Understanding Instagram Influencers Values in Green Consumption Behaviour: A Review Paper

Sanaz Saghati Jalali*, Haliyana Khalid

Azman Hashim International Business School
Universiti Teknologi Malaysia
Jalan Sultan Yahya Petra, 54100, Kuala Lumpur

sanaz.jalali@gmail.com

Abstract

Pollution, global warming, and water waste have become a major concern throughout the globe as a result of rapid industrialization, urbanization, and an enormous rise in the human population since the 20th century. If these issues are not properly handled, the planet would face serious environmental problems. Green marketing is a strategy that emphasizes environmentally friendly products that are recyclable, reusable, and biodegradable with no environmental footprint. Nowadays, social media platforms, particularly Instagram, are considered highly curtail tools that influence peoples' lifestyle and decision making. Using the Theory of Reasoned Action (TRA) and the Uses and Gratifications Theory (UGT), this study aims to examine the Instagram influencers' values, attitudes, and concerns towards purchasing green products in the green marketing industry. To achieve this goal, an online questionnaire is distributed among Instagram users. Findings of this study will contribute to increasing awareness about environmental problems among Instagram users. Additionally, this study will provide insights for both Industry and academician.

Keywords: *Instagram Influencers; Green consumption behavior; UGT; TRA; Green Industry*

1. Introduction

The social media development has largely changed and improved the methods interacting, communicating, and engagement of people who live in this era. The platforms established by social media have made it significantly easier for people to make influence on each other. As a result, scholars believe that social media is in the course of occupying the place of conventional media as the key platforms for communicating the brands [1]. Previous studies have shown that social media as an emerging tool has changed entirely the way consumers interact with products and services [2],[3],[4],[69]. A great number of researchers have shown a great tendency to study the feasibility of social media as a place for marketing activities. Some scholars have attempted to explore different aspects of social media, which may include the risks that are accompanied with its use, the values created by these media, and the negative stigma that may be attached to them in workplace.

Recent years companies have found the social media a significant tool for penetrating into market and promoting their own brands by advertising their

---

products through social media influencers in a way to affect their respective followers' attitude and purchasing and practicing green behaviors. Influence refers to the capability of driving the action and making people engaged in a post shared by a social influencer in real life or on social media [5]. The online environment is flooded with myriad of influencers (which include celebrities, musicians, singers, athletes, etc.); therefore, according to Gillin [6], the right category of influencers needs to be identified at the right time. Further, it is important to know what is the social credibility of Instagram influencers important feature to change the follower's attitudes in order to change follower's decision making regarding green products.

Influencer refers to one with the capability of affecting the other individuals and creating a new line of actions and new patterns of thinking [7]. In the United States, a great deal of research has been dedicated to social media influencers [5]. Studies that have been carried out on social media influencers in the context of Australia [68], Sweden [8] and Netherlands [9] have found a positive and significant influence exerted upon the users in social media environments by their respective influencers on Instagram.

Instagram is an important platform for influencers since the rapid growth of users has presented a change in how marketing is done on social media [10]. The literature review showed that only a few articles have targeted Instagram. Since there is little guidance for Instagram influencers, it is of interest to examine the way an influencer's credibility on Instagram profile is affected by the influencer-follower relationships. Moreover, the central gap that this paper aims to fill is the impact of Instagram Influencers on influencers-follower's relationships with regard to green consumption behaviors that can be revealed from their Instagram posts.

According to Chwialkowska [11], literature lacks adequate research into influencers and their effects on green consumption behavior using Instagram platform. Few former studies have focused on the relationship between social credibility and green consumption behavior [12] where consumers perceived the influencers' credibility and its effects upon the users' purchase intentions. Moreover, few researchers have evaluated the impacts of influencers' credibility [13],[14],[15],[16] on green consumption behaviors. Furthermore, literature lacks research examining the moderating effects of gender difference on social credibility and green consumption behaviors. Therefore, this study attempts to address these gaps in literature. In other words, the present research intends to shed light on the effects of social credibility of Instagram influencers upon the green consumption behaviors of users, and examine the moderating effects of gender on social credibility level and green consumption behaviors.

The rest of this paper is structured as follows. First, theoretical underpinning of research is explained. After that, related literature is reviewed, and then the last section concludes the whole paper.

2. Theoretical Underpinning

To give a comprehensive explanation in regard to the consumers' green behavior, previously-conducted research has been centered on giving descriptions about the underlying values, behavioral intentions, and attitudes towards the environmentally-friendly products [17]. The theory of reasoned action (TRA) [18] has been used in

many studies as an effective theoretical approach. On the basis of this theory, two key factors determine the individuals' behaviors: individual attitudes and social norms. On the other hand, another factor was added to the list by the theory of planned behavior (TPB) [19], namely the perceived behavioral control. It refers to the perceived control an individual possesses over his/her purchasing activities.

Many studies have been carried out into various levels of the pro-environmental behavior's intensity and the attitudinal determinants [19]. The results of these studies have implied that those people who think their activities have an influence will show higher tendency for getting engaged in pro- environmental behaviors at all levels: supportive, active, and lifestyle [20]. However, majority of researchers have reported a weak connection between the positive attitudes expressed by customers towards purchasing green products and the way they actually behave [21]. A number of modifications have been suggested for TPB by different scholars for the purpose of overcoming its limitations. Such changes can explain the reasons for the attitude-behavior inconsistencies that have been observed in the green purchasing context. Several theories have maintained that the attitude cannot influence the behavior alone; some other factors exist with an impact not only upon the behavior itself, but also on the strength of connection between attitude and behavior [22] assumed that individuals that may have a weak level of environmental attitudes may show environmentally-friendly behaviors, while in restrictive conditions, individuals with highly positive environmental attitudes might fail to demonstrate such behavior.

The Uses and Gratifications Theory (UGT) theory, on the other hand, is focused on the reasons and the way people actively search for and utilize some certain media in order to meet their certain needs [23]. According to UGT, previously-conducted research has taken into consideration the motivations of people in utilizing social media for the purpose of predicting specific behaviors of the users towards social media sites [24], [25]. According to the theoretical underpinnings of UGT, literature suggests that issues like the requirement for social interactions, entertainment, and information as well as the need for sharing needs and also the individuals' wish for reward or remuneration are effective factors on the customers' choice of social media [26].

Majority of studies previously-carried out into U&G have been centered upon television [27],[28],[29],[30],[31],[32],[33] and some other conventional media [34],[35]. The prevalent use modern media like Instagram, Twitter, Facebook, and WeChat has brought about a new line of research from the perspective of U&G. The current study attempts to shed more light on the issues that motivate people to switch from conventional media to novel media and to explore the type of gratifications the media have provided [36],[37],[38],[39],[40]. One of the most significant characteristics of new media is their interactivity that assists the users to produce content to respond to a source or a communication partner [41]. As the theoretical framework, UGT develops the hypotheses suggested in regard to the influence of entertainment, information sharing, and relationship maintenance motives upon the continuance of social media usage and intentions behind information sharing activities. Precisely, UGT is defined as "the social and psychological origins of needs which generate expectations of the mass media and other sources, which lead to differential patterns of media exposure (or engagement in other activities) resulting in needs gratifications and other consequences, perhaps mostly unintended ones". In addition, according to [42], UGT provides an explanation about the way

people's needs are met through media and the way this process reproduces new needs. Focused upon the motives for media acceptance, UGT is actually a proper framework for studying the interactive media or the issues regarding Internet, in general, and social media, in particular.

Literature consists of numerous models and theories applied to social media research aiming at studying the socio-psychological behaviors of social media users and those of other stakeholders like the marketing people and consumers. In fact, UGT is a mass communication theory [36] implemented in conventional traditional media for the purpose of understanding the behaviors of consumers. Researchers in the field of social media have discussed and used UGT extensively, especially to investigate the way for meeting the consumers' requirements [43],[44]. Together with the internet use, the initiation of social media has made it necessary to further investigate the UGT perspectives explore the Instagram influencers credibility within this platform, discussed in the following section. In UGT, an approach is proposed for exploration of the reason and the way individuals actively search for certain media for the purpose of satisfying their specific requirements [45]. In various studies, a variety of predictors like perceived enjoyment, information quality, social presence, or familiarity have been used to find out the motivations behind the utilization of web technologies [46].

Despite the fact that UGT has been often applied to explanation of the social network selections [47] this theory has not been employed for explaining the way consumers select social commerce as a source for purchasing activities and finding information about the products [48].Using UGT for explaining the intention of individuals in getting engaged in social commerce is completely reasonable since people generally utilize social commerce for social, hedonic, and utilitarian gratification [49]. While TRA focuses on subjective norms and trust predict behaviors for prediction of the media use, UGT is mostly focused on gratification motives in this regard. As a result, both the above-mentioned theories make available conceptual variables defining the motives or intention behind the individuals' behaviors [50] credible endorser generally exhibits positive effect towards consumers' perception [51]. Trustworthiness and expertise are two elements that are discussed within source credibility.

3. Literature review

Some years ago, the current impact of social media upon our relationships and activities was not imaginable. Social media's impacts are incredible not only at an individual level, but also at social and organization levels. Nowadays, the private life of many people is tightly connected to social media. Based on the reports released by Pew Research in 2013, more than 70 percent of online adults in the United States utilize social networking sites and around 60 percent of them visit these social media at least once a day [52].

These days, social media are considered as an essential part of our daily lives. Online social media significantly affect the way we are communicating and interacting with each other. There are multiple social networking websites; among them, the most widely used are Facebook, Instagram Twitter, and WhatsApp. These websites all allow people to join and share their ideas on various matters. This varies

from interest in food and beverage, fashion, searching job opportunities, political issues, environmental concerns and engaging in social practices.

According to a website named as Smart Insights, there are 3.196 billion social media users around the globe in the year 2018. This shows a 13% increase from the previous year. Totally, 103 countries around the world use social media platforms. Therefore, they definitely do have an impact on society [53].

Instagram is one of the most popular social media platforms that has more than 1 billion monthly users [14]. Instagram is a social networking application that was developed for sharing photos and videos using a smart phone. It is very much similar to Facebook or Twitter where a user creates an account and maintains a profile with news feeds. When they post a picture or video on this application, it will be shown on their profile. Photographs can be given title which is helpful as well as fun. These photos can be shared not just on Instagram but instantly on other platforms such as Twitter, Facebook, Flickr, Tumbler, and Prosperous. Instagram can also be termed as a photograph sharing application. It is also one of the best applications among all other social media networking websites [54].

3.1 Defining Green Consumption Behaviour

Climate change is characterized by extreme scale and urgency. The environment concerns are significant public issues and also a critical subject in academic contexts. United States and western Europe have experienced a surge in people's tendency to environmentalism. A significant rise in environmental awareness levels that has occurred since the 1970s has caused positive changes in the consumers' behaviors toward environmental-related products. Currently, scientists, economists, politicians, and companies are actively doing their part to awaken the awareness of people. Together with profit, firms and organizations are being more and more focused upon the exploration of innovative methods, development of novel ideas, and adopting new strategies in order to make their own green brands and raise their competitiveness in new marketplace in a way to realize sustainability of their business.

Green purchasing suggests the purchase of products and services that are environmentally friendly and avoidance of products that can be destructive in any way for environment. Green purchasing can be mainly referred to as a measurement for green purchase intention and behaviors. Green purchase intention is referred to as the individuals' readiness for buying green products. Intention captures the motivational factors that have effect on the individuals' green purchase behaviors [55].

3.2 Social media influencers

Instagram is an application widely used by users to capture and share photo (video). This application, which was first launch in October 2010, has more than 150 million of users [56]. In this application, a unique way is provided for posting pictures and videos with the use of smartphones and various manipulation tools (16

different filters) for transforming the appearance of images and sharing them promptly on several platforms like Twitter as well. There are options for adding captions and hashtags (#) that can be used for describing the pictures and videos. It also offers tools for tagging or mentioning other users through the @ symbol.

According to [57], on common social media platforms such as Instagram, users generally follow social media profiles that are public and popular

Influencers are well established and known people globally and they have connection with a specific product or service that Instagram users are in touch with [58]. These people who act as influencers usually have a huge follower base and authoritative power for influencing their followers in some manner.

Influencer marketing is defined as a form of marketing that identifies and gets focused on individuals in a way to exert its intended influence [7]. This is about the association between an influencer and his/her followers and the expertise and credibility of the influencer. Influencer marketing is the type of marketing that focuses on influential individuals rather than targeting the entire market. This type of marketing identifies individuals who have influence on potential customers or market; then, they orient their marketing activities around the influencer.

Instagram influencers play a vital role in social media. Sharing photographs and educational and/or informative videos by influencers increases awareness among followers and shapes their attitudes. In marketing, Instagram influencers are considered to have a positive influence on communities and followers; much importance is given to their ability to impact actions and behaviors of their followers. Their trust or social credibility among followers plays a vital role in influencing process. It is commonly agreed that word of mouth is one of the most effective marketing methods and this effectiveness is increased when people who have established authority and credibility on a particular subject or product or service endorse the same.

Lin, Bruning, and Swarna [59] and Djafarova & Rushworth [60] investigated certain online opinion leadership roles like celebrities, micro-celebrities, experts, early adopters, market mavens, enthusiasts, and other micro-influencers. The above-noted roles are different depending on their social reach (i.e., the number of followers), the extent to which their personal brand can be thought as one of their main professions, and the extent to which the products/services offered pertain to their expertise and/or knowledge.

3.3 Social Credibility

Social credibility or social trust is formed by creating content that is newsworthy and bringing value to your readers like a social media such as Wikipedia. Content that is unique is shareable by others [61].

Few scholars have investigated the credibility factors of consumers for interacting with influencers through blogs [62]. Nevertheless, to the best of our knowledge, no other research has been carried out into the Portuguese market specifically in regard to the Instagram platform. As consumers move forward, they increasingly make use of the social media as a reliable source of information in relation to the brands they tend to know more about [63]. As the information released by influencers affects the positive perception of credibility on consumers [64,[65] , the current study's

objective is understanding the Instagram users' perceived credibility towards these influencers. On the basis of several studies [60],[62],[66],[67] exploring the credibility of online celebrities in social media will explain their influence on the purchase decisions of consumers.

More products and services of a certain firm will be purchased by consumers if influencers show their relationships with a certain product or service and their appreciation for that product or service [70],[71]. The present paper is mainly aimed to find out the perceived credibility of Instagram users towards an influencer in order to study their effects upon purchasing intention of users [62],[66],[72],[73],[74]. Findings of the present research will have contribution to the body of literature available in this field and the formulation of novel variables that can be taken into account when studying the behaviors of digital consumers. This contribution will be obtained through studying the relationships between the perceived credibility of Instagram users towards Instagram influencers examining the effects of this issue on the purchasing the products encouraged by these influencers by consumers. In addition, this study is aimed to identify gender–related differences that exist amongst the same constructs. This is because a number of researchers have confirmed the existence of significant differences in regard to gender characteristics [75],[76],[77],[78]. Influencers are confirmed as the key sources of information, the perceived credibility can be used as a meaningful aspect for advertisers [79]. Furthermore, different brands have recognized the influencers' power in directly influencing the consumers through making suggestions, which can lead to search for purchasable products [80]. Thus, firms are searching for methods of employing such influence for the creation of interest, driving action, formation of good will, establishment of expertise and mutual conversation with their online stakeholders [81] rather than being only focused upon conventionally-used media. Therefore, through identifying the opportunities that can be provided by influencers, marketers tend to benefit from features like their perceived credibility [82].

Based on findings of Katz & Lazarsfeld [83], brand managers cannot easily make direct communication with their consumers, but they have the chance of influencing them through influencers as intermediates. In addition, this is of a high significance to find out the effect's influencers have upon SM since it has been proved to affect the purchase decision of consumers [84]. Thus, the objective of the present study is providing pertinent managerial implications for identifying the influencers' credibility as perceived by the Instagram users and the effects this credibility can have upon purchasing intention of users. This helps advertisers and marketers to explore those perceptions of influencers that are perceived better by the Instagram users. Then, marketers will be able to adopt better strategies and better acknowledge the underlying mechanisms of the relationships between consumers and influencer on Instagram. It is also helpful for scholars attempting to disclose insights of purchase intention to understand gender differences in regard to perceived credibility and its relationship with purchasing through SM platforms and purchasing intention [85]. As a result, a question the present paper attempts to answer is whether an influencer's credibility is perceived differently by male and female Instagram users, and also whether their purchase intentions are different from each other. To end with, and as the scope of the present study is the Portuguese Instagram users, the authors hope to help brand managers and marketers engage effectively in market through presenting insights into the way influencers' credibility is perceived by Instagram users, and the effects this credibility may have

upon the consumers' intention for purchasing the products and services promoted by influencers. According to above-mentioned discussion, we propose that:

P1: Instagram influencers' credibility or values contribute to green consumption behavior of their followers.

3.4 Gender as Moderator

Regarding the Instagram users' demographic, majority of users of Instagram are between the ages 18 and 19; which currently accounts for nearly 71% of Instagram users, according to Pew report. This is a 59% increase from the year 2016. Nearly 55% of these users check their Instagram account more than once a day [86]. It can be a positive element for governments and environment friendly organizations. People spend more time on Instagram than other social networking websites, as suggested by Sheldon & Bryant [87].

A few studies point out that the majority of Instagram users are women (39%), while only 30% of men surveyed do use Instagram. Taking into account the fact that active Instagram users nearly 50.3% are woman and 49.7% are men, it can be said that women have outnumbered men. When age groups are taken into consideration, the age group from 18 to 34 is an exception; in this age group, male users are nearly 20 million more than female users. Three among the top 10 Instagram accounts (based on statistics released in September 2018) are woman [88].

In another study, it was indicated that social media influencers play a vital role in branding in order to reach out to potential customers [59],[89] Ngai, Tao, & Moon, (2015)discussed the significance of public relations of the social media influencers' perceived personality as a third-party endorser in the formation of customers' attitudes toward a brand. Influencer refers to anyone on Instagram, YouTube, Facebook, blogs, or other forms of social media with a comparatively small follower base (i.e., less than 10,000 followers) of highly engaged and extremely attentive users [90].

As young generation are the main social media consumers, they can influence their family's purchase decision making. According to the latest research carried out on social media, Qi, Monod, Fang, & Deng [91] believes that social media services are used by young people in order to examine or find justification related to various aspects of their identity, including cultural, sexual, or ethnic characteristics.

An examination of past studies on green consumption behavior through social media platforms like Instagram indicates that there have been very fewer studies in this field, especially regarding the behavioral aspects of green products consumption in developing countries. Only few studies have been conducted on Instagram platform; for instance, Thaler & Dahmen [92] carried out a research on photo-based media sites like Instagram that is considered as an emerging platform [93]. Instagram as an exclusive tourism photo-sharing platform, satisfies people's need for communication. In recent years, Zhang, Li, Cao, & Huang [94] have studied the effects of gender differences on Instagram. It should be acknowledged that most of studies carried out in this field of study have been focused on female users, while the effects of Instagram upon the male population have remained relatively unknown [58].

In addition, another study has been conducted on Instagram by [95]. It has been one of the pioneer studies that has examined the moderating effects of gender on social credibility and green consumption behavior among Instagram followers. The current study intends to see whether an individual's demographic profile such as gender has an impact on their purchasing behavior. If this is verified, then the main difference among male and female Instagram users will be of concern. Consequently, we propose:

P2: Gender moderates the relationship between social credibility and green consumption behavior.

According to theories explained in previous sections and based on developed discussion on influence of influencers credibility, this study proposes the framework depicted in Figure 1.
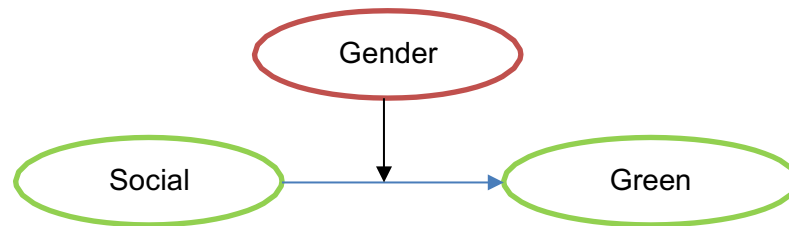

Figure 1. Theoretical framework

4. Conclusion

In this paper, we study the interrelationships among influencer's credibility, gender, and green consumption behavior. We proposed the credibility of Instagram influencers would affect green purchase decisions. Djafarova & Rushworth [60] have found that celebrities on Instagram are influential in the purchase behavior of young female users. However, non-traditional celebrities such as bloggers, YouTube personalities and 'Instafamous' profiles are more powerful, as participants regard them as more credible and are able to relate to these, rather than more traditional, celebrities. Female users are perceptively aware and prefer to follow Instagram profiles that intentionally portray positive images and provide encouraging reviews. Additionally, it is suggested that gender would moderate the relationship between credibility and green consumption behavior among Instagram followers. Future research may empirically test the conceptual model proposed in the present study. Since Instagram is used widely around the world, further research will be able to compare different countries in these regards and analyze the effects of cultural differences on Instagram and what the influencer-follower relationships can be further studied in different countries. Furthermore, researchers can further investigate gender differences when it comes to evaluating Influencers' credibility on Instagram. To explain the social credibility, we have applied theories originally developed for social media and purchase intention, including the UGT theory and TRA theory, and discussed to what extent they help to enlighten the influential relationships between Instagram influencers and green purchase intention of their followers. Since literature on message credibility has dealt more with how credibility perceptions influence attitudes than vice versa,41 future studies are needed to explain the role of previous attitudes in how users have dealt more with how credibility perceptions influence attitudes than vice versa.

Acknowledgement

5. References

[1]   Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? Management Research Review, 35(9), 770–790. https://doi.org/10.1108/01409171211255948

[2]   Farook, S., & Abeysekara, N. (2018). Influence of Social Media Marketing on Consumer. International Journal of Business and Management Invention, 5(12), 115–125.

[3]   Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and Instagram. Journal of Retailing and Consumer Services, 49(February), 86–101. https://doi.org/10.1016/j.jretconser.2019.03.012

[4]   Jin, S. V., & Muqaddam, A. (2019). Product placement 2.0: "Do Brands Need Influencers, or Do Influencers Need Brands?" Journal of Brand Management, (0123456789). https://doi.org/10.1057/s41262-019-00151-z

[5]   Freberg, K., Saling, K., Vidoloff, K. G., & Eosco, G. (2013). Using value modeling to evaluate social media messages: The case of Hurricane Irene. Public Relations Review, 39(3), 185–192.

[6]   Gillin, Paul & Fellow, Senior. (2008). New Media, New Influencers and Implications for the Public Relations Profession. Journal of New Communications Research. 2.

[7]   Carlsson, Johan Linnér, Emily Taha, S. (2018). What Characterizes an Influential Instagram Fashion Influencer ?, 1–61.

[8]   Jargalsaikhan, T., Korotina, A., & Pantelic, D. (2016). Attitudes towards Instagram micro-celebrities and their influence on consumers' purchasing decisions, 1–67. Retrieved from http://www.diva-portal.org/smash/get/diva2:950526/fulltext01.pdf

[9]   Braatz, L. (2017). # Influencer marketing on instagram: consumer responses towards promotional posts: the effects of message sidedness. University of Twente.

[10] Khamis, S., Ang, L., & Welling, R. (2017). Self-branding,'micro-celebrity'and the rise of Social Media Influencers. Celebrity Studies, 8(2), 191–208.

[11] Chwialkowska, A. (2019). How Sustainability Influencers Drive Green Lifestyle Adoption on Social Media : the Process of Green Lifestyle Adoption Explained Through the Lenses of the Minority Influence Model. Management of Sustainable Development, 11(1), 33–42. https://doi.org/10.2478/msd-2019-0019 HOW Curnalia, R. M., & Mermer, D. (2013). Integrating uses and gratifications with the theory of planned behavior to explain political disaffection and engagement. American Communication Journal, 15(3), 59–82.

[12] Rebelo, M. (2017). How Influencers' Credibility on Instagram Is Perceived By Consumers and Its Impact on Purchase Intention. Catolica Lisbon Business& Economics, (May). Retrieved from https://repositorio.ucp.pt/bitstream/10400.14/23360/1/TESE_FINAL PDFA.pdf

[13] Within, B. T. (2019). Instagram profile ' s effect on influencer credibility, (May).

[14] Kang, J., & Wei, L. (2019). Let me be at my funniest: Instagram users' motivations for using Finsta (a.k.a., fake Instagram). Social Science Journal, 2015. https://doi.org/10.1016/j.soscij.2018.12.005

[15] Sokolova, K., & Kefi, H. (2019). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. Journal of Retailing and Consumer Services, (September 2018). https://doi.org/10.1016/j.jretconser.2019.01.011

[16] Senecal, S., & Nantel, J. (2004). The influence of online product recommendations on consumers' online choices. Journal of Retailing, 80(2), 159–169. https://doi.org/10.1016/j.jretai.2004.04.001

[17] Davies, Janette, Foxall, Gordon Robert and Pallister, John Gordon 2002. Beyond the Intention-Behaviour Mythology: An Integrated Model of Recycling. Marketing Theory 2 (1) , pp. 29-113. 10.1177/1470593102002001645

[18] Ajzen, I., & Fishbein, M. (1980). Understanding attitudes and predicting social behavior. Englewood Cliffs, NJ: Prentice-Hall.

[19] Ajzen, I. (1988). Attitudes, Personality and Behaviour. Open University Press. Milton Keynes

[19] Paswan, A., Guzmán, F., & Lewin, J. (2017). Attitudinal determinants of environmentally sustainable behavior. Journal of Consumer Marketing, 34(5), 414–426.

[20] Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In Action control (pp. 11–39). Springer. Armstrong, C. B., & Rubin, A. M. (1989). Talk radio as interpersonal communication. Journal of Communication, 39(2), 84–94.

[21] Joshi, Y., & Rahman, Z. (2015). Factors affecting green purchase behaviour and future research directions. International Strategic Management Review, 3(1–2), 128–143.

[22] Katz, E., & Lazarsfeld, P. F. (1995). Between media and mass/the part played by people/the two-step flow of communication. Boyd-Barrett, Ch. Newbold (Red.), Approaches to Media, London, 124–134.

[23] Katz, E., & Foulkes, D. (1962). On the use of the mass media as "escape": Clarification of a concept. Public Opinion Quarterly, 26(3), 377–388.

[24] Baek, K., Holton, A., Harp, D., & Yaschur, C. (2011). The links that bind: Uncovering novel motivations for linking on

Facebook. Computers in Human Behavior, 27(6), 2243–2248. https://doi.org/10.1016/j.chb.2011.07.003

[25] Quan-Haase, A., & Young, A. L. (2010). Uses and Gratifications of Social Media: A Comparison of Facebook and Instant Messaging. Bulletin of Science, Technology & Society, 30(5), 350–361. https://doi.org/10.1177/0270467610380009

[26] Dolan, R., Conduit, J., Fahy, J., & Goodman, S. (2016). Social media engagement behaviour: a uses and gratifications perspective. Journal of Strategic Marketing, 24(3–4), 261–277. https://doi.org/10.1080/0965254X.2015.1095222

[27] Bantz, C. R. (1982). Exploring uses and gratifications: A comparison of reported uses of television and reported uses of favorite program type. Communication Research, 9(3), 352–379.

[28] Bryant, J., & Zillmann, D. (1984). Using television to alleviate boredom and stress: Selective exposure as a function of induced excitational states. Journal of Broadcasting & Electronic Media, 28(1), 1–20.

[29] Cazeneuve, J. (1974). Television as a functional alternative to traditional sources of need satisfaction. The Uses of Mass Communications: Current Perspectives on Gratifications Research, 213–224.

[30] Dobos, J. (1992). Gratification models of satisfaction and choice of communication channels in organizations. Communication Research, 19(1), 29–51.

[31] McIlwraith, R. D. (1998). "I'm addicted to television": The personality, imagination, and TV watching patterns of self-identified TV addicts. Journal of Broadcasting & Electronic Media, 42(3), 371–386.

[32] Rubin, A. M. (1983). Television uses and gratifications: The interactions of viewing patterns and motivations. Journal of Broadcasting & Electronic Media, 27(1), 37–51.

[33] Schramm, L., LYLE, D., & Edwin, B. (n.d.). Parker (1961). Televisión en the lives of our children. Stan-Ford: Stanford University Press. SchrammTelevision in the Lives of Our Children1961.

[34] Dimmick, J. W., Sikand, J., & Patterson, S. J. (1994). The gratifications of the household telephone: Sociability, instrumentality, and reassurance. Communication Research, 21(5), 643–663.

[35] O'Keefe, G. J., & Sulanowski, B. K. (1995). More than just talk: Uses, gratifications, and the telephone. Journalism & Mass Communication Quarterly, 72(4), 922–933.

[36] Eighmey, J., & McCord, L. (1998). Adding value in the information age: Uses and gratifications of sites on the World Wide Web. Journal of Business Research, 41(3), 187–194.

[37] LaRose, R., & Eastin, M. S. (2004). A social cognitive theory of Internet uses and gratifications: Toward a new model of media attendance. Journal of Broadcasting & Electronic Media, 48(3), 358–377.

[38] Kotler, P., & Lee, N. (2008). Social marketing: Influencing behaviors for good. Sage.

[39] Papacharissi, Z., & Rubin, A. M. (2000). Predictors of Internet use. Journal of Broadcasting & Electronic Media, 44(2), 175–196.

[40] Stafford, T. F., Stafford, M. R., & Schkade, L. L. (2004). Determining uses and gratifications for the Internet.Decision Sciences, 35(2), 259–288.

[41] Ha, L., & James, E. L. (1998). Interactivity reexamined: A baseline analysis of early business web sites. Journal of Broadcasting & Electronic Media, 42(4), 457–474.

[42] Katz, E., Haas, H., & Gurevitch, M. (1973). On the use of the mass media for important things. American Sociological Review, 164–181.

[43] Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. International Journal of Research in Marketing, 21(3), 241–263.

[44] Porter, C. E., & Donthu, N. (2008). Cultivating trust and harvesting value in virtual communities. Management Science, 54(1), 113–128.

[45] Severin, W. J., & Tankard, J. W. (1997). Uses of mass media. Communication Theories: Origins, Methods, and Uses in the Mass Media, 293–306.

[46] Lim, W. M., & Ting, D. H. (2012). E-shopping: an Analysis of the Technology Acceptance Model. Modern Applied Science, 6(4), 49.

[47] Raacke, J., & Bonds-Raacke, J. (2008). MySpace and Facebook: Applying the uses and gratifications theory to exploring friend-networking sites. Cyberpsychology & Behavior, 11(2), 169–174.

[48] Hur, K., Kim, T. T., Karatepe, O. M., & Lee, G. (2017a). An exploration of the factors influencing social media continuance usage and information sharing intentions among Korean travellers. Tourism Management, 63, 170–178.

[49] Li, H., Liu, Y., Xu, X., Heikkilä, J., & Van Der Heijden, H. (2015). Modeling hedonic is continuance through the uses and gratifications theory: An empirical study in online games. Computers in Human Behavior, 48, 261–272.

[50] Hur, K., Kim, T. T., Karatepe, O. M., & Lee, G. (2017b). An exploration of the factors influencing social media continuance usage and information sharing intentions among Korean travellers. Tourism Management, 63(March 2018), 170–178. https://doi.org/10.1016/j.tourman.2017.06.013

[51] Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands. Journal of Advertising, 29(3), 43–54. https://doi.org/10.1080/00913367.2000.10673616

[52] Madden, Mary, and Amanda Lenhart, Sandra Cortesi, Urs Gasser, Maeve Duggan, and Aaron Smith. (2013). Teens, Social Media and Privacy. Washington, D.C.: Pew Internet and American Life Project.

[53] Chaffey, D. (2018). Global social media research summary 2018. https://doi.org/10.1109/TDEI.2009.5211872

[54] Song, J., Han, K., Lee, D., & Kim, S.-W. (2018). "Is a picture really worth a thousand words?": A case study on classifying user attributes on Instagram. PloS One, 13(10), e0204938.

[55] Ramayah, T. & Lee, Jason & Mohamad, Osman. (2010). Green product purchase intention: Some insights from a developing country. Resources, Conservation and Recycling. 54. 1419-1427. 10.1016/j.resconrec.2010.06.007.

[56] Yarbil, N. B., & Argaç, N. (2017). A note on generalized Lie derivations of prime rings. Frontiers of Mathematics in China, 12(1), 247–260. https://doi.org/10.1007/s11464-016-0589-9

[57] Nandagiri, Vaibhavi. (2018). The impact of influencers from Instagram and YouTube on their followers.

[58] Woodley, A. (2017). How does Instagram impact on people's perceptions of their appearance?, 2017–2018.

[59] Lin, H.-C., Bruning, P. F., & Swarna, H. (2018). Using online opinion leaders to promote the hedonic and utilitarian value of products and services. Business Horizons, 61(3), 431–442.

[60] Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. Computers in Human Behavior, 68, 1–7. https://doi.org/10.1016/j.chb.2016.11.009

[61] Pjesivac, I., Geidner, N., & Cameron, J. (2018). Social credibility online: The role of online comments in assessing news article credibility. Newspaper Research Journal, 39(1), 18–31. https://doi.org/10.1177/0739532918761065

[62] Roobina Ohanian (1990) Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise,

Trustworthiness, and Attractiveness, Journal of Advertising, 19:3, 39-52, DOI: 10.1080/00913367.1990.10673191

[63] Baird, C.H. & Parasnis, Gautam. (2013). From social media to social customer relationship management. Engineering Management Review, IEEE. 41. 48-55. 10.1109/EMR.2013.6596548.

[64] Chu, Shu-Chuan & Choi, Sejung. (2011). Electronic Word-of-Mouth in Social Networking Sites: A Cross-Cultural Study of the United States and China. Journal of Global Marketing. 24. 263-281. 10.1080/08911762.2011.592461.

[65] Chu, Shu-Chuan. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. International Journal of Advertising. 30. 10.2501/IJA-30-1-047-075.

[66] Sertoglu, A.E., Catli, O., & Korkmaz, S. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey.

[67] Newell, S. J., & Goldsmith, R. E. (2001). The development of a scale to measure perceived corporate credibility. Journal of Business Research, 52(3), 235–247. https://doi.org/10.1016/S0148-2963(99)00104-6

[68] Abidin, C., & Ots, M. (2015). The Influencer's dilemma: The shaping of new brand professions between credibility and commerce. Media Branding Revised: Participative Audiences and Their Consequences for Media Branding, 12(1).

[69] Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. Information Systems Frontiers, 20(3), 531–558. https://doi.org/10.1007/s10796-017-9810-y

[70] B. Zafer Erdogan (1999) Celebrity Endorsement: A Literature Review, Journal of Marketing Management, 15:4, 291-314, DOI: 10.1362/026725799784870379

[71] Loggerenberg, M & Wehmeyer, L. (2011). Celebrity endorsements versus Created spokespersons in advertising: a survey among students. South African Journal of Economic and Management Sciences. 12. 10.4102/sajems.v12i1.263.

[72] Akar, Ezgi & Nasir, V. Aslihan. (2015). A review of literature on consumers' online purchase intentions. Journal of Customer Behaviour. 14. 215-233. 10.1362/147539215X14441363630837.

[73] Jiménez, Fernando & Mendoza, Norma. (2013). Too Popular to Ignore: The Influence of Online Reviews on Purchase Intentions of Search and Experience Products. Journal of Interactive Marketing. 27. 226-235. 10.1016/j.intmar.2013.04.004.

[74] Taylor, S. A., & Baker, T. L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. Journal of Retailing, 70(2), 163–178. https://doi.org/10.1016/0022-4359(94)90013-2

[75] Metzger, Miriam & Flanagin, Andrew & Zwarun, Lara. (2003). College student Web use, perceptions of information credibility, and verification behavior. Computers & Education. 41. 271-290. 10.1016/S0360-1315(03)00049-6.

[76] Ferebee, Susan. (2008). The Influence of Gender and Involvement Level on the Perceived Credibility of Web Sites. 279-282. 10.1007/978-3-540-68504-3_31.

[77] Kite, M. E., & Deaux, K. (1987). Gender belief systems: Homosexuality and the implicit inversion theory. Psychology of Women Quarterly, 11(1), 83–96. https://doi.org/10.1111/j.1471-6402.1987.tb00776.x

[78] Meyers-Levy, Joan & Maheswaran, Durairaj. (1991). Exploring Differences in Males' and Females' Processing Strategies. Journal of Consumer Research. 18. 63-70. 10.1086/209241.

[79] Friedman, H.H., Santeramo, M., Traina, A. (1978), Correlates of Trustworthiness for Celebrities. Journal of the Academy of Marketing Science, 6(4), 291–299.

[80] Flynn, Leisa & Goldsmith, Ronald & Eastman, Jacqueline. (1996). Opinion Leaders and Opinion Seekers: Two New Measurement Scales. Journal of the Academy of Marketing Science. 24. 137-147. 10.1177/0092070396242004.

[81] Gardner, M., & Steinberg, L. (2005). Peer Influence on Risk Taking, Risk Preference, and Risky Decision Making in Adolescence and Adulthood: An Experimental Study. Developmental Psychology, 41(4), 625–635. https://doi.org/10.1037/0012-1649.41.4.625

[82] Carson, Doris & Carson, Dean. (2008). Blogs in Tourism: Changing Approaches to Information Exchange. Journal of Vacation Marketing. 14. 99-110. 10.1177/1356766707087519.

[83] Katz, E., & Lazarsfeld, F. P. (1955). Personal influence; the part played by people in the flow of mass communications. Glencoe, IL: The Free Press.

[84] Kaplan, Andreas & Haenlein, Michael. (2010). Users of the World, Unite! The Challenges and Opportunities of Social Media. Business Horizons. 53. 59-68. 10.1016/j.bushor.2009.09.003.

[85] Chiu, Yu-Bin & Lin, Chieh-Peng & Tang, Ling-Lang. (2005). Gender differs: Assessing a model of online purchase intentions in e-tail service. International Journal of Service Industry Management. 16. 416-435. 10.1108/09564230510625741.

[86] Musonera, E. (2018). Instagram: A Photo Sharing Application. Journal of the International Academy for Case Studies. 24 (4)

[87] Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. Computers in Human Behavior, 58, 89–97. https://doi.org/10.1016/j.chb.2015.12.059

[88] Worthy, P. (2018). Top Instagram Demographics That Matter to Social Media Marketers. Retrieved November 4,2018, from https://blog.hootsuite.com/instagram-demographics/

[89] Ngai, E. W. T., Tao, S. S. C., & Moon, K. K. L. (2015). Social media research: Theories, constructs, and conceptual frameworks. International Journal of Information Management, 35(1), 33–44. https://doi.org/10.1016/j.ijinfomgt.2014.09.004

[90] Lin, Q., Niu, Y., Zhu, Y., Lu, H., Mushonga, K. Z., & Niu, Z. (2018). Heterogeneous knowledge-based attentive neural networks for short-term music recommendations. IEEE Access, 6, 58990–59000.

[91] Qi, Jiayin & Monod, Emmanuel & Fang, Binxing & Deng, Shichang. (2018). Theories of Social Media: Philosophical Foundations. Engineering. 4. 10.1016/j.eng.2018.02.009.

[92] Thaler, A., & Dahmen, J. (2014). Picture That ! a Social Media Approach for Communicating Pro- Environmental Behaviour Picture

[93] Hu, Y., Manikonda, L., & Kambhampati, S. (2014). What We Instagram : A First Analysis of Instagram Photo Content and User Types. Proceedings of ICWSM. AAAI., 4. https://doi.org/10.5194/esd-2016-46

[94] Zhang, L., Li, D., Cao, C., & Huang, S. (2018). The influence of greenwashing perception on green purchasing intentions: The mediating role of green word-of-mouth and moderating role of green concern. Journal of Cleaner Production, 187, 740–750. https://doi.org/10.1016/j.jclepro.2018.03.201

[95] Osazee-odia, O. U., & Ph, D. (2018). Saudi Journal of Humanities and Social Sciences (SJHSS) Functional Analysis of Instagram Usage Behaviour in Nigeria. Saudi Journal of Humanities and Social Sciences (SJHSS) Scholars Middle East Publishers Dubai, United Arab Emirates Website: Http://Scholarsmepub.Com/ ISSN, 6256. https://doi.org/10.21276/sjhss.2018.3.1.15