

Cognitive and Affective Trust in Influencer-Follower Relationships and Social Media Influencer Marketing Effectiveness

Dai You Yan^{1*}, Cao Chang Fang² and Wu Qiong³

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ABSTRACT

Previous research on the marketing effectiveness of social media influencers examined the importance of trust in influencer-follower relationships. However, the complex mechanisms by which different types of trust develop and their marketing outcomes have not been thoroughly researched. Based on social psychology and marketing literature, we propose a trust model in an influencer-follower relationship. Online survey data were used to examine the antecedents and consequences of cognitive and affective trust. The findings indicate that the influencer's perceived expertise, similarity, attractiveness, and follower size influence cognitive trust, while similarity, attractiveness, and interaction foster affective trust. Both cognitive and affective trust are related to followers' engagement and purchase intentions. We also found that in social media, parasocial relationships trigger different mechanisms for cognitive and affective trust. The results of the study have implications for both researchers and marketers by explaining the value and mechanisms of influencer marketing.

Keywords: Cognitive Trust; Affective Trust; Influencer-follower Relationship; Marketing Effectiveness

INTRODUCTION

Marketers have realised the potential of social media marketing, owing to its ability to engage billions of users and drive sales. In recent decades, social media have played a vital role in sustaining customer relationships as an essential marketing tool. Based on the social community structure and connections among participants, social media creates personal connections and trust, thereby building relationships (Liadeli, Sotgiu, & Verlegh, 2022). Influencer marketing is the most efficient way marketers spread messages on social media networks. Influencers are people who have great impact on the attitudes and actions of their followers (Valsesia, Proserpio, & Nunes, 2020). And Influencer marketing is a marketing strategy where marketers choose influencers to interact with their social media followers and promote their company's products or services (Leung, Gu, Li, Zhang, & Palmatier, 2022). As consumers become increasingly sceptical of traditional marketing firms or brands, influencers earn more trust from their followers (Leung, Gu, & Palmatier, 2022), which creates value for firms. These trust-based relationships between influencers and followers positively impact marketing outcomes across various social media platforms. When trust exists in relationships,

¹ School of Management Engineering, Anhui Institute of Information Technology, 2016081@aait.edu.cn.

² School of Management Engineering, Anhui Institute of Information Technology.

³ School of Economics, Jiangxi University of Finance and Economics.

people tend to be more cooperative and interactive, which leads to greater engagement (Nahapiet & Ghoshal, 1998), and trust in influencers can influence their willingness to purchase (Lou & Yuan, 2019). Trust can lead to a desirable social exchange for the influencer-follower relationship and help maintain the relationships, and trust in influencers assures followers that the influencer will positively impact them (Kim & Kim, 2021). Influencers can generate trust among their followers because they seem to be more authentic and communal (Leung, Gu, & Palmatier, 2022), which benefits from social media's unparalleled level of interactivity, enabling influencers to forge profound connections with their followers (Yuan & Lou, 2020). Previous research has found that consumers' trust can be influenced by the influencer's traits (expertise, authenticity, and similarity), product, company reputation, and satisfaction with prior interactions (Johnson & Grayson, 2005) and that trust mediates the impact of influencers' traits on marketing outcomes (Kim & Kim, 2021).

The literature has examined the importance of trust in the influencer-follower relationship and its antecedents. However, as interpersonal trust involves three dimensions—cognitive, affective, and behavioural, the complex mechanisms of how different types of trust develop and their different marketing outcomes have not been deeply researched. With limited insights into this topic, we address how different types of trust in influencer-follower relationships develop and explore how different types of trust influence influencers' marketing effectiveness.

The paper is structured as follows. First, the literature review and hypotheses are presented based on the literature. Second, we describe how we conducted empirical research to test the proposed hypotheses. Finally, the paper provides implications for marketers and influencers and reports some limitations and suggestions for future research.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Cognitive and Affective Trust

Interpersonal trust is a commonly encountered aspect of organisational life (Johnson & Grayson, 2005; Mcallister, 1995), as in parasocial relationships (i.e. virtual social networks). Trust enables people to feel that others are not taking advantage of it. Interpersonal trust involves three dimensions: cognitive, affective, and behavioural. The combination of cognitive and affective trust is usually seen as the foundation for behavioural trust (Johnson & Grayson, 2005).

Cognitive trust is a consumer's confidence in the dependability and proficiency of a product provider, which influences their willingness to rely on them (Moorman & Zaltman, 1992). It stems from experience and understanding and allows us to determine the likelihood of our partners fulfilling their responsibilities confidently (Johnson & Grayson, 2005). We believe that cognitive trust is "knowledge-driven" knowledge obtained by observing behaviour within a relationship and reputation in other relationships. Regarding the influencer-follower relationship, previous research suggests that the credibility of a message source, such as the influencer's expertise, similarity, and attractiveness, is crucial in shaping trust (Munnukka, Uusitalo, & Toivonen, 2016).

Affective trust refers to the assurance an individual has in their partner within a relationship based on the partner's display of concern (Johnson-George & Swap, 1982). This feeling of trust is characterised by a sense of security and the perception of a strong relationship (Johnson & Grayson, 2005). We believe effective trust is "emotion-driven". Social media platforms allow influencers to communicate with followers and reply to and interact with each other, enhancing their emotional relationships and improving followers' participation and engagement.

Previous research shows that consumer trust can be influenced by expertise, product, company reputation, satisfaction with prior interactions, and similarities (Johnson & Grayson, 2005). Regarding the influencer's reputation, follower size is an important index, and influencer follower size affects influencer marketing effectiveness (Leung, Gu, Li, et al., 2022). Moreover, from the source perspective, credibility, trustworthiness, expertise, similarity, and attractiveness have been proposed to examine an influencer's credibility (Munnukka et al., 2016). The perception of a source's reliability depends on its authenticity, integrity, and honesty (Yuan & Lou, 2020); we treat it as a consequence of expertise, similarity, and attractiveness. As mentioned above, we considered expertise, similarity, attractiveness, interactions, and follower size as antecedents of cognitive and affective trust. Influencers create different types of content to engage in or stimulate sales (Liadeli et al., 2022), and an influencer's credibility positively impacts consumers' purchase intentions (Liadeli et al., 2022). Thus, we consider marketing effectiveness (engagement and purchase intention) as a consequence of cognitive and affective trust.

Conceptual Model and Hypotheses

Expertise

Customers' perceptions of a marketers' expertise depends on their ability to recognise the relevant skills and knowledge required for a specific product or service being offered (Crosby & Stephens, 1987). When evaluating a service provider, expertise is usually measured by the extent of knowledge and experience in the field of service (Johnson & Grayson, 2005). Expertise pertains to competence or ability in a specific area or subject, such as a person's skills or knowledge (McCroskey & James, 1966). As mentioned above, cognitive trust is knowledge-driven; we believe the influencers' expertise directly affects cognitive trust rather than affective trust.

H1: *Perceived influencer expertise is positively correlated with followers' cognitive trust (but not their affective trust).*

Similarity

The concept of similarity refers to the shared characteristics between audience and media figure (Schiappa, Allen, & Gregg, 2007), which means that influencers and their followers share common values and interests. Research has conclusively demonstrated that when individuals perceive similarities with others, they develop a greater liking, resulting in more robust parasocial relationships (Yuan & Lou, 2020). Furthermore, research has conclusively shown that individuals are inherently drawn toward those who possess similar attitudes (Johnson & Grayson, 2005). Accordingly, we expect that when followers perceive similarities with an influencer, they feel connected and become more cooperative and

accommodating towards the influencer. Therefore, we propose that similarity directly influences trust.

H2: *Perceived influencer similarity is positively correlated with followers' affective trust (but not cognitive trust).*

Attractiveness

Attractiveness refers to the social or physical appeal of an individual acting as a media platform (Schiappa et al., 2007). Similar to building social connections, individuals tend to form connections with personalities who are attractive (Hoffner & Buchanan, 2005). Broadcasters with greater experience, higher tip earnings, or a more prominent presence in previous live streams are more likely to attract larger audiences (Lin, Yao, & Chen, 2021). We believe influencers should be experienced, attractive, or popular to attract more followers. As a result, we hypothesised a link between attractiveness and cognitive and affective trust.

H3: *Perceived influencer attractiveness is positively correlated with the followers' (a) affective and (b) cognitive trust.*

Interaction

Parasocial interaction is a socioemotional bond between media personalities and their audiences (Horton & Richard Wohl, 1956). It describes how audiences perceive their relationship with media productions such as movies or TV shows after a single exposure (Yuan & Lou, 2020). Social media platforms simplify influencers' engagement with followers. One noteworthy aspect of influencers' communication is that marketing goals are accomplished through interactions with their followers (Booth & Matic, 2011). Affect-based trust is emotional and based on perceptions of others' actions and motives. It is most effective when individuals interact with each other frequently. We hypothesised that interaction directly influences affective trust.

H4: *Influencers' interactions with their followers positively correlated with their affective trust (but not cognitive).*

Follower Size

The follower size is the number of individuals who follow an influencer on a social media platform. When selecting influencers, it is crucial to consider this trait as it is easily noticed across various platforms (Leung, Gu, Li, et al., 2022). Follower size signifies an influencer's reputation and popularity (Labrecque, Esche, Mathwick, Novak, & Hofacker, 2013). When an influencer boasts a substantial following, consumers tend to consider influencers as reliable sources of information, resulting in a surge in source credibility and opinion leadership (Goldenberg, Han, & Hong, 2009). Influencers with a significant number of followers are expected to stimulate considerable perceptions of opinion leadership, thereby enhancing cognitive trust.

H5: *An influencer's follower size is positively correlated with the followers' cognitive trust (but not affective).*

Cognitive and Affective Trust

Researchers in attitude theory have long debated the bidirectional relationship between cognition and affect in forming attitudes (Johnson & Grayson, 2005). According to previous studies, cognitive trust is the foundation of affective trust. Consequently, cognitive trust occurs before developing affective trust. Based on this theory and previous research, we decided to proceed in the same direction of influence (Johnson & Grayson, 2005; Mcallister, 1995).

H6: *Followers' cognitive trust is positively correlated with their affective trust in the influencer.*

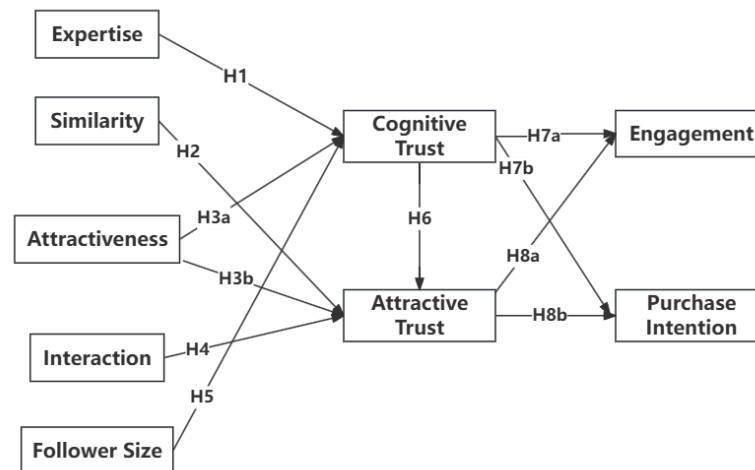
Marketing Effectiveness

Recent studies have proven that influencer marketing substantially impacts several aspects, such as consumer engagement, purchase intentions, influencer attitudes, and product sales (Leung, Gu, Li, et al., 2022; Liadeli et al., 2022). Among these, consumer engagement and purchase intention are the most critical behaviours influencers influence in digital marketing (De Vries, 2019; Liadeli et al., 2022; Lou & Yuan, 2019). Engagement on social media solely refers to the quantifiable actions taken by consumers in response to online content, including but not limited to liking, commenting, or reposting content (Leung, Gu, Li, et al., 2022), which is widely regarded as an indicator of the followers' future consumption behaviour (Valsesia et al., 2020). From the perspective of the content shared by influencers, previous findings indicate that content focusing on emotional needs can create engagement. By contrast, content that seems to be more functional can stimulate sales (Liadeli et al., 2022), which means that influencers can influence followers' behaviour in emotional (affective) and functional (cognitive) ways. Furthermore, researchers have demonstrated that an influencer's credibility, connected with trust in the influencer-follower relationship, positively impacts consumers' purchasing intentions (Lou & Yuan, 2019).

H7: *Cognitive trust is positively correlated with followers' (a)engagement and (b)purchase intentions.*

H8: *Affective trust is positively correlated with follower's (a)engagement and (b)purchase intentions.*

Drawing on the existing literature, we constructed a model of the antecedents and consequences of cognitive and affective trust in the influencer-follower relationship (Figure 1).

Figure 1: A Model of Trust in An Influencer-follower Relationship

METHOD

As influencer marketing has become popular in China, the market size and influence of social media are overwhelming, we chose Chinese social media users as research objects of great practical significance. The evaluation of the model was based on online survey feedback from social media users in China in October 2023. We recruited participants who had paid attention to influencers in the past month from different social media platforms (including Microblog, TikTok, Xiaohongshu, Bilibili, Facebook, Youtube, Instagram, etc.) and conducted an online questionnaire survey. To confirm that participants had engaged with social media influencers in the past, we used screening questions (e.g., name one influencer and report the average time spent on social media) to exclude participants who were unfamiliar with or had never used social media.

We began the survey by establishing a precise definition of social media influencers, “Social media influencers refer to people who have a large number of fans on one or more social platforms (such as Microblog, TikTok, Xiaohongshu, Bilibili, Facebook, Youtube, Instagram), and they will have an impact on other people’s behaviour (especially consumption behaviour)” and subsequently demanded that the participants name the influencer that came to mind first. The influencer’s name was inserted into the remaining survey questions.

All details of the survey items can be found in Appendix A. All the variables in the study were adapted from mature scales and measured with a Likert scale (1 for “strongly disagree”, 7 for “strongly agree”). To ensure the scientific validity of the scale, we translated and retranslated the items many times and translated the questionnaires with the help of a linguistic professional. The expertise, similarity, and attractiveness measures were adapted from Yuan and Lou (2020). The interaction was measured by “How frequently does the influencer interact with his/her followers?” and “How frequently does the influencer interact with you?”. The follower size was determined according to the criteria proposed by Liadeli et al. (2022). Cognitive and affective trust were measured using a scale adapted from Mcallister (1995). The engagement was measured by “How frequently do you like, comment, or repost

the influencer's content on social media?" Purchase intention was measured using a 7-point Likert scale.

To ensure the scientific validity and reliability of the questionnaire, we recruited 80 senior students to participate in a pre-survey, and the questionnaire was adjusted according to the pre-survey results. During the formal survey, 217 responses were obtained from 261 randomly selected participants who passed the screening questions, constituting an 83.1% response rate. Respondents comprised 36.1% male and 63.9% female; their average age was 26.8 (SD=8.61), and most were familiar with social media (M=5.71, SD=1.1) (scaled from 1 to 7). The characteristics of the participants were consistent with those of social media users, and most were female and young.

ANALYSIS AND RESULTS

In the model test, we assessed the latent constructs' reliability and validity (convergent and discriminant). We then used Confirmatory Factor Analysis (CFA) to test the predictive validity of the influencers' characteristics and trust dimensions. Finally, we tested the fit of the Structural Equation Model (SEM) and path relationships.

Model parameters were established using the maximum-likelihood estimation method. The means, standard deviations (SD), Cronbach α and correlation matrix are reported in Table 1.

Table 1: Means, Standard Deviations, Cronbach α and Correlation Matrix

	Mean	SD	Cronbach α	1	2	3	4	5	6	7	8	9
1.Expertise	5.563	1.225	0.904	1								
2.Similarity	5.377	1.397	0.871	.467**	1							
3.Attractiveness	5.609	1.278	0.849	.479**	.556**	1						
4.Interaction	4.587	1.703	0.793	.220**	.392**	.286**	1					
5.Follower size	5.960	1.627		.190**	0.058	0.019	0.015	1				
6.Cognitive trust	5.745	1.187	0.890	.549**	.676**	.595**	.391**	.219**	1			
7.Affective trust	4.964	1.701	0.850	.405**	.634**	.520**	.589**	0.015	.587*	1		
8.Engagement	5.630	1.673		.298**	.556**	.387**	.342**	-0.006	.498*	.511*	1	
9.Purchase intention	5.640	1.715		.287**	.531**	.368**	.349**	0.004	.479*	.490*	.675*	1

Note: follower size, engagement, purchase intention are observable variables.

** Significant at $\alpha=0.05$

CFA Measurement Model

We conducted two measurement models with indicators of the latent constructs of influencer and trust, respectively. The models had acceptable fit indices, Model 1 (influencer): $\chi^2/df=2.81(<3)$, RMSEA=0.076(<0.08), CFI=0.945(>0.9), TLI=0.925(>0.9), IFI=0.946(>0.9); and Model 2(trust): $\chi^2/df=2.022(<3)$, RMSEA=0.057(<0.08),

CFI=0.992(>0.9), TLI=0.981(>0.9), IFI=0.992(>0.9). We also conducted a test to examine discriminant validity; the average variance extracted (AVE) values for all latent constructs were higher than 0.05, and the AVE square root for each construct was greater than its correlation with any other construct. This indicated sufficient discriminant validity between the latent constructs.

Structural Equation Model Test

The model that measures indicators to latent constructs shows that the model fits well: $\chi^2/df=3.040(<3)$, RMSEA=0.080(<0.08), CFI=0.896(>0.9), TLI=0.877(>0.9), IFI=0.897(>0.9), which was not accepted. We found that similarity and cognitive trust were strongly correlated (0.676**), so we modified hypothesis 2 (H2: Perceived influencer's similarity is positively correlated with the followers' (a) cognitive trust and (b) affective trust). Accordingly, the model is modified. The accepted model fit: $\chi^2/df=2.809(<3)$, RMSEA=0.076(<0.08), CFI=0.908(>0.9), IFI=0.909(>0.9), the model showed a strong correlation with the data, indicating a close fit. The results confirmed the validity of the proposed measurement model.

A standardised solution was used to interpret the causal connections supported by the structural model. It is worth noting that all hypothesised relationships, except for Hypothesis 6, are supported. Furthermore, all supported ones were in the predicted direction, as illustrated in Table 2.

Expertise (H1: $\beta=0.104$, $t=2.437^{**}$), similarity (H2a: $\beta=0.532$, $t=7.479^{***}$), attractiveness (H3a: $\beta=0.292$, $t=4.144^{***}$), follower size (H5: $\beta=0.133$, $t=3.297^{***}$) were significantly associated with cognitive trust. Simultaneously, similarity (H2a: $\beta=0.274$, $t=2.925^{**}$), attractiveness (H3b: $\beta=0.167$, $t=2.391^{**}$), interaction (H4: $\beta=0.501$, $t=5.056^{***}$) were significantly related with affective trust. However, the relationship between cognitive and affective trust is yet to be confirmed.

The proposed consequences of both cognitive and affective trust are supported. Cognitive trust significantly influenced the follower's engagement (H7a: $\beta=0.325$, $t=4.232^{***}$) and purchase intention (H7b: $\beta=0.301$, $t=3.876^{***}$), and affective trust contributes significantly to the follower's engagement (H8a: $\beta=0.334$, $t=4.34^{***}$) and purchase intention (H8b: $\beta=0.332$, $t=4.287^{***}$).

Table 2 :Structural Model Result

Hypothesis	Proposed path			Coefficient	SE	T-value	P
H1	Expertise	→	Cognitive trust	0.133	0.043	2.437	0.015**
H2a	Similarity	→	Cognitive trust	0.532	0.049	7.479	0.000***
H2b	Similarity	→	Affective trust	0.274	0.110	2.925	0.003**
H3a	Attractiveness	→	Cognitive trust	0.292	0.059	4.144	0.000***
H3b	Attractiveness	→	Affective trust	0.167	0.099	2.391	0.017**
H4	Interaction	→	Affective trust	0.501	0.083	5.056	0.000***
H5	Follower size	→	Cognitive trust	0.133	0.021	3.297	0.000***
H6	Cognitive trust	→	Affective trust	0.171	0.166	1.747	0.081
H7a	Cognitive trust	→	Engagement	0.325	0.150	4.232	0.000***
H7b	Cognitive trust	→	Purchase intention	0.301	0.155	3.876	0.000***
H8a	Affective trust	→	Engagement	0.334	0.089	4.340	0.000***
H8b	Affective trust	→	Purchase intention	0.332	0.091	4.287	0.000***

Note: Based on the modified model, H2 was modified into H2a and H2b

*** Significant at $\alpha=0.01$, ** Significant at $\alpha=0.05$

DISCUSSION

As trust in the influencer-follower relationship contributes to influencer marketing effectiveness, we explored different types of trust in social media relationships and the underlying mechanisms. Our research conducted a trust model of the influencer-follower relationship and found unique cognitive and affective trust antecedents. Moreover, we demonstrated that both cognitive and affective trust are related to followers' engagement and purchase intentions.

Antecedent of Cognitive and Affective Trust in An Influencer-follower Relationship

The influencer's perceived expertise, similarity, attractiveness, and follower size influence cognitive trust, while similarity, attractiveness, and interaction foster affective trust.

Expertise refers to the knowledge, skills, and experience related to trustworthiness (Schouten, Janssen, & Verspaget, 2020), which has been proven to be important in building relationships in a traditional business background (Johnson & Grayson, 2005), and seems to be important for cognitive trust in influencers. Follower size can be easily observed on social media platforms, which serves as a signifier of the reputation and popularity of the influencer, and a large following can bring more reliability (Leung, Gu, Li, et al., 2022), thus contributing to fostering cognitive trust. Among all antecedents, similarity and attractiveness play vital roles, which are important to cognitive and affective trust. Social psychology research indicates that individuals are more likely to be drawn toward those who perceive themselves as sharing similar traits. Recognising similarities in others reinforces one's understanding of the surrounding environment, creating a positive feeling towards the person being compared, which ultimately helps build trust (Johnson & Grayson, 2005). Although research has proven that physical attractiveness is not significant for building trust in relationship (Kim & Kim, 2021), the attractiveness of the influencer also includes social appeals, such as homophily, which have the greatest impact on building trust (Alboqami, 2023). Distinct from traditional media, social media is centred around interaction, which is a key feature of parasocial

relationships, cultivating trust in the bond between buyers and sellers (Calefato, Lanubile, & Novielli, 2015). Experiments have shown that, compared with traditional media, interaction-oriented social media has a different effect on trust building, as it not only acts as an interaction instrument but also as a powerful aggregate of virtual communities (Calefato et al., 2015).

Trust and Influencer Marketing Effectiveness

As in prior research, we used followers' engagement and purchase intention to measure influencer marketing effectiveness. The findings show that cognitive and affective trust are related to followers' engagement and purchase intention, which is consistent with existing conclusions that cognitive and affective trust can be fostered through an online presence (Calefato et al., 2015). Followers tend to make desirable responses to the content posted by trusted influencers through "liking", commenting, and sharing, which constitute engagement (Liadeli et al., 2022). As examined in the prior research, followers' trust in influencers leads to desirable marketing outcomes, including purchase intention (Kim & Kim, 2021).

Other Findings

We also examine the relationship between cognitive and affective trust. In traditional relationships between the supplier and customer, cognitive trust is a foundation for affective trust (Johnson & Grayson, 2005), whereas this was not supported in the influencer-follower relationship. This means that, in social media, parasocial relationships trigger different mechanisms of cognitive and affective trust. In the virtual world, affective-based trust appears to be closely related to the "intentionality process" (Calefato et al., 2015).

MANAGERIAL IMPLICATIONS

Our findings suggest that, unlike a celebrity, influencers should find ways to increase trust: be an expert in a particular (deliver accurate and valuable information to followers), be attractive (both in appearance and personality), interact frequently, and build strong relationships with their followers. Marketers should choose suitable influencers who are recognised as experts, similar to target consumers, have considerable followers, and are interactive on social media.

We also find that cognitive and affective trust help promote influencer marketing outcomes, demonstrating the value of building a strong relationship between the influencer and their follower. Social media provide brands with tools closer to their consumers, inspiring brands and influencers to foster consumers' cognitive and affective commitment.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

Certain limitations to this research can be potential areas for future research. First, we used a self-report questionnaire to collect data, which may lead to common methodological bias issues. Future research can adapt multiple research methods, such as lab experiments and machine learning. Second, The antecedents and consequences in the proposed model are not intended to be comprehensive, which provides future research opportunities to explore more factors, primarily the consequence of affective trust. Finally, as motioned above, in parasocial

relationships, the new connection or mechanism between cognitive and affective trust needs future research to explore.

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Appendix A. Construct Measures

Scales	Items (1. strongly disagree–7.strongly agree)	Coefficient	AVE	CR
Expertise			0.704	0.905
Exp1	I consider _____ sufficiently experienced to make assertions about his/her area.	0.809		
Exp2	I consider _____ an expert in his/her area.	0.835		
Exp3	I feel _____ is competent to make assertions about things that they are good at.	0.841		
Exp4	I feel _____ knows a lot about their areas.	0.869		
Similarity			0.628	0.871
Sim1	I can easily identify with _____.	0.722		
Sim2	_____ and I have similar interests	0.799		
Sim3	_____ and I have similar values	0.832		
Sim4	_____ and I are similar in many ways	0.814		
Attractiveness			0.553	0.831
Attr1	I think _____ is charming.	0.735		
Attr2	I think _____ is good-looking.	0.719		
Attr3	I consider _____ very stylish.	0.662		
Attr4	I consider _____ very attractive.	0.847		
Interaction			0.501	0.758
Int1	How frequently does _____ interact with his/her followers?	0.807		
Int2	How frequently does _____ interact with you?	0.585		
Follower size	How many followers does the influencer have?	--	--	--
Cognitive trust			0.649	0.881
CogT1	_____ approaches his/her job with professionalism and dedication.	0.775		
CogT2	I have no reservations about acting on _____ advice.	0.74		
CogT3	Given _____ track record, I have no reason to doubt his/her competence and preparation for the job.	0.846		
CogT4	Other people who interact with _____ consider him/her to be trustworthy.	0.856		
Affective trust			0.632	0.871
AffeT1	We can both freely share our ideas, feelings, and hopes.	0.822		
AffeT2	I share my problems with _____, I feel he/she would respond caringly.	0.762		
AffeT3	I would feel a sense of loss if I could no longer follow him/her on social media.	0.663		
AffeT4	We have both made considerable emotional investments in our online relationship.	0.912		
Engagement	How frequently do you like, comment, and repost _____'s content on social media?	--	--	--
Purchase intention	How likely is it that you would buy the product recommended by him/her?	--	--	--