

An Instagram Stories post with a sponsorship disclosure label, Muntum & Wang (2010) describes sponsored posts as consumer-generated posts that are sponsored by a brand.

START PAGE

A start page is the homepage of a website and is a more general page where the customers are able to browse and seek information (Ash et al., 2012).

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1. INTRODUCTION

The decline in traditional media advertising has given rise to social media strategies like influencer marketing. Yet, influencer marketing is a relatively unexplored area of research that is under constant change and evolvement. Sponsorship disclosure effects and the link to conversion, especially in terms of landing page strategy, is something known little about - both in academia and for practitioners. This section addresses the current state of influencer marketing strategies and landing page strategy. Later, the subsequent theoretical and empirical problematization is revealed. Furthermore, the aim, purpose and expected contribution of this thesis are explained.

"Mass media advertising as we know it today is on its deathbed" - Rust & Oliver, 1994

There has been a decline of traditional TV and a growth in social media, and as the quote by Rust & Oliver (1994) reveals, traditional media advertising is on its deathbed. Even though traditional media might not be completely dead 23 years after the article by Rust and Oliver was published, social media marketing is increasingly utilized due its time, audience, relations and cost advantages. People that make marketing decision are now increasing their online budgets and lower their traditional marketing tools budget (Kirtis & Karahan, 2011).

As brands are continuing to abandon traditional techniques, their eyes are set on influencer marketing in order to endorse products among their social media crowd and beyond (Veirman, et al., 2017). Veirman, et al. (2017) further describe that this has resulted in an increase in influencer marketing, and the now top fast growing categories in advertising is predicted to be a $5-10 billion market by the year 2020 (Mediakix, 2017).

Influencer marketing is in technical terms the utilization of key leaders influence on other people to make them act in a desired way. Usually, influencer marketing is a strategy used by e-commerce brands, where potential buyers are searching for confirmation before they decide on a purchase (Yamashita, 2016). Especially millennials, that are social consumers and used to share all their experiences on social media, are persuadable in an influencer marketing context (McCormick, 2016). As skepticism towards traditional marketing increases, consumers are confiding in friends, family and even online strangers, in the form of online recommendations and referrals. Influencer marketing is thus viewed as more effective than traditional marketing (Weiss, 2014). With influencer marketing, companies can focus on finding the right influencers for the marketing strategy instead of focusing on every single consumer on the market. By targeting these influencers, companies are both reaching out to the right consumer but also increase the closing ration due to the relationship with the influencers and it's followers (Yamashita, 2016).

1.2 PROBLEMATIZATION

Influencer marketing is a phenomenon that has increased during the past years, and 75% of marketers are using influencer marketing today (Veirman et al., 2017). With the ever changing landscape of social media, new forms of strategies must constantly be taken on by companies. As social media ads and editorial content has integrated, it has brought unclarity of how consumers' perceive posts on social media sites like Instagram (Chu & Kim, 2011). Sponsorship disclosure in influencers' posts has become an issue at stake. Instagram has newly created a tool for influencers and companies to make it easier for customers to see if a post by their favorite influencer is a paid

collaboration with a company. Bad press and even legal problems can occur if the truth behind a sponsored product is circumvented.

New turn of events like these in the social media sphere is creating challenges for companies. Therefore, constant updates of social media research and a tap into unexplored areas within the field is needed.

Another important question that remains is how companies should link their influencer marketing strategy to their e-commerce strategy. The retail industry, an industry that previously has been associated with a primary sales focus, is now opted to think of the dimension of customer experience. Lu & Chang (2014) concluded that even when a sponsored blog post stated that the blogger had received direct monetary benefits from the brand, consumers did not have a negative attitude toward these recommendation posts. This, while research also shows that sponsored disclosure indeed can lead to consumers seeing the post as ordinary advertising and therefore create negative feelings towards it (Boerman et al., 2017; Campbell & Kirmani, 2000).

Further, taken into account that a majority of businesses are online, the landing page is a useful tool to influence consumer behavior and to create consumer actions when they reach that page (Teodorescu, 2015). As the landing page is the first contact with a company, it is vital to create both interest and clarity on the landing page (Samuelsson & Söderblom, 2016). But regarding the landing pages, a missing link still exists. The missing link is the problematization of companies neglecting the effort they put in the landing page, even though they have invested heavily in getting the traffic there (Ash, 2008). This could directly be connected to influencer marketing strategies, where collaborations with well known influencers requires investments. Thus, the landing page is crucial when it comes to the actual money and a landing page should therefore be considered as the driver of revenue and business efficiency - it is the "money" page (Ash et al., 2012).

Studies show that you can work with the landing page in order to make it more attractive visually in pictures and font choice (Ash et al., 2012). Still, choice of landing page, especially when it comes to influencer marketing, is somewhat an area of research that still needs to be explored. The existing research on landing pages is twofold. Some research argues that a clear request is needed for the customers to create simplicity in the purchase decision that could create a higher conversation (Ash et al., 2012). A product page could easily be put in this category. A product page is when a customer, after e.g. clicking on an influencers shirt to see where it's been bought, lands and typically clearly see a button for "put in my basket". But there is another way research goes as well, saying that customer experience should be prioritized over conversion rate in the long run (Irizawa, 2013; Kohav et al., 2009). Here, the start page with the visual and inspirational elements could instead be seen as more applicable.

The influencer can be described as the transporter of their audience from their own channels to the company's channels. With an influencer marketing strategy, both the post that the influencer sends their audience from, and the place that the potential customers land on, should be taken into consideration. Consumers use social media to find information about the product they were considering buying and influencer platforms can increase the communication consumer's have before an actual purchase (Sudha & Sheena, 2017). Influencers could thus operate as a link between customers and the company. As described above, there is a lack of research in both the field of landing page strategy and influencer post strategy, and we also see a problematization in linking the two sides together. The effects of different choice of landing pages and different types of influencer posts are an unexplored field that we thus think is interesting to investigate further.

1.3 PURPOSE, AIM & RESEARCH QUESTION

The aim and purpose of this study is to explain parts of the relationship between influencer marketing and e-commerce, more specifically choice of landing page and influencer post type. Thus, we want to keep moving the research on influencer marketing and landing page strategy forward by linking the two terms together[1].

Does the effects from an influencer marketing strategy on Instagram Stories differ depending on landing page?
&
Does the effects from an influencer marketing strategy on Instagram Stories differ depending on influencer post type?
&
Will the influencer post type affect the choice of landing page?

1.4 EXPECTED CONTRIBUTIONS

We also anticipate to make practical contribution to companies using an influencer marketing strategy. In the ever changing environment of social media and Instagram rules, sponsored posts today must be clearly disclosed (Konsumentverket, 2017). We want to contribute with advice on what landing page should be linked to from an influencer's Instagram Stories post in order to create favorable brand effects ((fotnot: the specific variables will be explained in theory chapter - eller pass det bättre här). As Ash (2008) formulates, the amount of effort spent on the landing page is negligible. With our study, we hope to prove that landing page choice could be a matter of strategy.

Additionally, we want to give insights on why and how influencer post type is affecting the brand effects. In other words, we want to contribute with knowledge on sponsorship disclosure on posts, non-sponsored posts and explicit non-sponsored posts. There is little research on the subject of sponsored posts (Hwang & Jeong, 2016; Campbell et al., 2013; Carr & Hayes, 2014; Lu et al., 2014) and new questions are continuously rising regarding the relationship between influencer and corporations (Johnson & Kaye, 2004). Hence, by implementing this study, we want to shed light on the limited research on both landing page strategy and sponsorship disclosure.

In the limited research area, little is done regarding Instagram (Sheldon & Bryant, 2015) — and to our knowledge none at Instagram stories. We want to test the sponsorship disclosure theories in a new social media context, other than previously examined areas like twitter (Boerman & Kruikemeier, 2016) and blogs (e.g., Colliander & Dahlén, 2011; Lu et al., 2014).

Our study is also contributory for influencers. Today, Swedish influencers are yearly taking in millions of SEK (e.g., Allabolag, 2017). Therefore, it is important for influencers to know how to optimize their posts. If not careful, bloggers and influencers risk getting backlash from sponsored online reviews that can damage trust, credibility and brand loyalty (Kozinets, et al., 2010). Thus, the way they create their own posts and ads matter, something this study highlights.

Our study is thereby expected to contribute both theoretically to the relatively scarce field of research, and empirically to practitioners wanting to optimize their landing page and influencer marketing strategy.

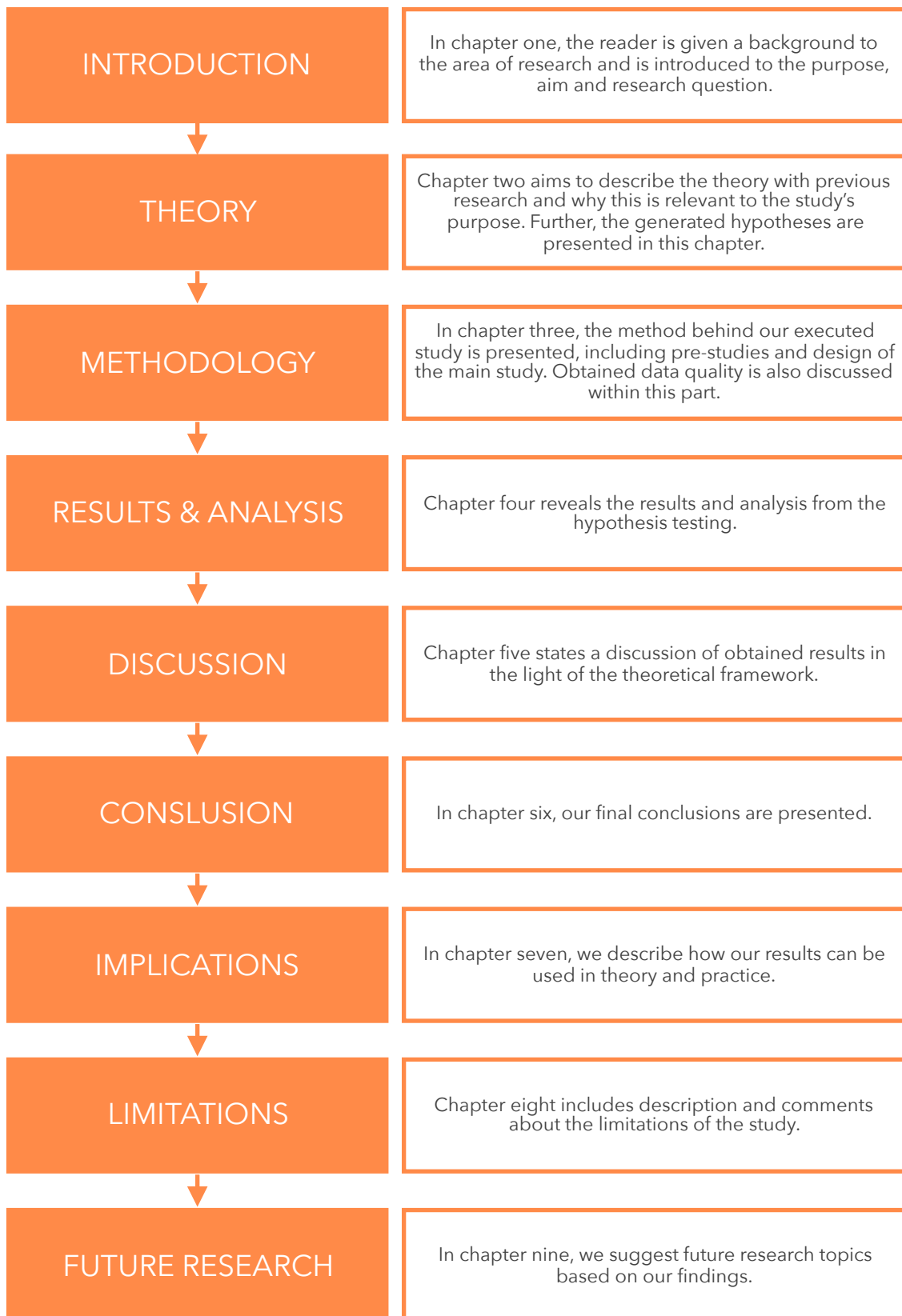[1] the specific variables will be explained in theory chapter

1.5 DELIMITATIONS

Given that this thesis was restricted by a limited amount of time and resources it contains a few delimitations in terms of scope and scale. When it comes to scale, the study is set on Instagram, and more specifically Instagram Stories, which is a relatively new tool provided by the app. The choice to solely explore Instagram Stories as the type of influencer post is based on the huge increase in the number of daily users, from 100 million in October 2016 (Instagram, 2016) to 300 million users today (Instagram, 2017), showing the great interest and popularity it has received during just one year. Instagram Stories also offers features making collaborations between influencers and brand much easier, compared with regular Instagram posts, such as direct linking to websites. Two new launches was presented for Instagram Stories in 2017, aiming to facilitate for companies to build relationships with their customers (Törner, 2017). A strategical decision which indicates that Instagram Stories is a suitable tool for brands to work with influencers.

Within the scale of Instagram, the study examines sponsored, non-sponsored and clearly stated non-sponsored posts from a well known Swedish influencer. Further, the study examines landing pages, but is limited to only look into start pages product pages. Due to time restrictions, we had to make this decision, but in order to make a good practical contribution we made our own observations of 50 Instagram stories. Our finding was that the start page and product page was the far most common type of linkage.

Considering the geographical scope of the study, it is delimited to the Swedish market, since all respondents are Swedish citizens. The choice of influencer is also based on an influencer known in Sweden.

1.6 THESIS OUTLINE

INTRODUCTION	In chapter one, the reader is given a background to the area of research and is introduced to the purpose, aim and research question.
THEORY	Chapter two aims to describe the theory with previous research and why this is relevant to the study's purpose. Further, the generated hypotheses are presented in this chapter.
METHODOLOGY	In chapter three, the method behind our executed study is presented, including pre-studies and design of the main study. Obtained data quality is also discussed within this part.
RESULTS & ANALYSIS	Chapter four reveals the results and analysis from the hypothesis testing.
DISCUSSION	Chapter five states a discussion of obtained results in the light of the theoretical framework.
CONSLUSION	In chapter six, our final conclusions are presented.
IMPLICATIONS	In chapter seven, we describe how our results can be used in theory and practice.
LIMITATIONS	Chapter eight includes description and comments about the limitations of the study.
FUTURE RESEARCH	In chapter nine, we suggest future research topics based on our findings.

2. THEORY

The following section will present the theoretical approach used in the study, and which is the basis of the analysis. Overall, this chapter can be divided into two separate parts, literature and theoretical framework. The literature review will present a background and existing research on influencer marketing, landing pages and sponsorship disclosure, to identify gaps within the area of research. Finally, the theoretical framework is presented, which is developed based on previous research and aims to drive the hypothesis generation and analysis of the empirical data forward.

2.1 LITERATURE REVIEW

2.1.1 BACKGROUND

2.1.1.1. DIGITALIZATION & E-COMMERCE
2.1.1.1.1 CONVERSION

The use of internet continues to explode all over the world, with digital media becoming an increasingly important source in order to compete within consumer marketing (Leeflang et al., 2013). Especially within the retail sector, digitization is one of the most significant transformations and encompasses many elements of business (Hagberg et al., 2016). According to Ash (2008) one common mistake made by retailers is to consider all visitors as potential customer, which is incorrect since 100% conversion rate does not exist. Conversion is when a consumer is transformed into a buyer of a certain product or service, thus conversion rate is the frequency of "clickers" that becomes "buyers" on a certain ad (Becker et al., 2009). Conversion is the ultimate goal of the advertisers as the value of an investment depends on the conversion (Becker et al., 2009).

Nevertheless, conversion is the weak link between acquisition and retention of customers (Ash et al., 2012). A great amount of time and resources are spent on activities aiming to acquire traffic, and mainly from sources with higher possibility to serve high-converting visitors. When a customer convert even more resources are assigned in order to maintain customer engagement, but what happens afterwards is almost completely ignored.

However, focusing too much on conversion can be considered as a short term strategy, where focus is on direct conversion and not conversion in the long term. When resources are allocated to achieve direct conversion and to turn all visitors into buying customers, customer experience is not necessarily considered (Laja, 2017). Too much focus on selling has shown to have negative effects on customers, since they do not want to be stressed into a purchase (Dooley, 2015).

2.1.1.2.2. CUSTOMER EXPERIENCE

In recent years, there has been a change of e-commerce dynamics, where a greater number of consumers use the Internet for shopping, including several devices in the purchase process (Bilgihan et al., 2015). Myriad touch points in different channels and media has resulted in a more complex customer journey (Lemon & Verhoef, 2016) and adopting omnichannel management is now a norm (Brynjolfsson et al., 2013). Given the importance of online activities in almost all companies, the new dimension to be explored by retailers is how to change the way of operation to create a satisfying and compelling customer experience (Kleinberger & Morrison, 2007) In order to survive

in today's competitive marketplace, companies need to provide their customers with a unique experience, rather than offer low prices (Bilgihan et al., 2015).

Bilgihan et al. (2015) has also found that poor evaluation on customer experience can lead to unfortunate consequences like lower revenue, and having a strong customer experience is therefore a leading management objective today (Lemon & Verhoef, 2016). The reason behind this increased interest can also be derived from the favorable outcomes of a positive customer experience - brand engagement, positive word-of-mouth (WOM) and repeated purchase to name a few (Bilgihan et al., 2015). Both positive WOM and repeated purchases are known as conversion generations. Especially positive reputation is considered important in order to convert customers (Laja, 2017). Based on previous arguments, conversion is still the desired outcome when using customer experience as your marketing strategy, but the means in order to achieve it, is somehow different compared to a direct conversion focused strategy.

2.1.1.3. SOCIAL MEDIA STRATEGY

Right now there is a shift in how social networking sites are used by consumers. As of today, more users are seeking information for their professional and private use in communication tools provided by social media websites (Schaffer, 2013). Having a social media strategy is of importance and a robust strategy could be the secret to manage the social media return on investment. Except for this reason, a vital motive to have a social media strategy is because social media is constantly changing (Schaffer, 2013). With regard to, this, it might not come as a surprise that social media marketing is growing in a rapid speed (Kozinets et al., 2010).

2.1.1.3.1. INSTAGRAM

Access to the internet has never been as great as it is today and people in contemporary society are constantly connected to various social media platforms such as Facebook and Instagram. The latter is known as the largest photo sharing platform in the world (Chua & Chang, 2016) and with its 700 million monthly active users the app is one of the most popular social networks worldwide (Statista, 2017). Instagram is most popular in the younger age groups known as young Millennials. The app allows users to edit and share photos and videos, and is therefore a visual marketing tool to use in the social marketing strategy. Instagram is not only a place for people to interact, but also a way for people to interact with brands. 80% of all Instagram users follows a company on Instagram, and they do it because they have interest in their company as well for entertainment (Instagram, 2017). In March 2016, 98% of all fashion brands had their own Instagram account (Statista, 2017). According to the connection to fashion, Instagram has also been labeled as one of the most important platforms to use as a blogger (Veselinovic, 2014). Internet users spend more time on Instagram than other sites, which mean that companies need to understand more about the phenomenon (Sheldon & Bryant, 2016).

2.1.1.3.2. INSTAGRAM STORIES

Instagram stories was introduced in August 2016, and was proven to be a success. For 24 hours, people can look into their friends' and influencers' daily stories and after those hours the material disappears (Instagram blog, 2017). In the stories, verified accounts can link to content outside of Instagram with a "See More" sign in the bottom of the story where people either can click or swipe up to reach for instance a company website (Instagram, 2017). As of today, one year after the launch, Instagram Stories have already more users than the competing app Snapchat (Ward, 2017). Why Instagram, and Instagram Stories in particular, is more interesting for influencers is because of the search function which enables for a larger audience.

2.1.1.3.3. BRANDED CONTENT TOOL

Since August 2017 a new tool has been introduced by Instagram in order to make disclosure easier and for creating transparency and consistency to branded content (Instagram business, 2017). With

the tag "Paid Partnership with" readers on Instagram can clearly see when there is a commercial relationship between company and influencer (Instagram business, 2017).

2.1.1.4. A CHANGE IN THE FASHION INDUSTRY

Fashion plays an important role in people's lifestyle as many spend their money proportion to fashion changes (Sudha & Scheena, 2017). Fashion is a multi-billion-dollar industry with social and economic consequences worldwide (Park et al., 2015). Social media and image sharing platforms, Instagram in particular, are changing the industry of fashion worldwide, a revolution which is caused by new trends, designers and products that are unfolded online in a greater extent (Park et al., 2015). Nowadays, social media is anchored in consumers changing habits in their need to keep up with the latest fashion trends (Sudha & Scheena, 2017). Being aware and understand young people's use of social media is important, especially for brands and marketers within fashion (Crews et al., 2015). Furthermore, as fashion is a constantly changing industry with new products and trends, identifying loyal consumers and understand their preferences is vital for success (Sudha & Scheena, 2017).

2.1.2. INFLUENCER MARKETING

74% of consumers are relying on social media to influence their purchasing decisions (Woods, 2016; Bennett 2014). This year (2017) the digital advertising revenue surpasses television ads for the first time (Slefo, 2017). Thus, it might not come as a surprise that 75% of marketers are using influencer marketing today (Veirman et al, 2017). Because of social media continuous growth and their great impact on consumers' purchasing decisions, marketers needs to find new ways to reach out to consumers. One way of reaching out to consumers via social media platforms is through influencer marketing, which is defined as "the art and science of engaging people who are influential online to share brand messaging with their audience in the form of sponsored content" (Sammis et al., 2016). Influencer marketing is similar to celebrity endorsement, where celebrities are used to improve perceptions and awareness of a brand. This form of marketing is argued to be more trustworthy than only using the brand as communicator and influencer marketing is thus a new form of celebrity endorsement (Sammis et al., 2016).

2.1.2.1. EARNED VS. PAID SOCIAL MEDIA MARKETING

Influencer marketing can be divided into two sub-practices; earned influencer marketing and paid influencer marketing. The former stems from unpaid or already existing relationships with influencers in order for them to strengthen their personal growth. In paid influencer marketing, campaigns instead include a commercial relationship that can take form in sponsorship, pre-roll advertising or testimonial messaging (Sudha & Sheena, 2017).

2.1.2.2. INFLUENCER MARKETING RELATIONSHIP TO WOM

Influencer marketing is a tool with great premise, with better selectivity in segment targeting, an increase in the understanding of each sector and reduce the waste in bad saturation onslaught (Brown & Hayes, 2008). It is different from using traditional advertising, that is viewed like non-paid, non-personal and one-way communication to a target audience (Berthon et al., 2008).

Influencer marketing can also be related to the well-known marketing technique word-of-mouth (WOM) (Pophal, 2016; Wroblewski, 2017). As skepticism of traditional marketing is increasing, consumers are now going to friends, family, the Internet and online review sites for advice and recommendations. When consumers need information, WOM is the most trusted source and the most likely to be acted upon. It doesn't matter if it is in person, by voice, via the Internet or on rating sites — the effectiveness of human-to-human contact are seen as more targeting and effective than traditional marketing (Weiss, 2013). Whitler (2014) argues that 92% of consumers believe in recommendations the hear from friends and family over all other forms of advertising. Since WOM

is perceived as more trustworthy than a message from the company itself, it is a great tool to use in a marketing context. However, the difference between influencer marketing and WOM is that the latter is more uncontrollable since the source can be difficult, or impossible to trace (Brown & Hayes, 2008).

Marketers are trying to capitalize on the WOM phenomenon by letting influencers market their products for them, in exchange of products or money (Hwang & Jeong, 2017). Therefore, the brand is also able to control message and content since they are paying for it (Brown & Hayes, 2008).

The concept of influencer marketing is great for companies, but also for influencers. Influencer marketing can be a rather inexpensive marketing strategy, while it offers the opportunity to reach a specific target group directly (Kaplan & Haenlein, 2010; Weiss, 2013). The fashion industry is the industry most driven by influencer marketing. As a result, there are many ways of collaborating between influencers and brands. Involving influencers like bloggers early on in the creative process has proven to be beneficial, since they know their audience and can provide that audience with influential ideas (Sudha & Sheena, 2017).

2.1.2.3. INFLUENCERS

Ordinary consumers are today's storytellers of brands (Goodman et al., 2011). Exogenous WOM is created in WOM marketing when a brand provides an initial influential consumer with information about the brand that intend to spread to other consumers (Godes & Mayzlin, 2009). This can be seen as sponsored WOM (Campbell et al., 2014), when in like most cases the influential consumer is exchanged with monetary value (López et al., 2016). This can also be referred to consumer-generated advertising (Berthon et al., 2008).

Some ordinary consumers evolve into social media stars by on a regular basis creating and sharing content on their own channels. This, which can result in thousands of followers. These ordinary consumers that later turn into social media stars are together with established celebrities the most often used influencer in today's influencer marketing campaigns (Hörnfeldt, 2015).

Thus, brands have recently discovered the impact and potential viral growth with building alliances with these influencers to promote products. Social media influencers are people that have built a sizable social network of other people that follow them. Influencers can be seen as opinion leaders through their social media activity (de Veirman et al., 2017). Like identification of other opinion leaders that give disproportionate amount of influence on others (Katz & Lazarsfeld, 1995), influencers can influence their audience with attitudes, decisions and behaviors (Watts & Dodds, 2007; Lyons & Henderson, 2005).

Further, influencers are thought of being a credible tastemaker in many niches, including fashion. As advertising often is seamlessly woven into the daily narratives of influencers posts on their Instagram accounts, the endorsements can be seen as credible WOM online rather than paid advertising (Abidin, 2016). Seeding a message or a new product with these influencers are thus a way for marketers to increase the diffusion through their social network (Weimann, 1994; Keller & Berry, 2003).

THE FUNCTION OF THE INFLUENCER

The influencer can be described as the transporter of their audience on their own channels to the company's' channels. In the beginning of a buying process, consumers tend to come to the conclusion that they need a product by following an influencer on social media (Yamashita, 2016). Consumers use social media to find information about the product they were considering buying and influencers' platforms can increase the communication consumers have before an actual purchase (Sudha & Sheena, 2017). Influencers could thus operate as a link between customer and

the company. Companies with an influencer marketing strategy should both take into account the post influencers send their audience from, and the webpage customers lands on. Several companies have come to understand the value of influencers in terms of targeting customers (Sudha & Sheena, 2017). But, as mentioned in the beginning of the background — it is not only about reaching the right audience, but also about converting this audience (Ash et al., 2012).

2.1.3 LANDING PAGES

A landing page is a webpage any visitor on the internet, like from an influencer post, can land on when they want to make a certain action or just browse the internet. Landing pages are often used as sales pages, but it can also be an advantage to create contact with potential customers and thus a marketing tool (Teodorescu & Vasile, 2015). Companies ask themselves why they should put effort on the landing page, when there is a whole website to work with? Here, the well-known 80/20 rule is applicable since the landing page represent the critical activity of your business. Collaborations with well-known influencers requires investments, thus the landing page is crucial when it comes to actual money. A landing page should therefore be considered as the driver of revenue and business efficiency. It is the "money" page (Ash et al., 2012).

2.1.3.1. START PAGE VS PRODUCT PAGE

A start page is the homepage of a website and is a more general page where the consumers are able to browse and seek information (Ash et al., 2012). From this place, visitors can navigate themselves to categories and specific products. A start page is typically an inspirational place where customer should feel interest and curiosity, and a good customer experience is vital in order to keep visitors on the site (Ash et al., 2012). Compared to a product page, the start page consists of more design elements and is also exposing more alternatives to the customers. Website design can be compared with store exteriors, where a prominent part are store windows (Lange et al., 2016). Store windows has been translated to the start page of an online store (Kwek et al., 2010), which has shown to increase the attractiveness of the store (Mower et al., 2012).

The product page on the other hand, is the moment of truth in terms of direct conversion (Ash et al., 2012). This is a page with one selected product in focus and all valuable information is presented, such as a description, pictures and design features like different colors and sizes. From this page, the customer can either go back, or place the product in their shopping cart. However, even though a product is placed in the virtual shopping cart, it does not ensure a purchase since shoppers frequently abandon their carts (Kukar-Kinney and Close, 2010).

2.1.4. TYPE OF INFLUENCER POST

Before converting the consumer, the influencer must convince the consumer to be transported to the landing page. There are different types of influencer posts on Instagram Stories. An influencer can decide to write about a product because they like it, in other words due to earned influencer marketing. The reason why influencer does these types of posts is in order to promote own personal social growth (Sudha & Sheena, 2017). A lot of research has been done in the area of non-sponsored posts together with no sponsorship disclosure (e.g Boerman et al., 2017). The influencer could also choose to express their "honest opinion" onto the post, and explicitly state that the post is not sponsored. This, which is apart from ordinary and more unusual, makes an explicit statement that convey the impression that the content is honest and unbiased (Hwang & Jeong, 2016). As explicit non-sponsored post could be seen as the most unusual form of posts in the context, Dahlén and Lange (2009) argues that messages inducing attention is preferable. Using a post which is perceived as surprising is thus a way to generate emotions (Dahlén & Lange, 2009), where surprises often generate positive ones (Söderlund, 2001).

The other type of influencer post that exist is due to a collaboration with a brand. This usually takes the form of sponsorship, and is categorized under paid influencer marketing (Sudha & Sheena, 2017). However, due to the integration of social media ads and editorial content it has brought unclarity of how consumers' perceive these different posts (Chu & Kim, 2011).

2.1.4.1. COMMERCIAL SPONSORSHIP

The rise of using Instagram in a corporate purpose is making companies collaborate with influencers, even if they are not directly linked to the company itself. This is because their influence is making them appealing to companies due to their target group and the content linking to the product and brand (Hilker, 2017; Schröder, 2017). 53% of influencers actually expect money from a company (Caro, 2013), indicating that paid influencer marketing is popular.

Thus, it is not unusual that companies set a large part of their marketing budget on sponsorship (Brown & Hayes, 2008) and commercial sponsorship is increasingly seen as a legitimate communication option (Meenaghan, 1991). Commercial sponsorship could be defined as an investment in an activity. This, which in return will give access to utilizing commercial potential that is associated with that activity. The sponsor, or in other words the company, is paying for the activity's audience which permit exposure potential. From the activity, the company is also buying the perceived image associated with the activity. Sponsorship could be seen as comparable to advertising, due to money invested for commercial intention (Meenaghan, 1991).

2.2.4.2 AD DISCLAIMER

Today, an influencer has to show when a post is sponsored and any form of paid influencer marketing must be disclosed. Therefore, it becomes important to measure how ad disclaimers are perceived (Hwang & Jeong, 2016). When an influencer market a product or service on social media, they have to state that it is advertising in order for readers to understand that there is a selling purpose behind the product. When an ad is in an ad space that usually is not intended for commercials (like Instagram), the requirement is even harder (Konsumentverket, 2017).

2.2 THEORETICAL FRAMEWORK & HYPOTHESIS GENERATION

With additional understanding from the literature review, the theoretical framework for our study starts from a quantitative perspective with dividing the chapter in four parts; (1) dependent variables that measure landing page effects, (2) dependent variables that measure brand effects from the landing page option, (3) a discussion on why type of influencer post could result in different choice of landing page and (4) dependent variables that measure the effects of influencer post type.

2.2.1 LANDING PAGE

In this study, we are specifically interested in landing pages provided through the social media platform Instagram. Linking visitors to a landing page from Instagram Stories is possible to do from a verified account (Instagram, 2017), something that well known influencers have. Through these links, visitors can be transported to different landing pages. The landing page guide the customer one step closer towards actual conversion and is thus crucial when it comes to actual money (Ash et al., 2012).

In order to achieve conversion, a landing page has to draw consumer's attention (Teodorescu & Vasile, 2015). Cutler and Sterne (2000) also argue that the landing page has to be attractive and deliver a clear message in order to make visitors purchase or complete a transaction. A critical moment in order to maximize conversion is the match between the presented ad and the landing page. Ash et al. (2012) argue that expectations and promises from the exposed ad need to be met by the landing page in order to make visitors satisfied. If expectations are not met, this can lead to feelings of frustration (Ash et al., 2012).

However, Kohavi et al. (2009) argue that too much focus on conversion can harm future customer relationships, thus customer experience should be considered in a larger extent. One way to make customer online experience even better is through an attractive web design (Ganesh et al., 2010; Wolfinbarger & Gilly, 2003). Just offering functional attributes on the website is not enough to create a customer-orientated environment and attractiveness of the website design has to be considered (Wang et al., 2011). Providing customers with excitement, which can be done by a challenging design, has shown to affect customers focus and engagement online (Novak, Hoffman & Yung, 2000). Thus, a creative and beautiful website may be considered superior to other less-appealing designs (Wang et al., 2011).

Hence, there is two different viewpoints when it comes to landing pages and conversion; one side that advocates a clear direct conversion focus and one side that promote customer experience. The latter argues that too much focus on conversion will make the landing page less inspiring and thus lower the experience.

2.2.1.1. LANDING PAGES' CONNECTION TO DIRECT CONVERSION AND CUSTOMER EXPERIENCE

Connecting these arguments to the two selected landing pages in this study, the product page contains more conversion attributes. Since it is one step closer to transaction, it is clearly guiding the customer towards a purchase and thus have a clear direct conversion focus. In additional to this, by linking visitors directly to a product page, customers are only exposed to one product, which gives them less alternatives to explore. Since interest and curiosity has to do with willingness to explore the website (Izard, 1977), one can argue that the product page will lead to a lower level of excitement and challenge, which further can result in lower customer experience (Novak et al., 2000). The start page on the other hand, contains more products and exploration options, and is

thus more likely to create interest among customers which is related to the customer experience (Izard, 1977).

2.2.1.2. LANDING PAGE FACETS

Landing page liking

The layout and the aesthetics of landing page differ between a start page and a product page. Aesthetic influences are important when it comes to users' satisfaction of technologies and its facets (Hartmann et al., 2007; Schenkman & Jönsson, 2000). Positive reactions to aesthetic stimuli comes from the arousal properties of an object (Berlyne, 1971) and meaningfulness of aesthetic preference has been found to be a determining factor (Martindale et al., 1990). Norman (2004) found that aesthetic design can outweigh usability in the consumer's overall experience.

These findings seem relevant for choice of landing page in an Instagram context. The start page which is connected to a customer experience rather than direct conversion, makes it likely to believe that the start page would be more congruent and meaningful in a social media setting like Instagram. In line with the argument that customer experience can generate positive outcomes, the more aesthetic start page could lead to positive cognitive effects that in turn increase liking (Colliander & Marder, 2018) of the landing page. Liking is discussed as an instrumental human emotion that motivates and coincides with the development of a relationship (Ye & Van Raaij, 2004). Existing studies also found support for that liking of a marketing stimulus will lead to higher brand attitudes (Brown & Stayman, 1992; Gelb & Pickett, 1983). With the arguments above, we propose the following:

> *H1a: The landing page liking will be greater when a consumer lands on a start page than on a product page*

Creativity

Due to rapid technological development and a globally competitive business environment, creative marketing methods has become even more important than before (Rücker, 2017). Creative marketing is a new form of marketing and can be defined as a combination of marketing and creativity (Fillis & Rentschler, 2006).

For marketing effectiveness, creativity is proved to be one of the most vital components (Reid, King & Delorme, 1998). Research has demonstrated several positive brand outcomes when using advertising creativity (e.g., Baack et al., 2008; Dahlén et al., 2008).

When creativity is used to create an ad, or any kind of marketing activity, consumers believe that more money and effort has been used in order to create the ad (Dahlén et al., 2008). Putting more resources into something is an indication of product belief from the company (Kirmani & Wright, 1989). By making people believe that more resources are designated to the ad, Modig et al. (2014) showed that attitude and interest of the brand, as well as WOM was affected positively. Based on foregoing arguments, marketing creativity is something to strive for.

A creative and beautiful website may be considered superior to other less-appealing designs (Wang et al., 2011). As the landing page could be argued to be related to a marketing activity, the reasoning behind marketing creativity could be applicable. As the start page has more design elements and is linked to the customer experience, while the product page is focused on presenting the product, it could be perceived as the brand has put more resources into the start page. The following is hypothesized:

> *H1b: Perceived creativity will be greater when a consumer lands on a start page than on a product page*

Inspiration

Heinonen (2011) argues that social media is a place to interact with people, as well as a place to get inspired. Since Instagram is a picture based forum, inspiration is even more important on this platform. Being able to inspire consumers is an important part of marketing because it has shown to affect curiosity of the brand (Calder et al., 2009) and therefore it could possibly enhance the customer experience. Both attitude towards advertisements and brands has shown to be affected positively when feelings of inspiration has occurred (Burke & Edell, 1989).

Furthermore, media context and the post can be congruent or contrasting when it comes to style. For instance, an inspirational post may be placed in a similar context such as Instagram, which is a media context based on inspirational pictures and creativity (Sheldon & Bryant, 2015). There are contradictory findings within the studies of congruence between context and post, but most studies point in the direction of positive effects like ad attitude of using a posts and context similar to each other. Aaker and Brown (1972) found a significant effect of style congruence on advertising effectiveness within printed ads, thus there is reason to believe the same effects will occur when using digital ads. Taking this assumption one step further, there is also reason to believe that congruence between context, post and landing page has positive effects. Since Instagram is a visual media context, aiming to inspire users (Heinonen, 2011), both an inspiring post and landing page is probably preferable in order to achieve congruency all the way in the influencer marketing strategy.

Based on previous arguments, saying that the start page has more of a customer experience focus while the product page is focused on conversion, there is reason to believe that the start page will generate higher perceived inspiration among consumers. Thus, we propose the following:

> *H1c: Perceived inspiration will be greater when a consumer lands on a start page than on a product page*

Excitement

Russel (1980), define excitement as a positive emotional state, consisting of high levels of pleasure and arousal. The extensive impact of emotional responses has been acknowledged within marketing research in numerous contexts, such as advertising and shopping (Jayawardhena & Wright, 2009; Machleit & Eroglu, 2000). As past retailing research has shown that store atmospheric influence customer's emotional responses (Donovan & Rossiter, 1982), it can be argued that when entering a landing page on a retailer's website, individuals will experience the emotional state of excitement (Jayawardhena & Wright, 2008). According to Jayawardhena and Wright (2008), convenience, involvement and attributes of the website influence shopping excitement. Attributes of the website can be defined as visible elements on a website that will support the shopping process. Research in traditional retailing suggests that excitement caused by visual elements correlates positively with shopping frequency (Stoltman et al., 1991), thus positive perceptions of attributes included on the website will lead to excitement. Comparing the two type of landing pages, the start page is the one containing more visual elements, since it holds more products, visual teasers as well as more to explore. Based on previous review, the start page is expected to generate higher level of excitement than the product page, it can be related to the customer experience. Thus, we hypothesize:

> *H1d: Perceived excitement will be greater when a consumer lands on a start page than on a product page*

Professional

It is important to signal expertise in an online environment, since physical product attributions are harder to show for consumers (Wells et al., 2011). The feeling of expertise can reduce the perceived risk and Heijden (2003) discovered that perceived risk influence the attitude towards online purchasing. Perceived risk can be defined as a measure of the possible or expected dissatisfaction after an item is purchased (Pires et al., 2004). Reducing perceived risk is one way to increase purchase intention, however, this is more difficult to do in online stores than physical ones (Bezes 2015).

A product page is known as one of the last steps in the buying process and it aims to convince people to put the product into their cart (Ash et al., 2012). Using a product page as landing page could therefore signal a more "pushy" message, since it is sending consumers one step closer to the checkout. On one hand this can be viewed as strategically beneficial since the steps towards conversion is shorter, but it can also be seen as a rather aggressive sales strategy.

In contradiction to this, consumers also request the website to facilitate their purchase as much as possible. Landing on a product page, could thus be a way of simplifying the shopping process since consumers do not have to search for the product by themselves. However, according to research, it is found that consumers do not want to be stressed into a purchase and pushing too hard for sale is a turnoff, (Dooley, 2015) and could be connected to it being perceived as unprofessional. As the start page is more focused on the customer experience rather than direct conversion, we hypothesize:

> *H1e: When landing on a start page, the consumers will experience the brand as more professional than when landing on a product page*

Intention to stay

Donovan and Rossiter (1994) showed that the amount of time customers spent in a physical store depends on product perceptions and emotional responses, which in turn lead to more time spent and more unplanned purchases. That store atmospheric affects time spent, which further influence money spent and number of purchased products, was also shown by Turley and Milliman (2000). Mallapragada et al. (2016) found that customers tend to stay longer on websites providing a broad scope. This result may be due to that a broader scope provides more for customers to explore and therefore the visit last longer (Mallapragada et al., 2016). Linking this to landing pages, the start page incorporates more visual elements and more to explore compared to the product page, which as discussed earlier can be linked to higher level of customer experience. Derived from this, we hypothesize the following:

> *H1f: The intention to stay longer on the website will be greater when a consumer lands on a start page than on a product page*

2.2.1.3. BRAND EFFECTIVENESS

Brand attitude

Brand attitude is an important determinant when it comes to brand evaluation (Collins-Dodd & Lindley, 2003). An attitude can be defined as an overall evaluation, which says to what extent a consumer likes an object, a person or a situation (Hoyer & McInnis, 2008). Attitudes are based on several associations linked to the evaluated brand, category or ad (Hoyer & McInnis, 2008).

Design elements of online stores have effects on consumer's attitudes, like it has in conventional stores (Liang & Lai, 2002). In fact, Mithas et al. (2006) argue that websites with better design are more likely to convert visitors into buying customers.

Visual design is a key component when it comes to website characteristics, and it includes images, colors, fonts, shapes, animation and layout (Cyr & Bonanni, 2005; Li and Yeh, 2010). A landing page can thus be perceived as the storefront in an online context, and is often what consumers base their first impression upon. If a website is visually appealing it is less likely to engender irritation (Gao & Wu, 2010), thus it is probably more likely to generate better brand attitude among consumers. Considering the two different landing pages within this study, the start page is more likely to generate better brand attitudes since the level of creativity is suggested to be higher, and the link to a better customer experience can be done.

Buying intention

Buying intention can be defined as consumers' intention to purchase or patronize an offering, such as product or service (Shao et al., 2004), but also as the possibility for consumers to buy a product (Dodds et al., 1991). Studies have linked customer's intention to shop online with perceptions about risk, brand and trustworthiness of the supplier and design as something that can positively influence purchase intention since it reduces perceived risk and builds trust (Kalia et al., 2016). The perceived quality of e-store design has an effect on consumer purchase decision since customers are more likely to shop at well-designed websites (Liang & Lai, 2002).

Many factors must be taken into account when it comes to website design, and it is not an easy task (Liang & Lai, 2002). In order to succeed, playfulness is a critical part of the design. Playfulness can be described as the extent to which the individual finds the interaction enjoyable or interesting (Moon & Kim, 2001). Considering the different landing pages, the start page is argued to focus more on customer experience compared to the product page. The start page is considered as more interesting and enjoyable. Based on previous review, the intention to buy would be higher when consumers land on the start page.

WOM

WOM, is of great importance to marketers and has been for a long time, and some researchers believe it is the most effective and efficient methods of advertising (Sedighimanesh et al., 2017). Sedigimanesh et al. (2017) argues that WOM is most powerful when the message comes from someone we know or trust, which can be linked to an influencer since consumers considers these as their friends (Woods, 2016; Colliander & Dahlén, 2011). If a consumer perceive that a large effort lies behind an ad, Modig et al.'s (2014) study showed positive WOM intention.

Considering the different landing pages, the start page is argued to focus more on customer experience compared to the product page. With the visual elements and link to customer experience, the WOM intention is possibly higher when consumers land on the start page.

With support from brand attitude, buying intention and WOM intention, the following is hypothesized:

H2: Brand effectiveness will be greater when a consumer lands on a start page than on a product page

Also, the previous mentioned facets of landing pages (creativity, inspiration, excitement, professionalism and intention to stay) are all considered as affecting components that could be related to the customer experience for a start page. Improved customer experience can lead to liking and better attitudes and additionally lead to higher conversion rate (Laja, 2107). Thus, we believe that the landing page facets could work as mechanism to brand effectiveness.

2.2.2. INFLUENCER POST

The impact of sponsorship disclosure
Internet has dramatically changed the sources for delivery of information, and seller-centric marketing messages is today ineffective (Lu et al., 2014). Consumers trust peer consumer to a higher degree than they trust corporations (Lee & Koo, 2012). Thus, product information shared by online peer consumers is an influential communication media (Lee & Koo, 2012; Lu et al., 2014). Consumer generated reviews are perceived as a more reliable, trustworthy and credible form of WOM-communication, compared to firm-initiated communication (Hwang & Jeong, 2016).

However, some online product reviews are derived from a marketing purpose (Bambauer-Sachse & Mangold, 2013). The hesitant consumers of today force marketers to find new ways to promote products and brands, and in order to increase marketing communication effectiveness, sponsored posts have been used (Lu et al., 2014). Sponsored content on social media platforms like Instagram enables an opportunity to reach target groups with a lower degree of obtrusiveness than traditional media (Minton, 2012). Muntum & Wang (2010) describes sponsored posts as consumer-generated posts that are sponsored by a brand.

The sponsored content is made of promotional messages that resemble ordinary social media content (Boerman et al., 2017). This makes it harder for consumers to separate commercial content from non-commercial content (Shrum, 2012). Boerman et al. (2017) argues that the distinction might even be harder when it is shared by influencers. Social media platforms like Instagram show consumers the life of celebrities and the endorsed content appears natural and authentic (Lueck, 2015). Like celebrities, influencers are thus an advantageous way to spread sponsored content (Boerman et al., 2017). In exchange for posting a sponsored based review, influencers often get direct monetary compensation or indirect monetary compensation like free products (Lu et al., 2014; Hwang & Jeong, 2016).

Sponsored posts should be seen as advertisement because these posts have bias, and not only the purpose of enhancing the consumer experience. More businesses are embracing this new format of advertising because it has shown influential and persuasive impact to a relatively low cost compared to traditional media (Zhu & Tan, 2007). However, the degree of fairness of these communication techniques are questioned (Cain, 2011). Consumers could potentially be persuaded into transactions they otherwise would disregard. Regulations require marketers to disclose all advertising on social media. By for instance putting a "sponsored" label on the post, consumers are informed by the message intentions (Boerman et al., 2017).

Persuasion knowledge
Consumers must cope with marketer's advertising attempts and that is why persuasion knowledge becomes a central concept (Boerman, 2016). Persuasion knowledge is personal knowledge and

beliefs about the motives and tactics behind advertising (Friestad & Wright, 1994). This knowledge help consumers identify how, when and why marketers are making influence efforts and also helps them reply to these persuasion attempts adaptively, so that they can achieve their own objectives. As a response to advertising, the activation of persuasion knowledge can be seen as an explanatory factor for different consumer responses (Boerman & Kruikemeier, 2016).

Sponsorship disclosure is expected to affect persuasion in a negative way (Hwang & Jeong, 2016). Even though this is not tested in the context of Instagram Stories, research indicate that sponsorship disclosure is a factor of reduced persuasion (e.g., Boerman et al., 2012; Van Reijmersdal et al., 2015; Wei et al., 2008).

2.2.2.1. INFLUENCER POST FACETS

Conceptual persuasion knowledge
Persuasion knowledge develops over time and is thought to be consistent of a cognitive and an affective dimension (Boerman et al., 2012). These dimensions can be defined as conceptual and attitudinal persuasion knowledge (Rozendaal et al., 2011). Conceptual persuasion knowledge is a cognitive construct and people's knowledge about persuasion (Reijmersdal et al., 2015). This form of knowledge develops over time, and the first step is when people starts to develop an understanding of persuasion and advertising, and can tell the difference in commercial content from editorial content (Boerman et al., 2017; John, 1999). In the second step of conceptual knowledge, an understanding of advertising's persuasive attempts occurs. Further, consumers develop recognition of bias and deception, and later establish an ability to use cognitive defenses against advertising. The ability to recognize advertising is thus the first step of persuasion knowledge (Boerman et al., 2017).

Research on sponsorship disclosure shown that consumers have an ability to activate persuasion knowledge, and even change the outcomes of sponsored content (e.g. Boerman, et al., 2012). As if believed that the nature of Instagram Stories posts is generating low level of persuasion knowledge about sponsorship, a sponsorship disclosure might lead to recognition of the posts as advertising. When a post has the word "sponsored" in it, consumers could directly link it to advertising, and consequently activate their conceptual persuasion knowledge (Boerman et al., 2017). Hence, the below hypothesis is proposed:

> *H3a (1): The conceptual persuasion knowledge is lower for a non-sponsored post than a sponsored post*

This would also be applicable when the post is explicitly stated non-sponsored. As explicit non-sponsored post could be seen as the most unusual form of posts in the context, Dahlén and Lange (2009) argues that messages inducing attention is preferable. Using a post which is perceived as surprising is thus a way to generate emotions (Dahlén & Lange, 2009), where surprises often generate positive ones (Söderlund, 2002). Further, as Hwang & Jeong (2016) argues, could honest opinions mitigate the negative impact of sponsorship disclosure for a sponsored post since it states that the post is honest and unbiased. This would thus be applicable for explicit stated non-sponsored posts as well.

> *H3a (2): The conceptual persuasion knowledge is lower for an explicit non-sponsored post than a sponsored post*

Attitudinal persuasion knowledge and influencer attitude

The second dimension of persuasive knowledge is known as attitudinal persuasive knowledge and entails mechanisms of attitudes, such as critical and distrusting feeling that can be effective in order to cope with persuasive attempts and advertising (Boerman et al., 2017). Boerman et al. (2012) found that sponsorship disclosure can affect customer's attitudinal persuasion knowledge via the activation of conceptual persuasive knowledge, which makes them more critical towards the post. A parallel to the reactance theory can be drawn, whereas the theory states that people want to maintain their freedom and thus does not want to be manipulated (Brehm, 1966).

With a sponsorship disclosure, consumers are informed about the persuasive intent of the message which can increase the attitudinal persuasion knowledge (Boerman et al., 2017; Wei et al., 2008). Consequently, the effect of a sponsorship disclosure is likely to influence the level of attitudinal persuasion knowledge (Boerman et al., 2017).

The activation of persuasion knowledge can lead to source attitudinal changes, which can be seen as part of attitudinal persuasion knowledge. Boerman & Kruikermeier (2016) concluded that a promoted tweet by a political party negatively affected consumers' attitude towards the source. A promoted tweet from a brand however, did not have negative effects on consumers' source attitude. The difference depends on the goals of the source and on the consumer's' expectation on the source (Van Steenburg, 2015) and consumers can recognize messages sent by brands as advertising (Boerman & Kruikermeier, 2016). Brands have an aim to promote products in order to increase profits, whereas political parties want to promote themselves (Peng & Hackley, 2009). Consequently, people have different expectations on the two sources.

According to studies within persuasive knowledge, brands are obvious agents that sends out persuasive messages (Friestad & Wright, 1994). For political parties on the other hand, the motives with the message is less obvious, and persuasion knowledge is less likely to activate (Boerman & Kruikermeier, 2016). Political parties can intend to start a direct conversation with the voters and when a tweet is labeled "promoted by", the advertisement motive becomes evident and activates persuasion knowledge (Boerman & Kruikermeier, 2016).

Influencers could be compared to political parties. As political parties are opinion leaders offline, influencers can be seen as online opinion leaders (Uzunoglu & Kip, 2014). Similar to political parties, influencers' goal is to first and foremost promote themselves (de Veirman et al.,2017). As influencers share more than sponsored content, like political parties, direct conversation and interaction is important and the motives of the message is less apparent (Lyons and Henderson, 2005). When an influencer updates a post with a sponsorship disclosure, persuasion knowledge is expected to be activated. Based on previous review, the following is hypothesized:

> *H3b (1): The influencer attitude is greater for a non-sponsored post than a sponsored post*

As mentioned earlier, since the explicit non-sponsored post arguably is the most unusual one, it could induce preferred attention, and as honest opinions mitigate the negative impact of sponsorship disclosure for a sponsored post, we propose the following:

> *H3b (2): The influencer attitude is greater for an explicit non-sponsored post than a sponsored post*

Influencer-brand relationship

Colliander and Dahlén (2011) found that blogs generated greater para-social interactions (PSI) than online magazines. PSI can be defined as the illusion of a face-to-face relationship with a media performer (Horton & Wohl, 1956). PSI is growing stronger with every interaction a reader has with a performer and due to a perceived intimacy readers start to consider bloggers as friends, who are part of their daily lives (Colliander & Dahlén, 2011; Auter, 1992).

The effects found by Colliander and Dahlén (2011) should be applicable to Instagram Stories as well, since followers are able to take part of the influencers daily life in multiple encounters. The PSI could be tarnished by sponsorship disclosure if the followers believes the influencer is not as authentic as first seemed. Labrecque (2014) found that when consumers were aware of their "friends" true color, the PSI was affected negatively. This indicates that PSI could be affected when an influencer makes sponsored content, due to the posts resembling a form of traditional advertising and losing the two-way communication (Zhu & Tan, 2007; Liu & Shrum, 2002).

When followers see influencers as friends, with higher PSI than for ordinary exposure in an online magazine, different evaluations of the two medias occurs. Colliander and Dahlén (2011) showed that this happen due to the sensitive relationship between the post writer and the endorsed brand. Since consumers are stumbled upon daily advertising attempts, they learn to understand information about brands in the context of agent's motives, strategies and tactics (Friestad & Wright, 1994). In WOM communications, the agent's relationship with the promoted brand is essential (Colliander & Dahlén, 2011).

In similarity with a writer of an online magazine, consumers should know that when a post is sponsored, the influencer is writing in response to an assignment and a monetary compensation is often arranged (Sullivan, 2009). Since readers are expecting bloggers to be honest about the relationship with brands and speak about products from experience, publicity notices on a blog hurt the perceived writer-brand relationship more than if it would appear in an online magazine (Colliander & Dahlén, 2011; Sullivan, 2009).

Since bloggers are a type of influencer, and the sponsorship disclosure is clear publicity notice that can be seen as advertising instead of a recommendation post, we hypothesize:

> *H3c (1) Influencer-brand relationship is greater for a non-sponsored post than a sponsored post*

Since honest opinions from influencers are both the most unusual form of post and are shown to mitigate the negative impact of sponsorship disclosure for a sponsored post (Hwang & Jeong, 2016), this would also be applicable for explicit non-sponsored posts as well.

> *H3c (2) Influencer-brand relationship is greater for an explicit non-sponsored post than a sponsored post*

Source credibility

Various studies suggest that source credibility is an important part in persuasion and the effectiveness of an influencer like a celebrity (Bergqvist & Zhou, 2016; Pornpitakpan, 2004). Source credibility refers to a "communicator's positive characteristics that affect the receiver's acceptance of a message" (Ohanian, 1990) and if individuals perceive a source of information as unbiased,

believable, true or factual (Hass, 1981). The characteristics of messages can enhance the value of the source and in that way acceptance among readers can be higher (Lu et al., 2014).

Colliander & Dahlén (2011) found that when a source is perceived as credible, the more persuasive the message will be. Source credibility is even more important when a consumer must take a person's word as a guarantee, which could be in an online setting when consumers cannot experience the product themselves (Everard & Galetta, 2006). For a shown product in an influencer's post, consumers might heavily rely on source credibility before buying the product.

When consumer recognize a persuasive intent, they develop a more critical style of processing and evaluating the appropriateness of the message, which in turn influence the evaluation of the sender (Campbell & Kirmani, 2000). This, which is shown by lower consumer perception of sender's sincerity and trustworthiness (Boerman & Kruikermeier, 2016).

New questions regarding the relationships between blogger–corporation associations and blogger credibility have been acknowledged (Johnson & Kaye, 2004). Carr & Hayes (2014) found that an explicit sponsorship disclosure did not negatively affect respondent's evaluation of credibility as much as implied disclosure (i.e., when the compensation behind the sponsorship was not noted but could be inferred). However, other studies show that sponsorship disclosure indeed affect source credibility negatively (e.g, Hwang & Jeong, 2016; Lee & Koo, 2012).

If consumers feel that the message is biased and is communicated for other reasons than to give recommendation, they will review the source less credible and resist the persuasive message attempt (Lee & Koo, 2012). Since sponsorship disclosure can be argued being a form of online advertisement, (Zhu & Tan, 2007), consumers might feel as that the sponsored influencer post has a bias and will understand the persuasive intent of the message. This, which in turn would affect the source credibility of the influencer. Thus, we hypothesize:

H3d (1): Source credibility is greater for a non-sponsored post than a sponsored post

This could also be applicable to explicit non-sponsored posts, since unusualness could, and honesty is found to mitigate the negative impact of sponsorship disclosure for a sponsored post.

H3d (2): Source credibility is greater for an explicit non-sponsored post than a sponsored post

eWOM
Electronic word-of-mouth, (eWOM) is defined as the social sharing of online products or brand-related information between at least two consumers (Berger., 2014). The process behind eWOM is central since marketers are relying more on eWOM as a key performance indicator for advertising success (Peters et al., 2013). Boerman et al. (2017) showed that mediated by conceptual persuasion knowledge, which consequently increased attitudinal persuasion knowledge, lowered the intention to engage in eWOM when a celebrity endorsed the product.

When a consumer likes, shares or comments it can be interpreted as behavioral manifestations of ad engagement (Van Doorn et al., 2010) and eWOM can have positive effects on people exposed for these communications (Boerman et al., 2017). EWOM from consumers are automatically

announced directly to befriended contacts, which is the ultimate ad outcome (Minton et al., 2012). Recommendations from fellow consumers are seen as the most trusted source of influence (Nielsen, 2015), as friends are believed to have no bias in promoting a brand or product (Bickart and Schindler 2001; Van Noort et al., 2012). As it is of great interest for advertisers to know what factors can lead to consumer's level of engagement in eWOM, scholars call for more research (De Vries et al., 2012).

Trustworthiness of the eWOM sender is an important outcome of eWOM, but at the same time an important antecedent. Consumers are in most cases willing to take in information from eWOM when the source is believed to be trustworthy (Boerman et al., 2017). Both De Matos & Rossi (2008) and Chu & Kim (2011) found that trust was as important factor in the intention to engage in WOM and eWOM respectively. This could also be linked to source credibility and influencer-brand relationship, since trust of the source has shown to be more influential than the actual content of the message (Chu & Kamal, 2008).

In line with this argument, sponsorship disclosure could create a discard for consumers to engage in eWOM. When a consumer sees a sponsorship disclosure and recognize the post as advertising they could downgrade the trustworthiness of the information offered in the post, and negatively affect the intention to share the message (Boerman et al., 2017), as found by Van Noort et al. (2012). We expect that sponsorship disclosure will have a greater effect for sponsored posts by an influencer and as the consumers recognize the post as sponsored, it will instigate distrust and affect the intention to engage in eWOM, leading to the hypothesis:

> *H3e (1): The intention for eWOM is greater for non-sponsored post than a sponsored post*

Not only is an explicit non-sponsored post the most unusual one, but since honest opinions from influencers are shown to mitigate the negative impact of sponsorship disclosure for a sponsored post, this would also be applicable for explicit non-sponsored posts.

> *H3e (2): The intention for eWOM is greater for an explicit non-sponsored post than a sponsored post*

Given the link between persuasion knowledge and eWOM, a suggestion is that mediation effect of conceptual persuasion knowledge, attitudinal persuasion knowledge (source attitude) and source credibility will work as mechanisms to consumer's intention to eWOM.

2.2.3.1. BRAND EFFECTIVENESS

EWOM is a significant factor for consumers' decisions-making process (Hsu et al., 2013) and can influence their attitudes, perceptions and purchasing behavior (Carr & Hayes, 2014). EWOM is also connected to various positive effect for brands like brand attitudes and intentions, purchase behavior and loyalty (e.g., Chevalier and Mayzlin 2006). As discussed before, eWOM could be mediated by source credibility which also has been found to enhance attitudes (Pornpitakpan, 2004). Thus, we propose that brand effectiveness could be greater for non-sponsored posts via a mediation of eWOM.

> *H4a: Brand effectiveness will be greater for a non-sponsored post than a sponsored post*

This line of argument could also be applicable to explicit non-sponsored posts, since unusualness could, and honesty is found to mitigate the negative impact of sponsorship disclosure for a sponsored post.

> *H4b: Brand effectiveness will be greater for an explicit non-sponsored post than a sponsored post*

2.2.3. CHOICE OF LANDING PAGE DEPENDING ON INFLUENCER POST

Since different types of posts are likely to create different types of feelings (Lin & Utz, 2015), it is also likely to believe that the effects on landing pages will be different. When it comes to the objective of selling, the product page is the one more connected to sales, compared to the start page (Ash et al., 2012). Connecting this to the different designs of the influencer posts, claiming that something is sponsored is an indication of advertising and selling, and thus something consumers will be prepared of when they "swipe up" and land on a website. As mentioned earlier, congruence between context and post is preferable (Aaker & Brown, 1972), which could be the case for landing pages as well. Using a disclaimer saying that a post is sponsored could therefore fit better with the product page than a start page.

Kirmani and Campbell (2004) argue that consumers can be divided into two groups when it comes to persuasion and sales pressure. The authors present the role of a "persuasion sentry", which is someone who guards against unwanted marketing pressure. The authors argue that this is consumers that do not approve of being rushed or pressured into a purchase before they are ready. If it happens, it usually results in negative outcomes. This is thus called "aggressive" sales pressure (Zboja, Clark & Haytko, 2016). This scenario could be reality if consumers, who use Instagram in order to get inspired, are exposed to an explicit non-sponsored post followed by a product page. Both the context and the post will thus create a "non-selling" atmosphere, where consumers are unprepared for sales and thereby exposed to aggressive sales pressure (Kirmani & Campbell, 2004). Based on this reasoning, we believe the effects between the two different landing pages will be greater when consumers are exposed to a non-sponsored posts.

> *H5a: There will be a bigger difference in brand effectiveness when consumer lands on a product page instead of start page when consumers are exposed to a non-sponsored post instead of a sponsored post*

In line with the previous arguments concerning the unusual and honest characteristics of the explicit non-sponsored post, the listed hypothesis above is applicable on the explicit non-sponsored post as well.

> *H5b: There will be a bigger difference in brand effectiveness when consumer lands on a product page instead of start page when consumers are exposed to an explicit non-sponsored post instead of a sponsored post*

2.2.4. RESEARCH MODEL

The generated hypotheses are summarized and presented in the model below.
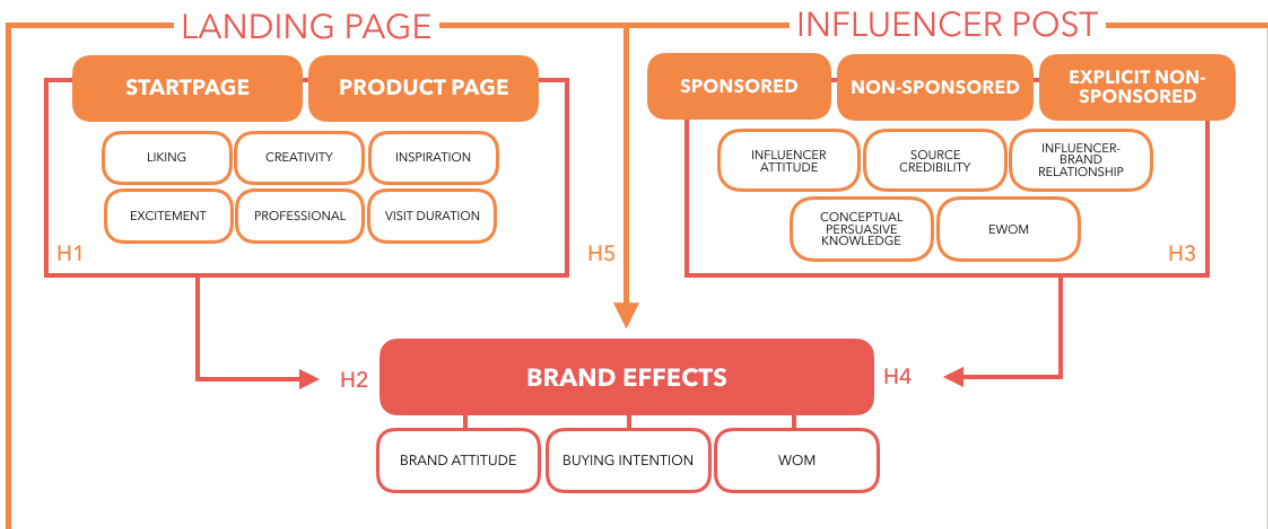
Model 1

3. METHODOLOGY

The following part will explore the methodological approach of the thesis. With origin in the purpose and the chosen scientific approach, the research approach is then demonstrated in an explanation of the preparatory work and the conducted main study. Furthermore, the quality of data is discussed.

3.1 PURPOSE AND CHOICE OF TOPIC

Advertising and marketing communication is without doubt the best resource marketers have in the war of customers. It can be a tool for conversion of products, but also an aid in order to create attitude and intention changes (Dahlén & Lange., 2009). The use of marketing communication is to improve the situation for the brand, and with small changes you can change a lot. This phenomenon has interested us since the beginning of our first years of our BSc Retail management studies at Stockholm School of Economics. Due to our great fashion interest, it was a fairly easy choice to demarcate our study to the fashion industry.

Social media and encounters with influencers are part of people's daily life, and it might not come as a surprise that influencer marketing is growing in a rapid speed (Pophal, 2016). Sponsorship disclosure is according to Hwang & Jeong (2016) a topic in need of more research. Also, the connection to conversion in the form of investigating landing page strategy is to our knowledge an unexplored field. Thus, we believe that the choice of topic is not merely intriguing, but also important and contributory to academia and practitioners.

3.2 SCIENTIFIC RESEARCH APPROACH

This study aims to develop existing research within the field of influencer marketing, and also pave the way for future studies within the field. Since the hypotheses are based on current research and theory, with a following experiment, a deductive method is chosen for the study (Wilson, J. 2010). A deductive approach is preferable since time is limited for this study, and risks are avoided to a large degree (Dudovskiy, 2016). However, this method poses a potential risk through the misprediction of the factors that influence the results beyond the variables tested in the research. This, since the data collection could be considered rather narrow (Jacobsen, 2002).

The research design was created with the intent to explore the effects of landing page strategy and influencer post type. This paper embraces a deductive approach, therefore a quantitative experiment was best suited to create a methodological fit (Bryman & Bell, 2012). Furthermore, an online-based self-completion questionnaire was designed in order to test our independent and dependent variables in a real-life setting. Even though Bryman & Bell (2012) argue that self-completion surveys are limited in terms of respondent honesty, it is still the most commonly used approach within quantitative studies. It was also the most suitable method since the study investigates posts on Instagram and an online survey is closest to a real life situation, which also gives the study increased external validity (Jacobsen, 2002). A quantitative approach with an extensive structure was thus chosen in order to be able to broaden the scope and increase the possibility of generalizing the results from the sampling to the whole population (Malhotra, 2014; Jacobsen, 2002).

Lastly, the thesis is established in an individualistic approach, which enables a summary of individuals' opinions and behaviors that are demonstrated in a sampling. This, to find common characteristics of the respondents (Jacobsen, 2002).

3.3 CHOICE OF STUDY OBJECTS

3.3.1. FASHION INDUSTRY, FICTIONAL BRAND & LANDING PAGE DESIGN

The study is examining effects in the fashion industry. The reason why the fashion industry was chosen is due to its natural existence in influencer marketing and on Instagram (Sudha & Sheena, 2017). Klockbutiken was created as the fictitious brand behind the product shown in the Instagram Stories post. This decision was based on a desire to isolate the effects of already famous brand associations and avoid confounding effects (Colliander & Dahlén, 2011). Both the start and product page was created with inspiration from operating watch brands on the Swedish market, such as Daniel Wellington and Mockberg.

3.3.2. INSTAGRAM STORIES POST

Instagram Stories posts was the social media context chosen to further investigate. Sponsorship disclosure has been studied in the context of blogs and Twitter (e.g. Zhu & Tan, 2007; Hwang & Jeong, 2016). Since Instagram Stories was introduced in year 2017, this study investigates if the effects previously studied in other social media channels can be translated into Instagram Stories posts.

Instagram, the third biggest social media site in the Nordics (Statista, 2016) is also a channel closely connected with the fashion industry, with multiple fashion brands in the lead when referring to number of followers (Statista, 2017). The top reason why consumers are following brands is the interest for products, deals and pleasure (Statista, 2016). Thus, Instagram seems to be a suitable study object given that the studied brand and product is within fashion.

3.3.3. THE INFLUENCER KENZA

Similar to Boerman et al. (2017) the influencer shown for the respondents was a real person. Kenza Zouiten Subosic is one of Sweden's most famous influencers with over 1,7 million Instagram followers (Instagram, 2017). Kenza does have both male and female readers, and through a probe of 100 randomly chosen followers, the gender distribution resulted in 29% men and 71% women. Kenza is furthermore closely associated with fashion and is not averse to sponsored posts on Instagram and Instagram Stories. The latter is an indication that a sponsored Instagram Stories post would not be abnormal for her followers to see. Due to Kenza's profile, she was selected as the appearing influencer. Choosing an Instagram influencer with high number of followers was also considered as advantageously since they have higher likeability and popularity (De Veirman et al., 2017). A pre-study further strengthened the choice of Kenza as the displayed influencer (see section 3.4.2.).

3.3.4. THE PRODUCT CATEGORY ACCESSORIES WATCHES

The choice of watches as product category was due to the decision of having a generic product that would appeal to both genders and cover a large age range in the context of fashion. Having a generic product also reduced the risk of brand-specific effects that could affect the study. Watches are a well established fashion accessory among consumers and previous research found it to be the second most important fashion accessory after sunglasses (Souiden et al., 2011). When comparing these two accessories, watches was considered to be best suited, since the study excluded the display of faces in order to minimize the risk of respondents focusing on the wrong thing.

The price of the product was decided from a price benchmark of famous premium brands within the product category, such as Daniel Wellington and Mockberg. The choice of premium brand watches was decided based on the large spread it has had on social media, using influencer marketing. The product category and the chosen product was later tested in order to confirm its gender generality and appeal.

3.4. PREPARATORY WORK

3.4.1. PRODUCT CATEGORY AND POST PICTURE

3.4.1.1. PRE-STUDY PURPOSE
In order to increase the internal reliability, a pre-study was conducted before deciding the chosen product category and product. The purpose of the pre-study was twofold; to identify if watches were gender neutral and liked, as well as to identify if the chosen product picture was gender neutral and liked.

3.4.1.2. PRE-STUDY DESIGN
A quantitative survey study was conducted through the survey tool Qualtrics (Qualtrics, 2017). The survey was sent out to and completed by 31 respondents via Facebook between the 14th and 15th of October. Thus, a convenience sample was practiced (Jacobsen, 2002). Among the respondents, 12 were men and 19 were women, within the age range of 18-51 and with an average age of 24 years.

The respondents were asked to answer eight questions regarding gender neutrality and attitudes. The first four questions were in concern to watches as the general product category. In accordance with Malhotra (2010), gender neutrality was measured on a seven-point likert scale with the question "Do you think the product category watches is gender neutral?". The attitude towards the product category watches was measured on a seven-point, three item, semantic scale developed from Bruner (2009), with the endpoints: "bad/good", "negative/positive" and "like/unlike". The responses to the three items were averaged to form an index, Cronbach's alpha = 0,960.

After getting the respondents opinion on the product category, a picture of a watch by Chroniche Watches was shown, but without logos and brand name. The intention was to get the respondents' thoughts on the possible product used in the Instagram Stories post and on the landing pages. The same seven-point differential scale question regarding attitude was asked. The responses to the three items were averaged to form an index, Cronbach's alpha = 0,957. Finally, on seven-point likert scale, the respondents were asked about the gender neutrality of the watch.

The questions regarding gender neutrality and the attitude indexes were tested using One-sample T-test, in order to examine the difference in mean value.

3.4.1.3. PRE-STUDY RESULT
The responses from the survey confirmed our thoughts of watches as a gender neutral product category. Data showed a mean value of 5,548, which was over the midpoint of 3,500 (Spence Laschinger & Finegan, 2005), and thus the product category was interpreted as gender neutral. Also, the findings from the pre-study showed a positive perception of watches as product category with a mean value of 5,828. The results further implied that respondents found the selected watch as neutral in terms of gender with a mean value of 5,355. The overall impression of the pictured watch was positive with a mean value of 5,387, which is also displayed in Table 1.

CATEGORY

	N	Mean	Std. Deviation	Sig.
Gender neutrality (product category)	31	5,550	1,729	0,000**
Attitude (product category)	31	5,828	1,219	0,000**
Gender neutrality (pictured product)	31	5,350	1,799	0,000**
Attitude (pictured product)	31	5,387	1,051	0,000**

*Significant at p < .05; ** Significant at p < .01   Table 1

3.4.1.4. OPERATIONALIZATION

The pre-study confirmed our choice of product category and influencer post picture used in the main study.

3.4.2. PRE-STUDY: CHOICE OF INFLUENCER

A second pre-study was conducted in order to select a suitable influencer to the Instagram Stories post, as well as to increase the internal reliability of the study. Similarly to the first pre-study, the purpose of the second pre-study was twofold; to identify which influencer had highest familiarity and likeability, as well as identify the congruence between the product category watches and the chosen influencer.

Given that the area of research was set to be within fashion, only fashion influencers were considered in the beginning of the selection process. Since the study context was set in the area of Instagram, the selected influencers were also chosen based on their performance on the mentioned app. Based on number of followers on Instagram (Statista, 2017)[2] five fashion influencers were included in the pre-study.

To assess the familiarity and popularity of the chosen influencers, a Q-score was calculated. This form of metric was developed in 1963 by Marketing Evaluations Inc., and is influenced both by people's familiarity and favorability towards a specific subject (Patra & Datta, 2010). According to Percy and Rossiter (1987), it is a suitable metrics to capture awareness and likability of celebrities, which can be linked to fashion influencers.

In order to measure the congruence between the chosen product category and the different influencers, the pre-study did also include questions regarding the fit of product category.

3.4.2.1. PROCEDURE

A survey was created and was conducted through the survey tool Qualtrics (Qualtrics, 2017). It was sent out between 15th and 17th of October with 30 people participating. Out of this group, 13 people were identified as men and 17 as women and average age was 25 years old. Comparable to previous use of Q-score (Patra & Datta, 2010; Erdogan, 1999), the respondents were given the question: "Have you heard of this person?", with "yes" or "no" as possible answers. If respondents answered "yes" they were given the question "What is your opinion about this influencer", with the

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[2] Based on an industry information from a well-known brand - Insider industry knowledge and Statista

possible answers: "One of my favorites", "Very good", "Good", "Fair" and "Poor". To calculate the Q-score, the percentage of all respondents who answered that the influencer was one of their favorites, were divided with the percentage of the sample who answered that they knew the influencer. To measure fit between product category and the influencers, a 7-point semantic differential scale with four items was used. The endpoints of the scale were: "compatible/not compatible", "good fit/bad fit", "relevant/irrelevant" and "good match/bad match" (Patra & Datta, 2010; Erdogan, 1999). The responses to the four items were averaged to form an index, Cronbach's alpha = 0,861 (Kenza), 0,978 (Angelica) and 0,998 (Janni). In order to control for respondent honesty, a fictive influencer called "Sammy Murberg" was included in the questionnaire.

3.4.2.2. PRE-STUDY RESULT

As displayed in table 2, only three influencers was given a Q-score since they were the only ones chosen as "one of my favorites". Of them, Kenza had the highest Q-score of 0,533, which displays her as the most familiar as well as the most likeable one. Additionally, Kenza has the highest amount of followers on Instagram, compared to the other four influencers, which strengthen the result. The results also displayed that Kenza was the one influencer that had the highest match with the product category in terms of congruence with a mean score of 6,133. Fortunately, the results also confirmed that no respondent recognized the fictional influencer Sammy Murberg.

TYPE OF INFLUENCER

Influencer	N	Q-Score	Mean (category)	Sig. (category)
Kenza	30	0,533	6,133	0,000**
Angelica	30	0,107	4,196	0,000**
Janni	30	0,214	4,991	0,000**
~~Victoria~~	~~30~~	–	–	–
~~Jacqueline~~	~~30~~	–	–	–

*Significant at p < .05; ** Significant at p < .01   Table 2

3.4.2.3. OPERATIONALIZATION

In conclusion, the influencer Kenza was chosen as the influencer in the Instagram Stories posts, based on the results in the second pre-study.

3.5 MAIN STUDY

As a result of the preparatory work and methodology, consisting of survey design and data collection, the main study was designed. The main study was consisting of the exposure of influencer content and website content in a self reporting questionnaire (Söderlund, 2010). A number of six groups was formed from the two manipulated independent variables type of influencer post and type of landing page. We decided to show the manipulation picture one time and not on every page. Like for Boerman & Kruikemeier (2016), this could result in insignificant findings, but in agreement with our Supervisor Jonas Colliander we wanted to capture their initial reaction.

3.5.1. MAIN STUDY QUESTIONNAIRE DESIGN

In order to measure the immediate response from respondents, the survey included forced answers, which means that respondents had click in on all questions on one page in order to go to the next one and they could not go back. This choice was also made based on the fact that we wanted to

catch their initial reaction. Different stimuli were used in the experiment, and to avoid them affecting the attitude towards the selected influencer, general questions about the influencer was placed first. Overall, the questionnaire was designed so that questions regarding the attitude about brand, influencer, post or product was placed before questions about opinions and intentions. Demographic questions were put in the very end of the questionnaire, since these types of questions otherwise could influence the answers (Bradburn et al., 2004). Since the survey was sent out in Sweden about a Swedish influencer, Swedish was used and technical language was removed to a large extent in order to make it easier for respondents not familiar with marketing terms. The questionnaire was designed to be as short as possible in order to minimize the bias and prospect of respondents becoming tired (Söderlund, 2005). The survey took around eight minutes to complete, and thus we followed the advice of Cooper & Schindler (2011) that surveys should be kept under ten minutes to fill out.

To the greatest extent, we tried to use multi-item scales due to its benefits in terms of predictive validity (Diamantopoulos et al., 2012). The selected single-item measures were carefully selected, and in accordance with Bergkvist & Rossiter (2009) these items could be as valid as multi-item measures.

3.5.1.1. MANIPULATION CHECK

Making sure that respondents perceived the different landing pages correctly was vital to the study. In order to enable correct perception a question regarding landing page observation was included in the survey. The respondents were introduced to what the definition of a "start page" and "landing page" was and then asked the question; "The webpage I landed on after clicking on the Instagram Stories post was…" with the options "a start page", "a product page" and "Don't know" as possible answers.

The survey also included a question regarding sponsorship and how it was perceived by the respondents. The question used in order to ascertain if the post was observed correctly reads as; "The Instagram Stories ad by Kenza (as you saw earlier) was…" with the optional answers: "Sponsored", "Not sponsored" and "Don't know".

However, since we wanted to observe how the landing page and the post was perceived rather than divide answers in groups of what was right and wrong, respondents who answered incorrectly was not excluded from the sample. Support for this decision is that an objectively verifiable manipulation does occur, regardless of respondents' subjective evaluation of it (Hwang & Jeong, 2016).

3.5.1.2. DEPENDENT VARIABLES

Liking of landing page
The liking of the landing page was measured with a three items index developed from Spears & Singh (2004) and Bruner (2009); "bad"/good", "negative/positive", and "dislike/like". On a seven-point semantic scale, the index was satisfactory with a Cronbach's Alpha of 0,971.

Creativity
To measure the perceived creativity, a measure of the global assessment of creativity (a compilation of all subjects' subjective assessment of creativity) is used, as recommended by Amabile (1996). Creativity was measured on a seven-point semantic scale in order to capture how respondents perceived Klockbutiken: "uncreative/creative".

Inspiration
Inspiration was measured with the answering how respondents perceived Klockbutiken: "uninspiring/inspiring". This was measured on a seven-point semantic differential scale.

Excitement

In order to measure excitement, the respondents were asked about the perception of shopping at Klockbutiken. The four item measure was on a seven-point semantic differential scale: "exciting/unexciting", "dull/interesting", "boring/stimulating" and "unappealing/appealing". The measure was developed from Wright et al. (2008) and the index was accepted with a Cronbach's Alpha of 0,953.

Professionalism

In order to understand professionalism, the respondents were asked about their perception of Klockbutiken. The three item measurement was based on Kevyn (2010) and developed, and measured on a seven-point semantic differential scale: "unprofessional/professional", "incompetent/competent" and "unskilled/skilled". The level of internal reliability was satisfactory with a Cronbach's Alpha of 0,937.

Visit duration

To measure the respondent's' intention to stay on the landing page, a seven-point semantic scale was developed: "How long would you stay on Klockbutikens webpage?". Respondents had to share their intention, ranging from one (not long at all) to seven (very long).

Brand Attitude

In order to understand how respondents perceived Klockbutiken, brand attitude was measured with a three items index developed from Spears & Singh (2004) and Bruner (2009); "bad"/good", "negative/positive", and "dislike/like". On a seven-point semantic scale, the index was accepted with a Cronbach's Alpha of 0,965.

Buying intention

Purchase intention was measured with the two items: "I would buy something from Klockbutiken" and "I would buy this product". The first item was retrieved from Colliander & Dahlén (2011) and the second item was developed from Dodds, Monroe & Grewal (1991). On a seven-point likert scale, respondents had to declare their agreeableness to the statement, ranging from one (strongly disagree) to seven (strongly agree). The index had high internal reliability with a Cronbach's Alpha of 0,844.

WOM intention

The measure to WOM intention was developed from Wright et al. (2008) three items and conducted to a two items index: "In the future I would spread positive WOM about the brand" and "I would recommend the brand to my friends". The index was measured on a seven-point likert scale and the Cronbach's Alpha was 0,920, and thus accepted.

Influencer-Brand relationship

Influencer-brand relationship was measured with a development of the well-established three items measure from Cronley et al., (1999), "The influencer likes Klockbutiken", "The writer frequently uses Klockbutiken" and "The writer thinks Klockbutiken is a good brand". The items were coded in a seven-point likert scale ranging from "strongly disagree" to "strongly agree". Given a Cronbach's Alpha of 0,838, the internal reliability was perceived as good.

Conceptual persuasion knowledge

In order to measure the conceptual persuasion knowledge, respondents were asked to indicate to what extent they agreed with (strongly disagree to strongly agree) the statement "The Instagram Stories post was advertising" on a seven-point likert scale. The measurement was developed from

Boerman et al. (2017) and similar one-item measures have been used in other studies as well (e.g. Boerman et al., 2017; Ham & Das, 2015).

Source attitude
Source attitude was measured with three seven-point semantic differential scales to understand the perception of Klockbutiken: "bad/good", "negative /positive" and "dislike/like". The measurement was taken by Bruner (2009) and held high internal reliability due to a Cronbach's Alpha of 0,973.

Influencer-Brand relationship
Influencer-brand relationship was measured with a development of the well-established three items measure from Cronley et al., (1999), "The influencer likes Klockbutiken", "The writer frequently uses Klockbutiken" and "The writer thinks Klockbutiken is a good brand". The items were coded in a seven-point likert scale ranging from "strongly disagree" to "strongly agree". Given a Cronbach's Alpha of 0,838, the internal reliability was perceived as good.

Source credibility
Source credibility asked for respondent's perception of Klockbutiken. Based on Ohanian's (1990) study, Hwang & Jeong (2016) created a three items measure that were measured on a seven-point semantic scale: "dishonest/honest", "insincere/sincere" and "untrustworthy/trustworthy". In order to measure expertise a fourth item was added "unprofessional/professional". This decision was based on the lack of a clear expertise measurement in the original battery, which also increased the trustworthiness of the measurement. Given a Cronbach's Alpha of 0,887, the internal reliability for the measurement was satisfactory.

eWOM
To measure eWOM intention, a two items were developed from Boerman et al. (2017) to measure the intention to share on a seven-point likert scale: "I think this Instagram Stories post is worth sharing with others", "I will recommend this Instagram Stories post to others". The respondents were asked to indicate to what extent they agreed with the statement with one (strongly disagree) to seven (strongly agree). With a Cronbach's Alpha of 0,922, the internal reliability was good.

3.6 SAMPLING AND SAMPLE

To a large extent, data collection and the sampling process consist of the two stages of establishing the setting of the research conducted and the choice of the respondents (Bryman & Bell, 2011). With an initial probing of the empirical field, it was decided to do the research on the Swedish market due to the use of a Swedish influencer. With using the context of Instagram, the choice fell on mainly targeting millennials, since they are the main user of the app (Instagram, 2017). However, in order to not limit the study in terms of disregard interesting discoveries, answers from all ages were included.

The questionnaire was coded with the online survey tool Qualtrics (Qualtrics, 2017) and was sent out with a randomization function to create as comparable groups as possible. In order to facilitate future answers from respondents, a pilot-test was conducted. The main objective of this test was to ensure the comprehensibility and clarity of scales and measures used in the finalized survey (Malhotra, 2014; Saunders et al., 2009). The pilot-test was handed out to eight students at Stockholm School of Economics. Feedback was verbally collected and changes were made based on these comments. The collected feedback resulted in change order of two survey questions regarding WOM-intentions and correction of language.

The sampling process took place between the 17th to 31th of October 2017 and a convenience sampling process was utilized in order to find appropriate respondents (Bryman & Bell, 2011). Even though a convenience sampling method is restricted due to the risk of biased data collection, it can be considered appropriate due that the aim of the study is considering a small expected variation within the population of Instagram stories uses given that they consist of mostly millennials (Saunders et al., 2009). The questionnaire was sent out via a link to Facebook friends and other contacts in our vicinity. Students from different universities were also asked. The sample was thus a non-probability sample, where relevant groups could be missing and thus lead to it becoming harder to generalize the sample to the whole population (Jacobsen, 2012). The study cannot with safety say that the common defined target group is the true and we cannot confirm that the respondents represents the defined target group even though this was tried to be controlled to a large extent. The choice of the sampling method was based on both resources and time constraints.

3.6.1. DATA QUALITY CHECK

In total, 395 surveys of the main study were started and out of those 171 were excluded. The number of the excluded respondents came from not completing the survey or from "speeding" through the survey, meaning the respondents finished the survey "too quick" under the time threshold of 4 minutes. But, the high number of exclusion mostly came from respondents only opening the link without answering any questions. In accordance with Söderlund (2010), more than 30 respondents in each group are obtained, which makes it easier to motivate statistical tests. Furthermore, Söderlund (2010) argues that it does not have to be the exact amount of respondents in each group, which is consistent with this study even though the number of respondents in each group is closely the same. Outliers were chosen not to be taken away in the hypothesis tests, since this can be argued being a way to manipulate the test. Furthermore, Orr et al. (1991) showed that an excluding of outliers either enhanced or reduced the effect size, and thus does not display the real variance in the population. The final number of respondents in the sample used after the quality check was 224, which generated a response rate of 57% (Bryman & Bell, 2015). Furthermore, prominent existing studies within the field of sponsorship disclosure present sample sizes of comparable size (e.g., Boerman & Kruikemeier, 2017).

3.7 STATISTICAL METHODS

In order to conduct analysis of the data from the main study, IBM SPSS Statistics version 23 was used. Hypothesis were accepted on a 95% level of significance (Fisher, 1926). In the presentation of results, significance levels will be labeled as *p<0,05 and **p<0,01.

Through SPSS, the following statistical tools were used:

- Cronbach's Alpha
- One-sample T Test
- Independent-samples T Test
- One-Way Anova
- Two-Way Anova
- Hayes' Process Tool

3.7.1. DATA QUALITY

When conducting research, a critical part is to examine the reflection of reality that the results are describing. When it comes to evaluation of quantitative research, the three most prominent criteria are reliability, validity and replicability (Bryman & Bell, 2011), which describe the trustworthiness and relevance of the study.

3.7.1.1 RELIABILITY

The idea of reliability is whether the results of a study are repeatable or not (Bryman & Bell, 2011) and the study cannot be associated with obvious measuring errors (Jacobsen, 2002). It can be determined based on the internal reliability, stability over time and the inter-observer consistency (Bryman & Bell, 2011).

Stability

This part of reliability evaluates if the used measurement is stable and does not fluctuate over the time it is expected to remain steady (Bryman & Bell, 2011). In practice, this means that if the measurement was used twice on the same sample, on different occasions, with no contextual change, a stable measurement would produce very little variation. Since the selected questions within the survey are collected from published academia, it is considered to be stable over time.

Internal reliability

Internal reliability determines whether the items within a multi-item scale are consistent in measuring the same intended variable (Bryman & Bell, 2011). In this study, all measurement used with multiple indicators were taken from previous research in order to secure the internal reliability (Söderlund, 2005). The survey was pre-tested and processed before the final version was sent out. All measurements used were originally in English and thus needed to be translated into Swedish, which might have affect the internal consistency. But, in order to establish the internal reliability further, a control using Cronbach's Alpha was conducted. By checking Cronbach's Alpha (> 0.7) for indexed questions, we have ensured that a satisfactory level of reliability exists (Westergaard, Noble & Walker, 1989). Use of query batteries and control of Cronbach's Alpha is a proven way of demonstrating the reliability of a study (Söderlund, 2010).

3.7.1.2 VALIDITY

Validity indicates the extent to which the study measures its intended outcome and is free from systematic and random measurement errors (Söderlund, 2005). In accordance with Jacobsen (2002), the study receives high validity and relevance if we measure what we want to measure, what we perceive as relevant and what we have measured with a few also applies to a larger population.

Measurement validity

This issue is concerned with the question whether or not a measure captures the concept that is intended to be denoted (Bryman & Bell, 2011). Only well established measurements were used in this study, in order to ensure measurement validity but also to reduce risks for possible misinterpretations in the result and facilitate comparability of studies within the research area.

Internal validity

This form of validity refers to the issue of causality and concerns whether a relationship between two or more variables is true or not (Bryman & Bell, 2011). To increase the degree of internal validity and make sure to measure the right things, the theoretical framework as well as the survey design was made with great carefulness. Only well established measurements, used in previous research were included in the survey. Several questions are also measured on a seven-point likert scale. The presented question order was also considered wisely, in order to avoid answers being affected by previous questions, which is also considered to strengthen the internal validity (Söderlund, 2005). During the survey design process, our supervisor Jonas Colliander, who is an expert within the field, was a great support and consulted us during the construction of the survey (Jacobsen, 2002).

To mitigate the risk of external factors, all data was collected during the same time period and all respondents was provided the same instructions, questions and information, except for the stimuli

tested. All respondents answered the survey on Internet, which makes it impossible to control for external stimuli while answers were conducted. However, to increase internal legitimacy, all surveys that was incomplete or systematically incorrect answered were excluded from the final sample. Through the online survey tool Qualtrics (Qualtrics, 2017) a randomizer was applied, which enabled for randomly assigned respondents, which strengthens the internal validity (Söderlund, 2010).

External validity
This form of validity relates to the issue of generalizability and if the findings of the study can be applied beyond the specific research context. The main issue for external validity is the process of respondent selection. Given that the majority of all the respondents was selected through Facebook the study suffers from sampling bias, which is when some people of the population stand a small, or no chance of being selected (Bryman & Bell, 2011). A limitation of the study is thus the convenience sample, since the sample is not completely randomized (Jacobsen, 2002). However, all results were measured with a significance level of 95% and 99%, which increase the degree of external validity. Further, using a fictive brand, as in this study, will eliminate brand associations, which somewhat can be argued as stronger in terms of legitimacy and to avoid confounding effects (Colliander & Dahlén, 2011).

Something that contradict high external validity is the fact that the sample of the population represent a skewed distribution when it comes to age and gender. However, the overrepresentation of younger respondents can be argued as representative because of the reasoning about students being a homogeneous group (Söderlund, 2010). Additionally, McCormick (2016) argues that influencer is an effective way of reaching younger audience. The overrepresentation of women can also be argued as acceptable since women at the age of 20-29 are spending almost the double amount on fashion compared to men (SCB, 2009) and more women than men are using Instagram in the Nordics (Statista, 2017).

Ecological validity
The criterion of ecological validity refers to whether or not the conclusions of the research can be generalized to settings and situations in which the studied phenomenon naturally occurs (Bryman & Bell, 2011). In order to intervene as little as possible in the social setting, some actions were taken before hand. Firstly, the survey was handed out online instead of using a physical questionnaire in order to reduce the distance to the natural environment you are in when using the app Instagram. All design elements used on Instagram Stories was added onto the fake post, and the influencer used in the study was real.

3.7.1.3. REPLICABILITY
The reliability of the study is closely connected to another criterion of research — known as replicability. Sometimes, researchers replicate previous studies, which can be the case when original results do not match with other relevant evidence within the area (Bryman & Bell, 2011). In this study, replicability was ensured through a detailed documented procedure, both theoretically, methodically and empirically. This ensures for a potential replication of the study in the future. Further, all measures used in the study are well-established within the research area and has been tested for both reliability and validity. Risk of faulty measures is thus reduced and overall the study can be argued to guarantee adequate replicability. Overall, the actions made are all develop with the intent to make the survey as close as possible to people's everyday natural social setting.

4. RESULTS & ANALYSIS

In this part of the thesis, the results from the empirically collected data from the main study is presented. Initially, a description of the groups is presented with results from the manipulation. Thereafter, the data is analyzed and presented in order to support or disprove the generated hypotheses. In accordance with Preece (1990), we will also critically show rejected hypotheses. The reason for that is due to the importance of finding out if a theoretical model is non-applicable in an area and to avoid the contribution of a distorted picture of causal relationships (Söderlund, 2010). The section ends with a summary of the results.

4.1 DESCRIPTION OF GROUPS

In table 3, the description of groups from the sampling of 224 respondents can be seen. The majority of the respondents were women. Overall, the gender distribution was 70% women and 30% men. The average age was approximately 34 years old. However, a majority of the sample was around 27 years old. Groups of at least 30 respondents has been applied since it lead to a better way to motivate statistical tests at comparison with different groups (Söderlund, 2010). There is a relatively even distribution amongst the groups, and the differences in number of respondents in the groups depends on removal of incomplete or faulty survey answers and Qualtrics randomizing function.

LANDING PAGE		STARTPAGE			PRODUCT PAGE		
POST TYPE		Spons.	Non-spons.	Explicit non-spons.	Spons.	Non-spons.	Explicit non-spons.
N		33	38	36	38	36	43
Age	Mean	35	34	33	37	32	33
	Median	27	25	25	29	26	27
Gender	Women	82 %	53 %	86 %	68 %	78 %	53 %
	Men	18 %	47 %	14 %	32 %	22 %	47 %

Table 3

4.2 MANIPULATION CHECK

Landing page
As shown by the table 4, 88 people did not know or did answer wrong on the control question of which landing page it was. Since 83% of the respondents answered correctly on the product page and only 35% of the respondents answered correctly on the start page, we believe it might have been an error of the definition rather than a misconception of the landing pages. Thus, even the "incorrect" responses was included since we wanted their thoughts on the pages rather than them knowing the correct term.

MANIPULATION LANDING PAGE

	Startpage	Product page	Don't know	N
STARTPAGE	36	47	21	104
PRODUCT PAGE	5	100	15	120
N	41	147	36	224

Table 4

Sponsorship disclosure
As shown in table 5, respondents thought the influencer post was sponsored 80% of the time. This means that even though a non-sponsored post or explicit non-sponsored post was shown, the respondents thought the post was sponsored anyway. In accordance with Hwang & Jeong (2016), we will not exclude the incorrect responses. Manipulation checks are not always necessary since it cannot be a genuine assessment of whether the message property has been properly manipulated (O´Keefe, 2003). This since regardless of the respondents' subjective evaluation of the manipulation, an objectively verifiable manipulation exist (Hwang & Jeong, 2016).

MANIPULATION INFLUENCER

	Sponsored	Non-sponsored	Don't know	N
SPONSORED	67	2	2	71
NON-SPONSORED	66	3	5	74
Explicit NON-SPONSORED	45	24	10	79
N	178	29	17	224

Table 5

4.3 HYPOTHESIS TESTING

In order to create clarification, the hypotheses are tested thematically according to the theoretical model (see model 1) and the hypothesis generation in the theoretical framework.

4.3.1 LANDING PAGE FACETS

In order to investigate the effects for the two types of groups start page and product page, and thus answer to the hypothesis 1 a-f, a series of independent sample t-test was conducted as Newbold et al. (2012) advocate in order to compare between the two groups of the respondents. In accordance with Fisher (1926), hypotheses were accepted on a 95% level of significance. The effect size was determined by calculating eta squared, suggested by Cohen's (1988) guidelines of interpreting the values as; 0,01 = small effect, 0,06 = moderate effect and 0,14 = large effect.

Landing page liking
On the assumption that a significant level of Levene's test is p = 0,5 or less means that the variances for two groups is not the same (Pallant, 2016), for the hypothesis that the liking of the landing page would be greater for a start page than for a product page, the test indicted unequal variance (F = 13,377, p = 0,000). A significant difference in scores for start page (M = 5,388, SD = 1,236) and product page (M = 4,414, SD = 1,768; t(212,851) = 4,825, p = 0,000, two-tailed) could be seen.

The magnitude of the difference in the means (mean difference = 0,974, 95% CI 0,576 to 1,372) was very small (eta squared = 0,095). With the results in mind, H1a was supported.

LANDING PAGE LIKING

	N	Mean	Std.deviation	t	p
STARTPAGE	104	5,388	1,236	4,825	0,000**
PRODUCT PAGE	120	4,414	1,768		

*Significant at p < .05; ** Significant at p < .01

Table 6

H1a: The landing page liking will be greater when a consumer lands on a start page than on a product page ✔

Creativity

For the hypothesis that the perceived creativity would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 0,367, p = 0,545). A significant difference in scores for start page (M = 4,17, SD = 1,640) and product page (M = 3,480, SD = 1,624; t(222) = 3,194, p = 0,002), two-tailed could be seen. However, the magnitude of the difference in the means (mean difference = 0,698, 95% CI 0,267 to 1,1290) was very small (eta squared = 0,0440). This means that H1b is supported.

CREATIVITY

	N	Mean	Std.deviatio	t	p
STARTPAGE	104	4,170	1,640	3,194	0,002**
PRODUCT PAGE	120	3,480	1,624		

*Significant at p < .05; ** Significant at p < .01

Table 7

H1b: Perceived creativity will be greater when a consumer lands on a start page than on a product page ✔

Inspiration

For the hypothesis that the perceived inspiration would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 0,016, p = 0,899). A significant difference in scores for start page (M = 4,330, SD = 1,628) and product page (M = 3,640, SD = 1,654; t(222) = 3,115, p = 0,002, two-tailed) could be found. The magnitude of the difference in the means (mean difference = 0,685, 95% CI 0,252 to 1,119) was very small (eta squared = 0,042). Due to the interpretation of the test, H1c is supported.

INSPIRATION

	N	Mean	Std.deviation	t	p
STARTPAGE	104	4,330	1,628	3,115	0,002**
PRODUCT PAGE	120	3,640	1,654		

*Significant at p < .05; ** Significant at p < .01

Table 8

H1c: Perceived inspiration will be greater when a consumer lands on a start page than on a product page ✔

Excitement

For the hypothesis that the perceived excitement would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 0,711, p = 0,400). There was a significant difference in scores for start page (M = 3,752, SD = 1,444) and product page (M = 3,292, SD = 1,496; t(222) = 2,336, p = 0,020, two-tailed). The magnitude of the difference in the means (mean difference = 0,461, 95% CI 0,072 to 0,860) was very small (eta squared = 0,024). Evidently, H1d was supported.

EXCITEMENT

	N	Mean	Std.deviation	t	p
STARTPAGE	104	3,752	1,444	2,336	0,020*
PRODUCT PAGE	120	3,292	1,496		

*Significant at p < .05; ** Significant at p < .01

Table 9

H1d: Perceived excitement will be greater when a consumer lands on a start page than on a product page ✔

Professionalism

For the hypothesis that the perceived professionalism would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 0,293, p = 0,589). There was no significant difference in scores for start page (M = 4,529, SD = 1,468) and product page (M = 4,200, SD = 1,566; t(222) = 1,613, p = 0,108, two-tailed). The magnitude of the difference in the means (mean difference = 0,329, 95% CI -0,728 to 0,731) was very small (eta squared = 0,012). H1e was not supported.

PROFESSIONALISM

	N	Mean	Std.deviation	t	p
STARTPAGE	104	4,529	1,468	1,613	0,108
PRODUCT PAGE	120	4,200	1,566		

*Significant at p < .05; ** Significant at p < .01

Table 10

H1e: When landing on a start page, the consumers will experience the brand as more professional than when landing on a product page

Visit duration

For the hypothesis that the intention to stay longer on the website would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 1,302, p = 0,255). A significant difference in scores for start page (M = 2,730, SD = 1,608) and product page (M = 2,290, SD = 1,417; t(222) = 2,173, p = 0,031), two-tailed) could be seen. Although the magnitude of the

difference in the means (mean difference = 0,439, 95% CI 0,041 to 0,837) was very small (eta squared = 0,02), H1f was supported.

VISIT DURATION

	N	Mean	Std.deviation	t	p
STARTPAGE	104	2,730	1,608	2,173	0,031*
PRODUCT PAGE	120	2,290	1,417		

*Significant at p < .05; ** Significant at p < .01   *Table 11*

H1f: The intention to stay longer on the website will be greater when a consumer lands on a start page than on a product page ✔

4.3.2. BRAND EFFECTIVENESS

In order to investigate if brand effectiveness was different for the two types of groups start page and product page, and thus answer to the hypothesis 2, a series of independent sample t-test was conducted.

Brand attitude
Levene's test indicted equal variance (F = 0,545, p = 0,461) for the test for the hypothesis that brand attitude is greater for a start page than for a product page. There was a significant difference in scores for start page (M = 4,590, SD = 1,366) and product page (M = 4,01, SD = 1,570; t(222) = 2,95, p = 0,004, two-tailed). The magnitude of the difference in the means (mean difference = 0,584, 95% CI 0,194 to 0,975) was small (eta squared = 0,038).

BRAND ATTITUDE

	N	Mean	Std.deviation	t	p
STARTPAGE	104	4,590	1,366	2,948	0,004**
PRODUCT PAGE	120	4,006	1,570		

*Significant at p < .05; ** Significant at p < .01   *Table 12*

Buying intention
For the hypothesis that the buying intention would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 2,246, p = 0,135). There was a significant difference in scores for start page (M = 2,8702, SD = 1,560) and product page (M = 2,2792, SD = 1,451; t(222) = 2,808, p = 0,005), two-tailed). The magnitude of the difference in the means (mean difference = 0,591, 95% CI 0,176 to 1,006) was small (eta squared = 0,034).

BUYING INTENTION

	N	Mean	Std.deviation	t	p
STARTPAGE	104	2,870	1,700	2,808	0,005**
PRODUCT PAGE	120	2,279	1,451		

*Significant at p < .05; ** Significant at p < .01

Table 13

WOM

For the hypothesis that the intention to engage in WOM would be greater for a start page than for a product page, Levene's test indicted equal variance (F = 0,228, p = 0,633). A significant difference in scores for start page (M = 3,337, SD = 1,687) and product page (M = 2,733, SD = 1,679; t(220) = 2,676 p = 0,008), two-tailed) could be found. The magnitude of the difference in the means (mean difference = 0,603, 95% CI 0,159 to 1,048) was small (eta squared = 0,031).

WOM

	N	Mean	Std.deviation	t	p
STARTPAGE	104	3,337	1,687	2,676	0,008**
PRODUCT PAGE	120	2,733	1,679		

*Significant at p < .05; ** Significant at p < .01

Table 14

Thus, H2 is supported;

> H2: Brand effectiveness will be greater when a consumer lands on a start page than on a product page ✔

4.3.2.1. MEDIATION ANALYSIS

A mediations test for each dependent variable that reached a significant result from the independent t-test was conducted with Hayes (2013) process tool for SPSS, resulting in three tests. Bootstrap resampling was set to 5000, and the sample was bootstrapped in order to prevent non-normality and at the same time show a better representation of the data (Preacher & Hayes, 2008). The tests were conducted in order to strengthen the underlying reasoning behind our hypotheses (Colliander & Marder, 2017), and we will only test the mediators that was significantly different shown in the Independent T-tests.

Brand attitudes

For brand attitudes there was no direct effect (-0,132, p = 0,251), thus indirect-only meditations were established for landing page liking (0,431, LLCI: 0,259; ULCI: 0,670), excitement (0,095, LLCI: 0,019; ULCI: 0,233) and inspiration (0,135, LLCI: 0,026; ULCI: 0,309). For visit duration and creativity, no significant mediation could be found.

LANDING PAGE - BRAND ATTITUDE
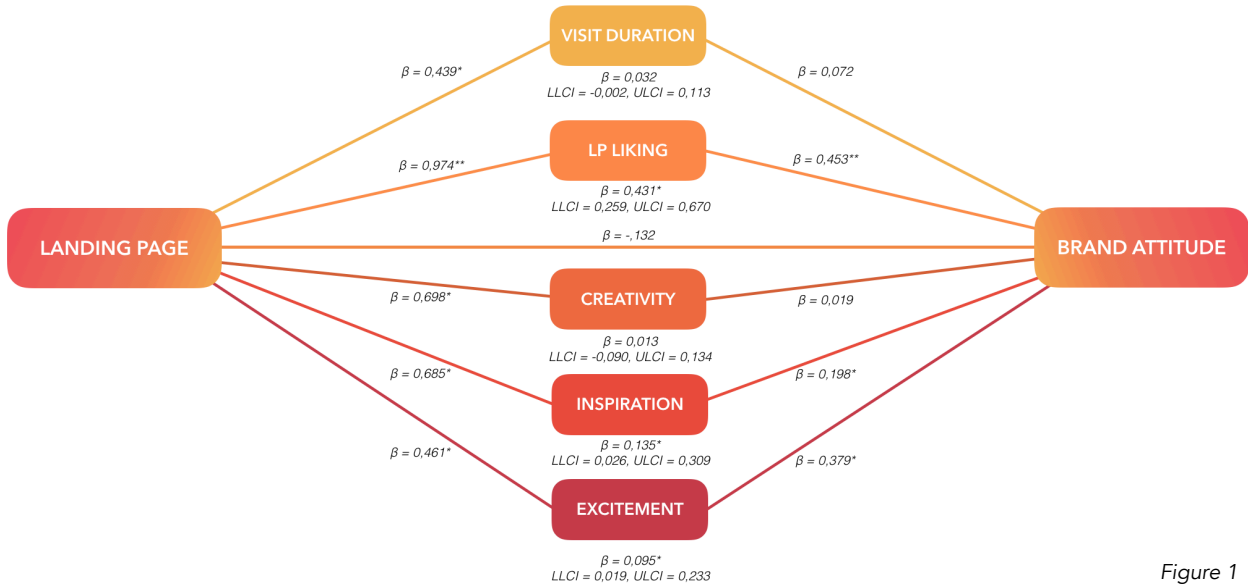
Figure 1

Buying intention

There was no significant direct effect for purchase intention (-0,146, p = 0,285). Therefore direct-only mediation was found for visit duration (0,271, LLCI: 0,043; ULCI: 0,566), excitement (0,078, LLCI: 0,010; ULCI: 0,221) and inspiration (0,139, LLCI: 0,032; ULCI: 0,318). However, no significant mediation effect could be identified for landing page liking and creativity.

LANDING PAGE - BUYING INTENTION
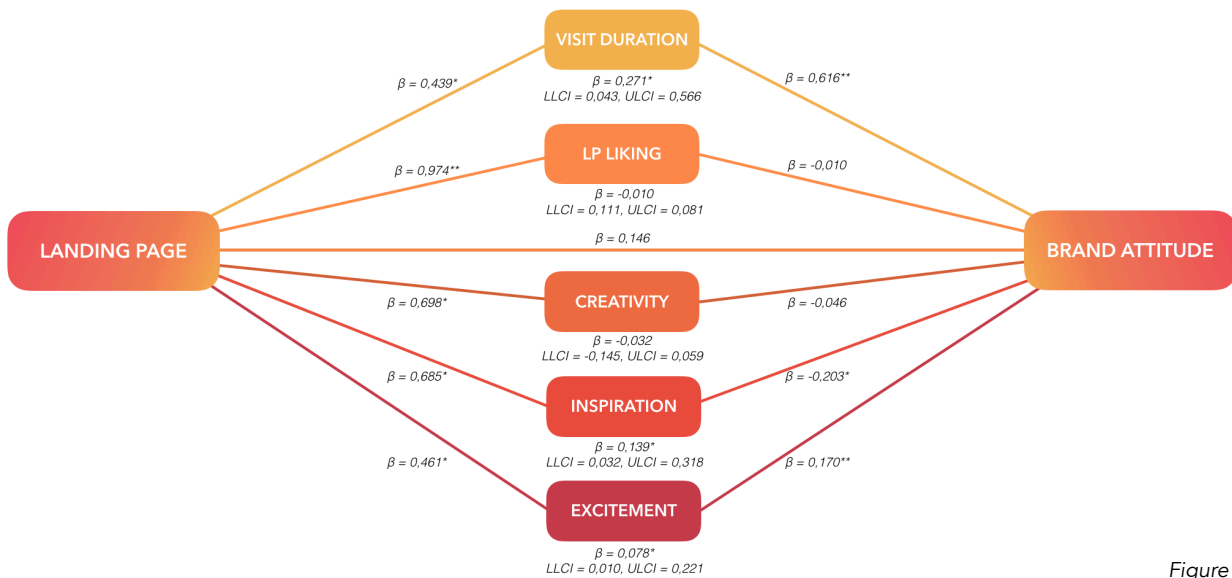
Figure 2

WOM intention

For respondents intention to engage in WOM, no direct effect appeared (0,114, p = 0,418). An indirect-only mediation can thus be identified for visit duration (0,279, LLCI: ; ULCI:), excitement (0,122, LLCI: 0,022; ULCI: 0,297) and inspiration (0,114, LLCI: 0,011; ULCI: 0,291), but not for landing page liking and creativity.

LANDING PAGE - WOM INTENTION

VISIT DURATION

β = 0,439*

β = 0,279*
LLCI = 0,036, ULCI = 0,564

β = 0,635**

LP LIKING

β = 0,974**

β = -0,006

β = -0,006
LLCI = -0,122, ULCI = 0,110

β = 0,114

LANDING PAGE

BRAND ATTITUDE

CREATIVITY

β = 0,698*

β = -0,028

β = -0,020
LLCI = -0,130, ULCI = 0,079

INSPIRATION

β = 0,685*

β = 0,166*

β = 0,114*
LLCI = 0,011, ULCI = 0,291

β = 0,075**

EXCITEMENT

β = 0,461*

β = 0,122*
LLCI = 0,022, ULCI = 0,297
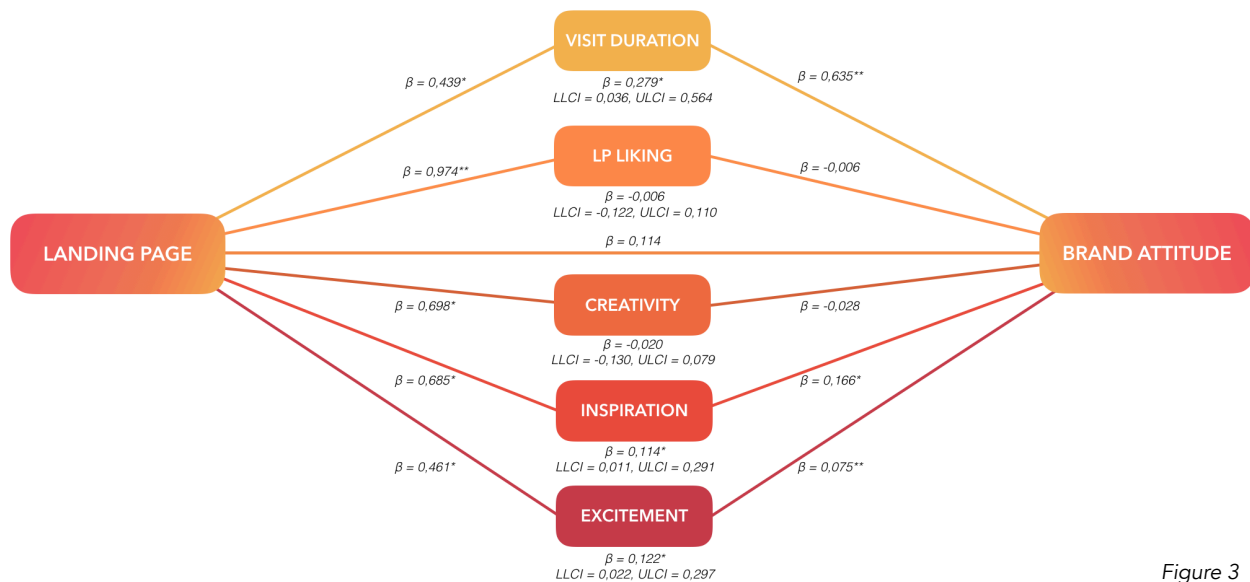
Figure 3

Take away

The take away from the mediation testing is thus that even though there was a significant difference that made brand effectiveness greater when a consumer lands on a start page than on a product page, this was through indirect-mediation effects as discussed in the arguments for the hypothesis generation. But, as the result show this was not for all of landing page facets. The intervenient variables excitement and inspiration works as the mechanism through which landing page choice influence brand effectiveness for all. Furthermore, landing page liking worked as a mediator for brand attitude and visit duration was a mediator for purchase intention and WOM intention.

4.3.3. INFLUENCER POST TYPE FACETS

In order to investigate the effects for the three types of influencer post types (sponsored, non-sponsored and explicit non-sponsored), and thus answer to the hypothesis 3 a-e, a series of one-way between-group analysis of variance was conducted.

Conceptual persuasion knowledge

When exploring the impact of influencer posts on conceptual persuasion knowledge, it shows a statistically significant difference at the $p < 0,05$ level in conceptual persuasion knowledge for the three different posts: $F_{(2, 221)} = 27,315$, $p = 0,000$. The effect size, calculated using eta squared, was 0,198 and classified as a large effect. Post-hoc comparison using Scheffe test indicated that the mean score for the sponsored post (M = 6,630, SD = 0,960) was not significantly different from the non-sponsored post (M= 6,640, SD = 0,860). However, the explicit non-sponsored post (M = 4,940, SD = 2,472) was significantly different from both the sponsored post and the non-sponsored post. The non-sponsored post was thus significantly different from the explicit non-sponsored post. Unlike our initial thought, this show that people do not see a difference between a sponsored and a non-sponsored post, except when it explicitly states that it is not sponsored. Thus, H3a(1) is not supported but H3a(2) is.

CONCEPTUAL PERSUASION KNOWLEDGE (Non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
NON-SPONSORED	74	6,640	0,001	0,869	1,000
SPONSORED	71	6,630		0,960	

*Significant at p < .05; ** Significant at p < .01

Table 15

H3a (1): The conceptual persuasion knowledge is lower for a non-sponsored post than a sponsored post

CONCEPTUAL PERSUASION KNOWLEDGE (Explicit non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
EXPLICIT NON-SPONSORED	79	4,940	−1,697	2,472	0,000**
SPONSORED	71	6,630		0,960	

*Significant at p < .05; ** Significant at p < .01

Table 16

H3a (2): The conceptual persuasion knowledge is lower for an explicit non-sponsored post than a sponsored post ✔

Influencer attitude

For the effect of influencer posts on influencer attitude, there was a statistically significant difference at the $p < 0,05$ level in conceptual persuasion knowledge for the three different posts: $F_{(2, 221)} = 5,111$, $p = 0,007$. The effect size was 0,044 and classified as a small effect. Post-hoc comparison using Scheffe test showed that the mean score for the sponsored post (M = 3,977, SD = 1,657) was not significantly different from the non-sponsored post (M = 4,387, SD = 1,607). However, the sponsored post was significantly different from the explicit non-sponsored post (M = 4,827, SD = 1,624). In other words, the finding results in a support to H3b(2), but not for H3b(1).

INFLUENCER ATTITUDE (Non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
NON-SPONSORED	74	4,387	0,411	1,607	0,318
SPONSORED	71	3,977		1,656	

*Significant at p < .05; ** Significant at p < .01

Table 17

H3b (1): The influencer attitude will be greater for a non-sponsored post than a sponsored post

INFLUENCER ATTITUDE (Explicit non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
EXPLICIT NON-SPONSORED	79	4,827	0,850	1,624	0,007**
SPONSORED	71	3,977		1,656	

*Significant at p < .05; ** Significant at p < .01

Table 18

H3b (2): The influencer attitude will be greater for an explicit non-sponsored post than a sponsored post ✔

Influencer-Brand relationship
With an exploration of the impact of the influencer posts on influencer-brand relationship, a statistically significant difference at the $p < 0.05$ level in influencer-brand relationship for the three different posts: $F_{(2, 221)} = 9.247$, $p = 0.000$ could be found. The effect size was 0,080 and classified as a small effect. Post-hoc comparison using Scheffe test indicated that the mean score for the sponsored post (M = 3,906, SD = 1,466) was significantly different from the explicit non-sponsored post (M= 4,924, SD = 1,662). Non-sponsored posts (M = 4,126, SD = 1,462) did not differ significantly from the sponsored post as thought, but did significantly differ from the explicit non-sponsored post. The results indicate that the influencer-brand relationship is higher when the respondent was exposed to the explicit non-sponsored post, but not for non-sponsored posts, compared to a sponsored post, supporting H3c(2) but not H3c(1).

INFLUENCER-BRAND RELATIONSHIP (Non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
NON-SPONSORED	74	4,126	0,220	1,463	0,690
SPONSORED	71	3,906		1,466	

*Significant at p < .05; ** Significant at p < .01

Table 19

H3c (1) Influencer-brand relationship is greater for a non-sponsored post than a sponsored post

INFLUENCER-BRAND RELATIONSHIP (Explicit non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
EXPLICIT NON-SPONSORED	79	4,924	1,018	1,662	0,000**
SPONSORED	71	3,906		1,466	

*Significant at p < .05; ** Significant at p < .01

Table 20

H3c (2) Influencer-brand relationship is greater for an explicit non-sponsored post than a sponsored post ✔

Source credibility
The effect of influencer post on source credibility showed a statistically significant difference at the $p < 0.05$ level in source credibility for the three different posts: $F_{(2, 221)} = 9.2$, $p = 0.022$. The effect size of 0,039 was classified as a small effect. Post-hoc comparison using Scheffe test indicated that the mean score for the sponsored post (M = 3,901, SD = 1,611) was not significantly different from the non-sponsored posts (M = 3,612, SD = 1,483) or explicit non-sponsored post (M= 4,342, SD = 1,782). However, the non-sponsored post was significantly different from the explicit non-sponsored post. Even though the results indicate that the source credibility was higher when a respondent saw the explicit non-sponsored post, but not a non-sponsored posts, H3d(1) and H3e(2) was not accepted.

SOURCE CREDIBILITY (Non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
NON-SPONSORED	74	3,612		1,483	
SPONSORED	71	3,901	−0,289	1,611	0,568

*Significant at p < .05; ** Significant at p < .01

Table 21

H3d (1): Source credibility is greater for a non-sponsored post than a sponsored post

SOURCE CREDIBILITY (Explicit non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
EXPLICIT NON-SPONSORED	79	4,342		1,781	
SPONSORED	71	3,901	0,440	1,611	0,259

*Significant at p < .05; ** Significant at p < .01

Table 22

H3d (2): Source credibility is greater for an explicit non-sponsored post than a sponsored post

eWOM

The impact of influencer posts the intention to engage in eWOM was tested. There was a statistically significant difference at the $p < 0.05$ level in eWOM for the three different posts: $F_{(2, 221)} = 5,111$, $p = 0,003$. The effect size 0,051 was classified as a small effect. Post-hoc comparison using Scheffe test found that the mean score for the sponsored post (M = 1,796, SD = 0,980) was not significantly different from the non-sponsored post (M= 1,878, SD = 1,300). However, the explicit non-sponsored post (M = 2,589, SD = 2,103) was significantly different from both the sponsored and the non-sponsored post. The findings entails support to H3e(2), but not for H3e(1).

EWOM (Non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
NON-SPONSORED	74	1,878		1,300	
SPONSORED	71	1,796	0,083	0,980	0,951

*Significant at p < .05; ** Significant at p < .01

Table 23

H3e (1): The intention for eWOM is greater for non-sponsored post than a sponsored post

EWOM (Explicit non-sponsored)

	N	Mean	Mean difference	Std.deviation	p
EXPLICIT NON-SPONSORED	79	2,589		2,132	
			0,793		0,009**
SPONSORED	71	1,796		0,980	

*Significant at p < .05; ** Significant at p < .01

Table 24

H3e (2): The intention for eWOM is greater for an explicit non-sponsored post than a sponsored post ✔

4.3.2.1. MEDIATING ANALYSIS

A mediations test for each dependent variable that reached a significant result from the ANOVA tests was conducted with Hayes (2013) process tool for SPSS.

eWOM

Influencer post type did result in significant differences in eWOM intention. However, as only explicitly non-sponsored post differed from the sponsored post, we will only run a mediation analysis for these two groups. As explored in the theoretical framework, conceptual persuasion knowledge and attitudinal persuasion knowledge could lead to higher eWOM. We also thought that influencer-brand relationship and source credibility could be a mediator to eWOM, but as the latter showed no significant result in the one-way Anova, we excluded it from the test. As figure 4 illustrate, no direct effect occurred for eWOM (-0,277, p = 0,226). Hence, there was an indirect-only mediation by conceptual persuasion knowledge (0,740, LLCI: 0,406; ULCI: 1,210) and attitudinal persuasion knowledge (0,230, LLCI: 0,079; ULCI: 0,500). However, no significant indirect effect could be found for influencer-reader relationship.

INFLUENCER POST - EWOM
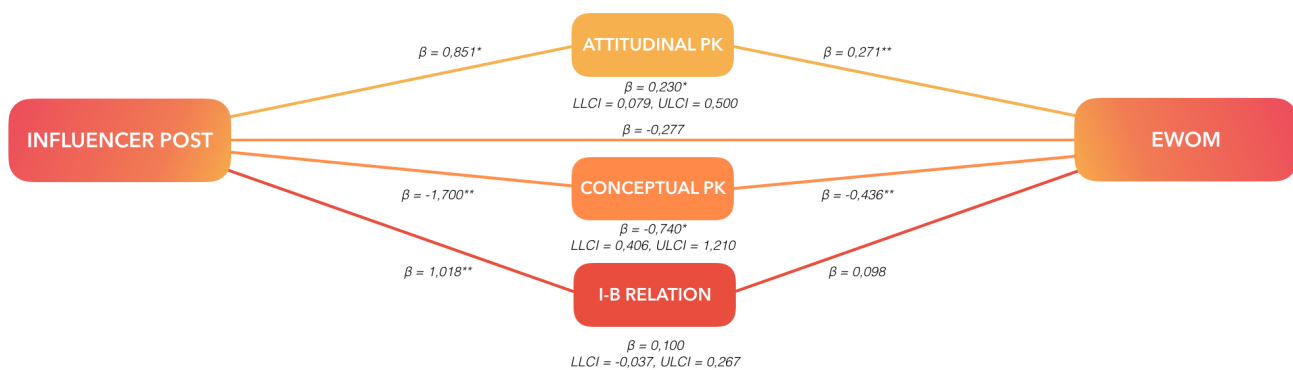
Figure 4

Brand effectiveness

In order to investigate if brand effects was two-way between-groups multivariate analysis of variance was conducted, see appendix 2. There was not a statistically significant main effect for post type, $F (6, 432) = 0,649$, $p = 0,693$; Wilks' Lambda $= 0,982$; partial eta squared $= 0,009$. Furthermore, when the results for the dependent variables were considered separately, none of them reached statistical significance. This, which mean that none of the influencer post types does generate higher or lower brand effectiveness. Hence, the hypotheses were rejected.

H4a: Brand effectiveness will be greater for a non-sponsored post than a sponsored post
H4b: Brand effectiveness will be greater for an explicit non-sponsored post than a sponsored post

4.3.3. CHOICE OF LANDING PAGE DEPENDING ON INFLUENCER POST TYPE

As shown by the results from the landing page facets, there is a distinction between the start page and the product page in product effectiveness. Further, the results from the influencer post type reveal that the different posts do not have the same effects on the consumers. The combination of landing page choice and influencer post type would consequently be interesting to investigate in order to find the best combination.

A two-way between-groups multivariate analysis of variance was conducted. Three dependent variables were used: brand attitudes, buying intention and WOM intention. The independent variables was landing page (start page and product page) and post type (sponsored, non-sponsored and explicit non-sponsored). Preliminary assumption was done in order to check for normality, linearity, homogeneity of variance-covariance matrices, with no crucial violations noted.

As shown for influencer post brand effectiveness, there was not a statistically significant main effect for post type. Further, as indicated by the independent T-test for brand attitude, buying intention and WOM intention, there was a statistically significant main effect on landing page, $F (3, 216) = 3,215$, $p = 0,024$; Wilks' Lambda $= 0,957$. However, there was only a small effect size, partial eta squared $= 0,043$.

There was an interaction effect between landing page and post type, $F (6, 432) = 3,241$, $p = 0,004$; Wilks' Lambda $= 0,916$; partial eta squared $= 0,043$. When the results for the dependent variables were considered separately, two of them reached statistical significance. Brand attitude $F(2, 218) = 5,771$, $p = 0,004$, partial eta squared $= 0,050$ and WOM intention $F(2, 218) = 4,362$, $p = 0,014$, partial eta squared $= 0,038$ showed statistical significance while buying intention $F (2, 218) = 1,981$, $p = 0,140$, partial eta squared $= 0,018$ did not.

The occurrence of an interaction effect mean that the effect on an independent variable on a dependent variables differ for different categories or levels of another independent variable (Malhotra, 2010). In order to further understand and derive the underlying reasons for this significant interaction effect, an analysis of the simple main effects is required. In order to analyze the simple effects, we conducted pairwise comparison. For these hypotheses, it was interesting to see if a difference in brand effectiveness existed for the start page and the product page for the different influencer posts. As the interaction effect is non-significant for buying intention, it will not be tested.

Appendix 2 show the mean value for brand attitude and WOM intention for each landing page and influencer post type. As can be seen, the only significant difference between start page and product page exist for the explicit non-sponsored post. The mean difference between the landing pages show that brand effectiveness (brand attitude and WOM intention) is driven up by explicit non-sponsored, which mean that a start page strategy when a consumer comes from an explicit non-sponsored post

increase the brand effectiveness while there is no significant difference that tell which landing page strategy works best for sponsored or non-sponsored posts. As can also be deduced, consumer that saw the explicit non-sponsored post did become more negativity affected by the product page compared to the start page, causing a greater "drop" in customer attitude and WOM intention.

INTERACTION ANALYSIS
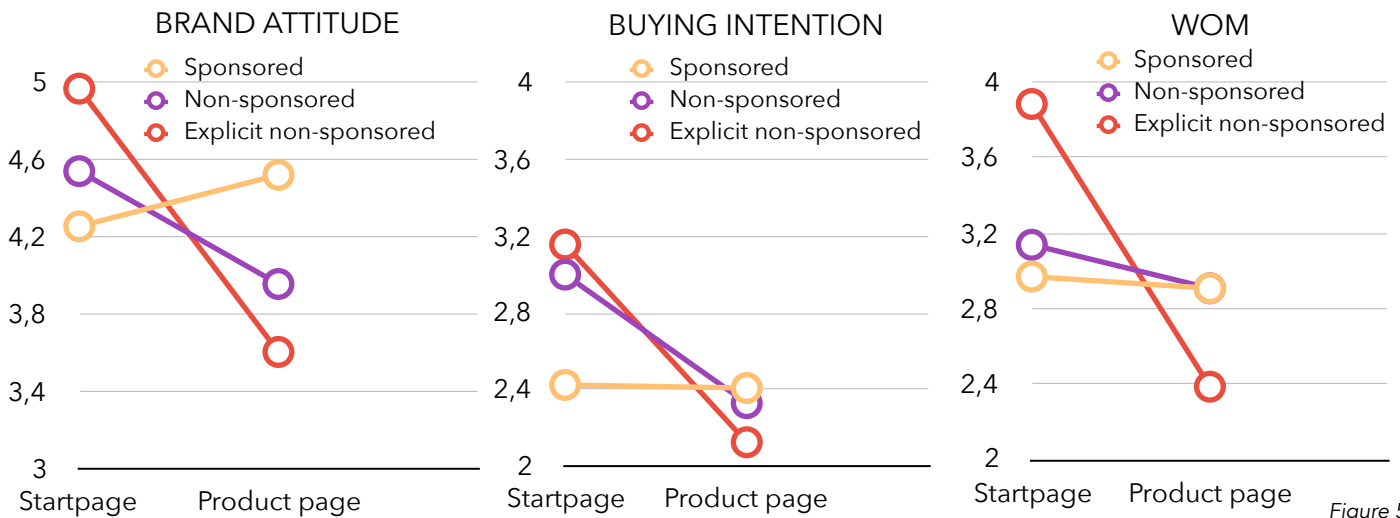
Figure 5

PAIRWISE COMPARISON

		N	Mean Difference Startpage vs Product page	Std.Error	p
BRAND ATTITUDE	Sponsored	71	−0,265	0,346	0,444
	Non-spons.	74	0,581	0,338	0,087
	Explicit non-spons.	79	1,356	0,329	0,000**
BUYING INTENTION	Sponsored	71	0,016	0,373	0,965
	Non-spons.	74	0,671	0,365	0,067
	Explicit non-spons.	79	1,032	0,355	0,004**
WOM	Sponsored	71	0,062	0,396	0,876
	Non-spons.	74	0,178	0,387	0,645
	Explicit non-spons.	79	1,499	0,377	0,000**

*Significant at p < .05; ** Significant at p < .01

Table 25

H5a: There will be a bigger difference in brand effectiveness when consumer lands on a product page instead of start page when consumers are exposed to a non-sponsored post instead of a sponsored post

H5b: There will be a bigger difference in brand effectiveness when consumer lands on a product page instead of start page when consumers are exposed to an explicit non-sponsored post instead of a sponsored post ✔*

4.3.4. FURTHER ANALYSIS

As can be seen by appendix 3, there is also a significance mean difference between the sponsored post and the explicit non-sponsored in terms of brand attitude and WOM intention for the start page (and product page for brand attitude). This, which indicate that compared to a sponsored post, the explicit non-sponsored post is providing greater effects on the start page. As can also be seen, there is significant difference between sponsored and explicit non-sponsored post when it comes to product page. Thus, as the consumer lands on a product page, the brand attitudes is lower when a consumer comes from an explicit non-sponsored post instead of a sponsored post.

4.4 SUMMARY OF RESULTS

H1	H1 a	*The landing page liking will be greater when a consumer lands on a startpage than on a product page.*	✔
	H1 b	*Perceived creativity will be greater when a consumer lands on a startpage than on a product page.*	✔
	H1 c	*Perceived inspiration will be greater when a consumer lands on a startpage than on a product page.*	✔
	H1 d	*Perceived excitement will be greater when a consumer lands on a startpage than on a product page.*	✔
	H1 e	*When landing on a startpage, the customer will experience the brand as more professional than when landing on a product page.*	✖
	H1 f	*The intention to stay longer on the website will be greater when a consumer lands on a startpage than on a product page.*	✔
H2	H2	*Brand effectiveness will be greater when a consumer lands on a start page than on a product page*	✔
H3	H3 a	*1. The conceptual persuasion knowledge is lower for a non-sponsored post than a sponsored post.*	✖
		2. The conceptual persuasion knowledge is lower for an explicit non-sponsored post than a sponsored post.	✔
	H3 b	*1. The influencer attitude is greater for a non-sponsored post than a sponsored post.*	✖
		2. The influencer attitude is greater for an explicit non-sponsored post than a sponsored post.	✔
	H3 c	*1. Influencer-brand relationship is greater for a non-sponsored post than a sponsored post.*	✖
		2. Influencer-brand relationship is greater for an explicit non-sponsored post than a sponsored post.	✔
	H3 d	*1. Source credibility is greater for a non-sponsored post than a sponsored post.*	✖
		2. Source credibility is greater for an explicit non-sponsored post than a sponsored post.	✖
	H3 e	*1. The intention for eWOM is greater for a non-sponsored post than a sponsored.*	✖
		2. The intention for eWOM is greater for an explicit non-sponsored post than a sponsored post.	✔
H4	H4 a	*Brand effectiveness will be greater for a non-sponsored post than a sponsored post*	✖
	H4 b	*Brand effectiveness will be greater for an explicit non-sponsored post than a sponsored post*	✖
H5	H5 a	*There will be a bigger difference in brand effectiveness when consumer lands on a product page instead of start page when consumers are exposed to a non-sponsored post instead of a sponsored post*	✖
	H5 b	*There will be a bigger difference in brand effectiveness when consumer lands on a product page instead of start page when consumers are exposed to an explicit non-sponsored post instead of a sponsored post*	✔*

***Partially accepted*

5. DISCUSSION

This part of the thesis will present a discussion of the results from the hypothesis testing. The results will be connected to the theoretical framework in order to carry the discussion forward. In accordance with Preeces (1990), we will discuss non-significant results as well to enable a contribution to academia in the future (Söderlund, 2010).
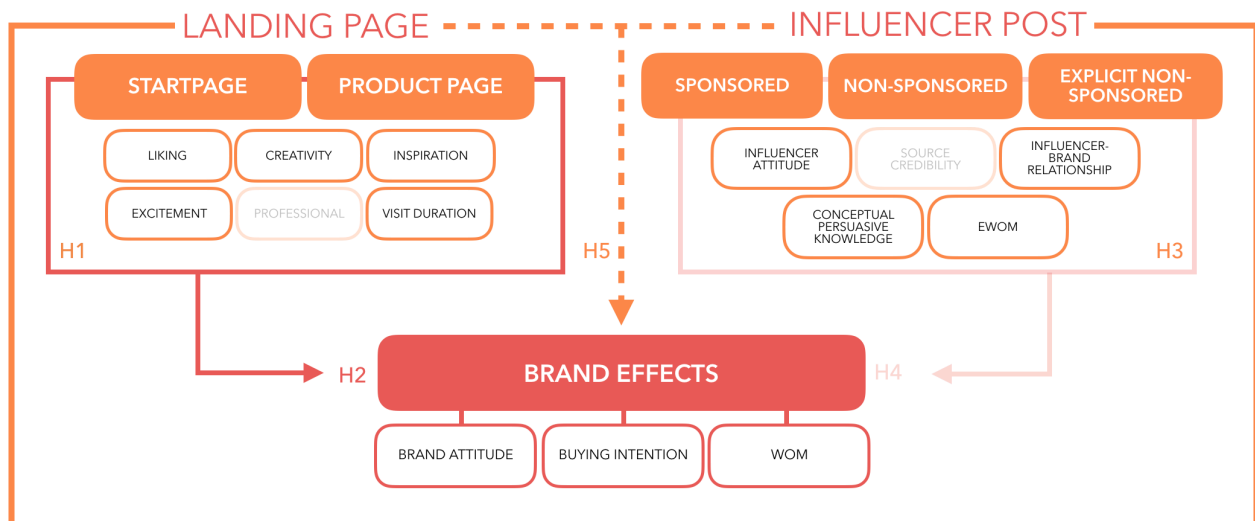
Model 2

5.1 LANDING PAGE FACETS

In this study, we have looked at different ways in order to generate conversion online. Turning visitors into purchasing customers can be done through a direct conversion focus or through a customer experience focus. Considering the two different landing pages in this study, the start page is argued to have closest connection to customer experience and the products page to direct conversion. All presented landing page facets within this study, are argued to be connected to the customer experience in higher extent than to direct conversion. The landing page facets were perceived to be greater when a consumer lands on a start page. Overall, our results show that the start page is the favorable alternative.

Liking of the landing page
Landing page liking is greater when a consumer lands on a start page compared to when landing on a product page. This result thus supports our hypothesis, H1a. A start page and a product page differ from each other when it comes to layout and the aesthetics. With the many visual elements, a start page has aesthetic advantages. Positive reactions toward the start page can therefore occur since meaningfulness of aesthetic preference is a determining factor (Martindale et al., 1990). Norman (2004) found that aesthetic design can outweigh usability in the consumer's overall experience. The start page that has a connection to a customer experience, is seen as more congruent and meaningful in a social media setting like Instagram. In line with the argument that customer experience can generate positive outcomes, the more aesthetic start page seem to generate positive cognitive effects that in turn increase liking (Colliander & Marder, 2017).

Creativity

As hypothesis H1b was supported, the results show that creativity is perceived as greater when a consumer lands on a start page. Thus, in line with our reasoning that start page generates a better customer experience, consumers believe that more resources are put into the start page, which lead to higher perceived creativity. As a creative website may be considered superior to other less-appealing designs, this was an interesting finding that favors the start page (Wang et al., 2011).

Inspiration

Our results show that perceived inspiration will be greater when a consumer lands on a start page, supporting our hypothesis, H1c. Within the discussion of customer experience, inspiration is argued to provide a better customer experience. Parallels can thus be drawn to style congruence between context, post and landing page. Since Instagram is a social media where people seek inspiration (Heinonen, 2011), a start page would thus be a greater fit.

Excitement

The results also show that perceived excitement will be greater when a consumer lands on a start page, and the hypothesis H1d is therefore supported. Attributes of the website can be defined as visible elements of the website enhancing the customer experience (Wright et al., 2008), and the start page is incorporating more visual elements than a product page. Thus, the start page seems to create a better customer experience. Since research in traditional retailing suggests that excitement caused by visual elements correlates positively with shopping frequency (Stoltman et al., 1991), it is an emotional state to strive for. Subsequently, the start page is the preferable landing page in order to achieve excitement, and to create a better customer experience.

Professionalism

It is important to signal expertise in an online environment (Wells et al., 2011). Based on research saying that consumers get turned off when they feel stressed into a purchase, we hypothesized that the start page would generate greater level of professionalism, compared to the product page (H1e). However, as the result did not show what we expected, it was rejected.

The results might be explained by the fact that the product page could simplify the shopping process with consumers not needing to search for products themselves, which could facilitate the process. Based on the result, the choice of landing page will not necessarily affect the perceived brand professionalism, an argument which thus could be explained by customer's different intentions when shopping online.

Intention to stay

The intention to stay longer on the website is greater when a consumer lands on a start page than on a product page, as the hypothesis H1f explored. Consumers thus had an intention to stay longer on a website that is providing a broader scope since it provides the option to explore more (Mallapragada et al., 2016). As the start page is argued to incorporate more visual elements, this can be connected to the longing for exploring more on the website and thus contribute to a better customer experience. Since the amount of time spent in a store has shown to positively influence money spent and the number of purchased products (Turley & Milliman, 2000), it is worth considering the start page as landing page.

5.2 LANDING PAGE FACETS EFFECTS ON BRAND EFFECTIVENESS

As the discussion on the landing page facets emphasizes, there is reason to believe that the start page is the favored landing page. The result shows that all hypotheses connected to brand effectiveness is supported. Therefore, the start page is viewed as the preferable alternative between the two landing pages in order to achieve effectiveness in terms of brand attitude, buying intention and WOM

intention. Thus, in line with Liang & Lais (2002) argument, the start page with more design elements have more effects on consumers' attitude. Additionally, a visually appealing store is less likely to engender irritation that can affect brand attitudes (Gao & Wu, 2010). Since brand attitudes is an important determinant when brands are evaluated (Collins et al., 2003), our findings indicate the positive outcomes of having a start page.

Previous research has also revealed website design as something that can positively influence purchase intention (Kalia et al., 2016) and consumers are more likely to shop from well-designed websites (Liang & Lai, 2002). This would thus favor the start page. The WOM intention was also shown to be greater when a consumer lands on a start page, which also could be connected to the fact that the start page is the more appealing and likable website.

Our findings that the start page will generate greater brand effectiveness than the product page could also be connected to customer experience. As stated, there was an initial thought that since all of the start page facets could be linked to customer experience, it would generate greater brand effectiveness, that in turn could lead to higher conversion rate (Laja, 2107). With the results from the mediation analysis, we could see that there was an indirect-only mediation. However, it was only excitement and inspiration that work as mechanism through which landing page choice influence brand effectiveness. Furthermore, landing page liking worked as a mediator for brand attitude and visit duration was a mediator for purchase intention and WOM intention. Thus, only the arguments in the facets' hypotheses generation about brand effectiveness could be concluded to be true.

5.3 INFLUENCER POST TYPE FACETS

As consumer online product reviews can be derived from a marketing purpose, sponsored content on social media platforms like Instagram creates an opportunity to reach a target group with a lower degree of obtrusiveness than traditional media (Minton, 2012). Sponsored content could be hard to detect as a consumer because of its resemblance to ordinary social media content (Boerman et al., 2017). Sponsored posts should be seen as advertisement because these posts are not only having the purpose of enhancing the consumer experience or give recommendation (Zhu & Tan, 2007). By putting a "sponsored" label on the post, consumers are informed by the message intentions. Hence, consumers are helped to activate their persuasion knowledge (Friestad & Wright, 1994). Persuasion knowledge helps consumers to identify these persuasion attempts and sponsorship disclosure has been found to reduce persuasion (e.g. Boerman et al., 2012). This, which our results support. However, the distinction could only be seen compared to the explicit non-sponsored post and not for a non-sponsored post.

Conceptual persuasion knowledge
As the hypothesis H3a (2) was accepted, the results show that conceptual persuasion knowledge was lower when a consumer was exposed to an explicit non-sponsored post. Thus, the cognitive dimension of persuasion knowledge is activated when consumers see a sponsored post and they recognize it as advertising (Boerman et al., 2017). As can also be interpreted, the explicit non-sponsored post did not activate persuasion knowledge to the same extent as a sponsored post. As the sponsored post is the most unusual form of post in the context and expresses the unbiasedness of the influencer, it mitigated the activation of conceptual persuasion knowledge.

Interestingly, as hypothesis H3a (1) was not accepted the respondents did not perceive a non-sponsored post as different from a sponsored post. However, there was a statistical significance difference between non-sponsored and explicit non-sponsored. Thus, it could be implied that consumer perceived the sponsored post as advertising as well. Unlike our initial thought, Instagram Stories could be a context where people are used to sponsored content and thus already have persuasion knowledge.

Influencer attitude

We hypothesized that the influencer attitude would be negatively affected by a sponsorship disclosure. What the result showed, we could accept H3b (2). Thus, the affective dimension of persuasion knowledge is also affected since they recognize the post as advertising. Since influencers are opinion leaders online and not obvious agents of persuasive messages (Friestad & Wright, 1994), a post with sponsored content activates persuasion knowledge. As with conceptual persuasion knowledge, this difference could only be seen when the post was explicitly non-sponsored and not for the non-sponsored post, H3b (1).

Influencer-Brand relationship

The results show that the influencer-brand relationship was greater for the explicit non-sponsored post in comparison to both the sponsored post and the non-sponsored post, supporting H3c (2) but not H3c (1). Thus, in line with the argument of Colliander and Dahlén (2011) it implies that PSI is tarnished by a sponsorship disclosure, since the influencer does not appear as authentic as first seemed and the post is interpreted as advertising.. This also happened when the post did not explicitly state that post was non-sponsored. When the post do not explicitly state that the post is non-sponsored, it hurts the perceived influencer-brand relationship as the followers want the influencer to be honest about the relationship, no matter if the post is labeled with a sponsorship disclosure or not (Colliander & Dahlén, 2011).

Source credibility

The perceived source credibility did not significantly differ between a sponsored post and the other posts. Hence, H3c (1) and H3c (2) were rejected. This was a surprising finding, since source credibility is highlighted as an important part in persuasion (e.g., Bergqvist & Zhou, 2016). However, this could be explained by the resemblance to Carr & Hayes' (2014) study, that concluded that explicit sponsorship disclosure did not affect respondent's evaluation of credibility as much as implied disclosure. It is likely that respondents found the non-sponsored post as implied disclosure, where compensation behind the sponsorship was not noted but inferred. As support to this, the result shows that there was a significant difference in source credibility between the explicit non-sponsored and non-sponsored post. Even though the result shows no significance, there was an indication that explicit non-sponsored held higher source credibility than the sponsored post, and the explicitly stated non-sponsored post thus had the least bias.

eWOM

eWOM is discussed as an important part in advertisement success (Peters et al., 2013). The results show that the eWOM intention was greater for the explicit non-sponsored post, thus accepting H3d (2) but not H3d (1). Our results strengthen the idea that sponsorship disclosure creates a discard for consumers to engage in eWOM since they recognize it as advertising that in turns downgrade the trustworthiness (Boerman et al., 2017). Since the intention to engage in eWOM was greater for the explicit non-sponsored post in relation to the non-sponsored post, it gives support that the non-sponsored post also was perceived as advertising.

The investigation if the facets work as mechanisms through which influencer post (tested for sponsored and explicit non-sponsored) influence eWOM resulted in an indirect-only mediation by conceptual persuasion knowledge and attitudinal persuasion knowledge (source attitude). Thus, the fact that people understand that the post is advertising and their attitude towards the influencer is mediating the intention to eWOM. However, our initial thought that influencer-brand relationship also could be a mediator to eWOM was found to be wrong.

5.3.1. NON-SPONSORSHIP VS SPONSORSHIP DISCLOSURE AND EXPLICIT NON-SPONSORED

Having investigated the impact of influencer post type on different facets, the results did not quite appear as we hypothesized. As a sponsored post activated persuasion knowledge, so did a non-sponsored post. This result could be derived from people thinking that the non-sponsored post was implied disclosure of sponsorship. In accordance with Carr & Hayes (2014), this finding suggests that consumers approach influencer posts under the assumption that the content is impartial by another party like a brand or product, unless stated otherwise.

A non-sponsored post could thus create a boomerang effect that occurs when a person's behavioral or attitudinal freedom is at stake, that as an effect causes motivational arousal that in turns results in overcompensation for the threatened freedom (Clee & Wicklund, 1980). The post could, as Carr & Hayes (2014) discuss, cause a psychological reactance by threatening the creation of cognitive dissonance regarding the post's impartiality, and therefore causing the consumer to not believe the neutrality of the post as well as looking for underlying biases. Another reason why there is no difference in the facets of influencer post type could be that consumers feel that the sponsored post, revealing that there is a collaboration involved, is not trying to mislead or cheat them (Lu et al., 2014)

Along these lines of argument and with support from our result, the post must explicitly state that the post is not sponsored in order to create positive outcomes. The reason why this boomerang effect does not occur for this type of post could be argued with the fact that the non-sponsored post is the most unusual form of post in the context. A surprise could in turn create positive emotions (Söderlund, 2002). Having an honest opinion stated is found to mitigate the negative impact of a sponsorship disclosure since it clarifies that the post is unbiased (Hwang & Jeong, 2016).

5.3.2. INFLUENCER POST TYPE EFFECTS ON BRAND EFFECTIVENESS

As the result shows, there were no significant differences in brand effectiveness for the influencer post types, and hypotheses H4 was rejected. Consequently, eWOM did not influence the attitudes and intentions as thought (Carr & Hayes, 2014). The reason for this could be myriad. An error in questionnaire design could be the explanation, as the brand effectiveness questions were last and the influencer post stimuli was shown first. Further, the impression from the landing page could possibly be stronger, abbreviating the effects from influencer post type.

Furthermore, studies show inconsequent results about brand effectiveness. Hwang & Jeong (2016) got similar results, with significant differences on variables, but not on outcomes like brand attitude and behavioral intention. This gives an indication that the influencer post type impact on brand effectiveness is not fully persistent and that our results might be considered realistic.

5.3.3. CHOICE OF LANDING PAGE DEPENDING ON POST TYPE & THE GOLDEN COMBINATION

In order to understand if choice of landing page depends on type of influencer post, we investigated the differences in brand effectiveness. The results showed that there was a significant interaction effect for brand attitude and WOM intention that was driven by a greater difference between start page and product page for the explicit non-sponsored post and not for the other influencer post types. Hence, hypotheses H5(d) and H5(f) were supported. Thus, a start page strategy when a consumer comes from an explicit non-sponsored post increase the brand attitude and WOM intention, while there is no significant difference that tell which landing page strategy works best for sponsored or non-sponsored posts. Consumers that saw the explicit non-sponsored post did become more negativity affected by the product page compared to the start page, causing a greater "drop" in customer attitude and WOM intention. Although, no significant differences could be seen for

buying intention, the results indicate that there was the same type of "drop" when a consumer was transported from an explicit non-sponsored post to a product page instead of a start page.

As the product page can be more connected to a sales compared to the start page (Ash, Ginty & Page, 2012), and the realization that a sponsored post is advertising, a transportation from the post to the landing page prepares the consumers for the selling focus. The reason why this is important is that a congruence between context and post is preferable (Aaker & Brown, 1972). Using a disclaimer saying that a post is sponsored therefore fits better with the product page than a start page.

Why the start page fits better with the explicit non-sponsored post is explained by the term "aggressive" sales pressure (Zboja, Clark & Haytko, 2016). This means that that when a consumer use Instagram to get inspired, and an explicit non-sponsored post is followed by a product page, both the context and the post will create a "non-selling" atmosphere which will result in the consumers being unprepared for sales (Kirmani & Campbell, 2004). Furthermore, this resulted in negative brand effects.

This finding enlightens what landing page strategy should be used depending on influencer post. For non-sponsored posts and sponsored posts, landing page strategy does not play a large role. In fact, there is even a small hint (however non-significant) that the sponsored post generates greater brand attitudes when the consumer lands on the product page. However, when the consumers are coming from an explicit non-sponsored post, the best strategy is to choose the start page as the brand attitudes can even be lower for an explicit non-sponsored post instead of a sponsored post.

Finally, from the results, we also understand that in comparison to a sponsored post, the golden combination (best in all respects) is to from an explicit non-sponsored post transport the consumer to a start page.

5.4 GENERAL DISCUSSION ABOUT SPONSORSHIP DISCLOSURE

From what the results and the discussion show, the indication is that the sponsored post had less positive effects than the explicit non-sponsored post. Does this mean that investing in paid influencer marketing is pointless? We propose that no, that is not the case. Even though earned influencer marketing through explicit non-sponsored posts is generating greater brand effectiveness, it can be hard to gain and control (Brown & Hayes, 2008). Boerman et al. (2017) additionally found that when a post is sent by a brand, the brand itself signals its persuasive intent (disclosure or not), which means that a brand's own post do not generate a more positive outcome than an influencer's. As sponsored content enables an opportunity to reach target groups with a lower degree of obtrusiveness and offers the opportunity to reach a specific target group directly (Minton, 2012; Kaplan & Haenlein, 2010), we thus still propose not excluding sponsored content as an influencer marketing strategy.

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6. CONCLUSION

The conclusions of this study are presented in this part. The key findings from the discussion are summarized and the implications for the aim of the thesis are presented. Further, we compile our conclusions regarding the research questions.

Does the effects from an influencer marketing strategy on Instagram Stories differ depending on landing page?

The thesis is providing support that the start page, with its connection to the customer experience, generates greater effects than the product page on the landing page facets creativity, inspiration, excitement, landing page liking and visit duration. However, perceived professionalism is not affected by choice of landing page. It is further concluded that the start page resulted in greater brand effectiveness.

Does the effects from an influencer marketing strategy on Instagram Stories differ depending on influencer post type?

Influencer post type is resulting in different effects. An explicit non-sponsored, compared to a sponsored post is generating lower conceptual persuasion knowledge, and greater influencer attitude, influencer-brand relationship and eWOM intention. The difference could not be seen for source credibility. We can also conclude that the effects could not be found between sponsored and non-sponsored posts, since both of them are perceived as advertising and not as a recommendation like the explicit non-sponsored post. However, influencer post type is not affecting brand effectiveness.

Will the influencer post type affect the choice of landing page?

The non-sponsored post type is creating a bigger "drop" between start page and product page in terms of brand attitude and WOM intention, as a result of the non-selling atmosphere the post and the context of Instagram is creating. This, which in turn result in the consumers being unprepared for the sales focus of the product page. The sponsored and the non-sponsored post is not creating the same difference between the landing pages. This conclusion is enlightening that from an explicit non-sponsored post, the consumer should be transported to a start page, while there could be a link to both landing pages for sponsored and non-sponsored posts.

In essence, this means that the influencer post in fact is deciding where your influencer marketing strategy should land.

7. IMPLICATIONS

In this chapter implications will be highlighted for theory and practice based on our insights.

THEORETICAL IMPLICATIONS

As the conclusion shows, we have given insight to the academia with extending the limited research on influencer marketing, and more specifically landing page strategy and sponsorship disclosure. Our study also contributes to the narrow research of Instagram, and conclude that sponsorship disclosure theories in this context could be applicable (Sheldon & Bryant, 2015). Furthermore the relationship between choice of landing page and influencer post type is recognized, which to our knowledge is a new theoretical implication.

PRACTICAL IMPLICATIONS

COMPANIES

As new questions continuously rise regarding the relationship between influencer and corporation (Johnson & Kaye, 2004), we aimed to make practical contributions to companies regarding their influencer marketing strategy. As a result, three recommendations were found.

Recommendation 1: The start page is the way to go
By only looking into how companies should link from an influencer's Instagram Stories post, it was found that the start page gave favorable effects. Not only did it through the importance of the customer experience enhance facets like perceived liking, creativity, inspiration, excitement and visit duration, but by letting consumers land on the start page a company could achieve brand effectiveness. Thus, this indicate that spending effort on the landing page should not be neglected.

Recommendation 2: An explicit disclaimer is working the best
The second recommendation is regarding the influencer post type. A sponsored post can be activate persuasion knowledge, and thus create a resistant towards the post. Interestingly, so does the non-sponsored post. Thus, companies should strive for earned influencer marketing with an explicit disclaimer that state that the post is not sponsored in order to create eWOM. However this could be both hard to gain and control, and paid influencer marketing could still be of value in order to reach target groups (Minton, 2012).

Recommendation 3: Choosing landing page by influencer post type
As mentioned in the introduction, we wanted to show that landing page choice could be a matter of strategy. Our insights found this to hold truth. Because of the congruence between context (Instagram), post and landing page, a consumer that is transported from an explicit non-sponsored post should land on a start page as it favors brand effectiveness. However, when a consumer is transported from a sponsored or a non-sponsored post, both landing pages could arguably work as a strategy.

INFLUENCERS

Influencers are making real business of their social media channels. Thus, our study give insight on how to optimize their posts. Influencers non-sponsored posts should explicitly state that, since ordinary non-sponsored posts creates the same feeling of advertising as a sponsored post. Additionally, if influencers do not put a "honest opinion" on their non-sponsored post, it can tarnish both perceived influencer-brand relationship and consumers intention to engage in eWOM.

8. CRITIQUE OF THE STUDY

Below, we describe the limitations of the thesis.

METHODOLOGICAL APPROACH

The chosen method of a quantitative experiment is well warranted for our study. But, the chosen method has also brought some limitations. In our study, we could only measure intentions and not actual behavior. Furthermore, attitudes and behavior does not always correlate (Hoyer & McInnis, 2008), which hampers the certainty of the study´s practical implications.

EXPERIMENT DESIGN

As we have limited the focus on influencer marketing on Instagram and specifically on Instagram Stories, we can therefore not express whether or not the effect only is applicable in this format.

Additionally, only a fictive fashion brand was investigated, and thus the results may not be applicable in other industries than fashion. There was only one brand in the study as we had time restrictions. However, conducting a study with more brands could have provided more nuanced results. With the product choice, the study is limited to the product category of accessories and more specifically to watches. The given results and discussion could thus not with certainty be transferred to other types of product categories or products.

We were not able to add everything to the experiment since the design would be too complex and the survey would be to tough for the respondents to go through. However, not including all variables is required when using a deductive approach, but at the same time a criticism against it.

QUESTIONNAIRE

The used scales were translated from English to Swedish, which could have affected the results. Furthermore, some scales was adapted and created. Even though we reached a satisfactory level of Cronbach's Alpha, these need to be further validated in order to ensure reliability of the results.

MANIPULATION CHECK

Another limitation is concerning the manipulation checks. As previously discussed, even though we got some significant difference between the influencer post and landing pages, over half of the respondents did not understand if the non-sponsored and explicitly stated non-sponsored post was sponsored or not. Similarly, respondents that saw the start page did not understand that it was a start page and not a product page and vice versa. As argued in section 4.2, this could be justified, but there is a risk that people actually had a misconception of our manipulation and could thus provide misleading results.

DATA COLLECTION

The sample in each group cannot be seen a complete representation of the Swedish population. We asked our Facebook friends to answer the survey, and in some cases they asked their relatives and friends. Via convenience sampling, snowball sampling tend to chosen. This means that a sampling bias is happening since sample composition is influenced by choice of initial asked people. There can be a biased towards favoring cooperative subjects that are part of a larger personal network, rather than randomly chosen people (Magni et al., 2005).

Critique could also be addressed to the fact that there was an overrepresentation of people in age of 27 years old. As argued before, young people tend to use Instagram more often, but a more normally distributed age distribution could have generated other results.

8. FUTURE RESEARCH

Proposals to future research is described in this chapter.

Firstly, as stated in the introduction, little is done regarding sponsored posts and new questions regarding the relationship between influencer and corporation is added (Johnson & Kaye, 2004). As our study is an introduction to the relationship between influencer marketing and landing page strategy, future research should be done around the subject.

Secondly, the studied results in our thesis should be replicated using a larger sample, enabling an investigation of different product categories and see if this only is specific to our experiment design. Additionally, it would be of interest to see if this only works in the fashion industry, or if the study would hold the same results in other areas. Using different influencer could also be of value to confirm that the results were not influencer specific.

Thirdly, as discussed in the theoretical background, conversion is the ultimate goal of the advertisers as the value of the investment in an influencer depends on the conversion (Becker et al., 2009). In order to be able to get practical insights on the subject, research should look at the relationship between influencer post type and landing page choice in real conversion. For example with access to real data from a company, ad conversion rate could be studied in regard to landing page and influencer post type. Why this is important for practical implications is, as stated before, that attitudes and behavior does not always correlate (Hoyer & McInnis, 2008).

Finally, we see a potential future study in combining our thesis with the research by Hwang & Jeong (2016). As they studied the adding a "honest opinion" on the sponsored post, they saw that the negative effects from a sponsorship disclosure was mitigated. Thus, it would be intriguing to see if the choice of landing page would not play a large role as for a sponsored post, or if a start page instead works better due to the honesty claim. If the latter can be supported, it would give useful practical implications for companies to use as guidelines for how an influencer should design their sponsored posts and what landing page should be linked to.

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APPENDIX

APPENDIX 1: SURVEY
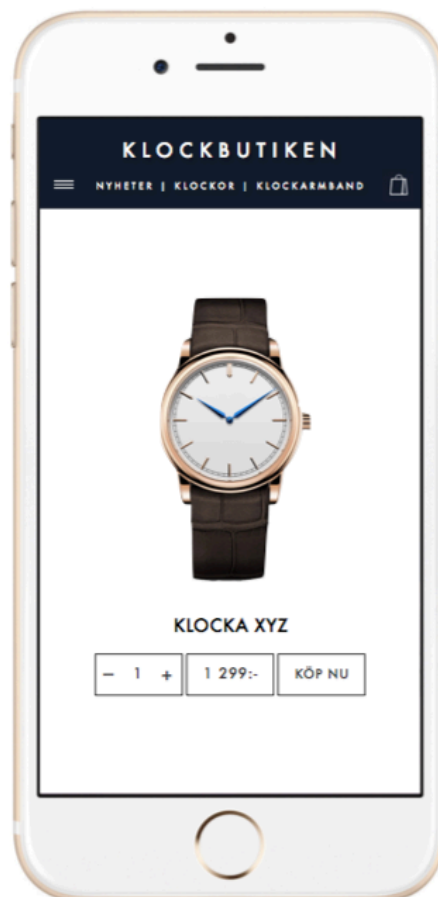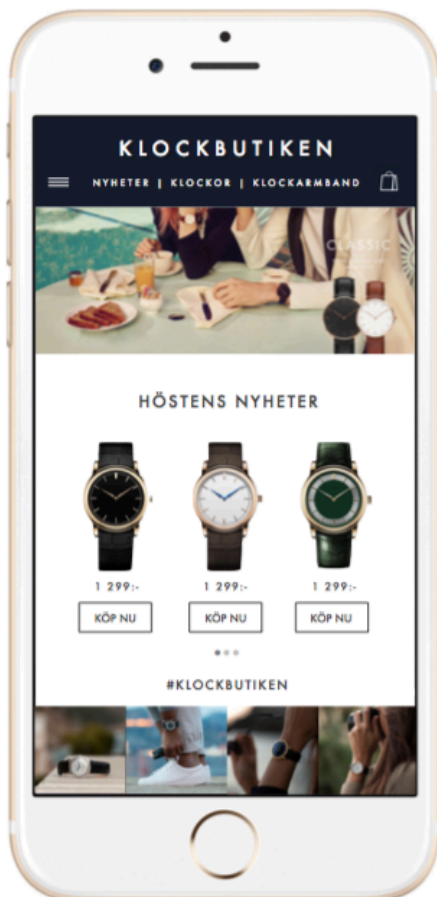
Default question block

Hej!

Vi är två studenter från Handelshögskolan i Stockholm som nu skriver vår masteruppsats. Stort tack för att du tar dig tid att delta i denna undersökning som är helt anonym. Det finns inga felaktiga svar, följ din intuition!

Har du några frågor får du gärna kontakta oss,

Sofie Murakas, 50307@student.hhs.se, 072 034 37 33
Emmy Swedberg, 50329@student.hhs.se, 073 801 03 07

Instagram Stories är en populär funktion på Instagram för att dela sina dagliga händelser i foton och videos, och dessa "stories" som kan postas av dina vänner och influencers försvinner efter 24 timmar. Influencers är personer som har makten att influera många personer, ofta via sina egna kanaler inom sociala medier. Exempel på social media influencers är bloggare, Instagramprofiler och youtubers som skapar sitt eget innehåll.

Spons + startsida

Föreställ dig att du är inne på Instagram. Influencern Kenza, bloggaren och entreprenören som har över 1,7 miljoner följare på Instagram, har precis lagt upp dagens Instagram Stories och du väljer

att titta.

Vi vill nu att du studerar detta Instagram Stories-inlägg noggrant och sedan svarar på nedanstående frågor innan du klickar dig vidare.
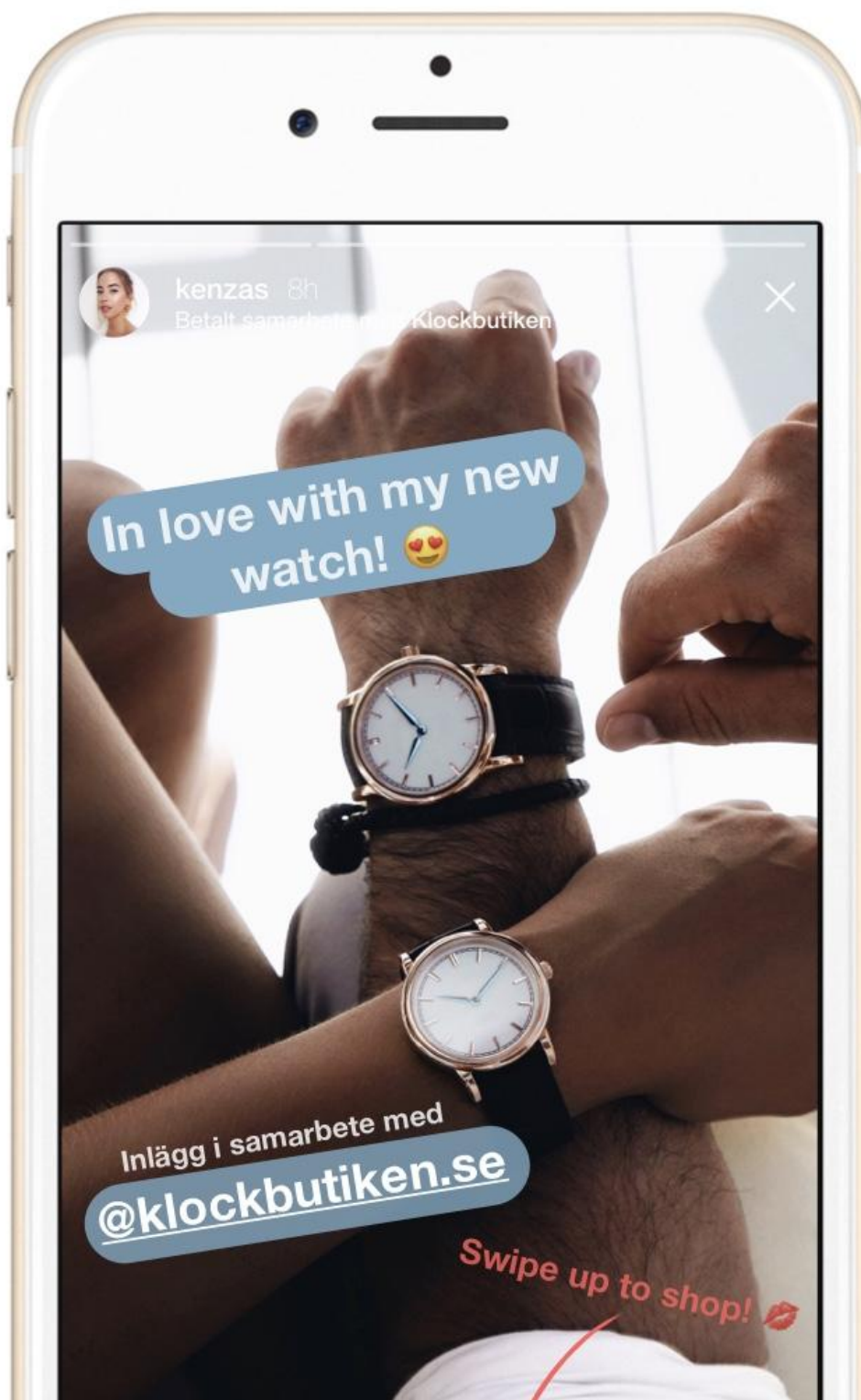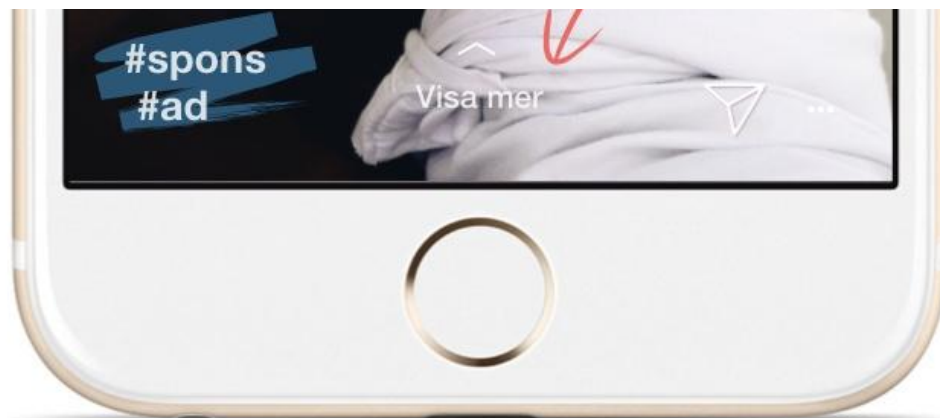
Berätta till vilken grad du håller med påståendet, där 1 = instämmer inte alls och 7 = instämmer helt

	1	2	3	4	5	6	7
Kenza gillar Klockbutiken	○	○	○	○	○	○	○
Kenza handlar ofta från Klockbutiken	○	○	○	○	○	○	○
Kenza tycker att Klockbutiken är ett bra varumärke	○	○	○	○	○	○	○

Jag upplever influencern Kenza som...

	1	2	3	4	5	6	7	
Ärlig	○	○	○	○	○	○	○	Oärlig
Uppriktig	○	○	○	○	○	○	○	Icke uppriktig
Trovärdig	○	○	○	○	○	○	○	Icke trovärdig
Profesionell	○	○	○	○	○	○	○	Oprofessionell

Vad är ditt övergripande intryck av influencern Kenza?

	1	2	3	4	5	6	7	
Dåligt	O	O	O	O	O	O	O	Bra
Negativt	O	O	O	O	O	O	O	Positivt
Ogillar	O	O	O	O	O	O	O	Gillar

Vad är ditt övergripande intryck av Instagram Stories-inlägget?

	1	2	3	4	5	6	7	
Dåligt	O	O	O	O	O	O	O	Bra
Negativt	O	O	O	O	O	O	O	Positivt
Ogillar	O	O	O	O	O	O	O	Gillar

Instagram Stories-inlägget var vilseledande

	1	2	3	4	5	6	7	
Instämmer inte alls	O	O	O	O	O	O	O	Instämmer helt

Jag anser att detta Instagram Stories-inlägg är värt att dela med andra

	1	2	3	4	5	6	7	
Instämmer inte alls	O	O	O	O	O	O	O	Instämmer helt

Jag skulle rekommendera det här Instagram Stories-inlägget till andra

	1	2	3	4	5	6	7	
Instämmer inte alls	○	○	○	○	○	○	○	Instämmer helt

Berätta till vilken grad du håller med följande påståenden, där 1 = instämmer inte alls och 7 = instämmer helt

	1	2	3	4	5	6	7
Jag kan lita på att influencers talar sanning om produkter i sina instagram stories-inlägg	○	○	○	○	○	○	○
Jag anser att influencers utvärdering av produkter är informativ	○	○	○	○	○	○	○
Inlägg som utvärderar produkter är generellt sett sanningsenliga	○	○	○	○	○	○	○

Instagram Stories-inlägget var reklam

	1	2	3	4	5	6	7	
Instämmer inte alls	○	○	○	○	○	○	○	Instämmer helt

Vi vill nu att du föreställer dig att du går in på (swipar upp) inlägget och hamnar på

följande webbsida. Studera bilden och tryck dig sedan vidare för att svara på
några frågor.
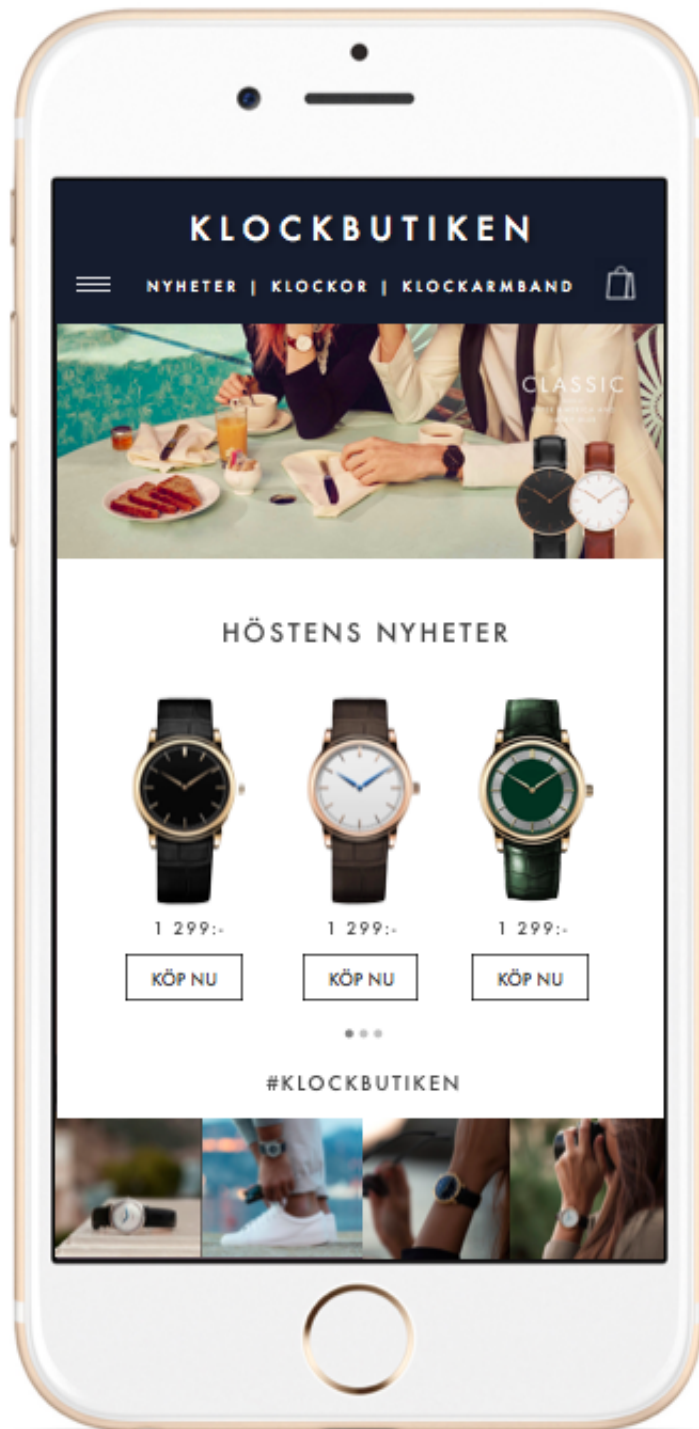
Vad är ditt övergripande intryck av webbsidan?

	1	2	3	4	5	6	7	
Dåligt	O	O	O	O	O	O	O	Bra
Negativt	O	O	O	O	O	O	O	Positivt
Ogillar	O	O	O	O	O	O	O	Gillar

Vi vill veta din reaktion på hemsidan, inte din beskrivning av den. Berätta i vilken utsträckning du kände nedanstående känslor medan du såg hemsidan, där 1 = inte alls och 7 = mycket.

	1	2	3	4	5	6	7
Intresserad	O	O	O	O	O	O	O
Tillfredsställd	O	O	O	O	O	O	O
Glad	O	O	O	O	O	O	O
Inspirerad	O	O	O	O	O	O	O
Skeptisk	O	O	O	O	O	O	O
Irriterad	O	O	O	O	O	O	O
Uttråkad	O	O	O	O	O	O	O
Misstänksam	O	O	O	O	O	O	O
Tveksam	O	O	O	O	O	O	O

Hur troligt är det att du skulle klicka dig vidare på Klockbutikens webbsida?

	1	2	3	4	5	6	7	
Inte alls troligt	O	O	O	O	O	O	O	Mycket troligt

Hur lång tid skulle du stanna på Klockbutikens webbsida?

	1	2	3	4	5	6	7	
Inte alls lång tid	○	○	○	○	○	○	○	Mycket lång tid

Hur troligt är det att du efter detta besök på Klockbutikens webbsida skulle besöka den igen?

	1	2	3	4	5	6	7	
Inte alls troligt	○	○	○	○	○	○	○	Mycket troligt

Vad är ditt övergripande intryck av Klockbutiken?

	1	2	3	4	5	6	7	
Dålig	○	○	○	○	○	○	○	Bra
Negativ	○	○	○	○	○	○	○	Positiv
Ogillar	○	○	○	○	○	○	○	Gillar

Berätta till vilken grad du håller med följande påståenden, där 1 = instämmer inte alls och 7 = instämmer helt

	1	2	3	4	5	6	7
Klockbutiken har ett brett utbud av produkter	○	○	○	○	○	○	○
Klockbutiken har ett varierat utbud av produkter	○	○	○	○	○	○	○

Att shoppa på Klockbutiken är...

	1	2	3	4	5	6	7	
Ospännande	○	○	○	○	○	○	○	Spännande
Ointressant	○	○	○	○	○	○	○	Intressant
Tråkigt	○	○	○	○	○	○	○	Stimulerande
Icke tilltalande	○	○	○	○	○	○	○	Tilltalande

Jag upplever Klockbutiken som...

	1	2	3	4	5	6	7	
Oprofessionell	○	○	○	○	○	○	○	Professionell
Inkompetent	○	○	○	○	○	○	○	Kompetent
Oskicklig	○	○	○	○	○	○	○	Skicklig
Oinspirerande	○	○	○	○	○	○	○	Inspirerande
Icke kreativ	○	○	○	○	○	○	○	Kreativ
Opålitlig	○	○	○	○	○	○	○	Pålitlig
Oärlig	○	○	○	○	○	○	○	Ärlig
Icke trovärdig	○	○	○	○	○	○	○	Trovärdig
Falsk	○	○	○	○	○	○	○	Uppriktig

Jag skulle rekommendera Klockbutiken till mina vänner

1	2	3	4	5	6	7

Instämmer inte alls ◯ ◯ ◯ ◯ ◯ ◯ ◯ Instämmer helt

Om mina vänner är ute efter en ny klocka skulle jag rekommendera Klockbutiken

1 2 3 4 5 6 7

Instämmer inte alls ◯ ◯ ◯ ◯ ◯ ◯ ◯ Instämmer helt

Jag skulle vilja köpa någonting från Klockbutiken

1 2 3 4 5 6 7

Instämmer inte alls ◯ ◯ ◯ ◯ ◯ ◯ ◯ Instämmer helt

Jag vill köpa produkten (klockan) som visades i annonsen

1 2 3 4 5 6 7

Instämmer inte alls ◯ ◯ ◯ ◯ ◯ ◯ ◯ Instämmer helt

Hur mycket är du villig att betala för produkten? (skriv med siffror)

[   ]

Jag upplever mig själv som...

1 2 3 4 5 6 7

Lugn ◯ ◯ ◯ ◯ ◯ ◯ ◯ Orolig

Säker ◯ ◯ ◯ ◯ ◯ ◯ ◯ Osäker

	1	2	3	4	5	6	7	
Tystlåten	○	○	○	○	○	○	○	Pratsam
Tillbakadragen	○	○	○	○	○	○	○	Social
Konventionell	○	○	○	○	○	○	○	Originell
Icke kreativ	○	○	○	○	○	○	○	Kreativ
Hämndlysten	○	○	○	○	○	○	○	Förlåtande
Lättretlig	○	○	○	○	○	○	○	Tolerant
Slarvig	○	○	○	○	○	○	○	Noggrann
Lat	○	○	○	○	○	○	○	Flitig

Berätta till vilken grad du håller med följande påståenden, där 1 = instämmer inte alls och 7 = instämmer helt.

	1	2	3	4	5	6	7
Generellt sett så litar jag på andra människor	○	○	○	○	○	○	○
Det är enkelt för mig att lita på en person	○	○	○	○	○	○	○
Min tendens att lita på en person är hög	○	○	○	○	○	○	○

Berätta till vilken grad du håller med följande påståenden, där 1 = instämmer inte alls och 7 = instämmer helt

	1	2	3	4	5	6	7
Jag anser att reklam är viktigt	○	○	○	○	○	○	○

Sammantaget gillar jag reklam	○	○	○	○	○	○	○
Sammantaget tycker jag att reklam på nätet är en bra sak	○	○	○	○	○	○	○
Min generella uppfattning är att internetreklam är gynnsamt	○	○	○	○	○	○	○
Reklam är i allmänhet inte sanningsenligt	○	○	○	○	○	○	○
Generellt sett ger reklam en falsk bild av en annonserad produkt	○	○	○	○	○	○	○
Jag känner att jag blivit felaktigt informerad efter att ha tittat på de flesta annonser	○	○	○	○	○	○	○

Hur ofta använder du Instagram?

○ Mer än 10 gånger om dagen

○ 6-10 gånger om dagen

○ 2-5 gånger om dagen

○ En gång om dagen

○ En gång i veckan

○ Mindre än en gång i månaden

○ Aldrig

Hur ofta kollar du på Instagram stories?

○ Mer än 10 gånger om dagen

○ 6-10 gånger om dagen

○ 2-5 gånger om dagen

○ En gång om dagen

○ En gång i veckan

○ Mindre än en gång i månaden

○ Aldrig

Hur ofta öppnar du länkar i Instagram stories? (Swipar upp)

○ Varje dag

○ Minst en gång i veckan

○ Minst en gång i månaden

○ Mer sällan

○ Aldrig

Hur väl känner du till influencern Kenza?

	1	2	3	4	5	6	7	
Inte alls	○	○	○	○	○	○	○	Mycket väl

Vad är din generella uppfattning om influencers?

○ Gillar

○ Tveksam

○ Ogillar

○ Ingen åsikt

○ Vet ej

Instagram Stories-inlägget från Kenza (som du fick se tidigare) var...

○ Sponsrat

○ Icke sponsrat

○ Vet ej

Hur intresserad är du av mode?

	1	2	3	4	5	6	7	
Inte alls intresserad	○	○	○	○	○	○	○	Mycket intresserad

Hur ofta handlar du kläder och accessoarer på internet?

○ Minst en gång i veckan

○ Minst en gång i månaden

○ 2-3 gånger per år

○ Mer sällan

○ Aldrig

Vad tycker du om produkten (klockan) i annonsen?

○ Gillar

○ Tveksam

○ Ogillar

○ Ingen åsikt

○ Vet ej

För att svara på nedanstående fråga så vill vi berätta att en startsida definieras som den webbsida du först möts av när du går in på ett företags webbsida och produktsida är den webbsida du möts av efter att du på ett företags webbsida klickat dig in på en specifik produkt.

Webbsidan som jag landade på efter att ha klickat in mig från Instagram stories-inlägget var...

○ En startsida

○ En produktsida

○ Vet ej

Din ålder (skriv med siffror)

Din huvudsakliga sysselsättning

○ Arbetar

○ Studerar

○ Arbetslös

○ Pensionär

○ Annat

Kön

○ Kvinna

○ Man

APPENDIX 2: TWO-WAY ANOVA OUTPUT

BRAND ATTITUDE

	N	Mean	Mean difference		Std.Error	p
INFLUENCER TYPE	71	4,385	0,138	0,101	0,173	0,839
	74	4,247	−0,138	−0,037	0,169	
	79	4,284	−0,101	0,037	0,164	
LANDING PAGE	104	4,584	0,557		0,143	0,005**
	120	4,027	−0,557		0,133	
INTERACTION (INFLUENCER TYPE*LANDING PAGE)						0,004**

*Significant at p < .05; ** Significant at p < .01

BUYING INTENTION

	N	Mean	Mean difference		Std. Error	p
INFLUENCER TYPE	71	2,416	−0,248	−0,225	0,187	0,577
	74	2,664	0,248	0,023	0,182	
	79	2,641	0,225	−0,023	0,178	
LANDING PAGE	104	2,860	0,573		0,154	0,007**
	120	2,287	−0,573		0,143	
INTERACTION (INFLUENCER TYPE*LANDING PAGE)						0,140

*Significant at p < .05; ** Significant at p < .01

WOM

	N	Mean	Mean difference		Std. Error	p
INFLUENCER TYPE	71	2,939	−0,111	−0,197	0,198	0,771
	74	3,050	0,111	−0,086	0,194	
	79	3,136	0,197	0,086	0,188	
LANDING PAGE	104	3,331	0,579		0,163	0,010*
	120	2,752	−0,579		0,152	
INTERACTION (INFLUENCER TYPE*LANDING PAGE)						0,014*

*Significant at p < .05; ** Significant at p < .01

APPENDIX 3: EXTRA ANALYSIS

Pairwise Comparisons								
							95% Confidence Interval for Difference[b]	
Dependent Variable	startsida_vs_produktsida	(I) conditions_spons_icke_obs	(J) conditions_spons_icke_obs	Mean Difference (I–J)	Std. Error	Sig.[b]	Lower Bound	Upper Bound
			3,00	–,425	,345	,219	–1,104	,255
		3,00	1,00	,709*	,352	,045	,015	1,404
			2,00	,425	,345	,219	–,255	1,104
	2,00	1,00	2,00	,561	,333	,093	–,095	1,218
			3,00	,911*	,322	,005	,278	1,545
		2,00	1,00	–,561	,333	,093	–1,218	,095
			3,00	,350	,322	,278	–,284	,984
		3,00	1,00	–,911*	,322	,005	–1,545	–,278
			2,00	–,350	,322	,278	–,984	,284
index_köpintention	1,00	1,00	2,00	–,576	,378	,129	–1,321	,169
			3,00	–,733	,380	,055	–1,483	,017
		2,00	1,00	,576	,378	,129	–,169	1,321
			3,00	–,157	,372	,673	–,891	,577
		3,00	1,00	,733	,380	,055	–,017	1,483
			2,00	,157	,372	,673	–,577	,891
	2,00	1,00	2,00	,079	,360	,827	–,630	,788
			3,00	,283	,347	,416	–,402	,967
		2,00	1,00	–,079	,360	,827	–,788	,630
			3,00	,204	,347	,558	–,480	,888
		3,00	1,00	–,283	,347	,416	–,967	,402
			2,00	–,204	,347	,558	–,888	,480
index_WOM	1,00	1,00	2,00	–,169	,401	,674	–,960	,621
			3,00	–,916*	,404	,024	–1,712	–,120
		2,00	1,00	,169	,401	,674	–,621	,960
			3,00	–,747	,395	,060	–1,525	,032
		3,00	1,00	,916*	,404	,024	,120	1,712
			2,00	,747	,395	,060	–,032	1,525
	2,00	1,00	2,00	–,053	,382	,890	–,805	,700
			3,00	,522	,369	,159	–,205	1,248
		2,00	1,00	,053	,382	,890	–,700	,805
			3,00	,574	,369	,121	–,152	1,301
		3,00	1,00	–,522	,369	,159	–1,248	,205
			2,00	–,574	,369	,121	–1,301	,152