Influencer Review Effect on Customer Purchase Intention:
An Extension of TAM

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ABSTRACT

Presently, the web is the fundamental product information source for some customer goods, for the most part on account of the irruption of customer reviews dependent on blogging. The purpose of this study is to explore the factors affecting customer attitude toward blogs; to examine the influence of perceived usefulness and perceived trust on customer attitude toward blogs and purchase intention; to understand the impact of reputation, sponsorship disclosure, and brand awareness on perceived usefulness and perceived trust; and to analyze the relationship between customer attitude toward blogs and purchase intention. Based on technology acceptance theory, a model was proposed in this paper. A survey including 330 college students as participants were analyzed in the empirical study. Data are examined with structural equation modelling technique using Smart PLS 2.0. Discoveries of the present investigation have noteworthy ramifications for advertisers and associations.

KEYWORDS

Blog, Brand Awareness, Customer Attitude, Perceived Trust, Perceived Usefulness, Purchase Intention, Reputation, Reviews, Sponsorship Disclosure, Technology Acceptance Model

INTRODUCTION

Modern age of online instruments, applications and tactics, for example, weblogs, virtual media, online networks and customer recommendation websites, regularly alluded toward as Web 2.0 has changed the web from a broadcasting channel to a communicative one permitting the wide innovation mediated social support (Chua & Banerjee, 2015). Genuine beliefs and encounters for items and services as web reviews have gotten one of the most important sources of data helping readers when settling on purchase intent (Chua & Banerjee, 2015). Blogs have more than caught the media world's consideration. Truth be told, web journals have existed for quite a while however were not broadly known until Jorn Barger first coined the expression "Weblog" in 1997, which characterized it as an approach to exhibit individual logs on site pages (Wright, 2006). To "blog" is to constantly post one's very own thoughts, suppositions, weblinks, and different components all on the webpage, which is known as a "weblog" (Smudde, 2005), frequently joined into the abbreviation "blog." Thus, blogs are online diaries in which the content is turned around in a reversed chronological direction (Blood,

2002; Walker, 2003). The communications in the blog's appearances are generally comprehended to be the blogger's opinions and may have important influential power (Huang & Lin, 2009; Zhu & Tan, 2007). Blogs are consequently seen as a solid and autonomous source of data (Chu & Kamal, 2008).

Past research on powerful communications in blogs has referenced various key elements related with their viability in rapports of customer attitude and behavior, for example, the message content, the foundation of the communication (blogger), the gathering of people, and the setting in which the correspondence activity is created (Chu & Kamal, 2008; Fu & Chen, 2012; Huang & Lin, 2009; Zhu & Tan, 2007). A prevalence of blog-related investigations analyzed the components impacting user's acceptance of readers aim to use blogs (Du & Wagner; Hsu & Lin, 2008; Keng & Ting, 2009; Yu, Lu, & Liu, 2010). Existing study on blogging has investigated a few areas in particular factors that impact blogging intention and continue on blogging (Miura & Yamashita, 2007); behavioral contrasts among female and male bloggers (Pedersen & Macafee, 2007) on channel, individual diaries, and notebooks; drivers that move users to visit websites; blog stickiness (Lu & Lee, 2010); blog protection concerns; blog believability (Mackay & Lowrey, 2011; Metzger, Flanagin, & Medders, 2010; Sweetser, Porter, Chung, & Kim, 2008); and qualities of A-type blogger (Ko, 2012; Trammell & Keshelashvili, 2005).

Studies have demonstrated that users' recommendations on web journals can be an amazing marketing device to influence customers or, on the divergent harm a firm's reputation. Naturally so, since online activities are not led eye to eye, customers need helpful and reliable data to help their purchase intentions and build up a superior understanding of the items advertised. A recent study on just how customers read reviews and are influenced by them appears there is a positive pattern in users' acceptance of another person's recommendations preceding their purchase and that customers trust and acknowledge online recommendations (Marchant, 2013). Different online reviews do influence the purchase decisions of the customers (Lee & Hong, 2016). As of now, it is a typical prodigy that customers look into online product reviews before purchasing any item (Zhang, Zhao, Cheung, & Lee, 2014). Customers, for the most part, look for the trustworthiness of online reviews before the acceptance of reviews (Shan, 2016). Bro (2017) shows the quantity of 84% of advertisers have moved toward holding no less than one influencer promotion in the approaching times. Those surprising numbers, definitely, believe the solidly held confidence in the predominance and advantages produced by this habit on passing by the name of influencer marketing. Influencer marketing stresses the utilization of influencers to push a brand's communication to influence the target division (Raza, 2017).

In light of the fundamentals of influencer marketing, organizations by and large welcome web-based influencers, for example, bloggers with a huge number of supporters in their online networking accounts as their image representative (TapInfluence, 2017). Messages broadcasted by influencers are frequently seen as increasingly solid and persuading to customers and have remained validated by 82% of readers surveys, through which customers are accounted for to be bound to follow their preferred influencers reviews (Adweek, 2015). The utilization of influencers is viewed as progressively trustworthy, dependable and proficient because of their congeniality in building compatibility with customers (Berger & Keller Fay Group, 2016), particularly for organizations that focus on the more youthful ages. In a trivial range, a solid act of influencer marketing is by means of the distribution of blog entry by bloggers is viewed as the irreplaceable distinct advantage helping advertisers to advance their products these days (Luo, Gu, Zhang, & Phang, 2017). Accordingly, blogging is viewed as a major aspect of the marketing procedure received by professionals because of its open viability (Li & Du, 2017).

In this manner, in our study, it is induced that a larger part of blog readers settles their purchasing decisions by reading reviews, connecting with bloggers or consenting to a blogger's suggestion. From the technology acceptance model, we get the idea of usefulness and trust to clarify why blog readers aim to pursue reviews. We increase to our predictors (attitude and usefulness) past blogging practices, for example, the times they spent reading blog reviews, commenting and sharing blog reviews, etc.

Despite the fact that there are existing studies, particularly with respect to the effect of reviews and recommendations given on websites, there isn't much alluding to weblogs specifically. Therefore, our study adds to the rising literature on the blog as influencers and blog readers as supporters of reviews after blogs. Hence, the purpose of this study is to explore the factors affecting customer attitude toward blogs, to examine the influence of perceived usefulness and perceived trust on customer attitude toward blogs and purchase intention, to understand the impact of reputation, sponsorship disclosure and brand awareness on perceived usefulness and perceived trust, and to analyze the relationship between customer attitude toward blogs and purchase intention.

BACKGROUND

Sponsorship Disclosure

Sponsored posts denote to the customer created blog entries, yet sponsored amid a brand (Mutum & Wang, 2011). So as to make advertising communication progressively viable, sponsored recommendation posts, one sort of online reviews, has been operated by advertisers. Advertisers can give remuneration to explicit online users in return for posting a customer review on the online platform, for example, individual blogs (Forrest & Cao, 2010; Zhu & Tan, 2007). Zhu & Tan (2007), further propose that sponsored recommendation posts on individual blogs ought to be viewed as promotions since this sort of customer review is seen as having bias or giving messages explicit purposes other than customer experiences and/or recommendations. Organizations understand the key capability of collaborating with influencers to arrive at a huge gathering of supporters, who are their prospective customers (Childers, Lemon, & Hoy, 2018). The debate of influencer reviews remains in its implementation. Influencer reviews are regularly executed as sponsorship content (Evans, Phua, Lim, & Jun, 2017). Therefore, while sponsored recommendation blog entries are adequate data communication media for online users, which advertisers may utilize, the reliability of such reviews in the blogosphere is frequently doubtful. In this way, whenever sponsored by a brand, bloggers need to include an articulation that unveils sponsorship. A straightforward type of revelation is that "this is a sponsored post". This expression may alleviate the negative effect of sponsorship revelation in light of the fact that the impression can pass on the feeling that the content is authentic and impartial. The content introduced in sponsored posts may not really be authentic or helpful, nevertheless the bloggers' claims. In any case, the "honest opinion" articulation could influence customers to trust that the posts are authentic and genuine. At that point, customers will most likely be unable to appropriately oppose persuasive attempts and can experience the ill effects of an undue impact. Accordingly, the following hypotheses were proposed:

H1a: Sponsorship disclosure has a positive impact on perceived usefulness.
H1b: Sponsorship disclosure has a positive impact on perceived trust.

Brand Awareness

A brand comprises of a name and a label that recognizes an item or a firm from its competitors. Brand awareness is the means by which promptly customers can think about specific characteristics of a well-known product. These properties simplify product data and purchase decisions. At the point when customers browse among a few items in a similar category, the items with high brand awareness are probably going to be in their consideration sets (Keller, 1993). Band awareness assumes a vital job in customer decisions. Huang & Sarigöllü (2012) exhibited that brand awareness impacts customer purchase decision. Forming brand awareness is the initial step to guaranteeing that a product is incorporated into the consideration set of a potential customer since brand awareness can additionally influence their decisions. Keller (1993) declares that brand awareness is a part of brand knowledge. Media Kix advertising announced that roughly 80% of online advertisers asserted that

influencers are prospective endorsers who help their online organizations to more significant levels (Ward, 2017). These factual confirmations can approve the viability of influencers in invigorating customers' purchase choices. Late influencer advertising reports likewise showed an expected half of the brands reserved an uptick capital distribution in enlisting influencers to showcase their brands (Ward, 2017). Additionally, influencers are seen as increasingly true in conveying and showing the endorsed item to their readers (TapInfluence, 2017). In this manner, this study proposes that if bloggers' recommended products/services have high brand awareness, customers would have a positive impact on the prescribed post on a blog. Therefore, the following hypothesis was proposed:

H2a: Brand Awareness has a positive impact on perceived usefulness.
H2b: Brand awareness has a positive impact on perceived trust.

Reputation

Understanding whether a blogger's reputation is a direct variable is clearly essential. Reputation is, for the most part, viewed as an antecedent of trust or behavioral intention. As determined by various empirical studies, reputation can influence trust, usability, and behavioral intention altogether (Casaló, Flavián, & Guinalíu, 2008; Keh & Xie, 2009; Koufaris & Hampton-Sosa, 2004. Bloggers with dissimilar reputation levels impact the view of readers in regard to specific content in an unexpected way (Hsu, Chuan-Chuan Lin, & Chiang, 2013). Previous studies have demonstrated that customers depend on data given by trustworthy sources in their decision-making processes (MacKenzie, Lutz, & Belch, 1986). Since blog posting is likewise a type of user-generated content (UGC), the impacts of a "reliable" blogger are dissimilar in relation to a "not reliable" one (Burgess, Sellitto, Cox, & Buultjens, 2009). Subsequently, we trust that bloggers with various dimensions of reputation will impact readers' perception of the particular contents in an unexpected way. In view of social capital perspective, an individual with a decent social connection online can build up a reputation which decidedly impacts the expansion of persuasive information and subsequently influence others' attitude and purchasing behavior (Hung & Li, 2007). Blog usefulness realized by a reliable blogger may impact the e-word-of-mouth posted on the blog. Besides, e-word-of-mouth, for example, blogs in which the review is posted could be a potential factor in affecting customers' product judgment (Lee & Youn, 2009). Therefore, the following hypothesis was proposed:

H3a: Reputation has a positive impact on perceived usefulness.
H3b: Reputation has a positive impact on perceived trust.

Perceived Usefulness

Davis (1989) well-defined perceived usefulness as "the degree to which a person believes that using a particular system would enhance his or her job performance". The theory of reasoned action (TRA) recommends that an individual may create convictions by alluding to data from or standardizing practices of a group and peers. Thus, these convictions will impact individual behavioral intention. As indicated by the Technology Acceptance Model (TAM), perceived usefulness affects attitudes (Mir & Ur Rehman, 2013). Bouhlel, Mzoughi, Ghachem, & Negra (2010) underpins this theory for blogs by presenting that perceived usefulness has an impact on attitude toward the blog. Hsu, Chuan-Chuan Lin, & Chiang (2013) additionally discovered that the usefulness of blog recommendations directly affects attitude and an in-direct impact on purchase intention. In an investigation of the technology acceptance model, Yang, Chen, Wu, & Chao (2010) demonstrated that perceived usefulness has both an immediate impact on usage intention and furthermore an in-direct impact through attitude. A study identified with blogs uncovers that perceived usefulness is identified with the advantages of blogs and these focal points can be avoiding waste of time and getting to additional information and alternate perspectives about products (Bouhlel, Mzoughi, Ghachem, & Negra, 2010). The investigation by

Hanifati (2015) indicated a comparable outcome whereby perceived usefulness fundamentally affected shoppers' behavioral intent. Usually, literature demonstrates that customers structure great attitudes when the suggestion is seen to be useful. With regard to the blog, our study treats usefulness as the perceived usefulness of blog reviews. Hence, this study re-defined the usefulness as the degree to which a blog reader trusts that accepting a blog review would improve his or her purchase intention. Accordingly, the following hypotheses were proposed:

H4a: Perceived usefulness has a positive impact on attitude toward blogs.
H4b: Perceived usefulness has a positive impact on purchase intention.

Perceived Trust

Trust is well-defined, clearly by Doney & Cannon (1997) as perceived credibility and altruism of a target of trust (i.e. the other party). Trust is created from a person's conviction that an online trade partner is trustworthy and ready to satisfy guaranteed roles or commitments (Cho, 2006). The two-way interaction among influencers and readers can inevitably expand insights of trust. This is particularly evident when the positive recommendations originate from bloggers who are seen to be specialists in their field instead of simple customers or advertisers (Plotkina & Munzel, 2016). The progression of online innovation enables customers to utilize and depend intensely on customer-created media to acquire important customer recommendations (Filieri, Alguezaui, & McLeay, 2015). The trustworthiness of customers is that if the influencers they're supporting, like the item and utilize it themselves, the readers will too, and they shouldn't be wary towards a business or web-based promotion itself (Forbes, 2018). In this manner, a blog trust can be defined as blog readers desires for bloggers' positive and valid expectations for sharing information. In the blogosphere, trust can be operationalized as the degree to which readers intentionally depend on the affirmations of a blog maker to coordinate their very own subject decisions and activities and urge others to do likewise. A blog reader may trust bloggers' positive reviews and afterward shop on a site that blogger prescribes for explicit items or services. Absence of trust is considered as a significant limitation in the internet-based purchase (Rahi, Ghani, & Muhamad, 2017). Based on the TAM, researchers have combined trust to build up an inclusive model and have observationally checked that trust significantly affects perceived usefulness and online shopping intention (Gefen, Karahanna, & Straub, 2003; Tung, Chang, & Chou, 2008; Ortega Egea & Román González, 2011). Additionally, studies, for example, Lim, Sia, Lee, & Benbasat (2006) and Hsiao, Chuan-Chuan Lin, Wang, Lu, & Yu (2010), likewise noticed that trust positively impacts attitude and shopping intentions. In this way, that trust will positively influence blog readers' attitude toward blogs and purchase intention. Thus, we hypothesize as:

H5a: Perceived trust has a positive impact on perceived usefulness.
H5b: Perceived trust has a positive impact on attitude toward blogs.
H5c: Perceived trust has a positive impact on purchase intention.

Attitude Toward Blogs

Attitude can be well-defined as positive or negative sentiments and evaluations of an individual towards performing a particular behavior (Mir & Ur Rehman, 2013) or positive or negative direction of the customer towards an item or brand (Bouhlel, Mzoughi, Ghachem, & Negra, 2010). As indicated by the theory of reasoned action (TRA), attitude toward behavior is one of the significant dimensions in defining behavioral intention (Saxena, 2011) and it is confirmed that enlarged attitude results in expanded behavioral intention (Bouhlel, Mzoughi, Ghachem, & Negra, 2010; Hsu, Chuan-Chuan Lin, & Chiang, 2013). Various studies are supporting the relation between attitude and behavioral intention. Yang, Chen, Wu, & Chao (2010) found that attitude toward online-based services positively influences the intention to utilize those services. Hsu & Lin (2008) suggested that attitude positively

affects the intention of customers to join a blog. Saxena (2011) demonstrated a positive and noteworthy impact of an attitude toward blogs on the intention to utilize blogs. As indicated by Bouhlel, Mzoughi, Ghachem, & Negra (2010) customers' attitudes influence online purchase intention and customers who have a positive attitude toward blogs will, in general, make a genuine purchase. As characterized by Hanifati (2015), attitude towards weblog reviews is the degree to which a weblog reader has positive emotions about the data given by the web logger. An uplifting attitude towards influencer promoting can prompt a higher contribution to brand communications and data seeking attempts and, in the end, the purchase decision. Subsequently, a progressively good attitude towards blogger's reviews will prompt a higher purchase decision. Henceforth, the nature of the data, particularly those given by the blogger, is significant in shaping positive attitudes. Besides, well-known theories, for example, TAM, TRA, and theory of planned behavior (TPB) additionally demonstrate that the people's behavioral intention is impacted by his/her attitude toward the concerned behavior. In this analysis, we describe attitude as the level of positive feelings for blog readers about purchasing items after reading blog reviews. So, we're expecting that:

H6: Attitude toward blogs has a positive impact on purchase intention.

METHODOLOGY

The target participants of the study consisted of college students. In totality, 365 questionnaires were collected, of which 35 were invalid, and 330 were valid. For the study, both primary and secondary information was collected in Delhi and National Capital Region, India over 4 months that is from mid-February to June 2019. The information is gathered by utilizing convenience sampling. The criteria for choosing the target population were respondents who have internet-based accounts as well as read reviews on blogs, respondents who know about influencers and who purchased on the internet in any event on one occasion in their life. The study was done on Indian college students whose observation regarding the matter was viewed as significant since it gave the researcher a genuine image of the issues and enabled the researcher to set up the effects of influencer reviews on customer purchase intention. The independent factors were sponsorship disclosure, reputation and brand awareness. From the technology acceptance model, we get the idea of perceived usefulness, perceived trust and attitude toward the blog. The dependent factor was customer purchase intention.

The study further examined with structural equation modeling technique using Smart PLS 2.0. To test the hypotheses generated we used the bootstrapping method (5,000 resamples) to ascertain the significance levels for loadings and path coefficients. The questionnaire items in this study used a five-point Likert scale, varying from (1) strongly disagree to (5) strongly agree. The constructs utilized in the model were estimated utilizing items obtained from past research nonetheless contextualized to blogs. Sponsorship disclosure was measured using two items adapted from (Obermiller & Spangenberg, 1998). Brand awareness was measured using three items adapted from (Keller, 1993). Reputation was measured using two items adapted from (Koufaris & Hampton-Sosa, 2004). Perceived usefulness was measured using four items adapted from (Davis, 1989). Perceived trust was measured using four items adapted from (Lim, Sia, Lee, & Benbasat, 2006; MacKenzie, Lutz, & Belch, 1986). Attitude toward blogs and purchase intention was measured using four items adapted from (Hsu & Tsou, 2011; Ajzen & Fishbein, 1975). Many of the participants (69.7%) fell in the 17-21 age group followed by 22-26 (30.3%). More than half of the participants were women (59.7%) and the rest were male (40.3%). The majority of participants (59.1%) were undergraduates and the remaining (40.9%) were graduates.

Table 1. Convergent validity

Constructs	Item	Loading	CR	AVE
Sponsorship Disclosure	SD1 SD2	0.971 0.966	0.9681	0.9381
Brand Awareness	BA1 BA2 BA3	0.823 0.876 0.836	0.8826	0.7150
Reputation	REP1 REP2	0.900 0.853	0.8688	0.7681
Perceived Usefulness	PU1 PU2 PU3 PU4	0.849 0.849 0.886 0.898	0.9334	0.7782
Perceived Trust	PT1 PT2 PT3 PT4	0.933 0.930 0.938 0.892	0.9585	0.8523
Attitude Toward Blogs	ATB1 ATB2 ATB3 ATB4	0.914 0.887 0.931 0.854	0.9427	0.8046
Purchase Intention	PI1 PI2 PI3 PI4	0.903 0.906 0.868 0.912	0.9430	0.8054

RESULTS

Measurement Model

Analyses were carried out to test the reliability and construct validity (i.e., convergent validity and discriminant validity) of the measurement. The results of the tests are presented in Tables 1 and 2 which overall demonstrate adequate convergent validity and discriminant validity. Convergent validity can be determined if the factor loading is greater than 0.5 (Hair, Black, Babin, & Anderson, 2010), composite reliability greater than 0.7 (Gefen, Straub, & Boudreau, 2000), and the average variance extracted is greater than 0.5 (Fornell & Larcker, 1981). Discriminant validity of constructs was done by comparing the square root result of AVE for each construct to the correlation of all the other constructs in the model. The structural model of purchase intention in this study is shown in Figure 1.

Therefore, the Table 1 and 2 confirm adequate outcomes for the measurement model for the reason there is sufficient reliability, convergent, and discriminant validity suggested values.

The Structural Model

The analysis formed in the study was carefully made according to Hair, Ringle, & Sarstedt (2011) five steps method to examine the relationship among latent variables in the structural model. The first step was the measurement of collinearity between independent variables by utilizing tolerance, and variance inflation factor score (VIF). The second phase was a measurement of the coefficient of determination (R^2). The third step was an assessment of the effect size (f^2). The fourth step was to analyze model predictive relevance (q^2). The last step was the evaluation of the significance level of the structural model path coefficient.
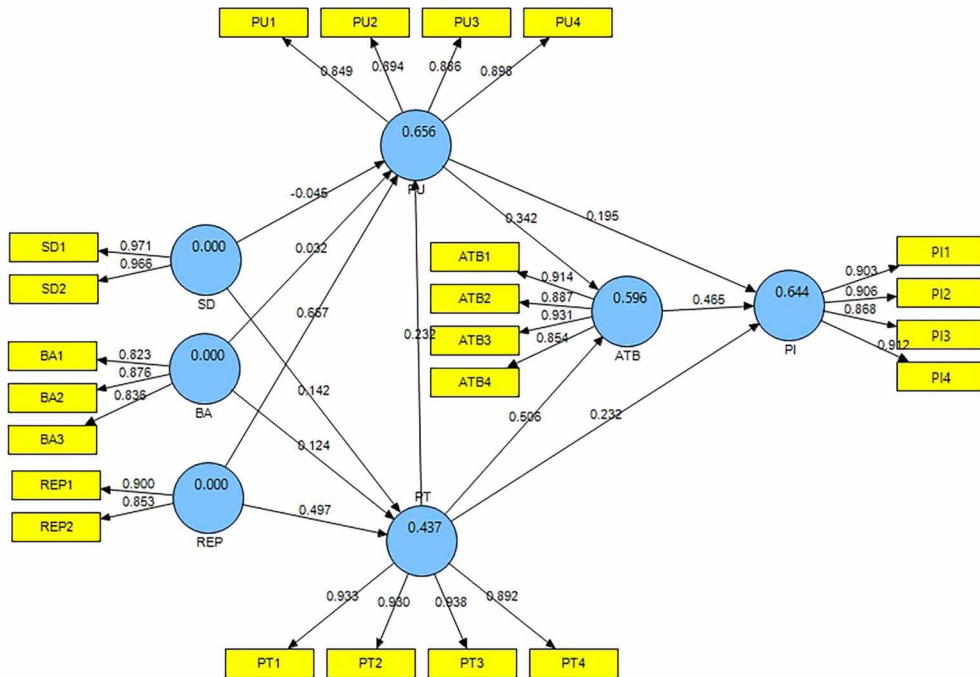
Figure 1. Structural model of purchase intention

Table 2. Discriminant validity

	ATB	BA	PI	PT	PU	REP	SD
ATB	0.8969						
BA	0.2896	0.8455					
PI	0.7636	0.2933	0.8974				
PT	0.7264	0.2893	0.6954	0.9232			
PU	0.6684	0.2614	0.6553	0.6453	0.8821		
REP	0.7165	0.2596	0.6603	0.6438	0.7888	0.8764	
SD	0.6714	0.2548	0.5991	0.5744	0.6347	0.8065	0.9685

Collinearity assessment was supported using SPSS 23 to attain the level of tolerance, and variance inflation factor score to avoid any collinearity difficulty among independent variables in the study, as recommended by (Hair, Ringle, & Sarstedt, 2011). According to Kline (1998), a collinearity difficulty in the research model happens when the analysis outcome shows a score of tolerance below 0.1 and variance inflation score higher than 10.00. Table 3 demonstrates the collinearity results.

To test the collinearity statistics the latent variables were divided into three sets. The first set was examined considering PU as the dependent variable and SD, BA and REP were considered as independent variables. The second set was examined considering ATB as the dependent variable and PU and PT were taken as independent variables. The third set was examined considering PI as the dependent variable and ATB, PU, and PT as independent variables. As depicted in Table 3, the level

Table 3. Collinearity result

Set	Latent Variables	Collinearity Statistics	
		Tolerance	VIF
First Set	Sponsorship Disclosure (SD) Brand Awareness (BA) Reputation (REP)	0.334 0.930 0.334	2.991 1.075 2.993
Second Set	Perceived Usefulness (PU) Perceived Trust (PT)	0.587 0.587	1.704 1.704
Third Set	Attitude Toward Blogs (ATB) Perceived Usefulness (PU) Perceived Trust (PT)	0.404 0.501 0.428	2.475 2.337 1.994

of tolerance was greater than 0.2 and the variance inflation factor score was smaller than 10.00. The results indicated there was no collinearity issue on the data used in this study.

The second step was projected to measure the coefficient of determination (R^2). The criteria state that R^2 values 0.75, 0.5, and 0.25 specify that the predictive validity of the research model is high, medium, and low consecutively (Hair, Ringle, & Sarstedt, 2011; Henseler, Ringle, & Sinkovics, 2009). When measuring the degree of account of the variance in the endogenous target variable, in this case, PI, the (R^2) corresponded to 0.644, which allows concluding that the three latent variables tested (PU, PT and ATB) moderately explain 64.4% of the variance in PI. Regarding the sizes and significance of the path coefficients of the inner model, the model proposes that ATB presents a stronger inner effect on PI (0.465), followed by PT (0.232) and PU (0.195).

Hair, Ringle, & Sarstedt (2011) and Cohen (1998) express that the effect size ($f2$) of an exogenous variable with scores at 0.02, 0.15, and 0.35 ought to be determined to be small, medium, and large sequentially. As shown in Table 4 these results indicated that while the ($f2$) of SD and BA to PU and PT were small, REP to PU was large and PT was medium. The ($f2$) of PU to ATB were medium and PT to ATB were large. Lastly, the ($f2$) of PU and PT to PI were small and ATB was medium.

The fourth step, namely the predictive relevance ($q2$) of the study's model was assessed by using the blindfolding result. According to Hair, Ringle, & Sarstedt (2011), the score of ($q2$) at 0.02, 0.15, and 0.35 are to be subsequently considered as small, medium, and large. As shown in Table 5 these results indicated that while the ($q2$) of SD and BA to PU were small and REP to PU were medium. The ($q2$) of SD, BA, and REP to PT were small. The ($q2$) of PU to ATB were small and to that of PT were medium. Lastly, the ($q2$) of PU, PT, and ATB to PI were small.

Table 4. Effect size (f2)

Constructs	PU			PT			ATB			PI		
	R2 included	R2 excluded	Effect size (f2)	R2 included	R2 excluded	Effect size (f2)	R2 included	R2 excluded	Effect size (f2)	R2 included	R2 excluded	Effect size (f2)
SD	0.656	0.655	0.002	0.437	0.430	0.012						
BA	0.656	0.655	0.002	0.437	0.423	0.024						
REP	0.656	0.522	0.389	0.437	0.352	0.150						
PU							0.596	0.528	0.168	0.644	0.625	0.053
PT							0.596	0.447	0.368	0.644	0.621	0.064
ATB										0.644	0.556	0.247

Table 5. Predictive relevance (q2)

Constructs	PU			PT			ATB			PI		
	Q2 included	Q2 excluded	Effect size (q2)	Q2 included	Q2 excluded	Effect size (q2)	Q2 included	Q2 excluded	Effect size (q2)	Q2 included	Q2 excluded	Effect size (q2)
SD	0.5081	0.5076	0.001	0.3726	0.3667	0.009						
BA	0.5081	0.5073	0.001	0.3726	0.3604	0.019						
REP	0.5081	0.4045	0.210	0.3726	0.2994	0.116						
PU							0.4794	0.4245	0.105	0.5096	0.4957	0.028
PT							0.4794	0.3594	0.230	0.5096	0.4918	0.036
ATB										0.5096	0.4445	0.132

The final step involves the significance level of the structural model path coefficient to be evaluated. Therefore, the significance level of the relationship between latent variables in the research model was measured using the t-value. The PLS-algorithm testing was achieved to get the beta value for the structural model. Bootstrapping assessment was then incorporated to inspect the significance level of the relationship between latent variables in the structural model. Table 6 illustrates the summarized results of the hypotheses tested in the study.

CONCLUSION

Blogs have pulled in the consideration of internauts everywhere throughout the world and offer numerous conceivable outcomes to people and organizations. The sample of respondents in our research appears to confide in bloggers and exhibit intentions to utilize blog reviews for the future. It is discovered that perceived trust is the fundamental variable adding to customer attitude toward blog reviews, followed by perceived usefulness. These outcomes show that trust assumes a significant position in customers sentiments. Attitude toward blog reviews is observed to strongly affect purchase intention. Reputation is seen as decidedly identified with perceived usefulness and trust. In other words, reputed bloggers can propose a more ensured reviews to customers. This research gives helpful proof that confirms the influential intensity of influencers as a sort of powerful integrated promoting method. In general, influencer reviews must be seen as useful, trustworthy and convey a great reputation before customers can be persuaded. Subsequently, this perception infers that since specific blogs are seen to have a high reputation, customers would, in general, acknowledge such blog reviews as honest and in

Table 6. Summary of hypothesis and significance of structural path coefficient

Hypothesis	Path	Path Coefficient	(β) t-value	Result
H1a	SD -> PU	-0.0451	0.5813	Not Supported
H1b	SD -> PT	0.1417	1.3607	Not Supported
H2a	BA -> PU	0.0324	0.8586	Not Supported
H2b	BA -> PT	0.1241	2.0415	Supported
H3a	REP -> PU	0.6671	4.9224	Supported
H3b	REP -> PT	0.4972	3.9477	Supported
H4a	PU -> ATB	0.3421	3.1758	Supported
H4b	PU -> PI	0.1950	2.0055	Supported
H5a	PT -> PU	0.2324	2.3825	Supported
H5b	PT -> ATB	0.5056	5.2060	Supported
H5c	PT -> PI	0.2319	2.2906	Supported
H6	ATB -> PI	0.4648	3.8355	Supported

this way, create positive inclinations and behavioral intention for shopping. This outcome features the significance of trust in regard to high blog reputation, customers don't have a negative frame of mind to such reviewed posts. Meanwhile, blog posting is a type of user-generated-content, our outcomes appear to recommend that if the content supplier is reliable and the contents are helpful, the reader's behavior about purchase intention will be almost certainly influenced.

The positive attitude toward blogs is made when customers see the blog reviews as helpful, and they trust the same. This study additionally shows that attitude toward purchase intention to be the most significant determinant of a customer's behavior intention, along these lines inferring that expanding a customer's positive attitude is probably going to result in high purchase intention. When customers see the blog, the post is a sponsored post, it attempts to deceive or fraud them, and along these lines what sort of advantages is received by the blogger are significant. If blog readers have high brand awareness with the brand of an item suggested in a blog post, their trust in a blog post will end up positive. In this manner, customers would be bound to trust the claims of the article. Brand awareness expands the degree of customers' trust in the web loggers triggering greater purchase decision.

Our outcomes have significant implications for managers, influencers and scholarly researchers. This research would provide managers with the essential information and direct them to settle on an informed choice on the influencer reviews effect on customer purchase intention. The discoveries from this research would help advertising managers to recognize and allot resources on marketing stages and procedures with the best favorable effect on the accomplishment of the business. The knowledge of the effect of influencers would support in deciding how the organization grips the reviews by different influencers dependent on the different variables that were examined (sponsorship disclosure, brand awareness, and reputation). The discoveries of the research would be valuable to influencers in seeing how blog readers perceive them dependent on their reviews. This study would help bloggers in knowing what impacts customers purchasing choices and subsequently center around those areas. For scholarly scientists, this research would assemble the information group in the part of influencer reviews and customer purchase decisions. The examination would likewise go about as a basis of note for future researchers.

The principle restriction of the research was the decision of the respondents as it was drawn from Indian college students, despite the fact that the outcomes offer significant bits of knowledge and better comprehension of the influencer effect on purchase. Precautionary measures ought to be taken when summing up these outcomes to different situations and settings in light of the fact that the sample was moderately youthful and educated. This investigation is compelled by restrictions, for example, the independent and dependent factors. Future research could be reached out to incorporate increasingly differing influencer types, all the more influencing factors on attitude and greater geographical inclusion.

Conflicts of Interest

Funding Statement

Process Dates:

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