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Social Media Influencers Marketing Impact on Consumer Purchase Intention for Local Recognised Sneaker Brands

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DECLARATION

- This masters dissertation is my own original effort.
- All of the sources which were utilised or referred to have been provided in the master dissertation in the appropriate format.
- This master dissertation has not been previously submitted in full or partial fulfilment as deemed mandatory for the attainment of a higher education qualification or equivalent at an educational institution.



Mathilda Molokwane (795285)

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When I started this degree in 2018, I didn't realise the magnitude of obstacles I would come across, how many times I would give up, how many times I felt like a failure, how many times I regretted starting this journey, how many times I questioned God for my suffering. My goodness, now that we are the end, I just can't believe the time has finally arrived. Jehovah, your hand is upon my life, even in the darkest of time you bring people into my life who encourage me and remind me of my purpose and for that I am forever grateful.

I would like to thank my Gracious Parents for the level of sacrifice that they have made in order for me to go to University, in all the years of schooling, my Parents helped me fund the first three years and my Masters. If it wasn't for them, I wouldn't even have reached this stage. I'm so blessed to still have you in my life. Mom and Dad. Thank you for your never-ending support over my dreams, I love you so much.

I would like to thank my friend Debby Mathebula , you have watched me in this four years face many challenges mentally, physically, spiritually, yet through it all you have always encouraged me to be the best that I can be. I don't know how many times you have told me not to give up on this degree when my heart was heavy and burdened. I don't know how many times you kept telling me to not forget why I started pursuing this degree , I don't know how many times I told you, I don't have time for this degree anymore, lol. I'm so blessed to have a friend who is not afraid to tell me the truth, regardless of how I feel.

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As I'm writing this, tears fill my eyes because I'm so grateful and reminded that indeed I was never alone in this journey; and

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ABSTRACT

This study focuses on the Social Media Influencer influence on local branded sneakers. Sneaker influencers, heavily fuel the sneaker industry especially in this day and age, thanks to social media users. Influencers can push trends in a positive direction and show other people what is next. In 2018, sneakers globally were valued at $58 billion and is predicted to rise to $88 billion by 2024. South Africa is experiencing an increase in local sneaker brands, one prominent example is Bathu Sneakers which is currently worth R18,5 Million in turnover within three years after launch, The sneaker has made a positive impact in the South African sneaker market with the support of influencers and has encouraged many other local entrepreneurs to come to the forefront. The following study concerns the extent of Source Credibility (Attractiveness, Trustworthiness and Expertise) and Customer based brand equity model (Brand Loyalty, Brand Awareness, Brand Attitudes, Perceived Quality, Brand Associations) influence on young South Africans' purchase intention in connection with local branded sneakers based at Gauteng province. The models formed the theoretical framework behind this study and highlighted significant role in consumers' decision-making process, and factors considered when purchasing local branded sneakers. The study was quantitative in nature where non-probability was used to select suitable participants. 372 willing participants completed the questionnaire. The collection of data was processed in SPSS 27 and Amos 27 for descriptive statistics and structural equation modelling respectively. The results revealed that Brand Attitude and Purchase intention had the strongest relationship compared to all other hypothesized relationships indicating that the perceptions that are formed by consumers of local sneaker brands as a result of social media influencers is imperative in influencing the local sneaker brands purchase intention. The contribution of this study was to enhance the comprehension of existing literature on the relationship between the predictor variables (Attractiveness, Trustworthiness and Expertise) and the outcome variables (purchase intention and brand loyalty of local branded sneakers) and to enhance literature comprehension of brand equity model (Brand Awareness, Brand Attitudes, Brand Association and Perceived Quality) in relation to Social Media Influencers and local branded Sneakers. The purpose of this study is to investigate the relationship between Source Credibility (Attractiveness, Trustworthiness, Expertise) of Social Media Influencers and their influence on Brand Associations, Perceived Quality, Brand Awareness And Brand Attitudes towards purchase intention and brand loyalty of local sneakers brands.

This research will help guide practitioners, public policy makers and academicians who wish to understand the influence of source credibility (attractiveness, trustworthiness, and expertise), brand loyalty, brand attitude, perceived quality, brand association and brand awareness, purchase intention of South African youth. Findings from this study can be used to craft marketing strategies that managers, agencies, research organizations, creative advertising agencies, media agencies, and strategists can utilize for their benefit.

Keywords: *Social Media, Influencers, Impact, Consumer, Purchase Intention, Local, Sneaker Brands, Source Credibility, Customer Based Brand Equity*

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CHAPTER 1: INTRODUCTION

Social media brought about a new independent third-party brand endorser called the social media influencer (Hermanda, Sumarwan, & Tinaprillia, 2019) Social Media Influencers leverage platforms such as Facebook and Instagram through shaping trends influencing followers whom they share their lifestyle, tastes, and hobbies (Emadi & Yahia, 2020).These influencer endorsements are likely to be interpreted as highly credible electronic Word Of Mouth (eWOM) rather than paid advertising as they often form part of the daily narratives' influencers post on their social media accounts (Dwidienawati, Tjahjana, Abdinagoro, Gandasari, & Munawaroh, 2020). Mainstream Celebrities and Influencers are viewed as more credible and accessible by Consumers (Ki & Youn ,2019).

To influence their opinions and agenda, decision-makers used two types of influence. The first was print media, which came in the form of industry-specific press or the business press (Lin, et al., 2021). The second was industry analysts who were experts in analysing technology, retail, manufacturing, and banks. Influencers, then, were regarded as journalists and analysts (Wunderlich, Holig, & Hasebrink, 2022).Today, we have a new form of social media marketing, known commonly as influencer marketing which brands can exploit fully as social media influencers promote and review their products (Chopra, Avhad, & Jaju, 2021).Brands pay to collaborate with influencers, and it is often referred to as sponsored content, to generate revenue and create a positive brand attitude (Stubb & Nystrom, 2019).

This research looks at local branded sneaker, explicitly using social media influencers. Brands often have to pay social media influencers who showcase and advertise on their behalf (Dhanesh & Duthler,2019) New Organisations have blossomed with the rise of the Influencers as it becomes the mediator that matches influencer and a certain organization to engage consumers on social media platforms (Dhanesh & Duthler,2019). The sneaker has transitioned from an everyday form of active wear into a fashion product (Yipa & Lando, 2020). Over the years, the sneaker consumption market has grown exponentially and market size (Chu, 2020),The year 2018 the sneaker market globally was $58 billion and is predicted to rise to $88 billion by 2024 (Russell,2019).Nike and Adidas valued at $24.2 billion in 2018, and Adidas footwear valued at $15 billion(Russell,2019). There is a growing trend in South Africa of local brands in the sneaker market; one prime example currently is Bathu Sneaker created by Theo Baloyi (Oberholzer, 2020),

the company is currently worth R18,5 million in turnover, in just three years since it started (Ngwadla, 2019),with the support of influencers and celebrities, the sneaker has made a positive impact within the South African sneaker market (Ntobela, 2020). Sneakers are now known for everyday casual wear when initially it was designed for sports or other types of physical exercise(Footwear, 2019).In this study, we looked at local streetwear sneakers (i.e., Bathu and Drip) which are regarded as luxury aesthetics and can be fashions that highlight different creative spaces such as hip hop, scrappy punk and skateboarder fashion (RebelsMarket, 2021) .Past research on social media influencers in South Africa, although growing, is still limited, with studies by (Iqani, 2019,p1-19.) titled " The cultural labour of social media brand influencers in South Africa". Wellman (2020) studied and investigated, Social Media Influencers and the production of sponsored content. Additional studies have highlighted the power of influence pertaining to the traditional celebrity compared to the social media influencer (Nouri, 2018) and on how fashion influencers have also had an impact on purchase intention. The current studies done on the sneaker industry are focused on gender bias within the sneaker industry (Miller, 2019), yet there is still limited research on how social media influencers in South Africa influence younger consumers to purchase local sneakers brands. Brand awareness does not mean a brand is acknowledged; in fact, more consumers are motivated to buy the product as the brand becomes more well-known (Akbar & Ozgul, 2018).

Positive brand engagement along with positive purchase intention will ultimately promote purchase (Asif, Xuhui, Nasiri, & Ayyub, 2018). Attitudes that are in favour of products that have been repurchased often are as a result of consumers forming attachment to shop, brand and image (Sari, Nilowardono & Wulandari ,2018).

This research study is relevant and worth investigating for several reasons. The first reason is that, from an academic perspective, a study like this can help improve the understanding of how using social media influencers as brand endorsers can influence South African consumers of local sneaker brands. 40% of consumers purchased the product because of social media influencers ,recommendations from social media influencers have received a higher level of trust compared to families or friends (Hermanda, Sumarwan, & Tinaprilla,2019),Secondly, from the practical perspective, the results of the study will offer some guidelines for competitive marketing strategies for local sneaker brands.

1.1 PROBLEM STATEMENT AND RESEARCH GAP

The footwear industry is a difficult one to compete in. Barriers of entry are high, with a great deal of competition (Garrett, 2022). Many manufacturers and retailers are finding business increasingly difficult due to Covid-19 impact on International Trade (Hayakawa & Mukunoki, 2021).The progression of Ad Blockers enables consumers to use the Internet without viewing the Ads (Yan, Miller, & Skiera, 2022) , Globally by the end of 2019 Ad Blockers were used on the phone or desktop device by staggering 763 million people (Jatain, Vishveshwar, 2020). Footwear industries have to use new strategies of reaching the consumer , one of those ways is through the use of a Social Media Influencers. The brand awareness, opinions, behaviors, brand loyalty, and attitudes towards a product can be influenced by Social Media Influencers (Chopra, Avhad, & Jaju, 2021).Developed economies have very established understanding on how consumer decision making can be impacted by Social Media Influencers (Owusu & Alam, 2020). Personalities that Americans consider Influential influence the buying decision of 69% American consumers who utilize social media (Courtney, Laura, & Mariea, 2019).India and Asia which are less developed economies have also had studies done on Social Media Influencers (Owusu & Alam, 2020) Other studies have looked at how Social Media Influencers impact tourism industry (Francesca & Fabio, 2018). Social Media in Africa is growing and so is the use of Social Media Influencers (Acu, 2019) however studies are fewer on the topic of Social Media Influencers compared globally. Statistics from 2016 revealed that there are 13 million South Africans active on Facebook, the country's use of social media continues to rise year on year (Budree, Fietkiewicz, & Lins, 2019). South African innovative local sneaker brands such as Bathu are growing and competing with Global Sneakers Brands (Mbele, 2021; Dlamini, 2021). The South African Landscape has not had enough research linking the importance of local sneaker brands and use of Social Media Influencers as the momentum of local sneakers has gained traction within the country since 2019 to date.

This dissertation intends to explore model source credibility using Social Media Influencers which consists of Attractiveness ,Trustworthiness and Expertise as predicators of Brand Attitudes towards the purchase intention and brand loyalty of local sneaker brands. This dissertation also attempts to Address the relationship between Source Credibility of Influencers , Brand Associations, Perceived Quality, Brand Awareness And Brand Attitudes towards purchase intention of local sneaker brands and brand loyalty of local sneakers brands.

This research will help guide practitioners, public policy makers and academics who wish to understand the influence of Social Media Influencers using the model source credibility (attractiveness, trustworthiness, and expertise), and consumer-based equity model that consists of brand loyalty, brand attitude, perceived quality, brand association and brand awareness of South African youth. Findings from this study can be used to craft marketing strategies that managers, agencies, research organizations, creative advertising agencies, media agencies, and strategists can utilize for their benefit.

1.2 PURPOSE OF THE STUDY

The purpose of this study is to investigate the relationship between Source Credibility (Attractiveness, Trustworthiness, Expertise) of Social Media Influencers and their influence on Brand Associations, Perceived Quality, Brand Awareness And Brand Attitudes towards purchase intention and brand loyalty of local sneakers brands.

1.3 OBJECTIVES

Research objectives are two-fold. There are primary and secondary objectives

1.3.1 Primary Objectives

- The primary objective of this study is to understand how the model Source Credibility utilizing Social Media Influencers can have a influence on Brand Loyalty and Purchase Intention of Local Sneaker Brands.

1.3.2 Secondary Objectives

- The secondary objectives of this is study to investigate the purchasing behavior of young adults aged 18 to 32 of local sneaker brands and attitude to different local sneaker brands South Africa.
- To identify the perceptions of Social Media Influencers using Brand Awareness, Brand Associations, Brand Loyalty ,Brand Attiutde and Perceived Quality can influence the young generation’s choice of local sneaker brands

1.4 RESEARCH QUESTION

How does Source Credibility(Attractiveness,Trustworthiness,Expertise) of Social Media Influencers and Consumer Brand Equity Model (which consists of brand attitude ,brand association, perceived quality) influence the young South Africans' purchase intention and brand loyalty of local sneaker brands?

1.5 THEORETICAL FRAMEWORK AND LITERATURE REVIEW

The Source Credibility model which was used for this research was first developed by Ohanian (1991). Spry, Pappu, and Cornwell (2009); Baniya (2016) used this model in two different research articles. The Source Credibility theory is defined by (Hovland, Janis, and Kelley,1953,p1-15) as when a source presents itself as more credible, the people who are classified as receivers are more likely to be persuaded.The source credibility model itself suggests that what can impact on effectiveness endorsements is the perceived level of and endorser's attractiveness, trustworthiness, and expertise (Dhulakia & Stemthal, 1977; Ohanian, 1991; Solomon, 1996). The conclusion from this is that this model has been thoroughly tested on celebrity endorsers and it is a valid scale to test the credibility of an influencer endorser.

Figure 1 shows the adapted source credibility model and consumer-based brand equity (Spry, Pappu, & Cornwell, 2009; Aaker, 1991).

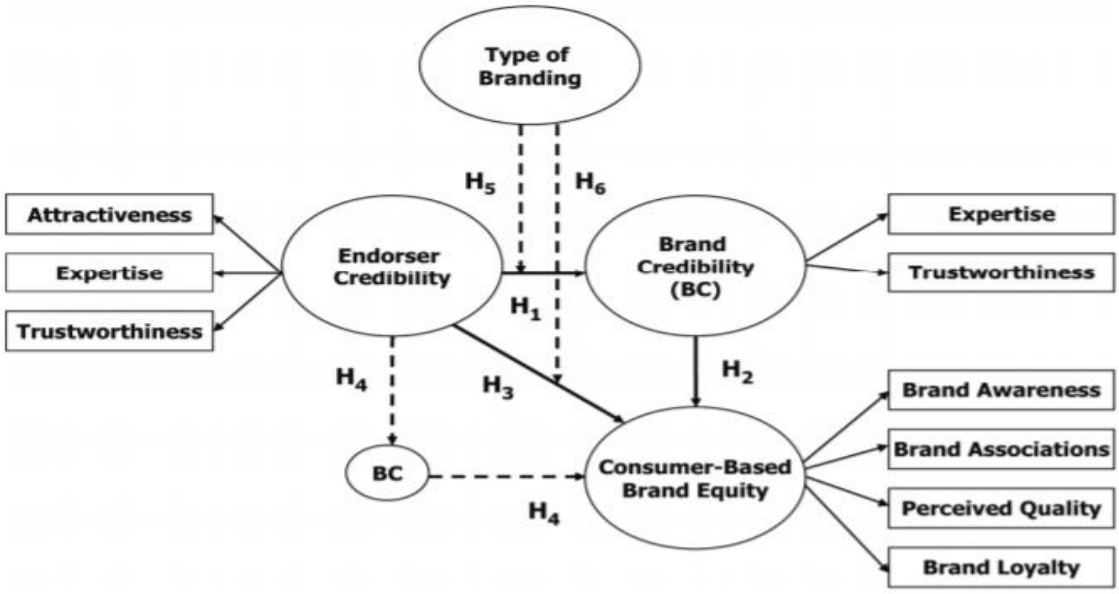


Figure 1: Source Credibility and Brand Equity Model

The other model that is used to support the source credibility theory for this study is customer-based brand equity. Stated, This model is relevant to the present research to use as it determines the value that consumers associate with a brand.(McCracken 1989)

This section presents the literature review of the research constructs for the study.

1.5.1 Source Credibility-Trustworthiness,Expertise,Attractiveness

The theory that has often been used to examine celebrity endorsement effectiveness is called source credibility; it consists of trustworthiness, attractiveness an expertise (Ohanian,1991).

1.5.2 Consumer Based Brand Equity Model

Consumer based brand equity model identifies the extent to which the name of a brand offers value from the consumers perspective (Keller, 1993). It has multiple components such as brand loyalty ,brand associations, perceived quality , brand awareness and brand attitude (Aaker, 1991).

1.5.3 Brand Attitude

Brand Attitude is required in influencing consumers to purchase a brand (Wanga, Caob, & Park, 2019).

1.5.4 Brand Loyalty

Consumers who have a positive attitude towards specific brand are more likely to regularly purchase the brand , this is defined as brand loyalty (Lia, Tengb, & Chen, 2020).

1.5.5 Perceived Quality

Perceived Quality is the psychological assessment that a consumer has pertaining to the quality based on any product's perception (Shanahan, Trang, & Taylor, 2019).

1.5.5 Brand Associations

Anything that is linked in memory to a brand will form that brand's assets and liabilities in the mind of the consumer , this can be defined as brand associations (Chen, Chang, Li, & Chen, 2020).

1.5.6 Brand Awareness

Brand Awareness is critical in the purchase decision process as it enables consumers to not only know remember products/services within a certain category , it also represents buyers capacity to recognize the know the product (Ali, Mohammad, & Alqudah, 2022).

1.5.7 Purchase Intention

Purchase Intention is evaluations that consumers make about products that impact the decision to buy a good or service (Vuong & Khanh Giao,2020).

1.6 CONCEPTUAL MODEL AND HYPOTHESES DEVELOPMENT

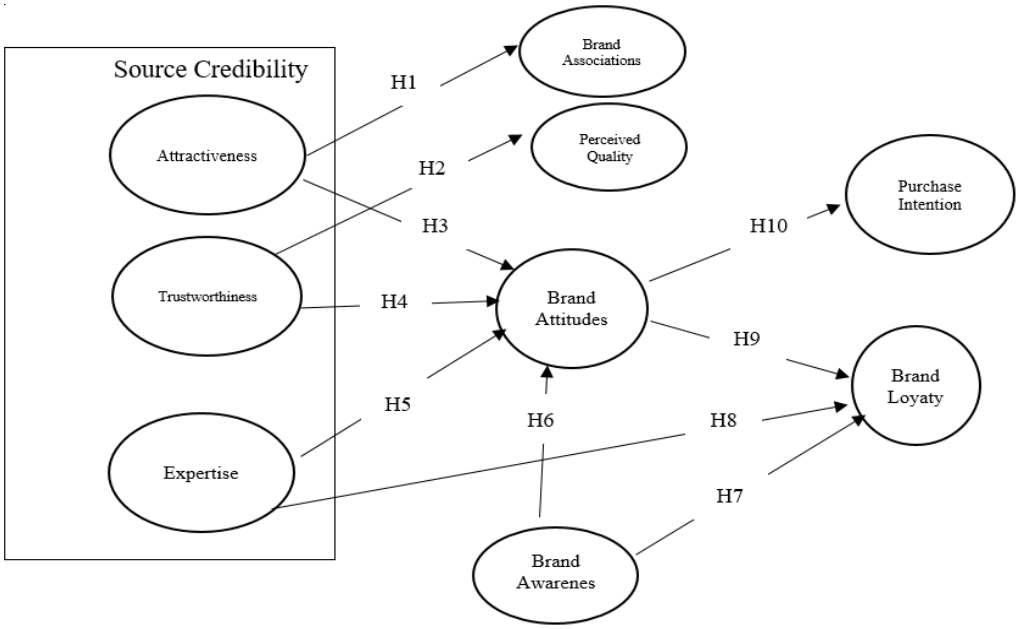


Figure 2: Hypothesiszed Conceptual Model
Adapted from Ohanian (1991) and Aaker (1991)

1.6.1 Conceptual Model Explanation

The research modified two existing models in order to illustrate the conceptual model, the source credibility model, and the brand equity model. In the literature, Seiler and Kucza (2017) described the source credibility model as a model used to affect the persuasion of a message with celebrity endorsement which consists of three dimensions, trustworthiness, expertise, and attractiveness. In the present study, a unique model was developed based on Seiler and Kucza (2017); Baniya (2016) to depict "Attractiveness, Trustworthiness and Expertise as independent constructs that were taken from the Source Credibility Model. Variables taken from the Brand Equity Model Aaker (1991) used where "Brand Association, Perceived Quality, Brand Loyalty, Brand Awareness and Brand Attitude".

1.6.2 Hypotheses Development

Based on the above conceptual model the following hypotheses are stated.

Hypothesis 1: Attractiveness is directly and positively related to Brand Association.

The normative profile, that of attractive individuals, often are viewed as more in line. Followers comply with attractive influencers' messages and thereby build associations (Wiedmann & Mettenheim, 2021) Based on the abovementioned literature the following hypothesis is proposed:

H1: *Attractiveness is directly and positively related to Brand Association.*

Hypothesis 2: Trustworthiness is directly and positively related to Perceived Quality

There was evidence to support a relationship between trust and perceived quality (Konuk,2018;Konuk,2021) Based on the abovementioned literature, the following hypothesis is proposed:

H2: *Trustworthiness is directly and positively related to Perceived Quality.*

Hypothesis 3: Attractiveness is directly and positively related to Brand Attitude

The attractiveness of the celebrity personality and the congruity that they have with a product could lead to a favourable brand attitude as it enhances the credibility of the communication (Teng,2019).

H3: *Attractiveness is directly and positively related to Brand Attitude."*

Hypothesis 4: Trustworthiness is directly and positively related to Brand Attitude

The perceived level of trustworthiness by a message source has greater impact on the change of attitude than perceived expertise; an important predictor called Trustworthiness is vital in brand endorsement effectiveness (Brahim, Zorha, & Abdul, 2020).

H4: *Trustworthiness is directly and positively related to Brand Attitude."*

Hypothesis 5: Source Credibility Expertise is directly and positively related to Brand Attitude.

Celebrity expertise has shown a positive influence on attitudes of brands (Lod & Tessa, 2020). Based on the abovementioned literature, the following hypothesis is proposed: "

H5: *Credibility Expertise is directly and positively related to Brand Attitude.."*

Hypothesis 6: Brand Awareness is directly and positively related to Brand Attitude

The more repeated exposure of brands, the more a greater sense of familiarity that is associated with proximity and feelings of warmth towards the brand, thereby activating brand attitudes positively (Langaro, Rita, & Salgueiro, 2018) Based on the abovementioned literature, the following hypothesis is proposed: "

H6: *Brand Awareness is directly and positively related to Brand Attitude."*

Hypothesis 7: Brand Awareness is directly and positively related to Brand Loyalty

Developing brand loyalty is mainly created through consumers' ability to remember a brand, buying the brand consistently leads to brand loyalty , Other researchers have found a significant relationship between Brand Loyalty and Brand Awareness (Kennedy, 2020). Based on the abovementioned literature the following hypothesis is proposed: "

H7: *Brand Awareness is directly and positively related to Brand Loyalty."*

Hypothesis 8: Source Credibility Expertise is directly and positively related to Brand Loyalty.

Expertise has an influence on the establishment of brand loyalty and brand attitude (Park and Oh's,2020). Based on the abovementioned literature, the following hypothesis is proposed: "

H8: *Source Credibility Expertise is directly and positively related to Brand Loyalty."*

Hypothesis 9: Brand Attitude in directly and positively related to Brand Loyalty

(Smith, 2020) established a " positive relationship between loyalty and attitude towards a brand." Based on the abovementioned literature, the following hypothesis is proposed: "

H9: *Brand Attitude is directly and positively related to Brand Loyalty."*

Hypothesis 10: Brand Attitude is directly and positively related to Purchase Intention

The most important determinant of purchase intention is brand attitude (Wang, Cao, & Park, 2019)Another study has indicated that if a consumer's attitude is positive then the purchase intention will be high, (Chen, Chang, Li, & Chen, 2020).Based on the abovementioned literature, the following hypothesis is proposed: "

H10: *Brand Attitude is directly and positively related to Purchase Intention."*

1.7 RESEARCH DESIGN AND METHODOLOGY

The design of this study was quantitative in nature as quantitative research is objective and enables conclusive answers (Atlan, 2018).A five-point Likert scale was used by the Researcher because this study has a history of adopting questions from similar prior studies that had been measured by a five-point Likert scale. A research questionnaire was self-administered to participants. The questionnaire was administered to people who are 18 years and older."

1.7.1 Quantitative Research

An quantitative research approach; it is a systematic approach towards measurable variables that .have a relationship with one another (Rudd, Meissel, & Meyer, 2021).Quantitative research is

not influenced by the researcher; it assumes that for a social phenomenon, only one single reality can exist ((Harari & Chioun, 2021).

1.7.2 Target population and Sampling frame

Target Population refers to the group of people for whom the study is catered (Oribhabor & Anyanwu, 2019).The target population is concerned with consumers who are aged 18 years and older, who reside in the city of Johannesburg. Due to the difficulty in obtaining a sampling frame, (Oribhabor & Anyanwu, 2019), Non-probability sampling, a form of convenience sampling, was used to select participants. The researcher also made use of Google Forms which is an online questionnaire platform to assist in gathering data online through the dissemination of links on the platform.

1.7.3 Sample Size and Sampling Method

A form of convenience sampling was adopted to identify suitable participants for the research due to the absence of a known population size and a sampling frame and non-probability sampling, chapter (Escobedo, Escobedo, Russo, & Stefan, 2018).This study collected 375 surveys the justification is below in the following section.

1.7.4 Justification for a sample based on an unknown population

An acceptable sample size should have 10 observation per variable(Hair, Black, Babin, and Anderson,2010) In this study, there are eight variables (Source Credibility which consists of three variables (Trustworthiness, Expertise and Attractiveness)– 15 items, Brand Awareness – Five items, Brand Attitude = Five items, Brand Loyalty = Four items, Purchase Intention= Six items, Perceived Quality =Five Items, Brand Association= Five Items), which means a total of 300 respondents are necessary for a usable sample. Social media influencer marketing = 10 observations/ respondents; Source Credibility (Trustworthiness, Attractiveness, Expertise) = 10 x 15 questions =150, Brand Awareness = 10 x 5 questions =50, Brand Attitude = 10 x 5 questions =50, Brand Loyalty = 10 x 5 questions =50, Purchase Intention = 10 x 6 questions =60, Perceived Quality=10 x 5 questions =50, Brand Associations=10 x 5 questions = 50, which totals 360 participants."

1.7.5 Measurement Instrument

In this study, the measurement instrument consisted of seven sections which involved measuring each of the seven constructs respectively. Section A required that respondents complete their background information. Section B, C, D, E, F, G, H measures Source Credibility, Brand Attitude (Chetioui, Benafqih, & Lebdaoui, 2019), Brand Awareness (Lu, Chang Pin, & Chang Hua, 2014), Source Credibility (Castillo & Fernandez, 2019), Brand Loyalty (Subiyakto, Juliansyah, Utami, & Susanto, 2018), Purchase Intention (Wang, Pacho, Liu, & Kajungiro, 2018), Perceived Quality (Samudro, Sumarwan, Simanjuntak, & Yosuf, 2020),Brand Association (Susilowati & Sari, 2020) respectively. A 5-point Likert scale was used to measurer all scale items.

1.7.6 Data Collection Techniques

Primary data can be described as data retrieved from the main sources, such as experiments, surveys, and interviews. Secondary data can be described as data that is publicly available (Formplus Blog ,2020).

1.8 DATA ANALYSIS

The process of collecting, processing, and analysing data in attempts to extract insights is defined as Data Analysis (Calzon, 2021).The first step of analysis was through coding and an Excel spreadsheet before any analysis was done; secondly, to better understand the variable attributes, descriptive statistics showed the standard deviation and mean of each factor, thirdly to test reliability and validity, the researcher used SPSS 27.0 and Amos 27.

1.8.1 Reliability and validity tests

To check measurement item's reliability, the software SPSS 27.0 was used to determine the factor loadings, Cronbach's alpha and composite reliability. The intercorrelation between research constructs and Average Variance Extracted (AVE) aided in determining Convergent and discriminant validity (Manaf, Hamza, Abdalwali, & Abdallah, 2020).

1.8.2 Descriptive Statistics

For the study in question, descriptive statistics allowed us to summarize the sample and illustrate this through simple graphics, such as tables and pie charts (William, 2020). The demographics of

this research focused on those aged 18 and older, gender, level of education, income status, participants were asked “how much they spend on sneakers, what kind of sneakers brands they prefer between Bathu and Drip, and the digital platforms that they use and advertisements they like.”

1.8.3 Structural Equation Modeling (SEM)

Structural equation modelling (SEM) is a statistical 2 step process which starts with confirmatory factor analysis where past scales are tested for their validity (Joseph & Marko, 2019)and Hoyle (1995) described the second step is to test the proposed hypotheses of variables to analyse the relation among latent and observed variables (Hair, et al., 2021). Confirmatory Factor Analysis was assessed to test model fit; this was done through SEM using the AMOS 27 software package.

1.8.4 Confirmatory factor analysis

Confirmatory Factor Analysis (CFA) must be carried out in instances where one can identify particular construct through ensuring a factor is suitable (Zaid, Mustafa, Norazmi, & Bin, 2020). To establish the standard regression weights, a confirmatory factor analysis was done. The model fit indicators in both the measurement and structural model are examined using goodness-of-fit indices which are C/D ratio, Incremental Fit Index (IFI), Goodness of Fit Index (GFI), and Root Mean Square Error of Approximation (RMSEA) ,Composite of Fit Index (CFI), Normed Fit Index (NFI), Tucker-Lewis Index (TLI), RFI,)” (Shi, Lee, & Olivares, 2019; Chuchu, Maziriri, Gumpo, & Madinga, 2020); this was used to assess the model fit.

1.8.5 Model Fit (Goodness of fit) and Path Modelling

Goodness of fit tests that were used for this research were Chi-squared tests A result of 0.05 regarded as insignificant, would be an indicator of a good model fit (Shi, Lee, & Olivares, 2019; Chuchu, Maziriri, Gumpo, & Madinga, 2020). This study executed path modelling, using the AMOS 27.0 software package. Path modelling, in essence, tests the conceptualised research model and the structural path thereof; it is also a way to illustrate the relationships between theoretical constructs and measured or observed variables (Ghasemy, Teeroovengadum, Becker, & Ringle, 2020).

1.8.6 Data Cleaning and Coding

The researcher needs to take adequate steps before analyzing data to thoroughly check for incorrect data that may have been entered into an Excel spreadsheet with the intention of removing it (Baimyrzaeva, 2018).

- Are the responses written in such a manner that they are clear ?
- Have all important questions pertaining to the questionnaire been answered?
- Has the respondent completed the questionnaire? “

Is important information, such as place, time, data, and the researcher’s detail, included in the questionnaire?”

1.9 SUMMARY OF CHAPTER 1

Chapter 1 encompasses seven sections below:

The first section commences with an introduction to the research, which focuses on the purchase intention of local sneaker brands, the second section explores the problem statement and the research gap . The third section discovers the purpose of the study and objectives. The fourth section discusses the Research question ,In the fifth section its frameworks the theoretical framework and literature review. In the sixth section, Conceptual Model and Hypothesis Development is outlined. The seventh section is made up of the research design and methodology, as well as its proposed contributions to the broader literature. The eighth section explores the data analysis of research.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The previous chapter gave an introduction and summary of the issues which are found throughout the research paper. This chapter encapsulates a comprehensive list of all the relevant empirical studies that dealt with Social Media Influencers, either directly or indirectly. It also entails a review of the local sneaker brand industry, as well a review of all the relevant empirical studies surrounding brand endorsements by Social Media Influencers. This chapter is divided into empirical literature review and theoretical grounding. The theoretical grounding mainly focuses on the Source Credibility Theory and Consumer-Based Brand Equity. The empirical literature review discusses all the variables that are used for the study, namely, Source Credibility, Brand Awareness, Brand Attitudes, Brand Association, Perceived Quality, Purchase Intention and Brand Loyalty.

2.2 CONTEXT

It has been mentioned that there are many sneaker brands, and that research has been done on some aspects, but not all research has focused on local sneaker brands. This study sought to build upon existing literature that exists on elements such as purchase intention and the topic of Social Media Influencers in relation to local sneaker brands in general, but it is also aimed to fill gaps in the existing literature, such as identifying the marketing strategies of local sneaker brands to determine if there are elements lacking in the industry. Globally the year 2025 in the footwear industry has an estimated forecast of $95 billion USD, the players in the market which are dominant in global presence currently are Nike, Adidas and Puma, (Modise, 2021).This upward trajectory of sneakers has made luxury brands such as Balenciaga, Louis Vuitton, and Bottega Veneta invest more in creating premium sneaker brands (Zhang,2019).Due to the rise in casual wear and streetwear culture around the world, African entrepreneurs now have opportunities to create their own sneaker brands, Looking at the South African context by 2025 the Footwear segment will be worth a staggering $594 million USD (Modise, 2021). Reebok collaborated with South African rapper AKA in 2019 when they released a limited edition that sold out in 10 minutes

after the online release (Afri, 2021). Bathu founder Theo Baloyi started his own sneaker brand in South Africa that has been going strength to strength since 2015 (Hugo, 2020).

2.3 THEORETICAL GROUNDING

For this study, the following theoretical framework was employed.

2.3.1 Source credibility theory

For a celebrity endorsement campaign to be a success, the credibility of the endorser is crucial in increasing the effectiveness of advertising (Khan, Memon, & Kumar, 2019). According to Patel (2009), celebrities legitimacy is in doubt, and unless the celebrity and the product category are tightly related, the message the celebrity is giving is suspect. Based on this logic, an endorser's message is only as successful as the level of expertise, trustworthiness, and attractiveness that person is considered to have (Erdogan, 1999). For Ohanian (1991), an endorser's influence on the target audience is a function of the three structures listed above. The combined value of these three constructs is what makes an endorser credible to the audience.

Customers prefer items recommended by attractive celebrities over products endorsed by ugly celebrities, and beautiful celebrities also generate higher buy intentions than unattractive celebrities (Erdogan, 1999; Shelton, & Chiliya 2014). Research has also revealed that a physically attractive endorser can assist a shift in attitude towards the brand being promoted (Baniya,2017).

Trustworthiness is the characteristic of dignity, credibility, and honesty that the endorser possesses and that customers see (Erdogan, Baker, & Tagg,2001), this trait is dependent on the views of the target audience, because of this, companies attempt to raise the value of trustworthiness by choosing brand ambassadors who can be trusted. Consumers are more likely to buy a product if the endorsing expert has a high level of conviction about the product (Aaker & Myers,1987). It has been discovered that a source/celebrity seen as an expert is more convincing. In addition, they can create additional intentions for consumers to buy the product being endorsed (Ohanian, 1991). Some studies believe that a brand endorser's level of knowledge is the most significant characteristic to consider when evaluating the efficacy of a brand endorsement (Daswani, Jain, Roy, & Sudha, 2010).

The importance of this theory is celebrities have been used for endorsements as strategy for a promotional tool for decades (Doss, 2018). Ewom communications can be persuasive based on the information source that a receiver gets (Ismagilova, Slade, Rana, & Dwivedi, 2019). This study will focus on influencers as they are a form of Source credibility and are an information source their perceptions can be influenced by Trustworthiness , Expertise and Attractiveness (Ismagilova, Slade, Rana, & Dwivedi, 2019).Some researchers have made particularly important contributions to understanding source credibility. For example, one researcher assessed the differences in how influencer endorsements advertising affects consumer purchase intention on social media (Weismueller, Harrigan, Wang, & Soutar, 2020), Another researcher found that the effect of purchase intention in premium price food showed that attractiveness, expertise and trust when demonstrated by endorsers form credibility (Rahmanisah & Fadli, 2022)

However, significant gaps in understanding remain. For example, while the mediating effect of source credibility has been explored (Weismueller, Harrigan, Wang) its effect on purchase intention and brand loyalty is underexplored in the developing country such as South Africa especially on local sneaker brands .This research will help the researcher know what exactly influences the purchase of the younger generation in the context of social media influencers who inhabit credibility through attractiveness, expertise and trustworthiness.

2.3.2 Customer-based brand equity

Concerning Brand Equity, Zahoor and Qureshi (2017) argue "for social media marketing efforts to influence brand equity through reviewing the literature and developing a conceptual understanding of the relationship". The idea of customer-based brand equity is a multifaceted one (Cobb-Walgren, Ruble, & Donthu, 1995; Sinha & Pappu, 1998; Yoo & Donthu, 2001; Washburn, 2002). Four dimensions were used to determine customer-based brand equity: brand awareness, brand association, perceived quality, and brand loyalty (Zahoor and Qureshi,2017).Firms with a strong reputation for shareholder returns, tend to have high brand equity (Ravi & Quester, 2005). Advertisers hope to generate positive consumer-based brand equity by associating celebrities with their businesses (Keller, 1993).

Consumer-based brand equity is the result of a better differential reaction to a company's marketing activities (Keller,1993). As a result of consumer behaviour, brand equity may also be a result of

customer predisposition for brands with certain favourable brand associations. When a company has strong brand equity, it should have numerous advantages. For instance, it is well-known that strong brand equity results in increased customer preferences and purchase intention, (Cobb-Walgren, Ruble, & Donthu,1995). A relationship between endorser attributes and endorsed brand equity must be established by marketing and advertising managers because of the high expenses associated with recruiting celebrity endorsers (Lester & McDonald,2015). To begin, we want to see how social media influencers endorsements affect consumer-based brand equity, especially how credible the endorser is seen to be (Keller, 2013).

Brand loyalty is defined by as the attachment that a customer has to a brand (Aaker,1991).Brand loyalty refers to a consumer's preference to purchase a specific brand above others (Oliver,1991),Brand awareness is defined as the capacity for a customer to recognize or recall that a brand belongs to a specific product category(Aaker, 1991). As a result, brand recognition and recall are both components of brand awareness (Keller, 1993; Rossiter & Percy, 1987).

Brand associations are something connected in memory to a brand, while brand image is a collection of brand associations, typically in some meaningful form (Aaker,1991),It is important to note that the correlations have a degree of strength (Aaker, 1991; Keller, 1993). Perceived quality is characterized as the consumer's opinion regarding the overall excellence or superiority of a product(Zeithaml, 1988). Therefore, the evaluations of product quality are based on the subjective experiences of customers and users (rather than those of management or experts).

The importance of this model is that it is being linked to social media influencers in the context of local sneaker brands, Brand equity is a critical driver of a firm’s performance and can be regarded as an asset that is intangible (Anabila, 2020).A positive CCBE can only be harnessed well by a brand if consumers are reacting well to towards marketing mix.

Some researchers have made particularly important contributions to understanding how brand equity functions. For example, (Alfriansyah & Rubiyanti, 2022) assessed the differences in brand towards sneaker brand Vans in Bogor City , it concluded that perceived quality, brand image(brand association) and brand loyalty had positive and significant relationships with purchase intention. Another researcher found that for CBBE relations on Croatian youth fashion market brand awareness leads to a positive effect on brand associations and perceived quality, perceived quality is enhanced by brand associations, while perceived quality has a significant and positive effect on brand loyalty (Sirola, 2021).

However, significant gaps in understanding remain. For example, while the mediating effect of brand loyalty on overall brand equity has been explored (Alfriansyah & Rubiyanti, 2022), its effect on brand equity antecedents such as brand awareness, perceived quality and brand associations is underexplored in the developing country such as South Africa especially on local sneaker brands. This research will help the researcher know what exactly influences the purchase of the younger generation in the context of brand awareness ,brand associations ,perceived quality, brand loyalty and brand attitude.

2.4 SOCIAL MEDIA INFLUENCERS

Online users who have a niche audience who create and share this content with their audience can be defined as Social Media Influencers (Hudders, Jans, & Veirman, 2021) they are usually made up of bloggers with a large following, the area of interest is normally food, parenting, fitness, fashion, and entertainment (Gaenssle & Budzinski, 2020) Social Media Influencers distribute information on social media, as a result, this alters the consumer's perception of a good/service (Hudders, Jans, & Veirman, 2021).Brands often use them to generate brand awareness amongst a target market attempting to increase market share (Askham, 2022).Social media is constantly growing and is now vital for businesses to venture in ,statistically speaking Facebook; by July 2021, Instagram has 1,3 billion active users ,Facebook had over 2.85 billion active users, YouTube 2,2 billion users and (Statistica,2021). As multiple users use these platforms to give their opinion about brands, products and services, brands can no longer ignore social media (Chatterjee, 2020)Consumers are influenced by information acquired over the internet to post-purchase expressions of satisfaction and dissatisfaction, thereby reducing dependence on traditional marketing elements (Appel, Grewal, Hadi, & Stephen, 2020).

2.5 BRAND AWARENESS

The degree to which consumers are aware of a company's product or service's accessibility and availability is known as brand awareness (Chakraborty, 2019). Consumers gain brand awareness through advertising, promotion, publicity, and public relations. Consumers also gain brand awareness through social media, since it exposes them to brands online (Dabbous & Barakat, 2020).Brand Awareness has two qualities that are frequently associated with Brand Awareness this are Brand Recognition and Brand Recall, both of which help the consumer make purchasing decisions (Cheung, Pires, & Rosenberger, 2019). Brand awareness can help a company gain a competitive edge. The first is that people like the familiar, which can influence purchasing decisions. People's impressions of a brand can be influenced by evaluations of a well-known name (Mazurek, 2019).

Consumer awareness of a brand can help a company sell more products and even lead to price premium for customers (Gao & Choy, 2019). Low recall and high brand recognition are referred to as graveyard brands since they are considered old news and do not have a presence in today's market (Dabbous & Barakat, 2020). For example, while many people recognise Nokia, it is no longer at the top of their minds when it comes to the best smartphones (Chakraborty, 2019).

Extending a brand across numerous categories can boost its visibility; for example, Sony and Coca-Cola have multiple goods that increase brand exposure (Alexander, 2020). Another option is to leverage alternative channels to promote your brand, such as social media influencers (Ali, Mohammad, & Alqudah, 2022).Moshe Ndiki, A South African Facebook vlogger with an estimated 894,812 followers, promotes Shoprite vouchers on his page and has partnered with Close-Up Toothpaste to create a skit to increase brand awareness of the product among consumers (Ndiki, 2022).

The importance of brand awareness is that it is being linked to social media influencers in the context of local sneaker brands. Some researchers have made particularly important contributions to understanding how brand awareness functions. For example, Researchers have assessed the effect of brand awareness highlight air Jordan retro shoes (Lin, Chen, & Lee, 2021), it concluded that positive brand awareness on consumers purchase intention, the higher than brand awareness the stronger consumers purchase intention becomes. Another researcher found that for brand awareness purchase intention of Adidas sport shoes ,it has a positive effect on ROI of businesses (Njemanze, 2021). However, significant gaps in understanding remain. For example, while the

mediating effect of brand awareness on sneakers equity has been explored, its effect on brand equity antecedents such perceived quality ,brand attitude and brand associations and source credibility is underexplored in the developing country such as South Africa especially on local sneaker brands .

2.6 PURCHASE INTENTION

Purchase intentions are used to predict whether consumers will buy things within a certain time frame (Naseri, et al., 2021).Consumers go through six steps before deciding before deciding to buy the product, which are interest, preference, awareness, purchase, persuasion, and knowledge (Wekeza & Sibanda, 2019). Purchase intention is influenced by a variety of elements and circumstances, including discount levels, product price, quality, product kind, information availability, and word of mouth, to mention a few (Shon & Kim, 2020).Consumers use word of mouth as a convenient source of information that influences their purchasing decisions, word of mouth has an impact on consumer attitudes and willingness to take risks, choice behaviour and purchase decisions (Al-Gasawneha & Al-Adama, 2020),even though billions of dollars are spent on market research, an analysis is required to discover consumer behaviour (Mehta, Saxena, & Purohit, 2020). To understand what inspires consumers to purchase sneakers, a clear strategy designed by marketing experts is required. This will help firms stand out from the crowd. few brands were successful in achieving customer happiness and brand awareness, while some brands that were unsuccessful in recruiting consumers to purchase goods or services from them failed to achieve brand loyalty (Rather, Tehseen, Itoo, & Parrey, 2019).The importance of purchase intention is that it is being linked to social media influencers in the context of local sneaker brands. Some researchers have made particularly important contributions to understanding how purchase intention functions. For example, Researchers have assessed the effect of purchase intention on footwear industry (Chong, Tan, Mah, & Low, 2020) and concluded that it is critical to determine the factors that lead to purchase intention of customer as this can increase sales in the footwear industry. Other researchers found that the effect of customer satisfaction, brand experience and brand image which are dimension of brand loyalty all had a positive impact on customer purchase intention of Adidas, Nike and Puma (Silva, Madhushani, & Jayalath, 2020).

However, significant gaps in understanding remain. For example, while the outcome effect of purchase intention on sneakers has been explored, it is underexplored in the developing country such as South Africa especially on local sneaker brands .

2.7 BRAND ASSOCIATION

All brand-related beliefs, feelings, perceptions, images, experiences, thoughts, and attitudes form brand associations (Martin, Herrero, & Salmones, 2019). The use of brand associations in brand equity frameworks is rather common. In brand associations, When it comes to brand association, you should think about everything that has to do with the brand (Juhlin & Soini, 2018).Brand relationships may be divided into two categories: product associations and organisational associations (Chakraborty & Bhat, 2018).

A brand will be remembered more by the consumer and create more loyalty the higher brand associations is (Phong, Nga.Tran, Han, & Minh, 2020).To differentiate one organisation from the other, brand associations will play a critical role, this will also create attitudes towards organizational product (Phong, Nga.Tran, Han, & Minh, 2020).

Customers associate the brand with the symbolic properties of a product that satisfy customers demands for social approbation, personal expression, or self-esteem (Phong, Nga.Tran, Han, & Minh, 2020). Unique, powerful, and favourable associations should produce a good brand image, which when processed by consumers, bias consumer brand behaviour toward brand equity improves. A brand and its ‘meaning’ to be strategically distinguished and positioned in the consumer's mind, has to have a positive, unique and powerful brand image this will contribute to increased brand equity (Oppong & Phiri.Maxwell, 2018).

Some researchers have made particularly important contributions to understanding how brand associations functions. For example, one researcher looked at brand association for Yeezy brand which is in collaboration with Adidas (Grant, 2018), it concluded that a brand would stand a better chance of being remembered by the consumer when brand associations are high. To leverage on knowledge that is outside the marketing efforts of companies , companies will often link their brands to places, things and people. Another researcher found that when there is a brand partner in the fashion industry can contribute positively to brand associations that younger generations have (Lima, 2019).

However, significant gaps in understanding remain. For example, while the effect of brand associations on overall brand equity has been explored (Grant, 2018), , its effect on Customer-based brand equity and Source Credibility is underexplored in the developing country such as South Africa especially on local sneaker brands and endorsement through social media influencers. This research will help the researcher know what brand associations are attributed to local South African sneakers.

2.8 PERCEIVED QUALITY

Perceived quality is one of the key dimensions of brand equity (Shanahan, Trang, & Taylor, 2019).The overall customer's perception that one has on the overall superiority and quality in relation to the product's intended purpose can be defined as perceived quality (Gunnarsson, Postnikova, & Folkestad, 2018) and it is linked to the purchase decision (Gunnarsson, Postnikova, & Folkestad, 2018).Perceived quality can differ from customer to customer as their individual personalities are unique and will play their role in needs and preferences (Koliby & Rahman, 2018)therefore perceived quality can also be seen as value adding to customers , as it enables them to have justification for not only buying the product but differentiation from competitors as well, the higher the perceived quality the higher the brand equity (Viet & Anh, 2021) , it is vital for brands to have positive perceived quality as it lowers the perceived risk to consumers and decreases information cost (Viet & Anh, 2021). Perceived quality that a consumer has towards a product can also be influenced by advertising spend (Shanahan, Trang, & Taylor, 2019).Therefore perceived quality can be influential on the profitability of a company the overall feel about a brand, based on underlying factors, such as performance and reliability (Amelia, 2018). Brand name, package design, and advertisement are brand identities that communicate qualities that cannot be observed this causes favorable perceived quality (Chi, Huang, & Nguyen, 2020),Actual quality and perceived quality can be different, increasing current quality can be impacted negatively if they have a previous image of poor quality as at this stage they are unwilling to count any new changes or even believe (Kataria & Saini, 2020). it is important to understand the aspects which are the most important for consumer as consumers may not know how to evaluate the aspect that can be rated as, commitment to brand, switching cost and preference over brand (Koliby & Rahman, 2018), also consumers may lack the motivation to evaluate all quality aspects and only evaluate a few, they may also not be able to see any changes made to increase quality (Kataria & Saini,

2020).This further amplifies why brand loyalty will always be essential for Marketers. Some researchers have made particularly important contributions to understanding how perceived quality functions. For example, one researcher looked at how brand's perceived quality and brand loyalty of local footwear brands on Instagram (Indrabrata & Balqiah, 2020), it concluded that a consumer brand engagement has a positive and significant relationship with perceived quality and so did Brand Awareness. Other researchers found that consumers have an interest in the product being sage to use and the functional product attributes, and harmless to use dependent on sneaker chosen by consumer (Shyle & Panajoti, 2018).However, significant gaps in understanding remain. For example, local footwear sneaker brands has been explored (Indrabrata & Balqiah, 2020), its effect on Customer-based brand equity and Source Credibility is underexplored in the developing country such as South Africa especially on local sneaker brands and endorsement through social media influencers. This research will help the researcher know what perceived quality are attributed to local South African sneakers.

2.9 BRAND LOYALTY

Brand Loyalty is vital for a brand as a loyal customer when continue to be loyal and this will be displayed in continuous purchase of the brand, despite the intense effort made by competitors (Bilgin, 2018). Brand Loyalty has multiple benefits such as increased sales revenue, barriers of enty for competitiors, increased market share and it decreases the sensitivity that consumers have towards competitior marketing efforts (Kennedy, 2020).Brand Loyalty has two perspectives , behavioral and attitudinal (Kosiba, Boateng, Boakye, & Hinson, 2020) ,Repurchase behaviour ,frequency of purchase and share of wallet is how the behavioral perspective of brand loyalty is measured whilst attitudinal advocacy and attachment that is psychological in nature is how attitudinal loyalty is measured. Attitudinal loyalty is measured through psychological attachment and attitudinal advocacy. The behavioural perspective of brand loyalty has been normally measured via repurchase behaviour, share of wallet and quantity of brand purchases, and frequency of purchase (Kosiba, Boateng, Boakye, & Hinson, 2020).Brand loyalty also has three stages, each of which is dependent on accomplishing the one before it the initial stage is the previous knowledge about the brand will form customers views about it, the next stage is as a brand what is required is to build a emotional connection to the brand, this leads to conative loyalty as consumers transition to having positive brand attitude as thy experience positive experiences of the product (Hwang,

Joo, Choo, & Hyun, 2022).If consumers continue to be loyal to a brand they will be less expensive to attract and the overall marketing of the business decreases, The probability of switching brands reduces as the brand's consumer have less and less reason to switch (Goncalves, 2019).Celebrities and brands must be matched carefully before a company chooses a spokesperson to represent it as this can influence brand loyalty for the better (Parwati, Rohman, & Puspaninrum, 2021) .

Some researchers have made particularly important contributions to understanding how brand loyalty functions. For example, few researchers looked at how celebrity endorsement extends brand loyalty (Gupta, Tyagi, Siddiquer, & Sharma, 2020), it concluded if brands want to enhance the brand loyalty and customer satisfaction of their products ,organisations must keep in mind that the celebrity must match what the brand stands for other researchers attributed again on importance of celebrity endorsements and brand loyalty (Pavlovic & Vukovic, 2020). Brand Loyalty's, effect on Customer-based brand equity and Source Credibility is underexplored in the developing country such as South Africa especially on local sneaker brands and endorsement through social media influencers. This research will help the researcher know how brand loyalty and social media influence can have an impact on local South African sneakers.

2.10 BRAND ATTITUDE

In the decision-making process, social psychology emphasises the importance of attitude in determining intention. The degree to which a person has a favourable or unfavourable opinion or appraisal of the conduct in question (Parwati, Rohman, & Puspaninrum, 2021). Research also identified the positive effect of fit between the brand and celebrity and of brand involvement on brand attitude (Singh & Banerjee, 2018).A combination of affective, behavioural, and cognitive reactions toward an item can be characterised as attitude toward an activity (Jena, 2020).

The mindset of the customer is crucial when it comes to making a purchase decision for any brand or product. Customers are exposed to many product advertisings that aid their growth (Paul & Bhakar, 2018). Brand attitudes cause a greater impact on purchase intentions as the motivation of the consumer is increased (Wang, Caao, & Park,2019). Some researchers have made particularly important contributions to understanding how brand attitude functions. For example, few researchers looked at how co-branding and celebrity endorsement transfer meaning to brands, it concluded that explicit celebrity advertising triggers a product of belief in the form of brand attitudes (Tian, Tao, Hong, & Tsai, 2021). Another researcher attributed that popular culture is

paramount within the sneaker industry as consumers make emotional responses when spending in this industry because popular culture heavily influences the sneaker market (Slaton & Pookulangara, 2021).

Brand Attitude, effect on Customer-based brand equity and Source Credibility is underexplored in the developing country such as South Africa especially on local sneaker brands and endorsement through social media influencers. This research will help the researcher know how brand attitude and social media influence can have an impact on local South African sneakers.

2.11 SOURCE CREDIBILITY

The perceived level of competence of a source has a beneficial influence on consumer attitude shift, a more educated source will result in more inclinations to buy the endorsed brand (Weismueller, Harrigan, Wang, & Soutar, 2020). Consumer attitude can be positively affected by a source's perceived level of expertise, a more informed source is deemed credible to create intention's to buy brand's that are endorsed (Schimmelpfenning & Hunt, 2020).The most significant aspect behind source credibility is trustworthiness, It can be defined as the level of trust that the audience bestows upon the speaker who relays the message, who they feel is honest and objective (Rahmanisah & Fadli, 2022).Sympathetic nature, beauty, and physical appearance are some of the associations that are linked to attractiveness (Friere, Quevedo, Senise, & Scrivano, 2018).Attractiveness plays a role in ensuring the effect of advertising changes consumer behavior, conveying advertising messages become more important when an attractive endorser is endorsing the product (Yoo, 2020).Attractiveness not only highlights the credibility that consumers have , it also can lead to products and brands having a positive image and positive assessment(Yoo, 2020).

Negative word of mouth spreads faster than positive word of mouth and makes marketers and possible brand endorsers less likely to promote the product if it is not being well received in the market (Lim, Ahmed, & Ali, 2022), Negative word of mouth can also reduce the consumer intentions to buy products and company image (Gildin, 2022) for example, Bonang's Matheba's newly released book from "A to B " received a lot of criticism by followers on Instagram and Facebook to an extent where a tweet called #tweetlikebonang was made listing memes, videos and statuses, mocking the rudimentary errors made by publishers and editors in the book, the backlash

received in less than a week caused Exclusive Books to refund any customers who had bought the book (Thakurdin & Zeeman, 2017).

The characteristics commonly attached to credible endorsers, such as celebrities, has been focused on physical attractiveness, product-celebrity match-up, popularity and power (Chan & Fan, 2022). The attributes in the online space have changed the way consumers look for source credibility, for example, a consumer can deem a review website credible through website rating systems and looking at the history of the website administrator (Hsieh & Li, 2020).

2.12 SUMMARY OF CHAPTER 2

Chapter 2 was divided into three main sections below:

The first section discussed the theoretical grounding of the study that comprised two theories; Source Credibility Theory and Customer Based Brand Equity Theory. The second main section explored the study's empirical literature review of the research constructs which included: Attractiveness (ATT), Trustworthiness (TT), Expertise (EX) were taken from the Source Credibility Model. Brand Equity Model Aaker (1991) variables were used in this research which are "Brand Association (BAS), Perceived Quality (PQ), Brand Loyalty (BL), Brand Awareness (BA) and Brand Attitude (BT)".The relationships and links between all the above-mentioned constructs were also explored in detail."

CHAPTER 3: RESEARCH MODEL AND HYPOTHESIS STATEMENT

3.1 INTRODUCTION

This chapter provides a detailed analysis of empirical literature and theoretical grounding that is related to this study. For further empirical examination Hypothesised relationships between research constructs were developed. The conceptual model for the research is a modified model which is a combination of two existing models, the source credibility model, and the brand equity model. In the literature, to depict ATT, TT, EXP, as Independent associated with Attractiveness (ATT), Trustworthiness (TT), Expertise (EX) were taken from the Source Credibility Model. The Brand Equity Model Aaker (1991) was used in this research with a focus on Brand Association (BAS), Perceived Quality (PQ), Brand Loyalty (BL), Brand Awareness (BA) and Brand Attitude (BT). Brand Association and Perceived Quality do not

have any direct influence on brand loyalty and purchase intention as the research focused more on the how Source Credibility influenced Brand Associations and Perceived Quality amongst other variables. In the context of this study there is no relationship between brand loyalty and purchase intention as both are outcomes of the predicator and mediator variable nevertheless previous studies have indicated that brand loyalty has a significant effect on purchase intention of consumers (Ceyhan, 2019; Almohaimmeed, 2019; Tanzaretha.Clarita, 2022).

3.2 HYPOTHESIS DEVELOPMENT

The following hypotheses were based on figure 2 conceptual model, it is stated in the table below.

Hypothesis 1: Attractiveness is directly and positively related to Brand Associations

Research has indicated that physically attractive endorsers are more fruitful at changing convictions/beliefs and creating purchase intention (So, King, Hudson, & Meng, 2017). The people who are like themselves or aspire to be like a celebrity are likely to accept meanings associated or consistent with that brand (Elbedweihy, Jayawardhena, Elsharnouby, & Elsharnouby, 2016). Moreover, to reject meanings associated or consistent with another celebrity who does not reflect either that or who they aspire to be like or who they would like to become (So *et al*., 2017).

Hypothesis 2: Trustworthiness is directly and positively related to Perceived Quality

Trust is described as a willingness to rely on an exchange partner in whom one has confidence (Ert, & Fleischer, 2020). Quality cannot be deduced from a brand's name until it becomes well-known. However, after developing a brand name because of consistent excellent quality, the brand seems to be a quality indicator. Perceived quality is characterised as the customer's recognition of the generally quality or prevalence of an item or benefit regarding its purpose, relative to alternatives (Wang & Lin, 2017). According to Aydin & Ozer (2004) there is evidence to support a relationship between trust and perceived quality. Perceived value plays a vital role in affecting purchase intentions and is an important component of long-term customer relationships and influencing customer trust (Wang & Lin, 2017; Kim, *et al.*, 2008). According Swant (2016) to a new Twitter survey, consumers may place the same degree of trust in social media influencers as they do in their friends.

Hypothesis 3: Attractiveness is directly and positively related to Brand Attitude

Multiple researchers utilising the Attractiveness and Expertise models conclude that perceived source trustworthiness and attractiveness impact customer behaviour (Lin, Crowe, Pierre, & Lee, 2021). Marketers always consider physical attractiveness as one of the factors for selecting endorsers since it has the potential to impact people's views about the advertisement and the products (Torres, Augusto, & Matos, 2019). Lin *et al*., (2021) stated that the fit between products and endorsers is not as important as attractiveness. Attractiveness plays an important role in creating positive brand attitudes and higher purchase intentions by consumers unless the endorser's level of expertise is high enough to induce consumers to ignore physical appearance. When consumers have a more positive attitude towards the endorser because of attractiveness, it leads to a positive attitude towards the advertisement (Lin *et al*., 2021). The likeability of a brand to a positive attitude towards the advertisement. The likeability of a brand and ability of consumers to recall the brand's messages is enhanced by celebrity endorser attractiveness (Torres *et al*., 2019).

Hypothesis 4: Trustworthiness is directly and positively related to Brand Attitude

Trustworthiness gauges validity of the statements communicated by the endorser through the level of confidence that consumers have in the endorser (Wang, et al., 2017). Hudders, Lou, and de Brabandere, (2022) expressed that if consumers believe that the source can be trusted, they also assume that the communicated message is highly credible. Therefore, marketers seek to increase the value of reliability by selecting endorsers who are perceived as honest, credible, and trustworthy. A celebrity is perceived as more trustworthy, the message will be more effective, and the receiver will be more integrated (Hudders, 2022). Another study done by Wang, Kao, and Ngamsiriudom (2017) on celebrity endorsement, saw the endorser's trustworthiness affect brand attitude and purchase intention. Brand attitude is considered an indicator of behavioural intention. Attitudes towards a brand are related to consumer preferences and overall brand ratings, which describe their likes and dislikes. However, Dipayan, *et al*., (2013) declared that the Affect transfer theory provides another clarification for the influence of celebrities on attitudes and intentions. The Affect transfer theory states that the image or affection of a prominent celebrity endorser can be transferred to a brand through brand endorsement, influencing attitudes and purchasing intentions about the brand.

Hypothesis 5: Source Credibility Expertise is directly and positively related to Brand Attitude

Recommendations received from someone with a high level of integrity and knowledge are more likely to be trusted and, therefore, followed. The source expertise helps make messages more credible and make more sense. The positive attitude of the recipient of the recommendation towards the brand is expected to increase due to source credibility (Wu & Wang, 2011). The researchers have specified that within the context of celebrity endorsement, celebrity expertise has shown to have a positive influence on attitudes of brands, purchase intention, and product evaluations (Rossiter & Smidts, 2012; Eisend & Langner, (2010). The internalisation occurs when the recipient is motivated to take an objectively correct position on an issue. The process of internationalisation facilitates the confirmation from a credible or well-informed source that can influence opinions, attitudes, and/or behaviour (Rossiter & Smidts, 2012). Wong, Ng, Lee, and Lam, (2019) stated that the recipient learns and adopts the credible speaker's opinion because he believes that this person's information represents an appropriate position on the subject. Therefore, celebrities with a higher expertise are often assumed to be more persuasive.

Hypothesis 6: Brand Awareness is directly and positively related to Brand Attitude

Brand Awareness is the personal meaning of the brand stored in the memory of the consumer, i.e., all descriptive and evaluative information related to the brand, which refers to the cognitive illustration of the brand name ((Langaro, Rita, and de Fátima Salgueiro, 2018). Buying a product, they know as a familiar product on a regular basis is preferable to the unknown product (Escalas, 2009). In the context of marketing, companies focus on building consumer awareness to generate the desired response from the audience (Park & Oh, 2020). In addition, they posit that the awareness is the key to influencing behaviour in the buying condition. Ndlela and Chuchu (2016) classified a higher level of consumer brand awareness makes the brand more central, which in turn, increases the likelihood that the brand will be remembered in a buying situation. Langaro *et al.*, (2018) showcased given the widely acknowledged association between brand awareness and brand attitude, it can be recommended that generating awareness can have important behavioural consequences. Abzari, et al (2014) stated that creating an awareness concerning a cause or an initiative may eventually lead to a positive and desirable changes in brand attitude.

Hypothesis 7: Brand Awareness is directly and positively related to Brand Loyalty

Chinomona and Maziriri (2017) showed that consumers make choices based on awareness rather than reputation when in a brand decision situation among different brands that have the same

reputation. Brand awareness is positively related to brand loyalty. Consumers are willing to buy a familiar product, but how it is perceived in the consumer's mind still influences purchasing decisions (Nguyen, *et al*., 2011). When consumers intend to buy any product, the first thing that comes to their mind is the brand title which indicates brand awareness (Shabbir, *et al.*,2017). To achieve customer loyalty toward their company and brand, it is important to maintain a relationship between customers and the brand helps managers do this (Chinomona, & Maziriri, 2017). The consumer continues to purchase; this reflects a conscious decision indicating a repurchase behaviour, thereby regarded as brand loyalty (Bilgin, 2018). However, Schiffman and Kanuk (2010) have expressed brand loyalty as consumers who prefer to purchase the same brand consistently in a particular product or service category. By creating a positive output of brand equity, consumers developed brand loyalty which positively engenders brand preference over other brands (Salman, *et al*., 2015; Ling, 2013).

Hypothesis 8: Source Credibility Expertise is directly and positively related to Brand Loyalty

The effectiveness of a message is determined by the perceived level of expertise and trustworthiness that customers see in the endorser; this is based on the source credibility model (Park & Oh, 2020). There have been studies done that indicate that the expertise of a celebrity strongly had an influence on brand loyalty (Seongseop, *et al*., 2018). Studies have shown that for an advertisement to be more persuasive or effective, the advertisement will be linked to the celebrity endorser's perceived level of expertise in an advertisement; the greater the expertise, the more persuasive the advertisement (Vikaliana, Panjaitan, Adam, Fasa, & Roslan, 2021). Expertise has a significant influence on the establishment of brand loyalty and brand attitude (Park and Oh's, 2020). Consumers develop a credible attitude towards brands once accepting a credible source message; this stimulates a positive attitude towards brands (Escalas & Bettman, 2009; Khan, et al., 2019). Therefore, what promotes brand loyalty even further is a positive attitude and high purchase intentions (Vikaliana et al., 2021).

Hypothesis 9: Brand Attitude is directly and positively related to Brand Loyalty

Chuenban, Sornsaruht, and Pimdee, (2021) defined brand loyalty as the degree of immersion that makes consumers purchase their favoured products or services repeatedly. Brand loyalty as the persistence, consistency, coherence, and tendency of the relationship over time, as well as the capacity of the consumer to resist brands that do not belong to loyalty, studies by various researchers has been linked to positive brand attitudes (Chuenban, *et al*.; Barnes, 2015). Chuenban,

et al., (2021) has shown that regardless of the actions of competitors or changes in the environment, Brand Loyalty indicates that customers have positive attitudes towards a brand and are willing to repurchase the same merchandise or service from the same brand. Therefore, loyalty indicates a higher degree of likeability and a positive attitude toward the brand. Furthermore, van Noort, et al (2012) found that a stronger tie with a sender of persuasive information positively influenced attitude toward the brand and attitude toward the advertising message. Consumers who consistently buy the same brands over time when purchasing products are showing an attitude that is favourable toward certain brands (Chuenban, et al., 2021).

Hypothesis 10: Brand Attitude is directly and positively related to Purchase Intention

Brand attitude has been considered as a critical factor to influence the purchase intention in marketing communications (Teng, 2018). Salehzadeh and Pool (2017) has a study which has investigated the relationship of attitude with purchase intentions in specific dimensions, such as attitude towards advertiser. Previous studies examine attitude towards advertisement and attitude towards brand (Kudeshia & Kumar, 2017; Salehzadeh & Pool 2017). Brand Attitude was a focus for this study. Purchase intention is described as the process by which consumers plan to purchase a product/service due to advertisements delivered through advertising media (Kudeshia & Kumar, 2017). Other literature in social media advertising also supported the fact that brand attitude indeed does have a positive impact on brand purchase intentions; because consumers have a favourable attitude when evaluating the brand that they want to purchase, this makes them more likely to purchase the brand (Salehzadeh & Pool, 2017; Park, et al., 2015).

Table 1: Summary of Hypotheses

Summary of Hypotheses		
H/No.	**Hypothesis Statement**	**Hypothesized Relationship**
H_1	Attractiveness is directly and positively related to Brand Associations.	ATT → BAS
H_2	Trustworthiness is directly and positively related to Perceived Quality.	TT → PQ

H_3	Attractiveness is directly and positively related to Brand Attitude.	ATT → BT
H_4	Trustworthiness is directly and positively related to Brand Attitude.	TT → BT
H_5	Source Credibility Expertise is directly and positively related to Brand Attitude.	EX → BT
H_6	Brand Awareness is directly and positively related to Brand Attitude.	BA→ BT
H_7	Brand Awareness is directly and positively related to Brand Loyalty.	BA → BL
H_8	Source Credibility Expertise is directly and positively related to Brand Loyalty.	EX → BL
H_9	Brand Attitude is directly and positively related to Brand Loyalty.	BT → BL
H_{10}	Brand Attitude is directly and positively related to Purchase Intention.	BT→ PIHC

3.3 SUMMARY OF CHAPTER 3

Chapter 3 provided the conceptualised model for the research study that constituted this report: Further to that, the research hypotheses for the research study were developed. The aim of this chapter was to illustrate the framework forming the basis of this study, as well as to formulate the proposed hypotheses, while supporting them with existing literature. The chapter comprised two

sections. In the first section, the research model was depicted, and the hypothesised relationships indicated. In the second section, the hypothesised relationships were developed and further substantiated.

CHAPTER 4: RESEARCH METHODOLOGY AND DESIGN

4.1 INTRODUCTION

Chapter 3 provided a detailed theoretical model that formed the basis of the research and explained the variables within the model that were adopted. Research methodology is the methods used to collect and analyse data to produce new knowledge Petty, Thomson, & Stew, (2012). Research techniques affect a study's validity and scope, and they are critical to produce new information (Yang & Lai, 2010). A methodology sets out the steps to collect data that will be utilised to find answers and fix issues (Malhotra & Birks, 2007). This study was quantitatively designed from the outset. Respondents' interests and attitudes about buying local sneaker brands were assessed using five-point Likert-scales. As a result of adopting questions from previous studies that had been measured using a five-point Likert scale, the researcher chose to apply the same measurement scales in this study. Participants completed an online survey form as part of the research. Students were required to complete the questionnaire, based on the age requirements; participants younger than the specified age were excluded from answering any further questions. It was crucial to determine the unit of analysis and apply techniques that were compatible to get the required findings, so we understood and used applicable methodology. The collecting data was processed in SPSS 27 and Amos 27 for descriptive statistics and structural equation modelling respectively. The research design explored:

- How data was to be acquired
- What instruments were employed
- How the instruments were utilised and
- The intended means for analysing data collected

4.2 Research Philosophy: Positivist Paradigm

The philosophy pertaining to quantitative research is positivism; it refers to using methods of science to collect data that is quantitative in nature, its sole focus is to observe relationships amongst variables that are empirical (Curtis & Drennan, 2013).

Research philosophy pertains to the advancement and character of knowledge (Collins,2010). The paradigm is a critical part of any research process (Mangan, Lalwani, & Gardner, 2004). The

positivist paradigm adheres to the empiricist theory that all knowledge derives from personal experience and observation (Collins, 2010). Positivism is an atomistic, ontological view (nature of reality) of the universe, consisting of distinct, observable elements and events that interact in an observable, defined and regular manner (Collins,2010).

4.3 Quantitative Research

A quantitative method to the research was used to gather the data for this project. A quantitative approach makes use of a structured method and tools to acquire data under controlled settings and emphasises objectivity via statistical analysis It has been suggested by (Polit and Hungler,1995).A quantitative study is a systematic approach towards measurable variables that have a relationship with one another; the results of a quantitative study result in either disconfirmation or confirmation of hypotheses tested on the measured variables (Leedy, 1993). As such, a quantitative approach was appropriate, given the nature of the current study.

The researcher deemed quantitative approach the most appropriate for this study as ,the research is not influenced by personal feelings or opinions when representing facts and considering research due to the nature of the results being numerical, because the Researcher will be collecting a larger sample of data, quantitative research brings allowance for the simplification and representation of that data, that can be compared easily (Basias & Polalis, 2018). In the world of social sciences , quantitative methods have a higher level of prestige as in policy making and federal funders it holds prestige (Saunders, Williams, Kolek, Remaly, & Wells, 2018).

4.3.1 Sampling Design

The researcher will use descriptive research to better orient the findings of this research as it can be used to determine the traits of a specific group and to see specific the outcomes that may come from the hypothesis result, descriptive research is also very rigid when collecting data and is more in line with this quantitative research as a result (Pratap, 2018), In this instance there will be 10 Hypothesis tests where the research will be able to see how social media influencers , impact the brand attitudes ,loyalty, awareness, brand associations and perceived quality. By identifying which relationships are more effective marketers and practitioners will better able to

create campaigns that young consumers can identify with when selecting social influencers for local sneaker brands.

The identification of Grafström (2010) defined that sampling design should be simple to implement, efficient, and should cover various approaches to measure the sample to be generally applicable. The sampling design entails a plan of obtaining a sample for a given population. The sample design narrows down the number of items that need to be included in the overall sample, this needs to be done before any data is collected. The researcher needs to a select a sample size that will yield reliable and valid results (Kothari, 2004).

4.3.2 Target Population

Identifying the study population is necessary for the formulation and running of any test (Klein & Meyskens,2001), When defining a target population, a researcher should clearly indicate the characteristics of the target population that apply directly to the study. Participants aged 18 and higher were used as the target population. The researcher distributed survey's personally to participants who were of age , by using two of her own cell phones to assist participants in answering questions, through approaching people in this manner it allowed the screening process to naturally take place as Researcher asked participants age before filling in survey on phone, this was deemed a better approach than distributing the survey on emails to respondents who one may not know what their age is.The Researcher focused on Johannesburg's young generation (18 -32) in Braamfontein and also her colleges within the same age bracket in Bryanston South Africa.

The justification of the sample size are as follows :

- The reasearcher has limited resources within the Covid context and can only collected a certain number of respondents.
- Given those circumstances the researcher focused on Johanesburg given it's metropolitan state that has various kinds of young people aged from 18 to 32 with varying interests.
- For greater accurary the researcher collected 372 online surveys from participants that has assisted in ensuring there is a desired level of accuracy pertaining to the research.

- Rule of thumb was also used to ascertain what would be a practical sample for this manner of quantitiative research.

In Table 2 demonstrates statistics on the characteristics of participants, based on a survey conducted in 2021.

Table 1: Profile of Participants

Total Participants	372
Student	260
Employed	54
Self Employed	33
Unemployed	25

4.4 QUESTIONNAIRE DESIGN (MEASUREMENT INSTRUMENT)

A research questionnaire was the primary data collection instrument used for this research. Only participants who are of the age 18 and older were given self-administered questionnaire In this study, the measurement instrument consisted of seven sections which involved measuring each of the seven constructs respectively.Section A required that respondents fill in their background information. Section B, C, D, E, F, G,H measure Source Credibility which consists of Trustworthiness, Attractiveness and Expertise, Brand Attitude , Brand Awareness Source Credibility , Brand Loyalty, Purchase IntentionPerceived Quality, Brand Association,respectively. All scale items were measured on a 5-point Likert scale, the motivation for using a five-point Likert scale is that it enables easy interpretation of data (Joshi & Pal Kumar, 2015). Table 3 demonstrates the questions that were modified with the use of journal that have been accredited and published articles for the purposes of developing the current study's research questionnaire

Table 2: Adapted and Original Measurement Items

Variables	Item Adaptation Measurement	Measurement adoption	Author and Source
Source Credibility-Attractiveness	I prefer to watch advertisements with physically attractive (beautiful, elegant, classy) endorser	I prefer to watch local sneaker advertisements online with physically attractive (beautiful, elegant, classy) endorsed by Social Media Influencer	(Wang, Kao, & Ngamsiriudo, 2017)
	I think that attractiveness is an important characteristic for a celebrity endorser	I think that attractiveness is an important characteristics for a Social Media Influencer endorser	(Wang, Kao, & Ngamsiriudo, 2017)
	I feel that a physically attractive endorser influences my purchase intention towards a celebrity endorsed brand	I feel that a physically attractive endorser influences my purchase intention towards a social media influencer endorsed brand	(Wang, Kao, & Ngamsiriudo, 2017)
	I remember a brand that is being endorsed by attractive celebrity more	I remember a brand that us being endorsed by attractive social media influencer more	(Wang, Kao, & Ngamsiriudo, 2017)
	I remember a brand that is being endorsed by attractive celebrity more	I remember a brand that us being endorsed by attractive social media influencer more	(Wang, Kao, & Ngamsiriudo, 2017)

Source Credibility - Expertise	I think advertisements with a celebrity endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable	I think advertisements with a social media influencer endorser who has expertise (skilled, qualified, knowledgeable, experience) is more respectable)	(Wang, Kao, & Ngamsiriudo, 2017)
	I pay more attention to the advertisements using an expert celebrity	I pay more attention to the local sneaker brand advertisement using an expert social media influencer	(Wang, Kao, & Ngamsiriudo, 2017)
	I will buy a product if the celebrity endorsing it is an expert	I will buy a local sneaker if the influencer endorsing it is an expert	(Wang, Kao, & Ngamsiriudo, 2017)
	I think a brand that is being endorsed by an expert celebrity is more trustable	I think a local sneaker brand that is being endorsed by an expert social media influencer is more trustworthy	(Wang, Kao, & Ngamsiriudo, 2017)
	Do you think this brand is a good fit for this celebrity to endorse	The sneaker social media endorse in advert is qualified to advertise this local sneaker brand	(Hassan & Jamila, 2014)
Source Credibility Trustworthiness	I think a brand that is being endorsed by a trustworthy celebrity is more respectable and desirable	I think a sneaker brand that is being endorsed by a trustworthy social media influencer is more respectable and desirable	(Wang, Kao, & Ngamsiriudo, 2017)
	I feel that advertisements with a trustworthy endorser push me to remember that advertisement and the product that is being endorsed	I feel that advertisements with a trustworthy endorser push me to remember that advertisement and the product that is being endorsed	(Wang, Kao, & Ngamsiriudo, 2017)
	Food influencers raise my standard of choosing quality food preferences	Social media influencers raise my standard of choosing quality local sneaker preferences	(Sati & Kazancoglu, 2020)

	I value the opinion of the influencers that I follow as if they were someone close whom I trust	I value the opinion of sneaker social media influencers that I follow as if they were someone close whom I trust	(Castillo & Fernandez, 2019)
	I feel as if I have a close personal connection with the brands suggested by the influencers that I follow	I feel as if I have a personal connection with the local sneaker brands suggested by the social media influencers that I follow	(Castillo & Fernandez, 2019)
Brand Awareness	I remember a brand just because the celebrities are endorsing it	I remember a local sneaker because a social media influencer is endorsing it	(Radha & Jija, 2013)
	Celebrity endorsed advertisement for a durable product is more convincing than an ad without such endorsement	Social Media Influencer endorsement for a local sneaker brand is more convincing than an ad without such endorsement	(Balakrshnan & Kumar, 2011)
	I would like to pass along information on brand, product, or services from LV's social media to my friends	I would like to pass along information on local sneaker brands from social media influencers to my friends	(Kim & Ko, 2012)
	I remember this airline logo certainly	I remember the logos of local sneaker brands because of social media influencer	(Seo, Park, & Choi, 2020)
	I can recognize this brand among competing brands	I can recognize local sneakers brands among competing brands because of social media influencers	(Alhaddad, 2015)

Brand Association	The brand is well regarded by my friends	The Local Sneaker Brand is well regarded by friends	(Chieng & Goi, 2011)
	I am proud to own a product of this brand	I am proud to own a product of this brand because of sneaker social media influencer	(Chieng & Goi, 2011)
	The brand is well priced	The local sneaker brand endorsed by social media influencers is well priced	(Chieng & Goi, 2011)
	This brand is different compared to other brand(s) of the product in terms of the colour/flavour/form/ appearance	Social media influencers make local sneaker brand look different compared to other brand in terms of colour /favour/form/appearance	(Chieng & Goi, 2011)
	I have difficulty in imagining this brand in my mind	I have difficulty in imagining the local sneaker brand in my mind despite use of social media influencer	(Chieng & Goi, 2011)
Perceived Quality	The discount store /bank is of high quality	Brand endorsed by sneaker influencers are of very high quality	(Ha & John, 2010)
	This brand is very reliable	Brands endorsed by sneaker influencers are very reliable	(Chieng & Goi, 2011)
	Brands endorsed by celebrities are of consistent quality	Brands endorsed by sneaker influencers are of very consistent quality	(Khan, Marium; Memo, Zareena; Kumar,

			Sandeep;, 2019)
	Brands endorsed by celebrities offer excellent features	Brands endorsed by sneakers influencers offer excellent features	(Khan, Marium; Memo, Zareena; Kumar, Sandeep;, 2019)
	Its products are flawless	Brands endorsed by sneaker influencers are flawless	(Esmaeilpour, 2015)
Purchase Intention	I am willing to purchase organic foods if they are available	I am willing to purchase local sneakers advertised by sneaker social media influencers	(Wang, Pacho, Liu, & Kajungiro, 2018)
	In near future, I would consider purchasing online music	In near future, I would consider purchasing local sneakers endorsed by sneaker social media influencers	(Chu & Lu, 2007)
	Would you decide to buy the product because the celebrity endorsed it?	I would decide to buy the local sneaker because a sneaker social media influencer I like endorsed it	(Richardson, Miller, Gross, Bellon, & Langton, 2013)
	The information in the commercial is appropriate and should influence my buying decision	I have made a purchase after seeing a social influencer endorsing/recommending a product or service	(Richardson, Miller, Gross, Bellon, & Langton, 2013)
	If my favourite celebrity endorses a brand, I will buy it no matter what	If my favourite social media influencers endorses a local	(Frimpong, Donkor, &

		sneaker brand, I will buy it no matter what	Frimpong, 2019)
	I am happy to buy a brand endorsed by my favourite celebrity	I am happy to buy a brand endorsed by my favourite social media influencers	(Frimpong, Donkor, & Frimpong, 2019)
Brand Loyalty	I feel loyal to brands endorsed by my favourite celebrity	I feel loyal to brands endorsed by my favourite sneaker social media celebrity	(Frimpong, Donkor, & Frimpong, 2019)
	It is likely that brands endorsed by my favourite celebrity will be my first choice	It is likely that brands endorsed by my favourite sneaker social media celebrity will be my first choice	(Frimpong, Donkor, & Frimpong, 2019)
	I will not buy another brand if a brand endorsed by my favourite celebrity is available	I will not buy another local sneaker if a brand endorsed by my social media influencer is available	(Frimpong, Donkor, & Frimpong, 2019)
	I recommend this supplier to other colleagues	I recommend local sneaker brands to my friends as a result of Social Media Influencers	(Zhang & Li, 2019)
	It is likely that brand offer good value for money	Local Sneakers endorsed by Social Media Influencers are of Good Value for Money	(Spry, Pappu, & Cornwell, 2009)

Brand Attitude	Environmental protection is important to me when making product purchases	Local sneaker brands advertised by social media influencers is important to me when making sneaker purchases	(Sreen & Sadarangani, 2018)
	When worn or used by [SMI's name], the product becomes a look, a style, an exhibition of taste	I think brands endorsed by social media influencer in my selected advert have taste	(Ki, 2018)
	I think buying an electric vehicle is a good choice	I think buying a local sneaker brand is a good choice because of social media influencers	(Huang , Janping, 2019)
	I keep using a brand only because of the endorsing Celebrity	I keep using a local sneaker brand only because of the endorsing social media celebrity	(Wang, Kao, & Ngamsiriudo, 2017
	I have bought a product under the influence of a celebrity	I have bought a local branded sneaker under the influence of a celebrity	(Wang, Kao, & Ngamsiriudo, 2017)

4.5 DATA COLLECTION

4.5.1 Data Collection Techniques

This This study drew on both primary and secondary sources of data. primary data is information collected specifically for the investigation(Churchill and Iacobucci,2002). Secondary data, on the other hand, are statistics that were not obtained for the research at hand but for another purpose. The questionnaire was distributed online to participants residing in Johannesburg. Random participants were selected to collect data from participants, aged 18 and older, were selected to

answer questions on Social Media Influencers Marketing Impact on Consumer Purchase Intention for Local Recognised Sneaker Brands.

4.5.2 Primary Research

Primary research is usually conducted when a problem does not have a great deal of published information (Driscoll,2011). Primary research was conducted through online research questionnaires to a sample of 372 respondents, who were, as mentioned, participants who reside in Johannesburg and who are 18 years and older.

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4.5.3 Secondary Research

Secondary data is information that has already been collected by another individual (Kotler, Armstrong, 2010; Baines, Fill, & Page, 2011). A strategy used to acquire previously obtained data for purposes other than the research at hand is characterised as secondary research, which is sometimes referred to as desk research. For this investigation, researchers reviewed reputable academic journals that reported on recent findings. Aside from primary research, secondary sources consulted included Google Scholar, the databases on the University of Witwatersrand library's website, and textbooks accessible in the university library.

4.6 DATA ANALYSIS

Figure 3 represents the outline of the Data Analysis section.

Once data was collected, it went through vigorous correction to eliminate errors. Once the data was free from errors, it was transferred from Excel to SPSS statistical software. In order to assess Driscoll (2011) the model fit, reliability and validity of the measurement instruments, structural equation modelling was done.Proposed hypotheses were tested using path analysis.

(Driscoll, 2011

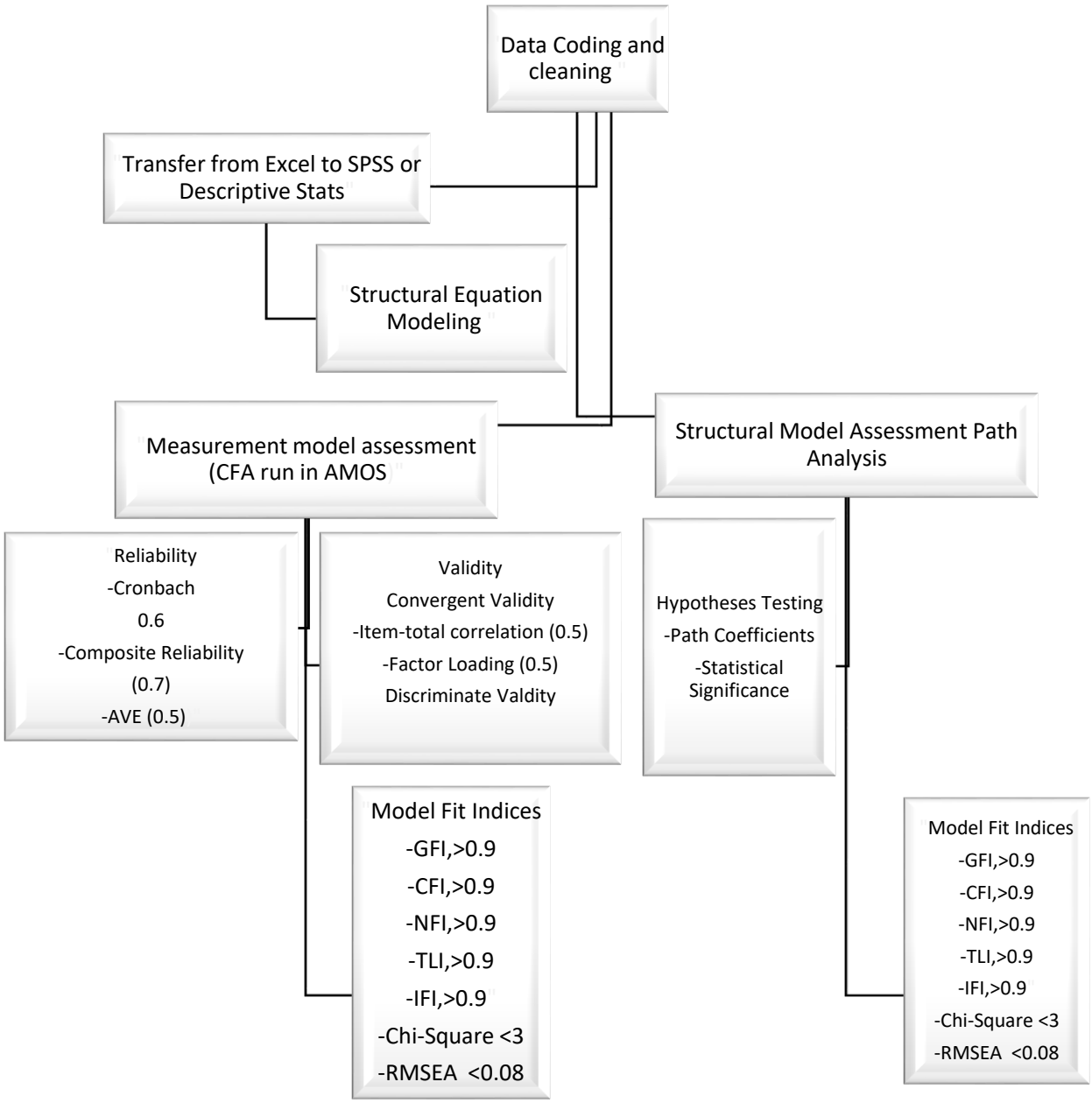


Figure 3: Data Analysis Process

4.6.1 Structural Equation Modelling (SEM)

Structural equation modelling (SEM) is a statistical approach that is used mainly to test the hypotheses of variables to analyses the relation between latent and observed variables (Hoyle,1995).A series of equations, similar to a multiple regression equations series, was used to

express the structure of interrelationships among variables (Hair, Black, Babin, & Anderson,2010). The equations involved all the relationships among constructs (independent and dependent variables) involved in the analysis. Factor Analysis and multiple regression analysis illustrate the two types of multivariate technique which forms the basis of SEM's foundation.

An estimation of multiple and interrelated dependence relationships is what characterises the SEM model; explains the entire set of relationships by defining a model; accounts for measurement error in the estimation process and represents unobserved concepts in these relationships (Hair, Black, Babin, & Anderson,2010). If a researcher can express a theory in terms of relationships among latent constructs and measured variables then, as represented by data, SEM is used to identify whether the proposed theory fits reality. SEM assesses how well the theory fits reality as represented by data.

The identification of Anderson and Gerbing (1988) and Hair, Anderson, Tatham, and Black (1998) used a two-phase method to SEM analysis was utilised. A first step a confirmatory factor analysis was used to determine if the measurement model was adequate (Nusair & Hua,2010) both construct reliability and item reliability were tested. Nusair & Hua (2010) have also highlighted using convergent and discriminant validity, the construct validity was tested after the scale's reliability had been established, before the measurement model was assessed and finished. The structural model was examined in the second stage of SEM (Nusair & Hua, 2010). It was determined that the overall model fit in both measurement and structural models was good by using goodness-of-fit indices such as the c/df ratio, the CFI, the NFI, the NFI, the RFI, the IFI and the RMSEA.

In summary, SEM has six stages that reflect on the unique terminology and procedures.

Stage 1: Explain the Individual Constructs –This should display the items which are intended for use in the research study; what items are to be used as measured variables.

Stage 2: The measurement model must be specified and developed - Make measured variables with constructs draw a path diagram for the measurement model.

Stage 3: Produce results that are empirical by designing a study - Assess the adequacy of the sample size; Select the estimation method and missing data approach

Stage 4: Assessing Measurement Model Validity – Assess line GOF and construct validity of measurement model, if the measurement model is not valid, then measures need to be redefined

and a new design of the study must be done. If the measurement model is valid, then the researcher must proceed to test the structural model

Stage 5: Specify Structural Model – The measurement model must be converted to a structural model

Stage 6: The Validity of the Structural Model must be assessed– Assess the GOF and significance, direction, and size of structural parameter estimates. If the structural model is valid, then draw substantive conclusions and recommendations. Refine model and test with new data

4.7 DATA ANALYSIS APPROACH

Much like the CFA model, on the model, the circles represent latent constructs/variables while the rectangles or squares represent the measured or observed variable; the one-sided arrow represents direct relationship. Error(e1) associated with measured variable (SMI1), the one-way arrows pointing from the enclosed error terms (e1- e21) (Suhr, 2006). The model fit assessment is discussed in the section thereafter.

Firstly, An Excel Spreadsheet was used to code the collected data before analysis below:

Descriptive statistics analysis was utilised and designated by the mean and standard deviation of each factor to gain comprehension of the attributes of each variable. The analysis of the data was entirely reliant on the researcher. For the purposes of analysing the data The Statistical Package for the Social Sciences (SPSS) and Analysis of Moment Structures (AMOS) were used. To check for reliability and validity of the data, as well as model fit of the data.SPSS was used for descriptive statistics, and AMOS was used to conduct confirmatory factor analysis and path modelling to check for reliability and validity of the data, as well as model fit of the data.

4.7.1 Data Processing and Analysis

Most social research involves the data analysis that occurs in three main stages, which are usually carried out in the following order (Trochim, 2000):

1. Cleaning and sorting out the data for analysis (data preparation)
2. Describing the data (descriptive statistics)
3. Testing hypotheses and models (inferential statistics)
4. Structural equation modelling

4.1 Confirmatory factor analysis (CFA)

4.7.2 Data Cleaning and Coding-Path Modelling

The researcher must bear this in mind so that if inaccurate data was added to the Excel spreadsheet, it must be deleted before the data obtained from the study can be analysed. As soon as the researcher receives the collected data, it must be checked for correctness Trochim (2000). This helps the researcher discover any mistakes in the sample. The following questions had to be asked by the researcher in order to successfully check for discrepancies and inconsistencies Trochim (2000):

- Are the replies easily readable?
- Were all pertinent questions addressed by the responder?
- Did the respondent answer all the questions on the survey?
- Does the questionnaire have all the essential contextual information, such as data, time, place, and the researcher's details?

4.7.3 Descriptive Statistics

Extracting descriptive statistics for research variables is the first step in data analysis. These statistics summarise multiple aspects about the data. Descriptive analysis allows a researcher to generate descriptive information through transforming raw data into information that is easily interpreted, understood, and manipulated (Zikmund, 2003).

The descriptive statistics can be pie charts or tables that illustrate the fundamental facts of the study's key components, such as demographic or biographical data. To examine the demographics of the research data , Descriptive statistics was used. The total number of participants was noted, and the marital status, distribution of gender, education, age and purchasing behaviour of participants was investigated.

4.7.4 Reliability and Validity of Measurement Scales

Reliability refers to the stability, repeatability, and consistency of results. Consistent results that have been obtained in identical situations, but different circumstances are regarded as reliable (Twycross & Shields, 2004). If the instruments consistently measure more than 0.6 of Cronbach's

alpha, then the reliability of the research instrument may be considered marginally acceptable (Dusick, 2011). This can be done quantitatively, with a coefficient larger than 0.6, which indicates marginal acceptable reliability. To check if a measuring tool has operated as intended, it is subjected to a validity test to find out.

Validity is the degree to which any measuring instrument measures what it is intended to measure (Thatcher, 2010). To know the data consistency and accuracy collected from instrument use, a validity test is used by using the correlation of product moment (Budiman & Wijaya, 2014). For experiments to be reliable, they must be comparable, but for them to be valid, they must be customised to answer the questions they are meant to answer, i.e., they must be valid logically (Wilckens, 2010). We used SPSS 27.0 and AMOS 27.0 to estimate the factor loadings, Cronbach's Alpha, and Composite Reliability (CR) values to determine the reliability of the measuring items. These results were then compared against each other. The convergent and discriminant validity of the research constructs can be assessed by comparing the average variance extracted (AVE) (discriminant validity) (Fraering & Minor, 2006). As for convergent validity, the item total correlation values, item loading, and average variance extracted were utilised as indicators.

4.7.5 Tests of Measures and Accuracy Analysis Statistics

To guarantee accurate data analyses, reliability and validity of the measuring scales must be reviewed once demographic data analysis has been completed. This was critical for this study since some of the scales had been altered to better suit the needs of the investigation.

4.8 RELIABILITY TESTS

Specifically, Cronbach's alpha, the composite reliability test, and the average variance extracted (AVE) tests were all employed in this report to assess the reliability of research measures. The identification (Dusick,2011) posits that the degree to which instruments consistently measure what they should measure is known as reliability, and it is expressed quantitatively, with a coefficient greater than a Cronbach’s alpha of 0.6, suggesting that the reliability of the research instrument is marginally acceptable.The term internal consistency has been used extensively in classical psychometrics to refer to the reliability of a scale based on the degree of within-scale item inter-correlation, as measured by the split-half method, or more adequately, by Cronbach’s alpha

(Boyle,1991).The coefficient alpha is the most used measure of reliability, and certainly of internal consistency reliability reported in psychological research(Dunn, Baguley, and Brunsden (2014),

4.8.1 Cronbach's Alpha Test

The homogeneity of a group of items is used to measure the internal consistency of this group through using Cronbach alpha (Litwin, 2003). Cronbach Alpha ranges between zero and one values. A lower internal consistency is illustrated by values which are closer to zero and a higher internal consistency is shown by values that are closer to one, therefore. Internal consistency is defined as the degree to which items exhibit interrelatedness. Alpha's formula is:

The formula for alpha is given by

$$\alpha = \frac{n}{n-1}\left(1 - \frac{\sum_i V_i}{V_t}\right)$$ (Cronbach, 1951, p. 299)

The variance of Vt is total scores, Vt is the variance of the item scores, n is the number of items. Boyle (1991). The number of items and the inclusion of parallel items influence alpha; however, item redundancy can occur because of numerous items that relate in a weak manner to the construct which can cause a decrease in the validity of the scale.Table 4 is an illustration of reliability test criteria, description for each criterion and the acceptance level for each criterion.

Table 3: Reliability Test Criteria, Description and Acceptable Level

Reliability Test Criteria	Description	Acceptable	Source
Cronbach's Alpha	Coefficient for determining internal consistency of items	Value must be equal to or greater than 0.7	(Nunnally, 1978)
Composite reliability (CR)	Method used to measure internal consistency of the measurement model	Value must be equal to or greater than 0.7	(Hair, Anderson, Tatham, & Black, 2006)
Average Variance Extracted (AVE)	Method used to measure reliability and validity of items	Value must be equal to or greater than 0.5	(Fraering & Minor, 2006)

Source: Researcher

For purposes of this research, the Cronbach's Alpha, Composite reliability (CR) and Average Variance Extracted (AVE) were conducted to assess the reliability of the measures.

4.8.2 Composite Reliability

Composite reliability as an internal consistency of the measurement model (Hair, Anderson, Tatham, & Black, 2006). Average Variance Extracted measures the convergent validity (Fraering & Minor, 2006).

Composite Reliability (CR) is calculated using the following formula:

(CR): CRη = (Σλyi) 2/ [(Σλyi) 2+ (Σεi)]

Composite Reliability = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (summation of error variances)}.

4.8.3 Average Variance Extracted (AVE)

Average Variance illustrates the variance percentage that is interpreted by latent factors from the measurement error. The formula used to calculate the AVE is the following :

Vη = Σλyi2/ (Σλyi2+Σεi), where

AVE = {(summation of the squared of factor loadings)/ {(summation of the squared of factor loadings) + (summation of error variances)}.

4.9 VALIDITY

Construct validity is a type of validity that has attracted attention in social science (Churchill, 1979). To establish this type of validity, two categories of construct validity normally need to be determined, namely, convergent validity and discriminant validity.

4.9.1 Convergent Validity

Campbell and Fikse (1959) show that the degree to which measures of different traits are unrelated is defined as discriminant validity whilst convergent validity is the confident level that a trait is well measured by its indicators. Therefore, the main test of convergent validity is to show that constructs which are expected to be related are, in fact, related. However, discriminant validity, also known as divergent validity, tests that constructs which are not supposed to have a

relationship, do not have any relationship at all (Shuttleworth, 2001). Large values of the factor loadings show convergent validity. All factor loadings are significant at >0.5.

4.9.2 Discriminant Validity

Low correlations between latent variables illustrate discriminant validity, The lower the correlation coefficient, the more different the variables are from one another, making it more distinct and unique, the correlation coefficient must be less than 1.0, as recommended by (Chinomona,2011).

4.10 MODEL FIT/ACCEPTABILITY

CFA is the measurement model for Confirmatory Factor Analysis (CFA) (Hair, Anderson, Tatham, & Black, 1998). It illustrates the pattern of observed variables for constructs that are latent in the hypothesised model. It is recommended that various model fit criteria be used in combination to assess model fit as global fit measures.

4.10.1 Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is used when the researcher hypothesises relations between the underlying factors 'a priori' and the observed measures this is based on, either confirm research that is empirical in nature or on knowledge of the theory and then tests this hypothesised structure statistically (Hair, Anderson, Tatham, and Black 1998). CFA is also called measurement model assessment; it is a way of testing how well the measured variables represent a particular construct. A Confirmatory Factory Analysis was conducted using AMOS 27. Establishing an acceptable level of goodness-of-fit is required to validate the measurement model. On the model, the circles represent latent constructs/variables while the rectangles or squares represent the measured or observed variable, the one-sided arrow represents direct relationship, the double-headed represents covariance or correlation. Model fit indicators: Chi-Square/degrees of freedom, Goodness of Fit Index (GFI), Normed Fit Index (NFI), Incremental Fit Index (IF), Tucker-Lewis Index (TLI), Composite Fit Index (CFI) and Root Mean of Square Error of Approximation (RMSEA) were used to assess the model fit. This chapter used eight model fit criteria to test the overall fit of the model. Table 5 presents the acceptable model fit criteria.

Root Mean Square Error of Approximation

Table 4: Model Fit Criteria and Acceptable Fit Level

Model Fit Criteria	Description	Acceptable Level	Source
Chi-square (X^2 /DF)	It is a simple ratio which measures X^2 freedom for a model	Values must be below 3	(Chinomona, 2011)
Normed Fit Index (NFI)	Ratio of the difference in the X2 value for the fitted model and a null model divided by the X2 value for the null model	Value must be greater than 0,9	(Hair, Black, Babin, & Anderson, 2010)
Goodness of Fit Index (GFI)	The degree of fit between the hypothesised model and the observed variance matrix	Value must meet or exceed 0,9	(Bagozzi, Yi, & Phillips, 1991)
Tucker-Lewis Index (TLI)	It is known to address the issue of sample size associated with NFI and it utilises simpler models	Value must meet or exceed 0,9	(Chinomona, 2011) (Hooper, Coughlan, & Mullen, 2008)
Incremental Fit Index (IFI)	Assesses how well the estimated model fits relative to some alternative baseline model	Value must meet or exceed 0,9	(Hair, Black, Babin, & Anderson, 2010)
Comparative Fit (CFI)	It is an improved version of the normed fit index, commonly referred to incremental fit index [5,7,25]	Value must meet or exceed 0,9	(Hair, Black, Babin, & Anderson, 2010)
Root Mean Square Error of Approximation (RMSEA)	Measure of the extent to which a model fits the population covariance matrix	Value must fall below 0.05 and 0.08	(Byrne, 1998)
Relative Fit Index (RFI)	The (RFI) compares the chi-square for the hypothesised model to one from a null, or baseline model.	Value must meet or exceed 0.9	(McDonald & Ho, 2002)

4.10.2 Chi-square (χ 2 /DF)

Chi-square statistic examines if a model's suggested fit in the population is accurate (Nevitt & Hancock, 2000). Model fit is considered acceptable when the chi-square value is less than three (Chinomona, 2011).

4.10.3 Goodness-of-fit Index (GFI)

A good fit is one of several criteria researchers use to determine if a model is adequate (Cheung & Rensvold, 2002). GFI has a range of 0-1 but potentially can produce nonsensical negative numbers. To be accepted, GFI must be more than or equal to 0.90 (Bagozzi, Yi, & Phillips, 1991).

4.10.4 Normed Fit Index (NFI)

There is a contradiction between the hypothesised model and the null model's chi-squared value Bentler & Bonett (1980) . The common consensus is that NFI values below 0.90 suggest a need to re-specify the model (Hu & Bentler, 1999).

4.10.5 Tucker-Lewis Index (TLI)

The Tucker-Lewis Index (TLI) has been shown to deal with the Normed Fit Index sample size issue (NFI) (Chinomona, 2011),The recommended number must be at least 0.9 (Hooper, Coughlan, & Mullen, 2008).

4.10.6 Incremental Fit Index (IFI)

To counteract the problems with sparsity and sample size associated with the NFI, researchers developed the IFI (Bollen,1989).The recommended IFI should be equal to or greater than 0.9 to accept the model (Chinomona,2011).

4.10.7 Comparative Fit Index (CFI)

The comparative fit index (CFI) examines the model's fit by examining the disparity between the data and the hypothesised model (Gatignon, 2010). The CFI is an updated version of the normed fit index (NFI), which determines the sample size (Byrne, 1998). The CFI also solves sample size concerns typically associated with the chi-square test and the normed fit index and works well even when the study has a small sample size (Bentler & Bonett, 1980). Chinomona (2011) identified that a value of 0.9 or above indicates an adequate model fit.

4.10.8 Root Mean Square Error of Approximation (RMSEA)

RMSEA fit index for evaluating covariance structure models and were the first to use it. There are fewer issues and inconsistencies when using big sample sizes (Steiger and Lind,1980), and this

has made it a useful tool for making complicated decisions concerning model utility rather than serving as a replacement for these kinds of decisions (Steiger & Lind, 1980). If RMSEA is less than or equal to 0.5, the model fits well, and if RMSEA is less than or equal to 0.8, the model fits adequately (Chinomona, 2011).

4.10.9 Path Modeling

This study continued to perform path modelling using the AMOS 27 software package once the model fit was assessed using confirmatory factor analysis (CFA). The identification of Hair, Black, Babin, & Anderson, (2010) posits that the structural equation modelling (SEM) technique demonstrates and tests the theoretical underpinnings of a proposed study, and the significance of the relationships between models constructs. SEM prescribes a strategy in which different relationships are permitted for each set of dependent variables and provides an estimating approach for the estimation of a sequence of separate multi-regression equations simultaneously. Another mechanism is the structural model that shows how independent and dependent variables are related, as well as the measurement model that enables this research to employ several indicators for a single independent variable (Anderson & Gerbing, 1988).

4.11 ETHICAL CONSIDERATIONS

One of the criteria of the study was the completion of an ethical clearance form, which was completed and received. For this reason, safeguards were put in place to preserve people's privacy and the reputation of the University of the Witwatersrand, which was a requirement of the study. This research was given ethical approval by the University of Witwatersrand Ethics Committee, which had full power to take necessary action if any fabrication, falsification, or misrepresentation of research data happened. No incentives were used to encourage participants to take part and no participant was forced to take part in the study. Participants were free to withdraw from the study at any time. All ethical rules were followed throughout the study. All data collected was kept confidential and not used for any purpose other than the study. No person was coerced into taking part in the research, and no incentives were offered to entice them. All protocols pertaining to the ethical conduct of the study were followed from beginning to end. All of the information gathered was treated as strictly secret, and it was only utilised to further the research.

4.12 SUMMARY OF CHAPTER 4

It was determined in Chapter 4 that this was a quantitative study as a result of the examination of the research technique and design. In order to discover how customers feel about buying local sneaker brands, the researcher utilised a self-administered questionnaire. Three hundred and ninety-nine questionnaires were gathered, of which three hundred and seventy-two were usable. There were a total of 12 parts in the chapter. Introduction, quantitative research discussion, sampling design, and sample size exploration were all covered in the first four sections. The sample technique was also covered in the fifth part. Chapter 5 delves into the process of data analysis while also addressing the results of the study.

CHAPTER 5: DATA ANALYSIS AND DISCUSSION OF RESULTS

5.1 INTRODUCTION

The findings of the empirical inquiry are presented and discussed in this chapter. This chapter presents the statistical analysis of data collected using the data gathering tool (research questionnaire). The data was analysed using the Statistical Package for the Social Sciences (SPSS). This chapter examines the statistical analysis of data gathered using the data gathering tool (research questionnaire). This chapter covers descriptive statistics as well as the reliability of all the constructs in the model that was used to create the questionnaire. Constructs in the model used to develop the questionnaire are also discussed. Confirmatory Factor Analysis and Path Modelling were also used in Structural Equation Modelling. Confirmatory Factor Analysis (CFA) was carried out to ensure that the scales used in the research questionnaire were Model Fit, Reliable and Valid (Anderson and Gerbing, 1988).

For the sake of accuracy, extracted average variance (AVE) checked the reliability of the research questionnaire's scales. Path modelling (PM) was used to ensure that the model fitted the data and to test the study's hypothesis. Chapter 5 begins with an examination of the data screening process before presenting the data analysis methods used in the current study. Following the description of the sample, statistics are provided on the measurement tests and accuracy analyses.

To find out if the measures are accurate, this chapter focuses on their validity and reliability, testing them with a variety of methods. Cronbach's Alpha, Composite Reliability (CR) value, and Average Variance Extracted (AVE) were used for measure reliability; factor analysis was used for validity. Convergent validity was checked using a correlation matrix and chi-square, while discriminant validity was determined using the CFA difference. A discussion of how well the research models fit follows these sections. Numerous indicators such as the chi-square value, Goodness of Fit Index (GFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), Comparative Fit Index (CFI) and Root Mean Square Error of Approximation (RMSEA), were used to ascertain whether the research model fit the data. In conclusion, a summary of Chapter 5 is provided.

5.2 DATA SCREENING

Following data collection, the researcher used the data screening procedure to verify that data was cleansed before doing any further statistical analysis (Malhotra,1993;Churchill,1979). The first step in gaining insight into the qualities of the data is screening it. It is crucial to ensure the accuracy of data entries and assessment of outliers, before proceeding to analyse summary statistics for the survey responses. Questionnaire checking, editing, coding, and tabulation are the primary analytical activities in the data screening process. Each data field was checked for mean and standard deviation using SPSS to find any typographical mistakes and any outliers. Following the correction of data input mistakes, the data was cleansed.

5.3 DATA ANALYTICAL PROCEDURES

To analyse the empirical data many statistical approaches were used. To begin, the internal consistency of each construct was assessed using coefficient alpha and adjusted item-to-total correlations (Hair, Anderson, Tatham, and Black, 1998). SPSS was used to analyse the data. AMOS 27 was used for confirmatory factor analysis to evaluate final measures. The statistical techniques utilised to verify measures included assessing item and scale reliability, as well as convergent and discriminant validity (Twycross & Shields, 2004). Details of structural equation modelling is analysed in this chapter, along with the interpretation of results.

5.4 DESCRIPTIVE STATISTICS

To analyse the empirical data many statistical approaches were used. To begin, the internal consistency of each construct was assessed using coefficient alpha and adjusted item-to-total correlations (Hair, Anderson, Tatham, and Black, 1998). SPSS was used to analyse the data. AMOS 27 was used for confirmatory factor analysis to evaluate final measures. The statistical techniques utilised to verify measures included assessing item and scale reliability, as well as convergent and discriminant validity (Twycross & Shields, 2004). Details of structural equation modelling is analysed in this chapter, along with the interpretation of results.

Each research should begin by explaining the demographic or descriptive characteristics of the sampled group in an understandable manner(Kneale and Santy (1999), The goal of descriptive statistics is to look for patterns, to compile and present a collection of data defining the features of the sample so that comparisons may be made (Hsu & Shine, 2008). Descriptive statistics are brief

descriptions of the samples and data dimensions. The descriptive statistics might be presented in the form of pie charts or tables, displaying the fundamental facts of the study's key components, such as demographic or biographical information (Trochim, 2000).

5.4.1 Sample Description

Table 6 represents the profile of the participants. The profile indicates that the proportion of males to females was almost evenly split, with males representing 49,2% of the total sample and females accounting for 46.5% of the total sample and those who preferred not to say accounted for 4.3%. Most of the respondents were from the age group of (21-23 years) and the age group with the least number of respondents (30-32 years) was represented by 5.6% of the total sample. Most of the respondents spend R500 - R1000 on sneakers, accounting for 44.6% of the total sample, as compared to those to spend R200 and more who only comprised 3,8% of the total sample. The results showed that most of the respondents indicated a university as their current level of education, indicated by 70.7% of the total sample. Most of the respondents preferred Bathu, as the results indicated 40.1% of the total sample. In terms of social media, participants were most receptive to Instagram, with it amounting to 37.6% of social media usage from the total sample, 48.1% of participants spent 2-3 hours per day on social media from the total sample. 37.1% from the total participants chose the first advert.

Age	**Frequency**	**Percentage**
18-20	113	30.4%
21-23	117	31.5%
24-26	70	18.8%
27-29	34	9.1%
30-32	21	5.6%
Prefer not to say	17	4.6%
Total	372	100.0%
Gender	**Frequency**	**Percentage**
Male	183	49.2%
Female	173	46.5%

Prefer not to say	16	4.3%
Total	372	100.0%
Education Level	**Frequency**	**Percent**
High School or less	50	13.4%
College	49	13.2%
University	263	70.7%
No Formal Education	10	2.7%
Total	372	100.0%
Occupation	**Frequency**	**Percent**
Student	260	69.9%
Employed	54	14.5%
Self-Employed	33	8.9%
Unemployed	25	6.7%
Total	372	100.0%
Local Sneaker Brand	**Frequency**	**Percent**
Bathu	149	40.1%
Drip	116	31.2%
Other	107	28.8%
Total	372	100.0%
Sneaker Spending	**Frequency**	**Percent**
< 500	49	13.2%
500 - 1000	166	44.6%
1000 - 1500	101	27.2%
1500 - 2000	42	11.3%
>2000	14	3.8%
Total	372	100.0%
Social Media	**Frequency**	**Percent**
Facebook	81	21.8%
Instagram	140	37.6%

Twitter	57	15.3%
YouTube	94	25.3%
Total	372	100.0%
Time Spent on Social Media	**Frequency**	**Percent**
30 min - 1 hour	45	12.1%
2 - 3 hours	179	48.1%
4 - 5 hours	148	39.8%
Total	372	100.0%
Sneaker Advert	**Frequency**	**Percent**
Advert 1	138	37.1%
Advert 2	81	21.8%
Advert 3	57	15.3%
Advert 4	96	25.8%
Total	372	100.0%

Table 6: Profile of the participants

Distribution of Age in the Sample

Table 6 above illustrates the gender distribution of Age of the sample. It can be observed that 30.38% consist of 18–20year old of the total sample number, and that 21-23 consist of 31,45% of the total sample, 24-26 consist of 18.82% of the total sample, 27-29 consist of 9.14% from the total sample, 30-32 has 5.65% from the total sample whilst those who prefer not to say consists of 4.57%.

Distribution of Males and Females in the Sample

Table 6 above shows the gender distribution of the sample. It can be observed that 49.19% are Male and 46.51% are Female; those who prefer not to say consists of 4.30%.

Distribution of Education Level in the Sample

Table 6 above illustrates the distribution of Education Level in the Sample. It can be observed that 70.70% is University and 13.17% consist of college, those who prefer not to say consists of High School 13.44%, and those with no formal education is 2.69%.

Distribution of Occupation in the Sample

Table 6 above illustrates distribution of occupation in the Sample. It can be observed that 69.89% is Student and 14.52% consist of Employed, those who are self-employed are 8.87% and 6.72% are unemployed

Distribution of Local Sneaker Brands in the Sample

The Pie Chart in Figure 6 illustrates distribution of Local Sneaker Brands. It can be observed that 40.05% is Bathu and 31.18% is Drip and 28.76% consists of Other.

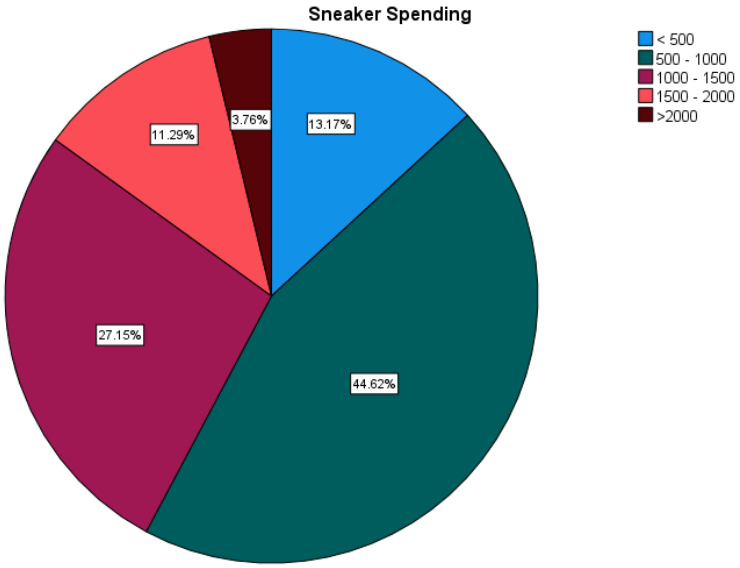


Figure 4 : Distribution of Sneaker Spending in the Sample

The profile indicates that 44.62% of the participants who participated in the study spend R500-R1000 on sneakers, 27.15% of those participants spend R1000-1500 on sneakers, 11.29% of these participants spend R1500-R2000 on sneakers, whilst those who spend more than R2000 consist of 3.76%.

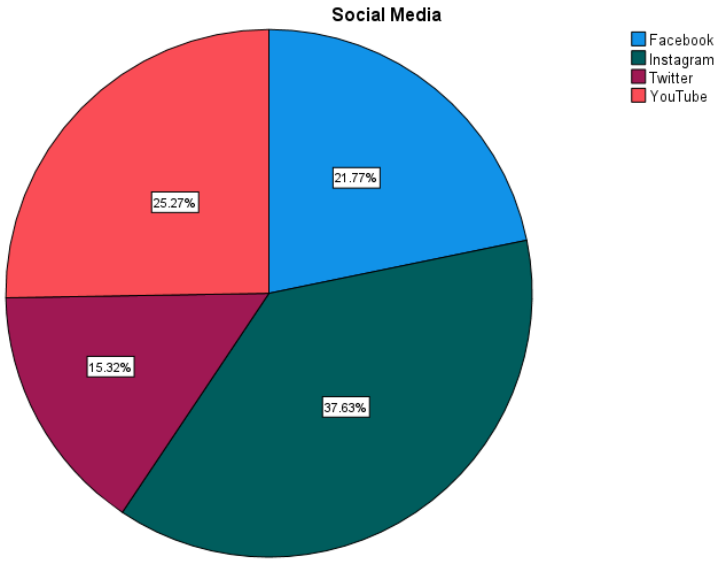


Figure 5: Distribution of Social Media in the Sample

The profile indicates that 37.63% of the participants who participated in the study prefer Instagram whilst 15.32% of participants preferred Twitter, 25,27% prefer YouTube whilst 21.77% prefer Facebook.

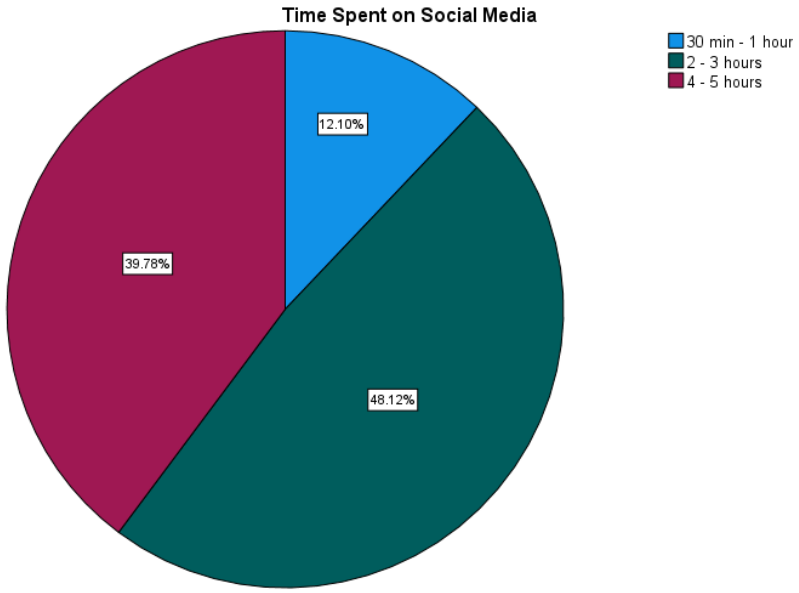


Figure 6: Distribution of Time Spent on Social Media in the Sample

The profile indicates that 48.12% of the participants who participated in the study prefer to spend 2-3 hours on social media whilst 39.78% spent 4-5 hours on social media and 12.10% spent 30 min to 1 hour on social media per day.

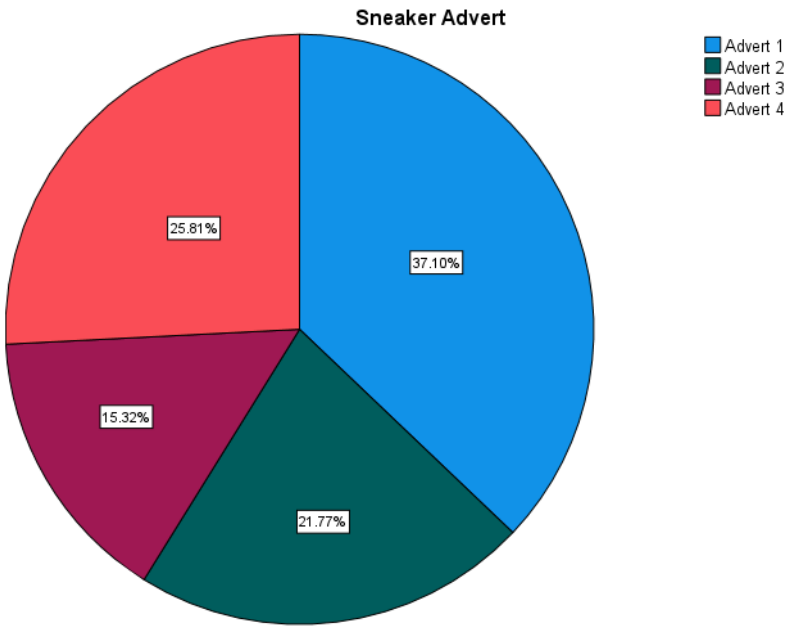


Figure 7: Distribution of Time Spent on the Sneaker Advert in the Sample

The profile indicates that 37.10% of the participants who participated in the study prefer advertisement 1, whilst 21.77% preferred advertisement 2, 15.32% chose advertisement 3 whilst 25.81% selected advertisement 4.

5.4.2 Likert Scale Item Results

Table 7: Measurement Scale: Frequencies and Percentages

Construct		Measurement Scale: Frequency and Percentage (%)									
		Strongly disagree		Disagree		Neutral		Agree		Strongly agree	
		Freq.	%	Freq.	%	Freq.	%	Freq.	%	Freq.	%
Attitude	ATT1	21	5.6	45	12.1	90	24.2	95	25.5	121	32.5
	ATT2	16	4.3	34	9.1	89	23.9	110	29.6	123	33.2
	ATT3	32	8.6	45	12.1	94	25.3	110	29.6	91	24.5
	ATT4	30	8.1	35	9.4	83	22.3	122	32.8	102	27.4
	ATT5	28	7.5	31	8.3	88	23.7	112	30.1	113	30.4
Trustworthiness	TT1	13	3.5	13	3.5	87	23.4	121	32.5	138	37.1
	TT2	13	3.5	31	8.3	92	24.7	116	31.2	120	32.3
	TT3	22	5.9	40	10.8	108	29	105	28.2	97	26.1
	TT4	34	9.1	45	12.1	102	27.4	111	29.8	80	21.5
	TT5	46	12.4	41	11	105	28.2	106	28.5	74	19.9
Expertise	EX1	15	4	17	4.6	91	24.5	125	33.6	124	33.3
	EX2	20	5.4	42	11.3	104	28	111	29.8	95	25.5
	EX3	34	9.1	46	12.4	89	23.9	106	28.5	97	26.1
	EX4	18	4.8	32	8.6	117	31.5	120	32.3	85	22.8
	EX5	21	5.6	36	9.7	112	30.1	112	30.1	91	24.5
Perceived Quality	PQ1	18	4.8	46	12.4	129	34.7	116	31.2	63	16.9
	PQ2	16	4.3	42	11.3	127	34.1	126	33.9	61	16.4
	PQ3	16	4.3	42	11.3	124	33.3	124	33.3	66	17.7
	PQ4	20	5.4	46	12.4	112	30.1	116	31.2	78	21
	PQ5	34	9.1	71	19.1	107	28.8	94	25.3	66	17.7
Brand Associations	BAS1	24	6.5	44	11.8	96	25.8	121	32.5	87	23.4
	BAS2	35	9.4	50	13.4	118	31.7	104	28	65	17.5
	BAS3	21	5.6	47	12.6	120	32.3	116	31.2	68	18.3
	BAS4	32	8.6	40	10.8	94	25.3	125	33.6	81	21.8
	BAS5	42	11.3	63	16.9	86	23.1	97	26.1	84	22.6
Brand	BA1	29	7.8	42	11.3	87	23.4	118	31.7	96	25.8
	BA2	30	8.1	32	8.6	95	25.5	129	34.7	86	23.1
	BA3	31	8.3	46	12.4	99	26.6	117	31.5	79	21.2
	BA4	26	7	49	13.2	89	23.9	123	33.1	85	22.8
	BA5	27	7.3	47	12.6	94	25.3	111	29.8	93	25
Brand Attitude	BT1	50	13.4	58	15.6	85	22.8	114	30.6	65	17.5
	BT2	38	10.2	46	12.4	94	25.3	117	31.5	77	20.7
	BT3	43	11.6	59	15.9	105	28.2	94	25.3	71	19.1
	BT4	66	17.7	65	17.5	81	21.8	92	24.7	68	18.3
	BT5	66	17.7	59	15.9	76	20.4	85	22.8	86	23.1
Brand Loyalty	BL1	47	12.6	51	13.7	92	24.7	109	29.3	73	19.6
	BL2	52	14	49	13.2	90	24.2	106	28.5	75	20.2
	BL3	68	18.3	61	16.4	88	23.7	88	23.7	67	18
	BL4	47	12.6	47	12.6	107	28.8	98	26.3	73	19.6
	BL5	37	9.9	30	8.1	118	31.7	109	29.3	78	21
Purchase Intention	PIHC1	21	5.6	39	10.5	114	30.6	124	33.3	74	19.9
	PIHC2	37	9.9	40	10.8	110	29.6	117	31.5	68	18.3
	PIHC3	29	7.8	32	8.6	122	32.8	105	28.2	84	22.6
	PIHC4	63	16.9	45	12.1	85	22.8	100	26.9	79	21.2
	PIHC5	73	19.6	49	13.2	90	24.2	95	25.5	65	17.5
	PIHC6	31	8.3	28	7.5	87	23.4	149	40.1	77	20.7

5.5 ATTRACTIVENESS – (ATT)

The first statement was “I prefer to watch Local Sneaker advertisements online with physically attractive (beautiful, elegant, classy) endorsed by Social Media Influencer” Most participants strongly agree their response at a staggering 32.53%, followed by 25.54% of participants who agree, the participants who moderately agree at 24.19%, and those who disagree were 12.10%, strongly disagree is 5.65%. The second statement was “I think that attractiveness is an important characteristic for a Social Media Influencer endorser”. Most participates strongly agree their response of 33.06%, followed by 29.57% of participants who agree, the participants who moderately agree at 23.92% and those who disagree were 9.14%, strongly disagree is 4.30%. The third statement was “I feel that a physically attractive endorser influences my purchase intention towards a Social Media Influencer endorsed brand”; some participants strongly agree, their response was 24.46%, followed by 29.57% of participants who agree, the participants who moderately agree at 25.27% and those who disagree were 12.10%, strongly disagree is 8.60%. The fourth statement was “I remember a brand that is being endorsed by an attractive Social Media Influencer more”; some participates strongly agree, their response was 27.42%, followed by 32.80% of participants who agree, the participants who moderately agree at 22.31% and those who disagree were 9.41%, strongly disagree is 8.06%. The fourth statement was “I remember a brand that is being endorsed by an attractive Social Media Influencer more”. Most participates strongly agree, their response was 30.38%, followed by 30.11% of participants who agree, the participants who moderately agree at 23.66% and those who disagree were 8.33%, strongly disagree is 7.53%.

5.6 TRUSTWORTHINESS -TT

The first statement of TT was “I think a sneaker brand that is being endorsed by a trustworthy Social Media Influencer is more respectable and desirable.” Most participates strongly agree; their response was 37.10%, followed by 32.53% of participants who agree, the participants who moderately agree at 23.39% and those who disagree were 3.49%, strongly disagree is 3.49%. The second statement of TT was “I feel that advertisements with a trustworthy endorser push me to remember that advertisement and the product that is being endorsed.” Most participates strongly agree; their response of 32.26%, followed by 31.18% of participants who agree, the participants who moderately agree at 24.73% and those who disagree were 8.33%, strongly disagree is 3.49%. The third statement of TT was “Social Media Influencers raise my standard of choosing quality local sneaker preferences.” Some participants strongly agree; their response was 26.08%, followed

by 28.23% of participants who agree, the participants who moderately agree at 29.03% and those who disagree were 10.75%, strongly disagree is 5.91%. The fourth statement of TT was "I value the opinion of the sneaker Social Media Influencer that I follow as if they were someone close whom I trust." Some participates strongly agree their response of 21.51%, followed by 29.84% of participants who agree, the participants who moderately agree at 27.42% and those who disagree were 12.10%, strongly disagree is 9.14%. The fifth statement of TT was "I feel as if a have a close personal connection with the local sneaker brands suggested by the Social Media Influencers that I follow." Some participates strongly agree; their response was 19.89%, followed by 28.49% of participants who agree, the participants who moderately agree at 28.23% and those who disagree were 11.02%, strongly disagree is 12.37%.

5.7 EXPERTISE – (EX)

The first statement of EX was "I think advertisements with a Social Media Influencer endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable." Some participates strongly agree; their response was 33.33%, followed by 33.60% of participants who agree, the participants who moderately agree at 24.46% and those who disagree were 4.57%, strongly disagree is 4.03%. The second statement of EX was "I pay more attention to the local sneaker brands advertisement using an expert social media influencer." Some participates strongly agree, their response was25.54%, followed by 29.84% of participants who agree, the participants who moderately agree at 27.96% and those who disagree were 11.29%, strongly disagree is 5.38%. The third statement of EX was "I will buy a local sneaker if the influencer endorsing it is an expert" Some participates strongly agree; their response was 26.08%, followed by 28.49% of participants who agree, the participants who moderately agree at 23.92% and those who disagree were 12.37%, strongly disagree was 9.14%. The fourth statement of EX was "I think a local sneaker brand that is being endorsed by an expert Social Media Influencer is more trustworthy". Some participants strongly agree; their response was 22.85%, followed by 32.26% of participants who agree, the participants who moderately agree at 31.45% and those who disagree were 8.60%, strongly disagree was 4.84%. The fifth statement of EX was "The Sneaker Social Media Endorser in advert is qualified to advertise this local Sneaker Brand". Some participates strongly agree; their response of 24.46%, followed by 30.11% of participants who agree, the participants who moderately agree at 30.11% and those who disagree were 9.68%, strongly disagree was 5.65%.

5.8 PERCEIVED QUALITY (PQ)

The first statement of PQ was “Brands endorsed by sneaker influencers are of very high quality.” Some participates strongly agree; their response was 16.94%, followed by 31.18% of participants who agree, the participants who moderately agree at 34.68% and those who disagree were 12.37%, strongly disagree is 4.84%. The second statement of PQ was “Brands endorsed by sneaker Influencers are of very consistent quality.” Some participants strongly agree; their response was 16.40%, followed by 33.87% of participants who agree, the participants who moderately agree at 34.14% and those who disagree were 11.29%, strongly disagree is 4.30%. The third statement of PQ was “Brands endorsed by sneaker influencers offer excellent features.” Some participants strongly agree; their response was 17.74%, followed by 33.33% of participants who agree, the participants who moderately agree at 33.33% and those who disagree were 11.29%, strongly disagree is 4.30%. The fourth statement of PQ was “Brands endorsed by sneaker influencers are very reliable.” Some participants strongly agree their response of 20.97%, followed by 31.18% of participants who agree, the participants who moderately agree at 30.11% and those who disagree were 12.37%, strongly disagree is 5.38%. The fifth statement of PQ was “Brands endorsed by sneaker influencers are flawless.” Some participants strongly agree; their response was 17.74%, followed by 25.27% of participants who agree, the participants who moderately agree at 28.76% and those who disagree were 19.09%, strongly disagree is 9.14%.

5.9 BRAND ASSOCIATIONS (BAS)

The first statement of BAS was “The Local Sneaker Brand is well regarded by friends.” Some participants strongly agree; their response was 23.39%, followed by 32.53% of participants who agree, the participants who moderately agree at 25.81% and those who disagree were 11.83%, strongly disagree is 6.45%. The second statement of BAS was “I am proud to own a product of this brand because of Sneaker Social Media Influencer”. Some participates strongly agree their response of 17.47%, Followed by 27.96% of participants who agree, the participants who moderately agree at 31.72% and those who disagree were 13.44%, strongly disagree is 9.41%. The third statement of BAS “The Local Sneaker Brand endorsed by Social Media Influencers is well priced.” Some participants strongly agree their response of 18.28%, followed by 31.18% of participants who agree, the participants who moderately agree at 32.26% and those who disagree were 12.63%, strongly disagree is 5.65%. The fourth statement of BAS was “Social Media

Influencers make local sneaker brand look different compared to other brand in terms of colour/flavour/form/appearance." Some participants strongly agree; their response was 21.77%, followed by 33.60% of participants who agree, the participants who moderately agree at 25.27% and those who disagree were 10.75%, strongly disagree is 8.60%. The fifth statement of BAS was "I have difficulty in imagining the local sneaker brand in my mind despite use of Social Media Influencer." Some participants strongly agree; their response was 22.58%, followed by 26.08% of participants who agree, the participants who moderately agree at 23.12% and those who disagree were 16.94%, strongly disagree is 11.29%.

5.10 BRAND AWARENESS (BA)

The first statement of BA was "Social Media Influencer endorsement for local sneaker brands is more convincing than an ad without such endorsement." Some participants strongly agree; their response was 25.81%, followed by 31.72% of participants who agree, the participants who moderately agree at 23.39% and those who disagree were 11.29%, strongly disagree is 7.80%. The second statement of BA was "I remember a local sneaker just because a Social Media Influencer is endorsing it." Some participants strongly agree; their response was 23.12 Followed by 34.68% of participants who agree, the participants who moderately agree at 25.54% and those who disagree were 8.60%, strongly disagree is 8.06%. The third statement of BA was "I would like to pass along information on local sneaker brands from Social Media Influencers to my friends." Some participants strongly agree; their response of 21.24, followed by 31.45% of participants who agree, the participants who moderately agree at 26.61% and those who disagree were 12.37%, strongly disagree is 8.33%. The fourth statement of BA was "I remember the logos of local sneaker brands because of social media influencer." Some participants strongly agree; their response of 22.85% Followed by 33.06% of participants who agree, the participants who moderately agree at 23.92% and those who disagree were 13.17%, strongly disagree is 6.99%. The fifth statement of BA was "I can recognize local sneakers brands among competing brands because of social media influencers." Some participants strongly agree; their response was 25%, followed by 29.84% of participants who agree, the participants who moderately agree at 25.27% and those who disagree were 12.63%, strongly disagree is 7.26%.

5.11 BRAND ATTITUDE (BT)

The first statement of BT was “local sneaker brands advertised by social media influencers is important to me when making sneaker purchases.” Some participants strongly agree; their response was 17.47%, followed by 30.65% of participants who agree, the participants who moderately agree at 22.85% and those who disagree were 15.59%, strongly disagree is 13.44%. The second statement of BT was “I Think brands endorsed by social media influencer in my selected advert have taste.” Some participants strongly agree; their response was 20.70%, followed by 31.45% of participants who agree, the participants who moderately agree at 25.27% and those who disagree were 12.37%, strongly disagree is 10.22%. The third statement of BT was “I think buying a local sneaker is a good choice because of social influencers.” Some participants strongly agree; their response was 19.09%, followed by 25.27% of participants who agree, the participants who moderately agree at 28.23% and those who disagree were 15.86%, strongly disagree is 11.56%. The fourth statement of BT was “I keep using a local sneaker brand only because of the endorsing social media influencer.” Some participants strongly agree; their response was 18.28%, followed by 24.73% of participants who agree, the participants who moderately agree at 21.77% and those who disagree were 17.47%, strongly disagree is 17.74%. The fifth statement of BT was “I have bought a local branded sneaker under the influence of a social media influencer.” Some participants strongly agree; their response was 23.12%, followed by 22.85% of participants who agree, the participants who moderately agree at 20.43% and those who disagree were 15.86%, strongly disagree is 17.74%.

5.12 BRAND LOYALTY (BL)

The first statement of BL was “I feel loyal to brands endorsed by my favourite sneaker social media influencer.” Some participants strongly agree; their response was 19.62%, followed by 29.30% of participants who agree, the participants who moderately agree at 24.73% and those who disagree were 13.71%, strongly disagree is 12.63%. The second statement of BL was “It is likely that brands endorsed by my favourite sneaker social media influencer will be my first choice.” Some participants strongly agree; their response 20.16%, followed by 28.49% of participants who agree, the participants who moderately agree at 24.19% and those who disagree were 13.17%, strongly disagree is 13.98%. The third statement of BL was “I will not buy another local sneaker if a brand endorsed by my sneaker social media influencer is available.” Some participants strongly

agree; their response 18.01%, followed by 23.66% of participants who agree, the participants who moderately agree at 23.66% and those who disagree were 16.40%, strongly disagree is 18.28%. The fourth statement of BL was “I Recommend local sneaker brands to my friends as a result of Social Media Influencers.” Some participants strongly agree; their response was 19.62%, followed by 26.34% of participants who agree, the participants who moderately agree at 28.76% and those who disagree were 12.63%, strongly disagree is 12.63%. The fifth statement of BL was “Local Sneakers endorsed by Social Media Influencers are of Good Value for Money.” Some participants strongly agree; their response was 20.97%, followed by 29.30% of participants who agree, the participants who moderately agree at 31.72% and those who disagree were 8.06%, strongly disagree is 9.95%.

5.13 PURCHASE INTENTION (PIHC)

The first statement of PIHC was “I am willing to purchase local sneakers advertised by sneaker Social Media Influencers.” Some participants strongly agree; their response was 19.89%, followed by 33.33% of participants who agree, the participants who moderately agree at 30.65% and those who disagree were 10.48%, strongly disagree is 5.65%. The second statement of PIHC was “I would decide to buy the local sneakers because of a sneaker social media influencer I like endorsed it.” Some participants strongly agree; their response was 18.28%, followed by 31.45% of participants who agree, the participants who moderately agree at 29.57% and those who disagree were 10.75%, strongly disagree is 9.95%.

The third statement of PIHC was “In near future, I would consider purchasing local sneakers endorsed by sneaker Social Media Influencers.” Some participants strongly agree; their response was 22.58%, followed by 28.23% of participants who agree, the participants who moderately agree at 32.80% and those who disagree were 8.60%, strongly disagree is 7.80%. The fourth statement of PIHC was “I have made a purchase after seeing a sneaker Social Media Influencer endorsing/recommending a product or service.” Some participants strongly agree; their response was 21.24%, followed by 26.88% of participants who agree, the participants who moderately agree at 22.85% and those who disagree were 12.10%, strongly disagree is 16.94%. The fifth statement of PIHC was “If my favourite Social Media Influencers endorses a local sneaker brand, I will buy it no matter what.” Some participants strongly agree; their response was 17.47%, followed by 25.54% of participants who agree, the participants who moderately agree at 24.19% and those who

disagree were 13.17%, strongly disagree is 19.62%. The sixth statement of PIHC was “I am happy to buy a local sneaker endorsed by my favourite Social Media Influencers.” Some participants strongly agree; their response was 20.70%, followed by 40.05% of participants who agree, the participants who moderately agree at 23.39% and those who disagree were 7.53%, strongly disagree is 8.33%.

5.14 RELIABILITY TESTS

Three approaches were employed to check for reliability of research measures that can be used for this study, namely, the Cronbach’s alpha test (Cronbach α), Composite Reliability test (CR) and Average Variance Extracted (AVE) test (Hair, Anderson, Tatham, and Black, 2006; Nunnally, 1978; Fraering and Minor, 2006). Table 8 presents the results for all three tests used to check the research measure reliability.

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Table 8: Accuracy Analysis Statistics

Research Construct		Descriptive Statistics				Cronbach's Test		C.R. Value	AVE Value	Factor Loading
		Mean Value		Standard Deviation		Item - total	α value			
ATT	ATT1	3.672	3.648	1.206	1.195	0.594	0.829	0.831	0.626	0.689
	ATT2	3.780		1.130		0.524				0.545
	ATT3	3.492		1.225		0.658				0.742
	ATT4	3.621		1.208		0.702				0.786
	ATT5	3.675		1.204		0.656				0.746
TT	TT1	3.962	3.619	1.030	1.149	0.512	0.812	0.816	0.599	0.560
	TT2	3.804		1.087		0.591				0.635
	TT3	3.578		1.157		0.701				0.775
	TT4	3.425		1.212		0.667				0.762
	TT5	3.325		1.259		0.540				0.685
EX	EX1	3.876	3.628	1.054	1.131	0.508	0.828	0.832	0.628	0.577
	EX2	3.589		1.142		0.664				0.738
	EX3	3.500		1.254		0.629				0.712
	EX4	3.597		1.078		0.698				0.775
	EX5	3.581		1.126		0.629				0.716
PQ	PQ1	3.430	3.424	1.060	1.093	0.725	0.876	0.880	0.722	0.774
	PQ2	3.468		1.031		0.753				0.813
	PQ3	3.489		1.045		0.733				0.815
	PQ4	3.500		1.115		0.713				0.772
	PQ5	3.234		1.212		0.623				0.679
BAS	BAS1	4.111	4.105	3.546	3.420	0.477	0.784	0.790	0.556	0.591
	BAS2	4.040		3.306		0.647				0.782
	BAS3	4.050		3.438		0.623				0.703
	BAS4	4.101		3.492		0.585				0.626
	BAS5	4.225		3.317		0.483				0.566
BA	BA1	3.565	3.524	1.208	1.190	0.576	0.855	0.860	0.681	0.662
	BA2	3.562		1.170		0.718				0.781
	BA3	3.449		1.193		0.614				0.720
	BA4	3.516		1.180		0.737				0.773
	BA5	3.527		1.201		0.703				0.770
BT	BT1	3.231	3.227	1.284	1.310	0.751	0.907	0.908	0.782	0.809
	BT2	3.401		1.232		0.734				0.774
	BT3	3.245		1.258		0.781				0.815
	BT4	3.083		1.364		0.805				0.856
	BT5	3.177		1.413		0.766				0.818
BL	BL1	3.296	3.270	1.280	1.282	0.742	0.888	0.890	0.742	0.786
	BL2	3.277		1.308		0.708				0.763
	BL3	3.067		1.361		0.733				0.800
	BL4	3.277		1.268		0.786				0.830
	BL5	3.433		1.194		0.675				0.747
PIHC	BCM1	3.513	3.378	1.095	1.221	0.664	0.872	0.872	0.661	0.698
	BCM2	3.374		1.190		0.735				0.786
	BCM3	3.492		1.160		0.691				0.744
	BCM4	3.234		1.366		0.684				0.785
	BCM5	3.081		1.367		0.713				0.781
	BCM6	3.573		1.146		0.564				0.565

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree 4 – Neutral; 7 –C.R.: Composite Reliability; AVE: Average Variance Extracted showed a significance level $p < 0.05$; significance level $p < 0.01$; significance level $p < 0.001$"

5.14.1 Cronbach's Alpha Test

Nunnally (1978) has stated the standardised Cronbach's coefficient alpha was used to assess each construct's internal reliability. Cronbach's coefficient alpha values must be equal to or greater than 0.7 ,a higher level of Cronbach's coefficient alpha indicates a higher reliability of the measurement scale.Higher inter-item correlations also demonstrated statistical agreement between the tested items (Hair, Anderson, Tatham, & Black, 2006). The results of scale reliability tests are shown in Table 8. As can be observed, the item-to-total values ranged from 0.477 to 0.805, which was higher than Dunn, Seaker, and Waller's (1994) recommended cut-off point of 0.3 (typically 0.3). Cronbach's alpha coefficients ranged from 0.784 to 0.907, exceeding the 0.7 threshold as shown in Table 8 (Nunnally & Bernstein, 1994).

5.14.2 Composite Reliability (CR)

Hair et al (2006) stated that internal reliability of each construct was also evaluated using the Composite Reliability (CR) index test.) stated the literature, a Composite Reliability index greater than 0.7 depicts a passable internal consistency of the construct.

According to Yang and Lai (2010), reliability analysis, an acceptable CR value must exceed 0.7. The internal reliability of each construct was also evaluated using the Composite Reliability (CR) index test. It is calculated using the following formula:

(CR): $CR\eta = (\Sigma\lambda yi)^2 / [(\Sigma\lambda yi)^2 + (\Sigma\varepsilon i)]$

Composite Reliability = (square of the summation of the factor loadings)/ {(square of the summation of the factor loadings) + (summation of error variances)}. The above formula was employed when evaluating the Composite Reliability of all the constructs in the current study. Reliability of measurement models are evaluated by the Composite Reliability (CR) and Average Variance Extracted (AVE) of each construct. Values of CR must be above 0.70 and AVE must be above 0.50 (Bagozzi & Yi, 2012). An indicator is regarded as being reliable if its loading score is at least 0.50 or above

				Composite reliability (CR)			
					summation of error terms		CRη=(Σλyi)2/[(Σλyi)2+(Σεi)]
			Estimate	(∑λYi)²	éi	∑éi	CR
ATT	<---	ATT1	0.689	12.306	0.525	2.503	0.831
	<---	ATT2	0.545		0.703		
	<---	ATT3	0.742		0.449		
	<---	ATT4	0.786		0.382		
	<---	ATT5	0.746		0.443		
TT	<---	TT1	0.560	11.676	0.686	2.633	0.816
	<---	TT2	0.635		0.597		
	<---	TT3	0.775		0.399		
	<---	TT4	0.762		0.419		
	<---	TT5	0.685		0.531		
EX	<---	EX1	0.577	12.376	0.667	2.502	0.832
	<---	EX2	0.738		0.455		
	<---	EX3	0.712		0.493		
	<---	EX4	0.775		0.399		
	<---	EX5	0.716		0.487		
PQ	<---	PQ1	0.774	14.846	0.401	2.019	0.880
	<---	PQ2	0.813		0.339		
	<---	PQ3	0.815		0.336		
	<---	PQ4	0.772		0.404		
	<---	PQ5	0.679		0.539		
BAS	<---	BAS1	0.591	10.680	0.651	2.833	0.790
	<---	BAS2	0.782		0.388		
	<---	BAS3	0.703		0.506		
	<---	BAS4	0.626		0.608		
	<---	BAS5	0.566		0.680		
BA	<---	BA1	0.662	13.734	0.562	2.243	0.860
	<---	BA2	0.781		0.390		
	<---	BA3	0.720		0.482		
	<---	BA4	0.773		0.402		
	<---	BA5	0.770		0.407		
BT	<---	BT1	0.809	16.581	0.346	1.680	0.908
	<---	BT2	0.774		0.401		
	<---	BT3	0.815		0.336		
	<---	BT4	0.856		0.267		
	<---	BT5	0.818		0.331		
BL	<---	BL1	0.786	15.413	0.382	1.913	0.890
	<---	BL2	0.763		0.418		
	<---	BL3	0.800		0.360		
	<---	BL4	0.830		0.311		
	<---	BL5	0.747		0.442		
PHIC	<---	PIHC1	0.698	19.001	0.513	2.796	0.872
	<---	PIHC2	0.786		0.382		
	<---	PIHC3	0.744		0.446		
	<---	PIHC4	0.785		0.384		
	<---	PIHC5	0.781		0.390		
	<---	PIHC6	0.565		0.681		

Table 9: Diagrammtic Representation of Composite Reliability Calculation

The results in Table 8 indicate that composite reliability (C.R.) indexes were between 0.790 and 0.908. These values surpassed the estimate criteria used by past literature. Using the results of the construct Attractiveness to demonstrate, the calculation for Composite Reliability was conducted as follows:

Step1: $(\Sigma\lambda yi)\ 2 = (0.689+0.545+0.742+0.786+0.746)^2 = 12.306064$

Step2: $\Sigma\varepsilon i = (1-0.689)^2 + (1-0.545)^2 + (1-0.742)^2 + (1-0.786)^2 + (1-0.746)^2 = 2.503$

Step3: $CR\eta = 12.306/ (12.306+2.503) = 0.831$

As illustrated in Table 8, the Composite Reliability of the constructs for the current study are ATT=0.831, TT=0.816, EX=0.832, PQ=0.880, BAS=790, BA=0,860, BT=0,908, BL=0,890, PHIC=0,872, these surpass the stipulated limit of 0.70. The results in Table 8 indicate that composite reliability (C.R.) indexes were between 0.790 and 0.908. Hair et al., (2006) stated these values exceeded the estimate criteria used by prior literature.

5.14.3 Average Variance Extracted (AVE)

The average variance extracted demonstrated that the latent construct accounted for most of the variance in the indicators. The indicators adequately represented the latent construct when their variance retrieved was more than 0.40. Fraering and Minor (2006) posits that the overall, the average variance explained (AVE) values varied from 0.556 to 0.782, falling within the marginal to acceptable range advised by the researchers. Fornell and Larcker (1981) stated the composite reliability was higher than 0.6, the convergent validity of the construct is still adequate".

Furthermore, Fraering & Minor (2006) stated the average variance extracted estimate reveals the overall amount of variance in the indicators accounted for by the latent construct. Higher values for the variance extracted estimate (greater than 0.50) reveal that the indicators represent the latent construct well. The formula below is used to calculate Average Variance Extracted (AVE)

$V\eta = \Sigma\lambda yi2 / (\Sigma\lambda yi2 + \Sigma\varepsilon i)$

AVE = {(summation of the squared of factor loadings)/{(summation of the squared of factor loadings) + (summation of error variances)}

Step 1: $\Sigma\lambda yi\ 2 = (0.349^2+0.612^2+0.494^2+0.392^2+0.320^2)$

$= 2.167$

Step 2: $\Sigma\varepsilon i = ((1-0.349)^2 + (1-0.612)^2 + (1-0.494)^2 + (1-0.392)^2 + (1-0.320)^2 = 1.732$

Step 3: $V\eta = 2.167/ (2.167+1.732) = 0.556$

Table 10: Calculations for Average Variance Extracted

			Estimate	λyi²	∑λyi²	ε̇i	∑ε̇i	∑λyi² / (∑λyi² + ∑ε̇i)
ATT	<---	ATT1	0.689	0.475	2.497	0.311	1.492	0.626
	<---	ATT2	0.545	0.297		0.455		
	<---	ATT3	0.742	0.551		0.258		
	<---	ATT4	0.786	0.618		0.214		
	<---	ATT5	0.746	0.557		0.254		
TT	<---	TT1	0.56	0.314	2.367	0.440	1.583	0.599
	<---	TT2	0.635	0.403		0.365		
	<---	TT3	0.775	0.601		0.225		
	<---	TT4	0.762	0.581		0.238		
	<---	TT5	0.685	0.469		0.315		
EX	<---	EX1	0.577	0.333	2.498	0.423	1.482	0.628
	<---	EX2	0.738	0.545		0.262		
	<---	EX3	0.712	0.507		0.288		
	<---	EX4	0.775	0.601		0.225		
	<---	EX5	0.716	0.513		0.284		
PQ	<---	PQ1	0.774	0.599	2.981	0.226	1.147	0.722
	<---	PQ2	0.813	0.661		0.187		
	<---	PQ3	0.815	0.664		0.185		
	<---	PQ4	0.772	0.596		0.228		
	<---	PQ5	0.679	0.461		0.321		
BAS	<---	BAS1	0.591	0.349	2.167	0.409	1.732	0.556
	<---	BAS2	0.782	0.612		0.218		
	<---	BAS3	0.703	0.494		0.297		
	<---	BAS4	0.626	0.392		0.374		
	<---	BAS5	0.566	0.320		0.434		
BA	<---	BA1	0.662	0.438	2.757	0.338	1.294	0.681
	<---	BA2	0.781	0.610		0.219		
	<---	BA3	0.72	0.518		0.280		
	<---	BA4	0.773	0.598		0.227		
	<---	BA5	0.770	0.593		0.230		
BT	<---	BT1	0.809	0.654	3.320	0.191	0.928	0.782
	<---	BT2	0.774	0.599		0.226		
	<---	BT3	0.815	0.664		0.185		
	<---	BT4	0.856	0.733		0.144		
	<---	BT5	0.818	0.669		0.182		
BL	<---	BL1	0.786	0.618	3.087	0.214	1.074	0.742
	<---	BL2	0.763	0.582		0.237		
	<---	BL3	0.8	0.640		0.200		
	<---	BL4	0.83	0.689		0.170		
	<---	BL5	0.747	0.558		0.253		
PIHC	<---	PIHC1	0.698	0.487	3.204	0.302	1.641	0.661
	<---	PIHC2	0.786	0.618		0.214		
	<---	PIHC3	0.744	0.554		0.256		
	<---	PIHC4	0.785	0.616		0.215		
	<---	PIHC5	0.781	0.610		0.219		
	<---	PIHC6	0.565	0.319		0.435		

The formula above demonstrates steps with which AVE was calculated for each research construct. As indicated in Table 10, Fraering and Minor (2006) showed that a good representation of the latent construct by the item is identified when the variance extracted estimate is above 0.5. Fornell and Larcker (1981) also indicated that when AVE is less than 0.5, but composite reliability is higher than 0.6, the convergent validity of the construct is still adequate. The results of AVE range from 0.556 to 0.0.782 as shown in table 8. The results have demonstrated that an acceptable representation of the latent construct by the items. Altogether, the construct reliabilities and the average variance extracted estimates suggest the scales are internally consistent (Fraering and Minor, 2006; Hair, Anderson, Tatham, and Black, 2006). In this study, the average variance extracted estimate revealed that the overall amount of variance in the indicators was accounted for by the latent construct. All average variance extracted (AVE) values ranged from 0.556 to 0.782 and were thus" acceptable.

5.14.4 Discriminant Validity

5.14.5 Inter-Correlation Matrix

Determining the existence of discriminant validity entails assessing whether the correlation between the research constructs is less than 1.0. This is done by identifying whether the observed variable displays a higher loading on its own construct than on any other construct included in the structural model. As indicated in Table 11, the inter-correlation values for all paired latent variables are less than 0.5, which validates the existence of discriminant validity. The inter-correlation matrix was utilised to test the research constructs for discriminant validity. Nunnally and Bernstein (1994), shows that the correlations between latent constructs were tested to check if they were less than 1.0. For research constructs, Nunnally & Bernstein (1994) further explores that a value of less than 0.7 is recommended to confirm discriminant validity. The construct values shown in Table 11 are marginally acceptable, ranging from 0.5 to 0.8. However, there was also a problem of multi-collinearity because some variables were highly correlate with each other (i.e. greater than 0.8). The relationships between constructs are shown in Table 11.

Table 11 : Correlations between Constructs

	ATT	***TT***	***EX***	***PQ***	***BAS***	***BA***	***BT***	***BL***	***PIHC***
ATT	1								

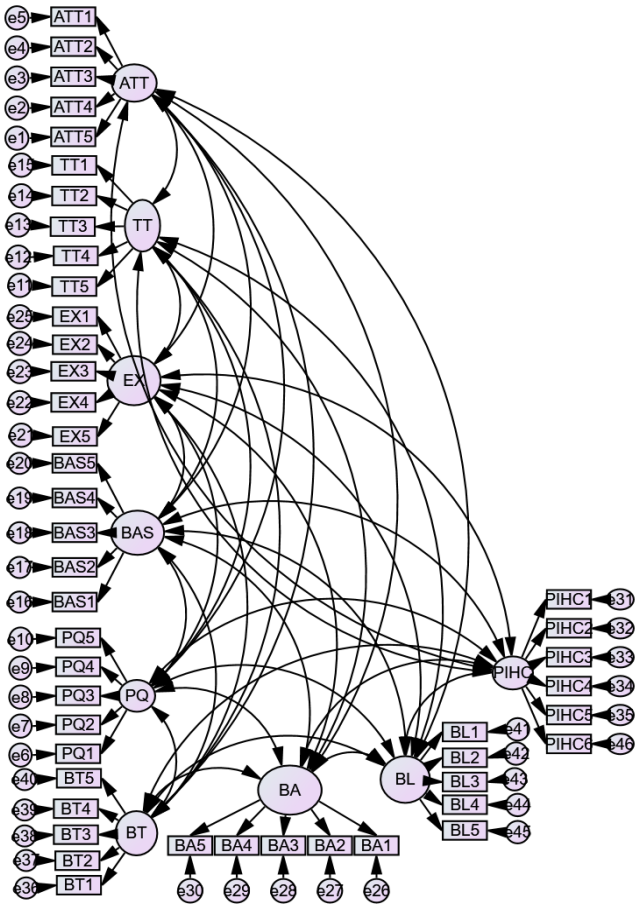
TT	.677**	1							
EX	.583**	.726**	1						
PQ	.585**	.635**	.654**	1					
BAS	.556**	.622**	.611**	.709**	1				
BA	.605**	.665**	.642**	.629**	.749**	1			
BT	.567**	.672**	.646**	.705**	.754**	.741**	1		
BL	.573**	.661**	.646**	.714**	.734**	.766**	.854**	1	
PIHC	.550**	.646**	.649**	.683**	.703**	.726**	.836**	.858**	1

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

5.15 CONFIRMATORY FACTOR ANALYSIS (CFA) MODELS

Figure 8: Confirmatory Factor Analysis (CFA) Model

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- ATT= Attractiveness
- TT= Trustworthiness
- EX = Expertise
- BAS= Brand Associations
- PQ=Perceived Quality
- BT=Brand Attitude
- BA=Brand Awareness
- BL=Brand Loyalty
- PIHC = Purchase Intention

The research model was run and had the following results, Chi-square($\chi 2$ /df) = 1.838 Goodness of Fit Index (GFI) = 0.907, Comparative Fit Index (CFI) = 0.969, Tucker Lewis Index (TLI) = 0.957 Incremental Fit Index (IFI) = 0.969, Relative Fit Index (RFI) = 0.905, Norm Fit Index (NFI) = 0.927, Root Mean Square Error of Approximation Approximation (RMSEA) = 0.032"

Table 12: Measurement Model fit results

Model fit indices	**Acceptable threshold**	**Study Threshold**	**Acceptable/ Unacceptable**
X^2/df	Less than 3	1.504	Acceptable
GFI	Greater than 0.9	0.901	Acceptable
NFI	Greater than 0.9	0.937	Acceptable
RFI	Greater than 0.9	0.903	Acceptable
IFI	Greater than 0.9	0.962	Acceptable
TLI	Greater than 0.9	0.952	Acceptable
CFI	Greater than 0.9	0.961	Acceptable
RMSEA	Below 0.08	0.037	Acceptable

5.16 MEASUREMENT MODEL FIT ASSESSEMENTS

Anderson and Gerbing (1988) presented a two-step approach for evaluating model fit, which included confirmatory factor analysis (CFA) and hypothesis testing. Confirmatory factor analysis (CFA) was used largely to assess scale accuracy (including reliability, convergent validity, and

discriminant validity) of AMOS 27 multiple-item concept measures (Hair, Black, Babin, & Anderson, 2010). Acceptable model fit was indicated by a chi-square value over degree of freedom (2 /df) of between 1 and 3, the values of the Goodness of Fit Index (GFI), Comparative Fit Index (CFI), Incremental Fit Index (IFI), Tucker Lewis Index (TLI), and equal to or greater than 0.90, and the Root Mean Square Error of Approximation (RMSEA) of less than 0.08 (Chinomona, 2011; and Hair, Black, Babin, &Anderson, 2010).The recommended statistics for the final overall model evaluation indicated that the measurement model suited the data well. The measurement model generated a ratio of chi-square value over degree-of-freedom of, Chi-square ($\chi 2$ /df) = 1.838, Goodness of Fit Index (GFI) = 0.907, Comparative Fit Index (CFI) = 0.969, Tucker Lewis Index (TLI) = 0.957, Incremental Fit Index (IFI) = 0.969, Relative Fit Index (RFI) = 0.905, Norm Fit Index (NFI) = 0.927, Root Mean Square Error of Approximation (RMSEA) = 0.032.

After obtaining an acceptable CFA measurement model fit, the study moved on to the hypothesis testing step, which involved structural equation modelling with the AMOS 27 software package.

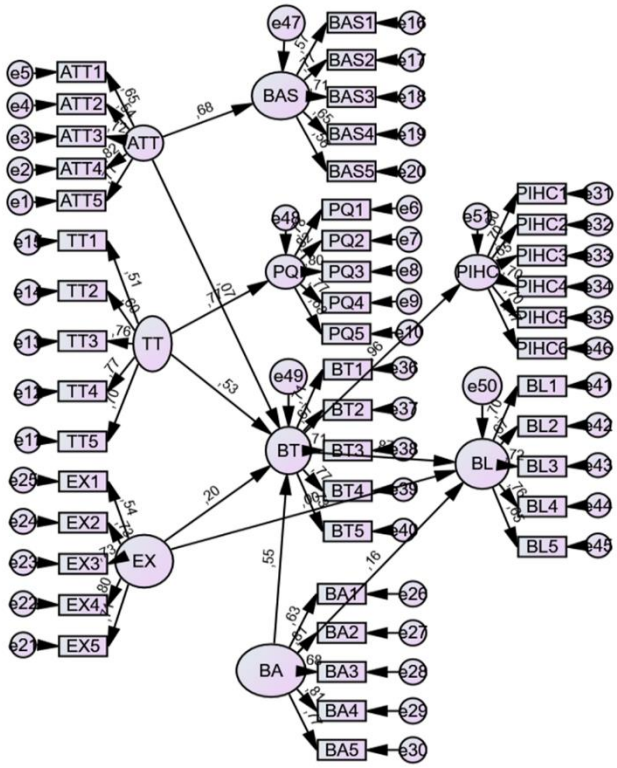


Figure 8: Structural Model

- ATT= Attractiveness
- TT= Trustworthiness
- EX = Expertise
- BAS= Brand Associations
- PQ=Perceived Quality
- BT=Brand Attitude
- BA=Brand Awareness
- BL=Brand Loyalty
- PIHC = Purchase Intention
- e = measurement error

Table 13: Results of Structural Equation Model Analysis

Hypothesis	***Hypothesised Relationship***	***Path Coefficient***	***P Value***	***Outcome***
H1	***ATT → BAS***	***0.678***	*****	***Supported and significant***
H2	***TT → PQ***	***0.77***	*****	***Supported and significant***
H3	***ATT → BT***	***0.073***	***0.078***	***Supported and insignificant***
H4	***TT → BT***	***0.534***	*****	***Supported and significant***
H5	***EX → BT***	***0.204***	*****	***Supported and significant***
H6	***BA → BT***	***0.552***	*****	***Supported and significant***
H7	***BA → BL***	***0.158***	*****	***Supported and significant***
H8	***EX → BL***	***-0.004***	***0.919***	***Unsupported and insignificant***
H9	***BT → BL***	***0.87***	*****	***Supported and significant***
H10	***BT → PIHC***	***0.956***	*****	***Supported and significant***

Significance level $p<0.05$(2 star); significance level $p<0.1$(1 star); significance level $p<0.01$(3 stars)

Table 14: Structural Model Fit Results

	X^2/df	**NFI**	**RFI**	**IFI**	**TLI**	**CFI**	**GFI**	**RMSEA**

Acceptable threshold	<3	>0.900	>0.900	>0.900	>0.900	>0.900	>0.900	<0.08
Model Fit Indices	1.838	0.927	0.905	0.969	0.957	0.969	0.907	0.032

The suggested conceptual model was evaluated using the same data set. The chi-square to degree-of-freedom ratio was 2.46. Chinomona (2011) stated that this number is less than the required criterion of less than 3.0, indicating that the model fits. The Chi-square (2 /df) value is 1.838, the Goodness of Fit Index (GFI) is 0.907, "the Comparative Fit Index (CFI) is 0.969, and the Tucker Lewis Index (TLI) is 0.957. The incremental fit index (IFI) is 0.969, the relative fit index (RFI) is 0.905, the normal fit index (NFI) is 0.927, and the Root Mean Square Error of Approximation (RMSEA) is 0.032.

The model fit for GFI, CFI, and TLI was greater than the required acceptable level of 0.8, however the model fit for RMSEA was less than the recommended threshold of 0.08 (Bentler & Bonnet, 1980; Bollen, 1990; Byrne, 1998; Hu & Bentler, 1999; McDonald & Ho, 2002; Baumgartner & Homburg, 1996; Mullen, 2007; Chinomona, 2011). These findings show that the proposed research conceptual model effectively converged and may reflect the underlying empirical data structure acquired from participants. After determining that the model fit was adequate, the study proceeded to test the research hypotheses.

5.17 DISCUSSION OF HYPOTHESIS TESTING RESULTS

As seen in table 13, most hypotheses' coefficients were at least at a significant level of $p < 0.01$. Hypotheses one, two, four, five, six, seven, nine, ten (H_1, H_2, H_4, H_5, H_6, H_7, H_9, H_{10}) posited that all eight hypotheses were supported and significant, therefore, indicating that the customer's intention to purchase local branded sneakers has an important and significant impact on the customer's brand attitude towards local branded sneakers.

H_1 *(BAS → ATT)* The path coefficient result is 0.678. This relationship at H1 is supported but significant at the p-value <0.01. It has a 99 percent confidence level. This implies that Attractiveness has a high influence on Brand Associations.

H_2: (*PQ → TT*) has a path coefficient of 0.77 is supported but significant at the p-value <0.01. It has a 99% confidence level. This implies that Trustworthiness has a high influence on Perceived Quality.

H_3: (*BT → ATT*) has a path coefficient of 0.073 with a p value of 0.078. The relationship is supported yet insignificant.

H_4: (*BT → TT*) has a path coefficient of 0.534 with a p <0.01. The relationship is supported and significant at 99% confidence level. This implies that Trustworthiness has a high influence on Brand Attitude.

H_5: (*BT → EX*) has a path coefficient of 0.204 with a p <0.01. The relationship is supported and significant at 99% confidence level. This implies that Expertise has a high influence on Brand Attitude.

H_6: (*BT → BA*) has a path coefficient of 0.552 with a p <0.01. The relationship is supported and significant at 99% confidence level. This implies that Brand Awareness has a high influence on Brand Attitude.

H_7: (*BL → BA*) has a path coefficient of 0.158 with a p <0.01. The relationship is supported and significant at 99% confidence level. This implies that Brand Attitude has a high influence on Brand Loyalty.

H_8: (*BL → EX*) has a path coefficient of -0.004 with a p value of 0.919. The relationship is unsupported and insignificant. This implies that Expertise does not have a high influence on Brand Loyalty.

H_9: (*BL → BT*) has a path coefficient of 0.87 with a p <0.01. The relationship is supported and significant at 99% confidence level. This implies that Brand Attitude has a high influence on Brand Loyalty.

H10: (PIHC → *BT*) has a path coefficient of 0.956 with a p <0.01. The relationship is supported and significant at 99% confidence level. This implies that Brand Attitude has a high influence on Purchase Intention.

5.18 DELIMITATIONS AND ASSUMPTIONS OF THE STUDY

The study is limited to:

- Consumers between the ages of 18 and older residing in Johannesburg, South Africa
- The Sneaker Industry, Respondents who utilise Social Media

The study has the following assumptions:

- respondents have enough understanding of the social media influencers to be able to answer the questions asked. Respondents are between the age of 18 and older and utilise social media.
- feedback from n=372 respondents is representative of South Africa youth.

5.19 CHAPTER 5 SUMMARY

Chapter 5 is split into six sections below :

The empirical findings from the investigation were presented in the chapter. The first portion is the introduction, which begins with a quick summary of Chapter 4 and then moves on to the data screening process, followed by the data analysis methods. The statistical analytical processes are shown diagrammatically. The second part delves into the present study's descriptive statistics, which contain a thorough description of the sample as well as a diagrammatic illustration of the sample profile. The reliability tests are then addressed in the third part, which includes a diagrammatic depiction of the reliability testing. Initial and final analysis accuracy statistics are also illustrated diagrammatically in the third section. The fourth section comprises the reliability test; the Cronbach's alpha (α), Composite reliability (CR) and the Average variance extracted (AVE). The fifth section comprises the validity tests, construct validity, convergent validity, and discriminant validity. Also included in the fifth section is a diagrammatic illustration of the inter-construct correlation matrix, a comparison of the average variance extracted (AVE). A diagrammatic form of model fit requirements and acceptable fit level is investigated. The model for confirmatory factor analysis (CFA) is demonstrated and described. Following that, the model fit findings are explained and diagrammatically presented. Following an introduction to structural equation modelling, a diagrammatic depiction of the structural model is presented. Following the structural model, there is the hypothesis testing and a discussion of the structural equation model analysis results. In Chapter 5, the proposed hypothesis for the study was a test requiring conducting structural equation modelling (SEM) using the AMOS 27 software programme and then a discussion the research findings. The study investigated the direct effects of social media influencers impact on the attitudes towards local branded sneakers, and the purchase intention of local branded sneakers. In a nutshell, all ten posited hypotheses were supported, as expected. Finally, the sixth section is made up of the summary of Chapter 5 and a brief discussion of Chapter

6. The suggested hypothesis for the study in Chapter 5 was a test that required doing structural equation modelling (SEM) using the AMOS 27 software package and then discussing the research findings. The study looked at the Social Media Influencers Marketing Impact on Consumer Purchase Intention for Local Recognised Sneaker Brands. In a nutshell, only eight hypotheses proposed were supported, as predicted. Finally, the sixth portion includes a recapitulation of Chapter 5, as well as a brief overview of Chapter 6.

CHAPTER 6: FINDINDGS, CONCLUSIONS, IMPILICATIONS AND FUTURE RESEARCH

6.1 INTRODUCTION

This chapter delves into the study's results, limits, ramifications, and potential future research. In addition, Chapter 6 presents a detailed conclusion to the entire research. The aim of this study was to examine the relationship that "Attractiveness, Trustworthiness and Expertise as independent constructs and Brand Association, Perceived Quality, Brand Loyalty, Brand Awareness relationship with brand attitudes towards the purchase intention of local sneaker brands. Structural equation modelling (SEM) was applied to assess the hypothesis and proposed research model (Shi, Lee, & Olivares, 2019; Chuchu, Maziriri, Gumpo, & Madinga, 2020).The analytical results implied that most of the proposed hypotheses were supported. It was observed that the influence of Brand Attitude(BA) towards Purchase Intention (PIHC) was the most important relationship, as it had the highest factor loading, indicated by 0.956 (see Table 13).

6.2 IMPLICATIONS

The study's goal was to provide value to the world of marketing. The importance of this may be divided into three categories: management, theoretical, and contextual input.

6.2.1 Theoretical Contribution

- Source Credibility on Brand Attitude; Source Credibility Attractiveness influence on Brand Associations; Source Credibility Trustworthiness influence on Perceived Quality; Brand Awareness influence on Brand Attitude; Expertise influence on Brand Loyalty; Brand Attitude Influence on Purchase Intention and Brand Loyalty.
- Although considerable research has been done on celebrity and influencer endorsement ,less attention has been paid to applying this concept to local branded sneakers. Therefore, this study took direction to test source credibility which consists of expertise, attractiveness and trustworthiness as antecedents of brand attitude, purchase intention and brand loyalty.
- Specifically, our research has made the following theoretical contributions. First, the present study provides a fresh view on social media influencers by drawing from theoretical implications of customer -based brand equity and source credibility model.

- Second, our study establishes the validity of source credibility and customer-based brand equity in the local sneaker brands market. Based on this we linked Mediators Brand Attitude and Brand Awareness to Purchase intention and Brand Loyalty. This research illustrates that greater brand attitude that consumers have towards local sneaker brands as a result of social media influencers endorsement the greater the purchase intention, this relationship have the highest path coefficient compared to all other relationships.
- Third, there has been a lot of research on celebrity and influencer endorsement (Ismagilova, Slade, Rana, & Dwivedi, 2019),and others illustrated how customer-based equity, affects different kind of brands (Wanga, Caob, & Park, 2019).This study highlighted source credibility and how it improves brand loyalty, brand attitude and purchase intention, however, source credibility's attractiveness had a supported relationship but was not significant and expertise does not have any support nor significance to brand loyalty nevertheless it contributes to extending the footwear industry with an emphasis on local sneakers brands.

6.2.2 Contextual and Managerial Contribution

The study gives fresh viewpoints on social media influencers in the sneaker market. This research might help guide practitioners, public policy makers and academicians who wish to understand the influence of source credibility, brand loyalty, brand attitude, perceived quality, brand association and brand awareness, purchase intention of South African youth. Findings from this study can be used to craft marketing strategies that rand managers, agencies, research organizations, creative advertising agencies, media agencies, and young strategists will profit."

The integrative framework of this research will help practitioners in the field of marketing to have a more holistic approach. This indicates that whenever a marketer wants to use an influencer to endorse their product to a target group what will be important is to match the influencer to the brand as expertise and trustworthiness remains critical in have positive influence on brand attitude, more than the influence of attractiveness to brand attitude. Many studies have highlighted why brands need to work with influencers that have a relationship with their followers (Ki, Chong, & Lim, 2020), as popularity on the internet does not necessarily turn into changing the behavior of consumers as an influencer with less followers may have more traction and reach than a popular one (Ki & Kim, 2019).Traditional marketing often does utilises celebrities who don't match the

brand but instead only highlight the benefits of the products , in a era where ad blocking is on the rise year on year (Jatain, Vishveshwar, 2020), brands have had to expand their marketing mix to include social media influencers (Argyris, Wang, Kim, & Kim, 2020). Depending on the campaign goal a different influencer will be required for premium sneakers(Zhang,2019),regular sneakers and sports footwear (Silva, Madhushani, & Jayalath, 2020).

Previously in traditional marketing the brand will brief the celebrity on what to do ,however, in the world of influencers they have more control on how to illustrate their content which gives much more room for originality and authenticity that is in line with company objectives yet it still resonates with their current audience (Vrontis, Makrides, Christofi, & Thrassaou, 2020).This study also revealed that Expertise is inversely related to Brand Loyalty this implied that irrespective of a social media influencers having expertise it has no direct influence on the consumers brand loyalty regarding local sneakers brands and this highlighted a negative path coefficient(-0.004),H8. Therefore marketing managers must not sorely rely on expert social media influencers in the sneaker industry as it has no direct influence on their brand loyalty.

This study also revealed that attractiveness is inversely related to brand attitude this implied that irrespective of a social media influencers being attractive it has a positive relationship on the consumers brand attitude regarding local sneakers brands, however, this highlighted a the relationship supported but not significant with a path coefficient of 0.073 (H3), Therefore marketing managers can rely on attractive social media influencers in the sneaker industry, however, it is insignificant towards brand attitude.

The relationship between Attractiveness and Brand Associations of local sneaker brands was positive this implied that consumer Brand Associations towards local branded sneakers are directly impacted by Attractiveness of social media influencers therefore marketers of local brands have to ensure they select social media influencers who are attractive, this encourages consumers to be drawn to local sneaker brands. It was observed that Trustworthiness relationship with Perceived Quality towards local branded sneakers was positive, This implied that consumer Perceived quality towards local branded sneakers is directly impacted by Trustworthiness of social media influencers, therefore marketers of local brands have to ensure they select social media influencers that consumers can trust as this has a direct correlation with how they perceive the quality of the local sneaker.

The relationship between Attractiveness and Brand Attitude towards local branded sneakers was supported and insignificant. This implied that consumer Brand attitudes towards local branded sneakers is not directly impacted by Attractiveness of social media influencers, however it is supported, therefore marketers of local brands have to ensure they select social media influencers that consumers find attractive to endorse their products. It was observed that Trustworthiness relationship with Brand Attitudes towards local branded sneakers was positive. This implied that consumer Brand attitudes towards local branded sneakers are directly impacted by trustworthiness of social media influencers, therefore marketers of local brands have to ensure they pick social media influencers that consumers can trust to endorse their products. It was also observed that Expertise relationship with Brand Attitudes towards local branded sneakers was positive. This implied that consumer Brand attitudes towards local branded sneakers are directly impacted by Expertise of social media influencers, therefore marketers of local brands have to ensure they pick social media influencers that consumers can believe are experts of the local sneaker brands as this will influence the attitude they have towards the brand.

It was detected that Brand Awareness relationship with Brand Attitudes towards local branded sneakers was positive. This implied that consumer Brand attitudes towards local branded sneakers are directly impacted by Brand Awareness that is attributed to the advertising of social media influencers. Therefore, it is to the advantage of an entrepreneur or marketers to work with Social Media Influencers because, not only do they contribute towards brand awareness, but they are also a great source of information for other customers who follow and watch their content posted on social media on a regular basis. It was noted that Brand Awareness' relationship with Brand Loyalty towards local branded sneakers was positive This implied that consumer Brand Loyalty towards local branded sneakers are directly impacted by Brand Awareness that is attributed to the advertising of social media influencers Therefore, Social Media is a great way to make consumers aware of a brand because you are targeting consumers where there are, it makes it much simpler to reach millions of targeted consumers all over the world who share the same values and interests with their respective social media influencer.

It was detected through this research that Expertise relationship with Brand Loyalty towards local branded sneakers was unsupported and insignificant. This implied that consumer Brand Loyalty towards local branded sneakers are not directly impacted by Expertise that is attributed by endorsement of media influencers. Therefore, for Local Sneaker brands, the endorsement of social

media influencers does not guarantee that consumers will be loyal to the brand. Brand Attitude's relationship with Brand Loyalty towards local branded sneakers was positive. This implied that consumer Brand Loyalty towards local branded sneakers is directly impacted by Brand Attitude that is attributed to the advertising of social media influencers. Before consumers can reach a stage where they are loyal to a brand, their brand attitude towards this local sneaker brand has to be positive. Brand Attitude's relationship with Brand Purchase Intention towards local branded sneakers was positive This implied that consumer Purchase Intention towards local branded sneakers is directly impacted by Brand Attitude that is attributed to the advertising of social media influencer. The perception that a consumer has about a product or service can influence their attitude. Perception is a powerful force, enough to change the purchase intention of consumers as an organization's offerings are now seen in a positive or negative light. By using Social Media Influencers, brands can now reconnect to consumers who abandoned the final transaction of a firm's offering for a variety of reasons, special offerings can be made on social media to acquire those consumers who left."

6.3 FUTURE RESEARCH AND LIMITATIONS

The current study offers potential for future research on local sneaker companies. There are chances for researchers to either go deeper into the same characteristics examined in this study, or to include additional variables that might possibly predict the purchase intention of local sneaker brands. Similar studies, according to the researcher, should be undertaken on a bigger scale, with a greater sample size and in larger geographic locations, so that respondents are not confined to a certain demographic profile. For example, the current study only included persons aged 18 and above, mostly in Johannesburg, and future research could investigate bigger populations, including polling respondents from more than one institution, city, or province. This would result in a more diverse sample and more informed results. The study was severely hampered by money and time restrictions, and if these issues could be resolved in future investigations, the chance of providing more informed results would increase."

6.4 OVERALL RESEARCH CONTRIBUTION

The current study contributes to literature on the purchase intention of local sneaker brands under the influence of social media influencers. Based on the findings of the study, Brand Attitude has a positive impact on consumers' purchase intention of local branded sneakers. This is based on other literature in advertising by (Wang, Caao, & Park,2019),that also supported the fact that brand attitude indeed does have a positive impact on brand purchase intention. Another contribution to the literature made here was to confirm that Trustworthiness, Expertise, Brand Awareness and Attractiveness have a direct impact on consumers' brand attitudes towards purchasing local sneaker brands under the influence of social media influencers; only Attractiveness was supported and insignificant whilst the other variables linked to Brand Attitude proved to be supported and significant in this research. Another study explored celebrity endorsement as it saw endorser's trustworthiness affect brand attitude and purchase intention; also, for brand awareness the more repeated exposure of brands (Weismueller, Harrigan, Wang, & Soutar, 2020), the more a greater sense of familiarity that is associated with proximity and feelings of warmth towards the brand, thereby activating brand attitudes positively (Tian, Tao, Hong, & Tsai, 2021).Within the context of celebrity endorsement, celebrity expertise has shown a positive influence on attitudes of brands (Singh & Banerjee, 2018). A notable contribution to literature made by the current study was to confirm that the Attractiveness of social media influencers has a direct and positive relationship with Brand Associations, and this relationship was positive. This finding is supported by a study that conducted Attractiveness of social media influencers had a positive relationship with Brand Associations towards local sneaker brands (Lima, 2019). The researcher also wanted to confirm that Trustworthiness of social media influencers has a direct and positive relationship with Perceived Quality; this relationship was positive. "

In closing, another contribution to the literature of local branded sneakers made by the current study is that brand loyalty towards local branded sneakers, Brand Awareness and Brand Attitude, Expertise of social media influencers, was unsupported and significant, while Brand Loyalty proved to have a positive relationship with customers' purchase intention in relation to local sneaker brands, as suggested by the hypothesis of the current study. This finding for Brand Awareness and Brand Attitude being positively related to Brand Loyalty is supported by some researchers who have found a significant relationship between Brand Loyalty and Brand

Awareness (Pavlovic & Vukovic, 2020). Another study established that a positive relationship between loyalty and attitude towards a brand (Gupta, Tyagi, Siddiquer, & Sharma, 2020)."

6.5 SUMMARY OF CHAPTER 6

The purpose of the study was to investigate the relationship of the following variables: "Attractiveness", "Trustworthiness", "Expertise: as Independent constructs" and "Brand Associations"," Perceived Quality", "Brand Loyalty", "Brand Awareness" on local branded sneakers on the following variables: "brand attitudes towards purchasing local branded sneakers endorsed by social media influencers " and "purchase intention" of local sneaker brands endorsed by social media influencer. This was done to establish whether the former variables were predictors of the latter variables. Based on the above-mentioned variables, a conceptual research model was developed (see Figure 1)."This final chapter provided four concluding sections, presenting a conclusion for the study that made up this thesis, noting the implications of these findings for study. The Chapter then suggested directions of future studies in the field of local branded sneakers and closed with an overall conclusion, noting the contributions made to broader enquiry."

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APPENDIX 1: ETHICS CLEARANCE CERTIFICATE

UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG

SCHOOL OF BUSINESS SCIENCES ETHICS COMMITTEE
CONSTITUTED UNDER THE UNIVERSITY HUMAN RESEARCH ETHICS COMMITTEE (NON-MEDICAL)

CLEARANCE CERTIFICATE	**PROTOCOL NUMBER: CBUSE1867**
PROJECT TITLE	Social Media Influencers Marketing Impact on Consumer Purchase Intention for Local Recognised Sneaker Brands.
INVESTIGATOR	Moyahabo Molokwane
SCHOOL/DEPARTMENT OF INVESTIGATOR	School of Business Sciences
DATE CONSIDERED	23 July 2021
DECISION OF THE COMMITTEE	Approved unconditionally
RISK LEVEL	Low Risk
EXPIRY DATE	31 December 2023

ISSUE DATE OF CERTIFICATE 12 August 2021 **CHAIRPERSON** _____
(Neetu Ramsaroop)

cc: Supervisor: Dr Tinashe Chuchu

DECLARATION OF INVESTIGATOR

To be completed in duplicate and **ONE COPY** returned to the Chairperson of the School/Department ethics committee.

I fully understand the conditions under which I am are authorized to carry out the abovementioned research and I guarantee to ensure compliance with these conditions. Should any departure to be contemplated from the research procedure as approved I/we undertake to resubmit the protocol to the Committee.

_____ 12 / 08 / 2021
Signature **Date**

APPENDIX 2 RESEARCH QUESTIONNAIRE

Consent Form

Title of project: Social Media Influencers Marketing Impact on Consumer Purchase Intention for Local Recognised Sneaker Brands

Name of researcher: Moyahabo Makoma Mathilda Molokwane

I, …….., agree to participate in this research project. The research has been explained to me and I understand what my participation will involve. I agree to the following:

(Please circle the relevant options below).

I agree that my participation will remain anonymous	YES	NO
I agree that the researcher may use anonymous quotes in his / her research report	YES	NO
I agree that the interview may be audio recorded	YES	NO
I agree that the information I provide may be used in an anonymized format after this project has ended, for academic purposes by	YES	NO

other researchers, subject to their own ethics clearance being obtained.

…..

…… (signature)
…… (name of participant)
…… (date)

…… (signature)
…… (MOYAHABO MAKOMA MATHILDA MOLOKWANE)
…… (date)

Participant Information Sheet

Good day, my name is Moyahabo Makoma Mathilda Molokwane, student number 795285, and I am currently completing my Master's in Commerce (Marketing) at the University of the Witwatersrand, Johannesburg. My current research is entitled "Social Media Influencers Marketing Impact on Consumer Purchase Intention for Local Recognised Sneaker Brands". Through my research, I aim to explore Brand Loyalty, Brand Awareness,Brand Association, Perceived Quality, Source Credibility Trustworthiness, Expertise, Attractiveness, Purchase intention and Brand Attitudes that customers in the city of Johannesburg have towards the purchase of local sneaker brands. The findings of this study will contribute to the literature on branded sneakers' purchase intention. I am inviting you to be a participant in my current research study.

Your selection for this research was based on the fact that you are a potential customer of branded sneakers in the city of Johannesburg. By being a participant in this research study I would request you to complete the questionnaire attached to this information sheet. With your permission, I ask that you complete this questionnaire and kindly return it to the researcher. This should not take more than 8 minutes of your time. Your participation in this research is voluntary and I can guarantee that your personal details will remain anonymous throughout this research study as well as in the final research dissertation. You as the participant may refuse to answer any questions which you feel uncomfortable with and may also feel free to withdraw from this study at any time. By being a participant in this research you will not receive payment of any form and the information you disclose will be used in the research report. This research will be written into a

Masters Dissertation and will be available through the University's website. Should you require a summary of the research, the researcher can make this available to you. Should you have any further questions or queries you are welcome to contact the researcher or the Supervisor, Dr. Tinashe Chuchu at any time at the contact details provided below.

Supervisor
Dr Tinashe Chuchu
Email: tinashe.chuchu@wits.ac.za

Researcher
Moyahabo Makoma Mathilda Molokwane
Email: 795285@students.wits.ac.za
Tel: 060 508 1580

INSTRUCTIONS

Please look at the adverts which are displayed and choose the one which appeals most to you, and answer the questions that follow based on the advert which you have chosen.

- Please read each question carefully.
- Please complete all the questions.
- Please complete the questionnaire on your own and don't compare your answers with your friends.
- This questionnaire will be kept completely confidential so please answer the questions as honestly as you can

SECTION A

GENERAL INFORMATION

Please indicate your answer by ticking (✓) on the appropriate box.

A1 Please indicate your Age.

18-20		21-23		24-26		27-29		30-32		33 & older	

A2 Indicate your gender.

Female	
Male	

A3 Please indicate your education level

High School or less	
Technical college	
University	

A4 Please indicate your Occupation

Student	
Employee	
Self- Employed	
Unemployed	

A5 Please indicate the type of Local sneaker brand you prefer

Bathu	
Drip	
Other	

A6 How much do you normally spend on sneakers

< 500	
500 - 1000	
1000-1500	
1500-2000	
2000 >	

A7 Which digital platform do you prefer to use

Facebook	
Instagram	
Twitter	
YouTube	

A8 On Average how much time do you spend on social media a day

30 min - 1 hour	
2- 3 hours	
4- 5 hours	

A8 Which advert did you prefer (pick one)

Advert 1	
Advert 2	
Advert 3	
Advert 4	

SECTION B

SOURCE CREDIBILITY- ATTRACTIVENESS – (ATT)

Below are statements about Attractiveness. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

ATT 1	I prefer to watch Local Sneaker advertisements online with physically attractive (beautiful, elegant, classy) endorsed by Social Media Influencer	Strongly disagree	1	2	3	4	5	Strongly agree
ATT 2	I think that attractiveness is an important characteristic for a Social Media Influencer endorser	Strongly disagree	1	2	3	4	5	Strongly agree
ATT 3	I feel that a physically attractive endorser influences my purchase intention towards a Social Media Influencer endorsed brand	Strongly disagree	1	2	3	4	5	Strongly agree
ATT 4	I remember a brand that is being endorsed by attractive Social Media Influencer more.	Strongly disagree	1	2	3	4	5	Strongly agree
ATT 5	I remember a brand that is being endorsed by attractive Social Media Influencer more.	Strongly disagree	1	2	3	4	5	Strongly agree

SOURCE CREDIBILITY- TRUSTWORTHINESS- (TT)

Below are statements about Trustworthiness. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

TT1	I think a sneaker brand that is being endorsed by a trustworthy Social Media Influencer is more respectable and desirable.	Strongly disagree	1	2	3	4	5	Strongly agree
TT 2	I feel that advertisements with a trustworthy endorser push me to	Strongly disagree	1	2	3	4	5	Strongly agree

	remember that advertisement and the product that is being endorsed							
TT3	Social Media Influencers raise my standard of choosing quality local sneaker preferences.	Strongly disagree	1	2	3	4	5	Strongly agree
TT4	I value the opinion of sneaker Social Media Influencer that I follow as if they were someone close whom I trust	Strongly disagree	1	2	3	4	5	Strongly agree
TT 5	I feel as if a have a close personal connection with the local sneaker brands suggested by the Social Media Influencers that I follow.	Strongly disagree	1	2	3	4	5	Strongly agree

SOURCE CREDIBILITY- EXPERTISE – (EX)

Below are statements about Expertise. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

EX1	I think advertisements with a Social Media Influencer endorser who has expertise (skilled, qualified, knowledgeable, experienced) is more respectable	Strongly disagree	1	2	3	4	5	Strongly agree
EX2	I pay more attention to the local sneaker brands advertisement using an expert social media influencer.	Strongly disagree	1	2	3	4	5	Strongly agree
EX3	I will buy a local sneaker if the influencer endorsing it is an expert	Strongly disagree	1	2	3	4	5	Strongly agree
EX4	I think a local sneaker brand that is being endorsed by an expert Social Media Influencer is more trustworthy	Strongly disagree	1	2	3	4	5	Strongly agree
EX5	The Sneaker Social Media Endorser in advert is qualified to advertise this local Sneaker Brand	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION C

Perceived Quality (PQ)

Below are statements about Perceived Quality You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:

1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.

Please indicate your answer by ticking (✓) on each statement.

PQ1	Brands endorsed by sneaker influencers are of very high quality	Strongly disagree	1	2	3	4	5	Strongly agree
PQ2	Brands endorsed by sneaker Influencers are of very consistent quality	Strongly disagree	1	2	3	4	5	Strongly agree
PQ3	Brands endorsed by sneaker influencers offer excellent features	Strongly disagree	1	2	3	4	5	Strongly agree
PQ4	Brands endorsed by sneaker influencers are very reliable	Strongly disagree	1	2	3	4	5	Strongly agree
PQ5	Brands endorsed by sneaker influencers are flawless	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION D
BRAND ASSOCIATIONS (BAS)
Below are statements about Brand Associations You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:
1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.
Please indicate your answer by ticking (✓) on each statement.

BAS1	The Local Sneaker Brand is well regarded by friends	Strongly disagree	1	2	3	4	5	Strongly agree
BAS2	I am proud to own a product of this brand because of Sneaker Social Media Influencer	Strongly disagree	1	2	3	4	5	Strongly agree
BAS3	The Local Sneaker Brand endorsed by Social Media Influencers is well priced	Strongly disagree	1	2	3	4	5	Strongly agree
BAS4	Social Media Influencers make local sneaker brand look different compared to other brand in terms of colour/flavour/form/appearance	Strongly disagree	1	2	3	4	5	Strongly agree
BAS5	I have difficulty in imagining the local sneaker brand in my mind despite use of Social Media Influencer	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION E
BRAND AWARENESS (BA)
Below are statements about Brand Awareness You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:
1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree.
Please indicate your answer by ticking (✓) on each statement.

BA1	Social Media Influencer endorsement for local sneaker brands is more convincing than an ad without such endorsement.	Strongly disagree	1	2	3	4	5	Strongly agree

BA2	I remember a local sneaker just because a Social Media Influencer is endorsing it.	Strongly disagree	1	2	3	4	5	Strongly agree
BA3	I would like to pass along information on local sneaker brands from Social Media Influencers to my friends.	Strongly disagree	1	2	3	4	5	Strongly agree
BA4	I remember the logos of local sneaker brands because of social media influencer.	Strongly disagree	1	2	3	4	5	Strongly agree
BA5	I can recognize local sneakers brands among competing brands because of social media influencers.	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION F
BRAND ATTITUDE (BT)
Below are statements about Brand Attitude. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:
1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree
Please indicate your answer by ticking (✓) on each statement.

BT1	local sneaker brands advertised by social media influencers is important to me when making sneaker purchases	Strongly disagree	1	2	3	4	5	Strongly agree
BT2	I Think brands endorsed by social media influencer in my selected advert have taste	Strongly disagree	1	2	3	4	5	Strongly agree
BT3	I think buying a local sneaker is a good choice because of social influencers.	Strongly disagree	1	2	3	4	5	Strongly agree
BT4	I keep using a local sneaker brand only because of the endorsing social media influencer	Strongly disagree	1	2	3	4	5	Strongly agree
BT5	I have bought a local branded sneaker under the influence of a social media influencer	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION G
BRAND LOYALTY (BL)
Below are statements about Brand Loyalty. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale below:
1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree

Please indicate your answer by ticking (✓) on each statement.

B1	I feel loyal to brands endorsed by my favourite sneaker social media influencer	Strongly disagree	1	2	3	4	5	Strongly agree
BL2	It is likely that brands endorsed by my favourite sneaker social media influencer will be my first choice.	Strongly disagree	1	2	3	4	5	Strongly agree
BL3	I will not buy another local sneaker if a brand endorsed by my sneaker social media influencer is available.	Strongly disagree	1	2	3	4	5	Strongly agree
BL4	I Recommend local sneaker brands to my friends as a result of Social Media Influencers.	Strongly disagree	1	2	3	4	5	Strongly agree
BL5	Local Sneakers endorsed by Social Media Influencers are of Good Value for Money	Strongly disagree	1	2	3	4	5	Strongly agree

SECTION H
PURCHASE INTENTION (PIHC)
Below are statements about Purchase Intention. You can indicate the extent to which you agree or disagree with the statement by ticking the corresponding number in the 5 point scale.
1=strongly disagree, 2= disagree, 3= moderately agree, 4= agree and 5= strongly agree
Please indicate your answer by ticking (✓) on each statement.

PIHC 1	I am willing to purchase local sneakers advertised by sneaker Social Media Influencers	Strongly disagree	1	2	3	4	5	Strongly agree
PIHC 2	I would decide to buy the local sneakers because of a sneaker social media influencer I like endorsed it	Strongly disagree	1	2	3	4	5	Strongly agree
PIHC 3	In near future, I would consider purchasing local sneakers endorsed by sneaker Social Media Influencers	Strongly disagree	1	2	3	4	5	Strongly agree
PIHC 4	I have made a purchase after seeing a sneaker Social Media Influencer endorsing/recommending a product or service	Strongly disagree	1	2	3	4	5	Strongly agree
PIHC 5	If my favourite Social Media Influencers endorses a local sneaker brand, I will buy it no matter what	Strongly disagree	1	2	3	4	5	Strongly agree

PIHC 6	I am happy to buy a local sneaker endorsed by my favourite Social Media Influencers	Strongly disagree	1	2	3	4	5	Strongly agree

APPENDIX D: ADVERTISEMENTS

ADVERT 1 : DRIP SNEAKER



ADVERT 2: DRIP SNEAKER



ADVERT 3: BATHU SNEAKER



ADVERT 4 : BATHU SNEAKER

