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1. Introduction

Smartphones are the people's constant companions, allowing them to access internet anywhere at any time. At this point, a little over 4.5 billion people use smartphones, which means that 60% of the world's population has access to a mobile device and potential access to internet. Forecasts predict that by 2020 the five billion mark will be reached (Statista 1, 2018). Since 2017 half of the web page views are being done via mobile appliances, with mobile first-markets such as Asia and Africa being the leaders. The European and American market are also focusing on the mobile sector, having the highest mobile broadband subscription penetration rate of around 75% (Statista 2, 2018; Lu & Yu-Jen Su, 2009). All these statistics show the tendency to rely on one's mobile instrument. Besides being able to connect with everyone over social media (Zhang et al., 2013), smartphones open the gates to mobile commerce. This specific form of commerce is deployed when mobile devices and tablets are being used for the initiation, execution and maintenance of service. This includes the process of searching for information and making the purchase decision (Lu & Yu-Jen Su, 2009; Zhang et al., 2013; Chen, Hsu & Lu, 2018). Online commerce (over laptops and computers) has become irreplaceable, changing business decisions of firms and shopping behavior of people and has been heavily researched during the last decade (Chen, 2009; Moshrefjavadi et al., 2012; Hoffman and Novak, 1996; Cheung et al., 2005; Zhou et al, 2007). Now, several industry reports discuss and predict a significant rise in mobile commerce (Moshrefjavadi et al., 2012). Currently 60% of all e-commerce transactions are executed on a mobile device, with the proportion expected to exceed 70% by 2020 (Statista 3, 2018). In Africa and Asia mobile commerce is more than a small trend, it has increased by 33% within the last two years (Crieto, 2018; Lu & Yu-Jen Su, 2009). Undeniably, shopping on the smartphone has substantial advantages for consumers and businesses; consumers can utilize fragmented time and gain satisfaction

from shopping at any time and place. However, compared to web-based shopping, mobile screens fall behind on the conversion rate (Chen, Hsu & Lu, 2018). Reasons for that might be the lower enjoyment of the interface, coming from the smaller screen. The screen does not only make the interface less enjoyable, it also raises the difficulties for the navigation and transaction performance. This leads to many interruptions during the shopping process. Another reason for the lower conversion rate might also be, mobile shopping having a different purpose: It is possible that people want to use the devices only for the stage of information searching and decision making (Zhou, 2013; Chen, Hsu & Lu, 2018).

Finding a successful social media marketing strategy has been the center of attention of companies around the world for the last decade. Advertising, celebrity endorsement and product placement have been used in the past and even in the present, but addressing consumers over social media was a real game changer. Social media has lifted these concepts to a new level (Goldring & Gong, 2017; Brown & Hayes, 2008). Instagram specifically, has created these so-called influencers, that function as a link between firms and their audience (consisting of potential new and current customers). Influencers in the fashion industry are either bloggers (having started with a fashion blog and being also active on Instagram) or people, mostly women, whose celebrity status and power stems solely from their influencer career on Instagram. By living a glamorous life of travelling, attending exclusive events and always wearing the most up-to-date fashion brands and sharing it with their followers, they are perceived to have a high social status, which seems desirable to their followers. Consequently, millennials admire them and see them as their idols. Instagram allows followers to watch their adored celebrities and be part of their lives, by looking at their posts and their stories (Duffy & Hund, 2015). By creating a link in the content, the following users can then see what products influencers use in their life, where these items are from or what brands they collaborate with. The strong influence of these

influencers has led to many people, mostly women, having a desire to be and look like these fashion leaders. Hence, they are curious to see, what brands influencers are owning or how they could purchase the same or similar items. Recently, Instagram started offering an easily usable click-to-buy function, allowing users to simply swipe and arrive directly in the online store of the deployed item. To finish their purchase all they must do is to choose the size and insert the credit card information (Holmes et al., 2013; Fuentes & Svingstedt, 2017).

Mobile shopping has been a topic for years, but it has only begun to become the center of attention of research in the last five years. Especially in Asia, mobile shopping is a long-lasting trend, whereas the European consumers are still somewhat cautious (Lu & Yu-Jen Su, 2009; BoF & McKinsey&Company, 2017). Many people still do not feel comfortable giving their credit card and personal information to online retailers (BusinessInsider, 2016; Lu & Yu-Jen Su, 2009). Studies have shown that mobile shopping is more spontaneous than planned shopping (Marriott & Williams, 2018). Now, Instagram is making it easier than ever to casually like a product and purchase it. This thesis analyzes, whether influencers on Instagram affect the mobile shopping intention. It is assumed that consumers will grow more comfortable with the idea of mobile shopping and will more and more pick-up on this new trend. The research questions and hypotheses will be tested through an online questionnaire among millennials in Western Europe. The remaining paper is structured as follows: Section 2 provides a review of the current literature on influencer marketing in the fashion industry and mobile shopping. The theoretical foundation is discussed in section 3, followed by an elaboration of the research questions and hypotheses in section 4. Research method and data collection will be addressed in section 5. Data results and an analysis will be presented in Section 6 and discussed in section 7. Finally, the conclusion is drawn in section 8.

2. Literature Review

2.1 Definition of influencer marketing

Especially in the last year, influencer marketing has been a topic of rising interest. However, it is just another form of celebrity endorsement. Brands have been making use of celebrities being brand ambassadors and being part of product placement to display their products and create a trust relationship with customers for decades. In this context, celebrity endorsement can be defined as a “form of brand or advertising campaign that involves a well-known person using their fame to help promote a product or service” (BusinessDictionaryA, 2018). Tying this basic concept to influencer marketing, the function is the same with different platforms and higher reach. As an efficient way to communicate the product’s message to the targeted audience using an individual (Newman, 2015), influencer marketing can “increase awareness and knowledge about a firm within the prospect community” (Brown & Hayes, 2008). Consequently, the following definition will be the basis for this thesis: “Influencer marketing is a word-of-mouth tactic in which connected social media participants, who have the credibility, following, and motivation to drive positive word-of-mouth to a broader and salient segment of the market, receive incentives or compensation in exchange for posting persuasive messages to their followers.” (Goldring& Gong, 2017; De Veirman et al., 2017)

The concept of eWOM, electronic word-of mouth, is “any positive or negative statement made about a product or company, which is made available to a multitude of people and institutions via the internet” (Hennig-Thurau et al. 2004; Evans et al., 2017). Social media makes it easier than ever to spread information and opinions and offer a platform for brand ambassadors and individuals. Typically, unpaid content gives the person who discusses a brand more credibility. When companies pay celebrities or opinion leaders to be their brand ambassadors (Chu and Kim 2011; Evans et al., 2017), they must follow strict rules so that

followers can identify the post as advertising (Later, 2017). Whether influencers function as official brand advocates or for their own purpose, influencer marketing can act as a powerful mechanism for eWOM (Evans et al., 2017).

In this context, influencers are “a third-party who significantly shapes the customer’s purchasing decision, but may never be accountable for it” (Brown & Hayes, 2008). The Business Dictionary describes influencers as “individuals who have the power to affect purchase decisions of others, because of their (real or perceived) authority, knowledge, position, or relationship (BusinessDictionaryB, 2018). For companies finding the right ambassadors and influencers is key to successful marketing. Not only do they have to fit the brand, but they must also have a relevant audience and have their confidence. Research shows that consumers trust the references of their personal network most (at a rate of 90%), but give also high credit to general referrals online (at a rate of 81%) (De Veirman et al., 2017; Tapinfluence & Influitive, 2018).

2.2 Influencers on Instagram

Influencers acting as celebrities or community members are found to have a significant impact on consumers’ brand attitudes and consequently their purchase intentions. Companies find social media influencers convenient, regarding the large number of people that can be reached within short time. Mostly, this form of marketing can vary between low-costs to high-costs, suited to a firms’ needs (Evans et al., 2017).

Instagram is a social network that is meant to share photos and videos. It allows you to edit the pictures and categorize them with hashtags. Once a post has a hashtag (#word), other users can find it when looking for this hashtag. Since Instagram introduced “stories”, it offers the possibility to share multiple 15-second videos that will be visible in the upper section for 24 hours. Within posts and stories, users can link other people and brands. Also,

new features within the stories part are being released every few month. Since 2012 the application has been part of the Facebook group. Especially during the last years, Instagram has been the globally trending app to use and by June 2018 it counted one billion monthly active users (Statista 4, 2018). According to a recent ranking, the most users are women between 18 and 24 years old (Statista 5, 2018). Forecasts anticipate that the market volume of influencer marketing in the DACH region will amount up to 990 million Euro by 2020 (Statista 6, 2017). At this point, 75% of the companies are using influencer marketing (De Veirman et al., 2017).

By posting these aspirational photos, using hashtags and engaging with their followers, normal people can become “Insta-famous”. This sort of fame requires no qualifications or special skills, but simply making beautiful, interesting, funny etc. content and an unproportioned increase in followers (Evans et al., 2017; Washington Post, 2014). Due to their large audience, marketers expect these influencers to be able to maximize the diffusion of information via Instagram (De Veirman et al., 2017). Furthermore, also the way of communication differs from regular advertising. Since consumers follow these celebrities and are part of their personal life, they consider them to be part of their social group, which results in a higher trust in their opinion. When regular models promote products, people are aware of it being advertising. However, if a trusted person recommends an item, the message has much higher power (Atkinson & Kim, 2015; Evans et al., 2017). In fact, a research study showed that 15% of Americans have made a purchase by following a link on social network (PewResearchCenter, 2016). Moreover, Forbes did a study on millennials where almost half of the participants admitted having been influenced by social media in their purchase decisions. Since most of the time, people don’t realize when they are being influenced, the actual number of millennials affected by social media in their shopping behavior can be assumed to be even higher. Besides, three quarters of the

participating people also stated having purchased a fashion, beauty or style-related item after having seen it on someone's Instagram account (Forbes, 2017).

2.3 Most powerful influencers and the creation of fashion personae

Strong self-branding is important as a condition for fashion influencers to be successful (Marwick, 2013a). To develop yourself as a brand, it is necessary that you stand out of the crowd, but you still have to be relatable to the audience (Parmentier et al., 2013). Therefore, influencers must demonstrate their understanding of the rules of the fashion industry and that they can follow, but also set trends. When they display a relatable, but inspirational character and hence an appealing social capital, they can be successful in this business. This new trend makes regular consumers become the trend setters and opinion leaders, who are recognized as such by designers and consumers (Delisle & Parmentier, 2016). One example, who mastered this field is Chiara Ferragni, who is being followed by more than 15 million people on Instagram and growing. Worldwide, she is perceived as the most influential fashion influencer, having been on the Forbes 30 under 30 list multiple times and having been the subject of a Harvard Business School case. Her business and her brand has a net worth of multiple million dollars (TheGuardian, 2016). For this paper, the influencers in Western Europe are most important, since the participating men and women of this survey live in this area. Other successful fashion influencers are:

- Camila Coelho (@cmilacoelho): 7,5 million followers on Instagram
- Aimee Song (@songofstyle): 5 million followers on Instagram
- Stefanie Giesinger (@stefaniegiesinger): 3,4 million followers on Instagram
- Alexa Chung (@alexachung): 3,1 million followers on Instagram
- Leonie Hanne (@leoniehanne): 1,8 million followers on Instagram
- Caroline Daur (CaroDaur): 1,7 million followers on Instagram

- Xenia Van der Woodsen (@xeniaadonts): 1,2 million followers on Instagram
- Caroline Einhoff (@caro_e_): 1,2 million followers on Instagram

Also, celebrities like Kendall Jenner (97 million followers), Gigi Hadid (44 million followers), Bella Hadid (20,6 million followers) or Emily Ratajkowski (20,1 million followers) are major fashion influencers that have large numbers of followers and receive substantial payments for promoting a product in a post. Yet, their fame does not solely stem from being fashion bloggers, but comes from being celebrities. Their great influence on fashion trends is undeniable and consequently, they play a significant role in brand promotion. But this paper focuses only on non-celebrity fashion figures (Instagram, 30.10.2018).

2.4 Fashion industry specifics

For the last decade companies have been trying to find the ultimate recipe for a successful social media marketing strategy. An important link between companies and their potential customers are so-called influencers. Experts claim that “influencers are usually experts, bloggers, speakers, authors, or analysts with an established online presence and a loyal audience in a particular niche” (Tapinfluence & Influitive, 2018). Instagram specifically, has created a new sort of celebrities and fame: Not only already-famous people, but also an ordinary person can increase their fame tremendously. Furthermore, the way millennials seek out and follow these celebrities has changed, as the social app allows fans to have a daily peek into their lives. Also, influencers have become idols to millennials: By portraying a glamorous lifestyle of travelling, exclusive events and luxury, they demonstrate their alleged high social status which seems desirable to their followers. The power of these influencers makes individuals, mostly women, want to look and live like these fashion leaders. And since consumers do most of their shopping research on social

media, these platforms are developing features that make it easier for users to shop and pay (BoF & McKinsey&Company, 2017). Instagram introduced a click-to-buy function, that shows viewers a link in the post/ story and by swiping this link they immediately arrive on the product's online web shop site. Consequently, now firms have an interest in this click-to-buy options, which are at the focus of mobile marketing.

Instagram makes it easier than ever to browse for new products. By looking at the Instagram stories of friends and influencers, consumers see new products (Holmes et al., 2013; Fuentes & Svingstedta, 2017) and seem to be exposed to a high pressure of owning goods: Analyses of influencer narratives discovered that representing the “glam life” and sharing that with carefully curated content is a successful strategy. The glamorous life comprises in global and constant travelling, attending exclusive fashion and non-fashion related events and meeting other influencers for coffee, lunches, dinners or holidays. Most importantly, the possession of luxury fashion items is crucial. Giving the illusion of leading an exclusive life consisting only of pleasures and enjoyment, makes followers categorize these influencers as part of a high social status. With aesthetic pictures and videos of their daily activities and thoughts, the social sharing is being done. Most appealing is the content, where influencers are being photographed in their luxurious homes, when they meet friends for coffee, drinks or meals. Locations are often the red carpet, events and holiday locations, restaurants and coffee shops or at the airport. A must is also wearing expensive apparel and accessories (Duffy & Hund, 2015). Therefore, the exposure to new products is high, but also browsing through web shops and retailer apps has never been easier on mobile devices at any place at any time. In comparison to regular shopping, mobile shopping is often not planned, but spontaneous and quick (Holmes et al., 2013; Fuentes & Svingstedta, 2017). With the click-to-buy function on Instagram, consumers can simply swipe up and

immediately purchase a product, when they see it on the influencers' account. This can result in higher brand awareness and exposure, more intense customer-relationship and ultimately, higher sales.

2.5 Bloggers in the fashion world

Many influencers started as bloggers, having their own fashion micro blog and reporting about the latest fashion and lifestyle trends and updates. However, with the recent rise of social media, they became more influential by reporting stories of their lives and the fashion world through Instagram posts and stories. For this reason, they are now being identified as influencers, rather than bloggers. As these social platforms allow interpersonal connection, they give the possibility to access other people's personal life. Initially, it was Facebook that fueled this heightened interest into sharing one's everyday life. However, Instagram having developed as the main portal for publishing content, offered the possibility for average people to become famous only through the social network. In this way, they have truly established themselves, being the stars of the new society, receiving invitations to fashion shows, store openings and brand promotions by many fashion companies, which they then document: "Tweeting and blogging are also important tools of communication during an event, as influential stylists communicate and drive footfall to a stand or event" (Lea-Greenwood, 2013). This gives followers the chance to feel like they are part of an event and the celebrities' personal lives. Again, by seeing them as belonging to their social group, individuals trust their opinion and product recommendations. Thus, for companies it is a convincing marketing tool. This again, reinstates influencers as trend-setters and opinion leaders (Lea-Greenwood, 2013). For the designers and fashion companies they function as a multiplying factor, resulting in higher sales (Kim & Ko, 2010). The interaction with their social media channels can lead to a pre-purchase research

phase of certain products among consumers and increasingly to direct purchases. While models are known to be paid for representing a brand, bloggers started posting about various things, just because they liked them. Therefore, consumers assume that the bloggers really believe in the products and hence, they must be good. Companies have realized the potential of influencers and once they have reached a certain number of followers, they are being pursued as brand ambassadors by firms. Thus, the integrity of the bloggers believing in the products they display, is not given anymore and followers could assume that they are just like any other model at this point. Still, most consumers don't think that way, which is why many brands have changed their marketing and public relations techniques and fall back on the world of bloggers and influencers. This network has now developed into a reliable source of creating and spreading trends and news through word-of-mouth (Kim & Ko, 2010; Ko, Chun, Song, & Kim, 2013; Nardi, Schiano, Gumbrecht, & Swartz, 2004; Delisle & Parmentier, 2016). A study done by Forbes on millennials (born between 1980 and 2000, considered the digital natives) showed that almost half of the participants admitted being influenced by social media in their purchase decisions and almost three quarters had already made fashion, beauty or style-related purchases after seeing something on Instagram (Forbes, 2017).

2.6 Product placement and blogger collaborations

Social media have changed the way companies are communicating and interacting with consumers: Instead of a one-way communication through print and TV advertising, the addressed crowd can react and change marketing activities in a two-way communication (Kim & Ko, 2010). Influencers are not just being the center of attention for product placement, being used as brand ambassadors or for promotion communicators, but companies have started appreciating them for label collaborations: Such a cooperation is

usually a limited edition and offers possibilities for instant higher profits, improved customer relationship and increased brand awareness in the long run: The reasons to start a common design and create a collection are numerous. A collaboration can offer room for a brand to wipe off their slightly dusty image and put themselves on the market again. Furthermore, if a company includes an influencer in the collection, it is more likely for them to reach a wider target group. When the collaboration is with an up and coming influencer that doesn't entirely fit the current brand philosophy, it is a possibility to experience a revamp of the brand philosophy and enter a new fashion market. Co-branding and collaborations are no longer only an option, but a strategic imperative. If they are thoughtfully executed, consisting of a clear line of communication and common goal, such partnerships can have enormous impact on short-term sales, brand awareness long-term brand value and profitability (Kim et al., 2014).

2.7 Classification of mobile shopping

Mobile retail comprises three sub areas, mobile shopping, mobile payments and mobile banking. While m-banking concerns the management of finances on mobile devices (Shaikh and Karjaluoto, 2015; Marriott & Williams, 2018), m-payment covers the utilization of smartphones and tablets as payment methods in-store (Slade et al., 2015; Marriott & Williams, 2018). This paper focuses on m-shopping, using mobile devices to look for, browse and purchase items online (Groß, 2015a; Marriott & Williams, 2018). Through the recent upcoming use of mobile devices, the importance in the business industry is substantially growing. Therefore, all areas are still under-researched, especially m-shopping.

Further, mobile shopping can be differentiated into two areas, the mobile distribution channel and the mobile shopping system. While the first is the acceptance, perception and

behavior among consumers concerning m-shopping, the latter concerns the adoption of a m-shopping system among digital retail merchants (Groß, 2015b; Marriott et al., 2017). The idea of m-shopping and its technology adoption, have been in process for 15 years (Pedersen et al., 2002). Currently, mobile usage is at an all-time high: The number of internet users has increased from 3.39 billion to 3.58 billion in 2017 and with slightly more than half of the users consuming internet over the smartphone (Statista, 2018). By 2021, more than half of the world's population will have internet access (eMarketer, 2017). Even if at this point millennials spend far more than three hours daily on smartphones (BoF & McKinsey&Company, 2017), the adoption rate of m-shopping in the USA is currently only at 41% and expected to increase only to 46% by 2020 (Biggs et al., 2017; Marriott & Williams, 2018; BusinessInsider, 2016). In this context, Asia sets the pace for technology adoption. For example, in Japan and South Korea smartphones are being used for more than half of the e-commerce. In China, this number is even higher, as more than 80 percent of the e-commerce is done on mobile devices. Alipay and WeChat are the leading players in this field as an increasing number of consumers use these apps to buy goods (BoF & McKinsey&Company, 2017). Therefore, the most recent studies in this field have been done in the Asian area.

2.8 Mobile commerce as the future of business

The Pew Research Center gathered some numbers on the online shopping behavior and also how the social media behavior affects it: Among the Americans, eight-in-ten shop online and 15% do so even weekly. Also 15% stated having made a purchase by following a link from Social media (PewResearchCenter, 2016). Mobile shopping is said to be a spillover from online commerce. Which leaves the assumption that online shopping is connected to mobile shopping. The more people are comfortable using laptops and

computers to make purchases, the more they are going to grow comfortable around the idea of shopping on their smartphones (Chopdar et al., 2018).

The usage of mobile devices and tablets has reached at an all-time high and its purpose is beyond just communication. Smartphones have become the people's best friends, as they allow them an easy access to almost everything somebody can desire: Ranging from navigation over infinite information portals, from communication platforms to shopping channels, the mobile device offers every service possible. With the constant service extension of mobile devices, consumers are growing more comfortable with the idea of mobile commerce (Groß, 2015a; Chen, 2013; Marriott & Williams, 2018; BoF & McKinsey&Company, 2017).

2.9 Advantages and disadvantages of mobile shopping

Browsing and looking for products seems to be very convenient on a mobile device due to the constant accessibility. As a result, businesses profit from spontaneous purchasing behavior of consumers and the subsequently increased online sales (Marriott & Williams, 2018). Another motivating factor in favor of m-shopping is the implementation of applications. Mobile apps employed by retailers allow consumers to compare and shop more easily at any time anywhere.

Furthermore, customers do not have to search for or remember website addresses, but can click on the mobile app and they will be immediately forwarded to the home page or the mobile version will open instantly (Huang et al., 2016). Additionally, mobile devices are favorable for flash sales, since retailers can use limited-time flash-sale offers to gain the consumers attention. The targeted discount allows e-retailers to connect on a more “personal” level with their customers (Haghirian et al., 2005). By providing special

promotions, the consumers feel valued by the company and are more intrigued to make a purchase.

However, the mobile commerce still suffers from some great disadvantages. First, the mobile shopping experience is often still very frustrating for customers who end up abandoning the purchasing process. One of the reasons is the smartphone's screen size, which is significantly smaller than a laptop's screen and makes it harder to see details and make precise moves. Especially entering the payment information is often hindering. Moreover, many sites are not mobile-optimized. Besides requiring much effort, the mobile shopping experience, speed is another factor, because if the Wi-Fi or LTE connections is too slow when users shop on the go, the consumers happen to cancel the purchase. Finally, security is a major issue for consumers, as they feel even less secure to enter the payment information on a mobile device than on a laptop (BusinessInsider, 2016).

3. Theoretical Background

3.1 Uses and gratification approach

The uses and gratification approach is commonly used to theorize mass communication usage and was developed in 1940. Before social media have been established, it was used to understand the usage of radio and television. Today, it still describes the media landscape including social media. The theory states that people seek media, their exposure to them satisfies human needs and as a consequence, by using these media said needs will be met (McLeod&Becker,1981; Palmgreen, Wenner, & Rosengren, 1985; Kaye, 2009). During the last decades, this theory has been analyzed many times and the result is this: The audience uses media to achieve emotional release, to escape problems and also establish personal relationships. Furthermore, gaining information in conversations also serves a social utility. Finally, media are a helpful source for a person's identity, in form of value reinforcement, self-understanding, self-realization and gaining knowledge about other people (Sheldon and Bryant, 2015).

The main motivations to use social media and thus the summary of the previous explanation are the gratifications of information, entertainment and social aspects that individuals get from the usage (Stafford, Stafford & Schkade 2004). Research on user-generated media underline this theory and enhance it with social interaction and community development. Also, self-expression and self-fulfillment serve drives for social media usage (Shao, 2009; Courtois, Mechant, De Marez, & Verleye, 2009). These incentives can be clustered into rational and emotional gratifications: On the one side are social connections and interaction, entertainment, self-expression and self-actualization as emotional motives. On the other side, rational motives are seeking information and sharing knowledge (Krishnamurthy and Dou, 2008). Regarding this paper, the uses and gratification approach can be used to describe the motivation behind it: Using Instagram as a fashion trend

research medium and following influencers, can give people great satisfaction. Even more so, shopping desired products and being able to belong to the fashionable in-group.

3.2 Technology acceptance model

The technology acceptance model (TAM) is the most used and influential model describing the usage of information technology (Lu & Yu-Jen Su, 2009; Agrebi and Jallais, 2015; Arning and Ziefle, 2007; Djasmasbi et al., 2010; Li & Bai, 2011; Chen, Hsu & Lu, 2018). It is employed to describe the usage acceptance and the usage behavior regarding a technology by a user (Davis, 1989). Social media combines two concepts that have been of great importance to society during the last two decades: information technology and communication systems. Considering the great importance of the technological factor for social media, the technology acceptance model (TAM) explains two influencing factors: “perceived usefulness” and “perceived ease of use”.

Social media have undergone a fast and broad diffusion given the “ease of use” and hence a rising benefit from its utilization: The easier it is for a person to use a, in this case, communication technology, the more likely it is for the technology to be used by a rising number of people (Lu & Yu-Jen Su, 2009; Agrebi and Jallais, 2015; Arning and Ziefle, 2007; Djasmasbi et al., 2010; Li and Bai, 2011; Chen, Hsu & Lu, 2018). The higher a medium’s distribution, the higher its “perceived usefulness” in context of social identity building and relationships. Since Instagram has a very friendly user interface and is considered an easily usable social medium, it is a convincing tool for fashion influencers and a great medium for users to catch up on fashion trends. Combining the two factors of the TAM with “enjoyment” appears to be the decisive advantage in the context of blogging and consequently Instagram fashion accounts (Hsu & Lin, 2008). Regarding the acceptance and adoption rate in the field of online and specifically mobile shopping, the TAM is highly

applicable (Lu & Yu-Jen Su, 2009; Chan & Chong, 2013; Liao et al., 2007; Wei et al., 2009).

3.3 The UTAUT2 model

The original UTAUT is a combination of the Unified Theory of Acceptance and the Use of Acceptance model and the UTAUT2 is an extended version of that. This theory has been applied in many studies and suggests that the factors influencing mobile commerce are performance expectancy, social influence, effort expectancy, price value and hedonic motivation (Alalwan et al., 2017). Venkatesh et al. (2012) also include the factors behavioral intention and facilitating conditions. However, behavioral intention does not apply here, as it stipulates a rich experience in mobile shopping. This thesis is rather focused on the mobile shopping intention, that is simply the willingness to use the technology.

All these factors were originally identified for mobile banking, but mobile shopping is based on the same concept of transferring money on a smartphone. Therefore, these will be considered as direct determinants. First, performance expectancy, defines a customers' belief that adopting a certain technology is advantageous and useful in their lives (Alalwan, Dwivedi, & Williams, 2016; Davis et al., 1989; Venkatesh et al., 2003; Alalwan et al., 2017). In this case, it would mean that consumers found shopping for clothes or accessories on their mobile phones at any place at any time beneficial. As the TAM already explains the ease of use and the effortless execution is crucial and underlines the factor effort expectancy. The UTAUT model defines social influence as the extent to which people of one's social group also apply a new technology (Venkatesh et al., 2003; Alalwan et al., 2017). Seeing friends use Instagram, follow influencers, being invested in online/ mobile shopping and having an interest in fashion, could spur an individuals' likelihood of

adopting said system. Furthermore, as influencers can be considered part of the social group, seeing them shop online and suggest using the mobile shopping option through the “swipe up” option is a stimulus. Hence, this factor will not be explicitly measured, but assumed as given if a person uses Instagram and follows influencers.

Next, if an organizational or technical organization is behind a technology, it facilitates the use (Venkatesh et al., 2003; Alalwan et al., 2017). More important, hedonic motivation is proposed to be directly connected to the intention of using a technology. Hereby, intrinsic aspects would be joy and entertainment and extrinsic aspects would be efficiency and usefulness of using a smartphone for shopping (Venkatesh et al., 2003; Venkatesh et al., 2012; Alalwan et al., 2017). Should applying this technology have any costs this would have a disadvantageous effect, but since it does not, the element price value will not be of concern. Finally, trust is a defining feature of mobile banking and consequently mobile shopping. More specifically, a consumer's belief that the system has integrity, benevolence and is safe regarding his money and his personal data (Hanafizadeh et al., 2014; Luo et al., 2010; Zhou, 2012; Alalwan et al., 2017).

3.4 The concept of flow

After having described the TAM, Chen, Hsu, & Lu (2018) suggest that the concept of flow influences the before described model. Based on the proposition (Hoffman and Novak, 1996; Chen, Hsu, & Lu, 2018) that flow directly facilitates consumers shopping on commercial websites, it offers a clear connection between the TAM and online shopping. Flow can be described as the ideal experience that a consumer can enjoy when performing activities. The level of enjoyment during the holistic experience is the resulting definition of flow. (Csikszentmihalyi, 1975; Csikszentmihalyi and Csikszentmihalyi, 1992). The role of flow is even more present in the technological environment of smartphones compared

to web-based screens: Their smaller screens (Hoffman and Novak, 2009; Chen and Kim, 2004; Jones et al., 1999; Laukkanen, 2007) and their high transaction process pace (Search Engine Journal, 2014) have a high impact on the enjoyment during an action.

Flow comes into the equation when information technologies are involved (Huang, 2012; Lee and Tsai, 2010; Novak et al., 2000) and brings the idea of enjoyment into calculation (Chen, Hsu, & Lu, 2018). In the computer-mediated environment flow can be generated by balancing the skill and the challenge level. If they are unbalanced, the person experiences either boredom, less enjoyment or anxiety (Hoffman and Novak, 1996; Chen, Hsu, & Lu, 2018). A study has shown that flow mediates the relationship of “perceived usefulness” and the attitude of consumers and partially mediates the “perceived ease of use” and the attitude of consumers regarding mobile shopping. Thereby, the concept of flow influences the purchase intention in a positive manner. This means that the more people use mobile devices for shopping services and enjoy it, the more they have a positive attitude of such usage (Lu & Yu-Jen Su, 2009; Chen, Hsu, & Lu, 2018).

3.5 Theory of planned behavior

a) Enjoyment

The theory of planned behavior outlines determinants of attitude towards an adoption of mobile

shopping, one of them being enjoyment. In this context enjoyment is a behavioral belief regarding the adoption of a technology and expressed the feeling to perform a specific behavior (Davis, 1989; Moshrefjavadi et al., 2012; Yang, 2012). The attitude can be predicted by the general perception of technology of an individual (Ajzen & Fishbein, 1980). As discussed before, besides perceived usefulness and perceived ease of use, enjoyment is a major determination attitude: The more mobile shopping seems useful and

easy as an action, the more the individual will generate positive feelings. The more fun a person experiences during online shopping, the more likely it is that he will do it again (Moshrefjavadi et al., 2012; Yang, 2012).

Especially, when considering shopping on a mobile device, enjoyment is key due to technical issues. Enjoyment can come from extrinsic and intrinsic factors. While the former can be evoked through a pleasurable mobile version and an easy execution process, the latter can come from reward of the action itself, attaining a desired product (Davis, 1989; Lu & Yu-Jen Su, 2009). This leads also to assume that intrinsic enjoyment relates to the personal interests (Moshrefjavadi et al., 2012). A person that is generally attentive to fashion and trends will have greater motivation and enjoyment to shop on a mobile device.

b) Skillfulness

While the importance of ease of use of mobile shopping has been described extensively, a short mention should be made to skillfulness. Perceived behavioral control indicates a person's perception of their skillfulness to perform an action (Ajzen, 1985; Yang, 2012). A person's capability is the premise to find a technology easy to use. In this context, it means that someone has to be technically skillful around smartphones in order to enjoy shopping on a mobile device (Lu & Yu-Jen Su, 2009).

c) Anxiety

Another attitude in the theory of planned behavior is anxiety. In the social cognitive theory, anxiety is defined as leaning to feel adverse towards the technology (Bandura's, 1986; Lu & Yu-Jen Su, 2009). Anxiety works as an affective barrier that has a direct negative effect on the usage of a system. Consequently, users avoid behavior and actions that raise concern and unease. In this context, it means that users fear the potential negative consequences resulting from privacy and security problems (Lu & Yu-Jen Su, 2009). Worrying about the

safety of the credit card information, falls under the financial risk (Moshrefjavadi et al., 2012). Sometimes people even fear that pressing the wrong buttons on a complicate device might end them up with losing their money (Lu & Yu-Jen Su, 2009). Privacy issues express the person's fear of their personal data being distributed to unwanted recipients. In general, online shopping comes with product risks and delivery risks that apply also to mobile shopping. Additionally, convenience is an uncertainty and expresses the thought whether people understand the order and return mechanism (Moshrefjavadi et al., 2012). The more people pay online and on their mobile devices, the more elaborated the technique and the safer it feels to consumers. Hence, the more mobile shopping will spread, the more people will pick it up and feel less anxiety of malware, mobile network constraint and issues like privacy and security risks (Chopdar et al., 2018).

3.6 Social identity theory

An individual's social identity is the perception what group they belong to. Prior research studies have proved that people belong to more than just one group: family, friends, the social class, neighborhood, memberships and more. Apparently, social groups can be a valuable source of self- esteem, confidence and pride. The feeling of membership comes from group action. Being part of more groups that are important to the people, gives them a sense of social identity and belonging (Tajfel, 1979; Hsu & Lin, 2008). Evaluating and raising one's self-image can be achieved by referring to a certain group with an enhanced status. Through the process of social categorization, in-groups and out-groups are created. Also, social identity theory states that by belonging to an in-group, members are treated like belonging spirits and out-group members are being discriminated. Through said categorization characteristics that define the various groups are being developed. In the

next stage, social identification, humans assimilate to the defined group and adopt crucial characteristics and activities which is consequently bound to our self-esteem.

Numerous studies have shown that social norms and social belonging positively affects a person's behavior (Venkatesh et al., 2003; Hsu & Lin, 2008). By defining the characteristics of the in-group, socially comparing oneself with the in- or the out-group, we either achieve high or low self-esteem: A positive comparison results in a high self-esteem and the desire to maintain part of that group and a negative comparison leads to a lower self-esteem and an adaptation of the ties that connect to that group. This plays hand in hand with the social comparison theory, underlining the power of a person's comparison to a certain group. Social identity and social comparison theory are related positively with the adoption intention of mobile shopping and mobile payment. If members of your in-group are willing to use mobile devices for shopping transitions or members of your aspired in-group do so, people are more likely to pick up these activities (Yang et al., 2012; Chopdar et al., 2018).

3.7 Innovation diffusion theory

The diffusion of innovation theory was introduced in 1962 that concentrates on the how, why and at which rate technologies and ideas spread in society. There are several critical factors, as the innovations and ideas: Conversion rate can be expected to be different if it is just a new form of use, a new product or a social-system-changing innovation. Next, the communication system to spread the news is defining the pace and social media has proven to be a very quick channel. The time it takes until an innovation is being adopted by the society, depends on the quality of the innovation and the communication channel. When a social system accepts an innovation as such, it can be shared with other members of society and hence, be diffused. In society, different levels of innovativeness can be found in people,

ranging from innovators, early adopters over early majority, late majority and laggards (Wani et al., 2015; Rogers, 2010). Fashion influencers are among the innovators, trying to convince the rest of the people to adopt the trend.

Diffusion of innovation theory means that to distribute a technology, certain people work as multiplying factors (Rogers, 2010). This theory emphasizes the importance and influence of opinion leaders as far beyond their own purchasing power. Hence, they work as multiplying factors and stimulate the purchase power and behavior of their followers. In the diffusion process they function as change agents. Regarding this paper and in the context of fashion industry, influencers are not only trend setters, but communicate these trends also to their audience. This marketing technique is said to be far more powerful with much greater effect, than regular advertising (Summers, 1970; De Veirman et al., 2017). Regarding mobile shopping, previous papers have already examined mobile shopping being a spillover from online commerce. When more people start shopping in the internet, it will make more and more individuals want to adapt their purchase behavior and experience mobile shopping as well (Chopdar et al., 2018).

3.8 Elaboration likelihood model

According to this model, people usually process messages via the central route of persuasion, when they show high involvement with the information and the process. On the other side, consumers process messages through the peripheral route of persuasion, when they deploy low involvement (Petty et al., 1983). The model further underlines that the opinion of others can be seen as an important heuristic when it comes to trusting the source of the information. Furthermore, the elaboration likelihood model outlines that consumers showing a high involvement with the Instagram app and that spending a lot of time with the medium, are more likely to be influenced by advertising the direct way. That

makes room for the assumption that a higher usage of Instagram, following influencers and experiencing higher exposure to their content, increases the chances of users believing that the presented items are trendy fashion pieces and to be desired.

3.9 Persuasion knowledge model

For individuals, it is not always immediately understandable, if a message is persuasive. But with experience, they learn the nature and type of information they are getting. The persuasion knowledge model stipulates a conceptual basis on the way consumers perceive and react to persuasive information. As mentioned, experience helps people to detect influential messages that they try to cope with certain strategies. Such strategies would be skepticism, raised resistance and consequently counter-arguing. This kind of behavior proved to be counter-productive and sheds a negative light on the advertising related attitudes (Friestad & Wright, 1994; Evans et al., 2017). Studies have revealed that compared to traditional advertising, social media content is less recognizable (van Noort et al., 2012, Evans et al., 2017). Furthermore, when advertising content is shared or recommended by one's network, the message is accepted much easier and the endorsement is taken more seriously. Nevertheless, individuals are much less patient with sponsored content, when it is not related to a social connection (Bang & Lee, 2016).

Deducting from this, bloggers and influencers are considered to be part of the Instagram users' personal network: They trust them and their opinions, fully aware that it is their business and they make profit from it. But, people assume that they would only start endorsing products, when they really believe in them and that they wouldn't betray their followers. Furthermore, these influencers are forced by law to identify posts and stories as advertising, when they mention certain product. Nonetheless, consumers do not perceive

them as advertising and even if they notice, they still believe in the authenticity of their idols.

4. Research questions and hypotheses

Resulting from the literature review on the fashion industry and mobile shopping behavior, two research questions have come to be the topic of this thesis.

RQ1: How do influencers and Instagram affect mobile shopping behavior?

According to global trends, internet penetration is a major antecedent of growth of online shopping. Millennials spend more than three hours daily on their smartphones, having internet access all the time. This leads to the assumption that this usage patterns will affect mobile shopping behavior. But not only the smartphone usage, also the time spent on Instagram and the number of followed influencers are significant: The elaboration likelihood model states that the higher the person's involvement with Instagram and the influencers, the more desirable seems the idea to look alike and be part of the fashionable in-group. Furthermore, the level of comfort of people with the functions of a smartphone and of Instagram has an impact: The higher the ease of use, the skillfulness and the enjoyment of using Instagram and following influencer, the higher is a positive attitude towards mobile shopping and the lower the anxiety resulting from its risks. The following hypotheses were deducted from these assumptions.

H1: The more time consumers spend on their mobile phones, the more they are inclined to shop on their mobile devices.

H2: The more time consumers spend on Instagram, the more they are inclined to shop on their mobile devices.

H3: The more intensely consumers follow influencer accounts, the more they are inclined to shop on their mobile devices.

H4: The more time consumers spend on Instagram and the more influencers they follow, the more they believe mobile shopping is a trustable way to shop.

As the main motivation behind following influencers on Instagram is fashion, it's effect on mobile shopping intention is being investigated in the second research question.

RQ2: How does interest in fashion affect mobile shopping?

From the literature, it can be deducted that the higher one's involvement in a topic, the more a person is prone to anything related to that topic and the higher the motivation to engage in actions. The more women are interested in fashion, the more they will be interested in influencers, finding out current trends and having the desire to belong to the fashionable in-group. It can also be assumed that the more fashion is an important topic in a person's life, the higher the gratification from using fashion-related web-sites and from shopping itself. The following hypotheses were deducted from these assumptions.

H5: The more money consumers spend online, the more they are inclined to shop on their mobile devices.

H6: The more interested a person is in fashion, the more they are inclined to shop on their mobile devices.

H7: The more money a person spends on shopping, the more they are inclined to shop on their mobile devices.

From the research question and hypotheses resulted the following independent and dependent variables.

Independent variables: time spent on Instagram, the number of followed influencer accounts, the money spent on shopping, the money spent online and the interest in fashion.

Dependent variables: mobile shopping intention.

5. Method and Sample

5.1 The questionnaire as an empirical quantitative research instrument

The study method to analyze the research questions and hypotheses was empirical quantitative research. One of the most used instruments in communication studies is the survey. In this case, the chosen instrument was a standardized online questionnaire that allows to gather attitudes and opinions. This method has various advantages that makes it highly efficient and effective to investigate the field of media usage and media effects on consumers. The main advantage is the ease of use and the fast pace of the process. On the one hand, composing a questionnaire with closed, standardized questions is not only easy for the researcher, but it can also be spread easily online to various participants over different geographic regions. On the other hand, closed online questionnaires are often also for participants the preferred instrument. Being able to conduct it online allows them to choose their most suitable time and place. Moreover, not being watched by the researcher gives them a feeling of privacy and reduces the bias of answering according to social desirability. Furthermore, this closed questionnaire will take the participants approximately ten minutes, which is a foreseeable short time and raises the likelihood of their participation and minimizes the tendency to interrupt the survey out of boredom or frustration. It also allows the researcher to process a high number of data in a non-reactive form and leaving possibilities for retrospective analyses. However, there are also disadvantages to this method: Without anyone present during the survey phase, there can also be a lack of incentive present motivating the participants to answer carefully all the question. In addition, the interviewees might not have all kinds of answers given or might not understand a question and don't have any assistance helping them. The problem of non-opinion among the respondents is a problem that occurs in all methods (Brosius, Haas & Koschel).

The quality criteria applicable for empirical quantitative research are reliability, validity and objectivity. Reliability means being able to replicate the measurement under the same consequences which can be granted through describing the process in a detailed way. The question whether the instrument is suitable for the research and measures what it is expected to, are addressed in the criterion of validity. Quality of validity can be reached by relying on previous papers, examining other questionnaires and including more questions to determine the construct (a latent variable). Finally, objectivity means the exclusion of bias on the interviewee. Even if that can never be fully granted, standardizing the research as much as possible, is the best way to reduce this process error (Brosius, Haas & Koschel, 2009; RatSWD, 2014; De Leeuw, 2012).

5.2 The research sample

After the data collection stage, this research gathered 532 responses. An initial filtering process revealed that 32 questionnaires had to be eliminated due to not being fully completed. Thus, this thesis has 500 valid questionnaires, among those 82,2% female and 17,8 male respondents. Almost 60% ranged between the age 21 and 26. A little less than 20% of the participants are between the ages 15 and 20 and respectively between the ages 27 and 35. Only as little as 3,6% stated to be older than 35 years old. Furthermore, the question about their current employment showed that 80% of the participating people are students at the moment. Nonetheless, 31,8% of the people said that they are full-time employed and 19,6% are part-time employed. Concluding, 50% of the participants are students and without any additional income. This will have an effect on the participants' disposable income and their possible shopping expenses. The disposable income excluding rent and other fix costs ranged between 0 and 200€ applies to around 15%, while 24,8% have between 201€ and 400€. Another 24% can account for an amount between 401€ and

600€ and 21,6% have a disposable income between 600€ and 1.000€. Finally, approximately 15% have more than 1.000€ available each month. Considering that 40% of the participants have only up to 400€ disposable income, it means that they will have to shop at cheaper shops or limit this activity. In order not to compromise the research, the disposable income will function as a control variable in the money related questions. Ultimately, the participants answered a question regarding the amount of money they spent on shopping for apparel, cosmetics, shoes, accessories etc. each month. Coherently, 39,6% people of the group said that they would spend only between 0 and 50€ monthly and 36,8% stated their number would be between 51€ and 100€. Moreover, 18,2% of the contributing females and males shop for an amount between 101€ and 200€. Lastly, 3% of the participants ranged their expenses between 201€ and 300€ and respectively around 3% have monthly shopping expenses of higher than 300€.

6. Findings

The data analysis of the survey was conducted through IBM SPSS Statistics Software. At the beginning, it was necessary to prepare and recode the dataset in such manner that statistical calculations are possible. Afterwards, reliability test of the crucial variables was necessary and in conclusion, the value of Cronbach's alpha coefficient was calculated. It is assumed that question items are consistent in testing the same concept, when the Cronbach's alpha value is higher than 0,7. In practice, a value higher than 0,6 can be used in exceptional cases as well (Gliem & Gliem, 2003).

For the first hypothesis, the time people spend on their smartphones was evaluated. The various items were the participant's personal assumption on their overall time spent with their smartphone, the time spent on specific activities and their level of enjoyment when using their mobile device. In conclusion, this metric variable "time smartphone" has a Cronbach's alpha value of 0.748 and is thus internally interrelated.

Table 1 Reliability statistics of time smartphone variable

Time smartphone	Mean	SD	N
Time	3,50	1,426	500
News	2,61	,938	500
Looking for	3,02	,997	500
Weather	1,89	,476	500
Social media	4,27	1,351	500
Online shops	2,08	1,076	500
Maps for navigation	2,23	,811	500
Send and receive	2,31	,762	500
Listen to music	3,52	1,697	500
Enjoyment usage smartphone	3,88	,980	500

$\alpha=.748$; $N=10$

The next variable, "time Instagram", is a representation of the intensity a person uses his or her Instagram account. For that purpose, the questionnaire asked for the presence of an account and whether users pursue several activities that are described in the following table

two. Finally, an estimation of a person's enjoyment with the app concluded the last item of the construct. With a Cronbach's alpha value of 0.795 this ordinal variable is valid to test the hypothesis two.

Table 2 Reliability statistics of time Instagram variable

Time Instagram	Mean	SD	N
Instagram account	1,85	,361	500
Entertainment	1,53	,500	500
Posts/ stories of friends	1,77	,420	500
Posts/ stories of others	1,64	,479	500
research for news/ trends	1,25	,431	500
Discover new functions	1,09	,286	500
Post	1,62	,486	500
Comment/ like	1,51	,500	500
Enjoyment Instagram	3,57	1,380	500

$\alpha=.795$; $N=9$

The most important variable as it is being used for all hypotheses is the “mobile shopping intention”. To sum up all the various influencing factors discovered in the literature research, the contributing individuals were asked for their level of agreement with the following statement “I find using my smartphone for online shopping...”. The following descriptions were displayed each on a Likert scale: useful, enjoyable, easy to use, safe, good idea. A Cronbach's alpha value of 0.895 represents a valid interrelatedness. Considering that the 5-item Likert scale of agreement fulfills all requirements of a metric variable, the variable can be used as a metric one: the items are shown on a scale, each answer seems to have the same distance to the next one.

Table 3 Reliability statistics of mobile shopping intention variable

Mobile shopping intention	Mean	SD	N
Useful	3,56	1,423	504
Enjoyable	2,98	1,293	504
Easy to use	3,33	1,380	504
Good idea	3,35	1,317	504
Comfortable	3,37	1,447	504
Safe	2,67	1,230	504

$\alpha=.895$; $N=6$

The following variable called “influencer”, concerning the intensity with which people follow influencers on Instagram, presented itself as difficult. The two questions, whether the participating females and males are following influencers and listing the number of influencers followed on Instagram, could not be used due to a negative effect in the Cronbach’s alpha. The items, presented in the table 4, are a ranking of time that users invest in the named activities. This metric variable’s Cronbach’s alpha value is barely acceptable (0.602), but in reference to Gliem & Gliem (2003) it is being seen in practice. Since it is not possible to know the final Cronbach’s alpha value before the end of the survey, there were no other variable-related questions that could have been used. Therefore, this variable will be used as such. Also in this case, the variable fulfills all requirements of a metric variable.

Table 4 Reliability statistics of influencer variable

Influencer	Mean	SD	N
Stories of influencers	4,32	1,123	314
Posts of influencers	4,44	,889	314
Comment the posts	1,44	,968	314

$\alpha=.602$; $N=3$

The next variable to be analyzed is the “interest in fashion”. For this item, the people were asked, whether they felt a desire to look fashionable, whether they went shopping on a regular basis and asked to range their opinion about their interest in fashion. The first two

questions were displayed by an agreement Likert scale, while the last one was a rating with percentages. Again, all questions have the same distance between their answers and will thus be used as a metric variable. The result of the Cronbach's alpha test was 0.707 and hence a suitable interrelated connection is given.

Table 5 Reliability statistics of interest fashion variable

Interest Fashion	Mean	SD	N
Look fashionable	3,41	1,142	500
Interest fashion	3,31	1,369	500
Regular shopping	2,85	1,270	500

$\alpha=.707$; $N=3$

In order to ascertain the variable “expenses shopping”, three items were tested for the Cronbach's alpha value: Participating females and males were asked to assess how much they enjoy spending money on shopping, how often they go shopping and their shopping expenses. All questions were structured with a Likert scale and even if the variable has an ordinal value, due to metric-variable-related-characteristic it will be considered metrically. With an outcome of the Cronbach's alpha of 0.717, a connection between these questions is granted and the items will form the variable shopping expenses.

Table 6 Reliability statistics of expenses shopping variable

Expenses shopping	Mean	SD	N
Regular shopping	2,85	1,270	500
Enjoyment money shopping	3,36	1,256	500
Shopping expenses monthly	1,92	,953	500

$\alpha=.717$; $N=3$

The results of the study regarding the first research question, “the more time consumers spend on their mobile phones, the more they are inclined to shop on their mobile devices”

was tested with a correlation between the two metric constructs “time smartphone” and “mobile shopping intention”.

Table 7 Correlation between time smartphone and mobile shopping intention

Mobile shopping intention variable	mobile shopping intention variable	time smartphone variable
Correlation Pearson	1.00	.042
Significance (2-tailed)		.344
N		500

As the table shows, the correlation did not prove significant ($r=.042$; $p=.344$; $N=500$) and did not support the hypothesis.

Following, the second hypothesis “the more time consumers spend on Instagram, the more they are inclined to shop on their mobile devices.” was also tested with a correlation, combining the ordinal construct “time smartphone” and the metric construct “mobile shopping intention. The result is displayed in table eight.

Table 8 Correlation between time Instagram and mobile shopping intention

Mobile shopping intention variable	mobile shopping intention variable	time Instagram variable
Correlation coefficient (Spearman)	1.00	.105
Significance (2-tailed)		.019
N		500

The test showed a significant correlation ($r=.105$; $p=.019$; $N=500$) and thus supports the hypothesis. However, the time people spend with their smartphone has a weak effect on mobile shopping intention.

The effect of the intensity Instagram users engage with influencers on mobile shopping intention was tested in hypothesis three. The analysis required a correlation between the two metric constructs.

Table 9 Correlation between influencer and mobile shopping intention

Mobile shopping intention	mobile shopping intention variable	influencer variable
Correlation Pearson	1.00	.088
Significance (2-tailed)		.050
N		500

With a significance result of 0.05 this correlation and the connected hypothesis can be supported, proving a small effect. ($r=.088$; $p=.050$; $N=500$)

Concluding the hypotheses of research question one, the following hypothesis four “the more time consumers spend on Instagram and the more bloggers they follow, the more they believe mobile shopping is a trustable way to shop”, was tested with a multiple regression analysis: The two concepts “influencer” and “time Instagram” formed the independent variables, while “mobile shopping intention” formed the dependent variable.

Table 10 Multiple regression analysis for variables time Instagram and influencer predicting mobile shopping intention

Variable	B	SEB	Beta	t	Sig.
Constant	2,731	,197		13,863	,000
Time Instagram	,036	,062	,030	,575	,566
Influencer	,062	,045	,072	1,377	,146

Behavior $R^2=.091$, $F(2,500) = 2.096$, $p= .124$, $n=500$
 Dependent Variable Mobile shopping intention

The multiple regression reported an insignificant result [$R^2=.091$, $F(2,500) = 2.096$, $p=.124$, $n=500$] and does not support hypothesis four. This outcome implicates, that mobile shopping intention is not guided by the time consumers spend on Instagram and the intensity with which they follow influencers.

Continuing with research question two, “How does interest in fashion affect mobile shopping?” the initial number of connected hypotheses had to be reduced from three to two: Hypothesis 5, “the more money consumers spend online, the more they are inclined to shop on their mobile devices” had to be excluded, due to problems with the questionnaire. Connected to a not ideal result of the Cronbach’s alpha of the questions regarding that area, it was not possible to build a valid construct. Since using only one to two question to test a construct is not effective, and a valid construct could not be built, this hypothesis will be dismissed from this paper.

Progressing to the next hypothesis, another correlation was done, between the constructs “interest in fashion” and “mobile shopping intention”.

Table 11 Correlation between interest fashion and mobile shopping intention

Mobile shopping intention variable	mobile shopping intention variable	interest fashion
Correlation Pearson	1.00	.084
Significance (2-tailed)		.060
N		500

The hypothesis of a connection between the metric variable “interest in fashion” and the metric variable “mobile shopping intention” cannot be supported, due to an insignificant conclusion ($r=.084$; $p=.060$; $N=500$). Given that the value of 0.06 is not significant, but close to the limit, a tendency can be assumed, however with a weak effect.

Finally, the last hypothesis suggested a connection between a person's spending and their willingness to shop on their smartphones. Hence, a partial correlation was necessary to test: "the more interested a person is in fashion, the more they are inclined to shop on their mobile devices". The construct "money shopping" defines how much the participants were willing to spend on apparel, accessories etc. Since the participants have a different amount of disposable income, the absolute number does not allow a true assumption. Including the test variable of the disposable income and doing a partial correlation, permits a reliable outcome.

Table 12 Partial correlation between money shopping and mobile shopping intention

Mobile shopping intention variable	mobile shopping intention variable	expenses shopping
Correlation	1.00	.022
Significance (2-tailed)		.627
Degrees of freedom		497

This table shows an insignificant result ($r=.022$; $p=.627$; $N=500$), therefore the regression does not support the hypothesis and does not show a connection between a person's spending on shopping and their mobile shopping intention.

7. Discussion

The purpose of this study was to unveil influencing factors on the mobile shopping intention. The literature review revealed the growing importance of Instagram on the society. Since the internet and specifically social media has risen to be the fourth element among mass media, much research has been dedicated onto this field. While the public still relies on television, radio and newspapers for information and entertainment, the same can be said for the social platforms: Individuals tend to read news also over these media and use them to seek entertainment and information of personal interest, such as fashion trends. The uses and gratification approach underlines this theory and states that the main purpose of using a smartphone and Instagram would be to seek a sort of gratification. This fulfilment of personal needs might vary from person to person: Whether it is the sought for information, the amusement of the content shown or the pleasure of participating in a special social group.

As discussed in the theoretical background part of the social identity theory, people need the feeling of identity and belonging. This emotion can be developed from belonging to a certain group, in this case the fashionable people. By participating on Instagram and following influencers, consumers feel like they belong to that social group and get a raised self-esteem. This results in the reaction that these individuals adopt characteristics and activities that define this group: An Instagram user that wants to be part of the fashionable group, will eventually follow more influencers and seek out for more fashion advice, since that is a crucial behavior for the fashion industry at this time. In section three, the theoretical background, this paper discusses the concepts of TAM, UTAUT2, the concept of flow and the theory of planned behavior. All of these models and theories underline the importance of ease of use of the technology and the necessity for customers to belief that adopting a certain technology is advantageous and useful in their lives. Moreover, it is crucial that the

individuals enjoy using the appliance/ technology. Ultimately, anxiety has proven to be a hindering factor. By asking all the questions related to the constructs “time smartphone” and “time Instagram”, the gratification taken from these activities and the enjoyment of using the mobile device/ Instagram has been taken into account. The answers of the questionnaire clearly show that the participants generally like using their smartphones and Instagram a lot. Using a mobile appliance, especially regarding online shops and websites, means dealing with a smaller screen. Besides, certain websites and shops often don’t have a satisfying mobile version. The concept of flow emphasizes that the enjoyment of the process directly facilitates consumers online shopping. The positive feedback on the enjoyment of using the smartphone and Instagram causes the assumption that the mobile versions are not seen as hindering by this sample.

The most important construct of this paper was evaluated by questions regarding a consumer’s usefulness, enjoyment, ease of use, safety, comfort and general thinking of it as a good idea. These variables were taken viable from the previously mentioned models and theories, underlined by previous studies. Also, this paper proved the connection between these questions.

Resulting from the first research question “How do influencers and Instagram affect mobile shopping behavior?” four hypotheses were drawn. The first, drawing the conclusion that “the more time consumers spend on their mobile phones, the more they are inclined to shop on their mobile devices”, was not supported by this analysis. This result can be explained by the general high average of smartphone usage among millennials (born between 1980 and 2000), which represent almost 97% of the participants. Consequently, it is not possible to draw a clear correlation, because most people use their smartphone so much that no correlation between the concepts of smartphone usage and mobile shopping intention could be established.

Secondly, it was assumed that “the more time consumers spend on Instagram, the more they are inclined to shop on their mobile devices”. This hypothesis is supported by this paper. This trend can be expected to grow further in the future, with the UTAUT2 model rationalizing that seeing friends use Instagram and shopping on mobile appliances, an individuals’ likelihood of adopting said technology is rising.

Thirdly, it is presumed that “the more intensely consumers follow influencer accounts, the more they are inclined to shop on their mobile devices”, which can be supported. With the growing numbers of influencers and their exploding reach of audience, it is logical that this affects society. Proof can also be found in numbers, as Chiara Ferragni for example, earns \$27,000 with each post she does for a brand (Harper’sBazaar, 2018). In fact, 75% of the companies have conducted influencer marketing in 2017 and the number is growing. According to the elaboration likelihood model, people process advertising in a different way, if they are exposed to it more often: Instead of being critical and thinking about it, it is more likely for individuals that are more exposed to advertising that they process advertising the direct way. This means that the promoted product of the advertisement, will be seen as a good product. Besides, the persuasion knowledge model states that once consumers see influencers as part of their personal group, they are being trusted and their promotions are being seriously considered. Compared to advertising with regular models, where people are more aware of the persuasive nature of the message, followers are only mildly aware of the persuasion with influencers: Even if the posts are marked as such, they are trusted figures and when they recommend an item, the message has high power.

This explanation leaves the assumption that Instagram users that are more exposed (by intensive engagement) to the influencers and their products, are more likely to be invested in these products and also more likely to pursue mobile shopping, if it is encourage by the influencer.

This explains why hypothesis three can be supported. Concluding research question one, hypothesis four “the more time consumers spend on Instagram and the more influencers they follow, the more they believe mobile shopping is a trustable way to shop” was tested with a regression, but could not be supported. It is not clear, why the combination of both, time spent on Instagram and the intensity with which influencers are being followed, did not produce a significant outcome for hypothesis four.

Since influencer marketing is most common in the fashion industry, this paper concentrated on this segment. People that follow influencers obviously look for a certain form of gratification coming from that activity. It can be assumed that most individuals who follow them are interested at least a bit in fashion. Therefore, it can be expected that the interest of fashion is an important driver for the mobile shopping intention. Hence, the second research question focused on that aspect: “How does interest in fashion affect mobile shopping?”

It was assumed that a person that is comfortable with shopping on their laptop, would be more inclined to shop on their smartphone. This idea comes from the TAM and the UTAUT2 model that state the importance of ease of use and usefulness of a technology in order to be adopted. Millennials are digital natives that have grown up with computers and are not only digitally savvy, but also seek out new technologies: While the amount of time consumers spend on a laptop/ computer and on their mobile devices is constantly rising, new apps and technological auxiliaries for all situations are being highly researched and developed daily. Hence, it can be deducted that a technologically capable person used to shopping on a laptop, would be more willing to participate in mobile shopping. Henceforth, the fifth hypothesis says that “the more money consumers spend online, the more they are inclined to shop on their mobile devices”.

Conversely, this hypothesis could not be tested, due to an insufficient number of related questions that could form a reliable construct. Future researchers should consider this assumption for their work, as it is very likely that a positive correlation would result from it.

According to social identity theory, an individual would be more inclined to participate in a certain behavior, if the social group the person is part of or aspires to belong to, is doing it. In this context, it is anticipated that a person following influencers on Instagram is interested in belonging to the fashion-savvy group. The fashion-related social groups are all scouring the social network for fashion trends and relying on these opinion leaders to show them the important apparel pieces and combinations one needs to own in order to appear fashionable. Thus, it is more likely a person would swipe up on Instagram and shop on the smartphone, when they are interested in fashion. Additionally, the persuasion knowledge model and the elaboration likelihood model postulate that people who watch a lot of Instagram posts and stories of influencers (and are thus interested in fashion), process messages differently. They are more prone to pick up on the instigation of influencers to swipe up and shop a product. Consequently, the following hypothesis assumes that “the more interested a person is in fashion, the more they are inclined to shop on their mobile devices”. During the analysis, this correlation was not entirely supported, but it showed a tendency. One reason, why this hypothesis was not clearly supported could be the individual’s assessment of their interest in fashion. Personal assessments are always subjective and hard to compare to the assessments of other people.

The final hypothesis originated from the same idea, adopting the concept of social identity theory and of uses and gratification approach: A consumer that gets gratification from shopping and looking fashionable, would be more motivated to get that same pleasure from shopping on the mobile phone (at any place and time). Henceforth, hypothesis seven says

that “the more money a person spends on shopping, are inclined to shop on their mobile devices”. This hypothesis appeared not to be true. One reason could be that 80% of the participants are students with an average disposable income between €400 and €600. Understandably, these women and men don’t have that much income to be spent on shopping. In fact, 77% stated spending less than 100€ per month on such products. It could be interesting for future research to conduct a survey with people who have a full time job. Then it would be more visible, if the lack of shopping expenses stems from a little interest in buying apparel or accessories, or if it is due to the low disposable income.

The lack of positive results, encouraged further testing, to see whether different constructs than the ones used in the hypotheses could be correlated together. According to those tests, exhibited in the appendix, a correlation between “interest fashion“ and “time Instagram” (AppendixA: $r=.290$; $p=.000$; $N=500$), was highly significant with a medium effect. Numerous studies have shown a connection between those two concepts and this was used as a control test, to verify, whether the sample would even pass this basic test. Ultimately, the highly significant outcome proves that the sample did not suffer, for example from too few participants, but instead is applicable to be used for these hypotheses. Furthermore, two partial correlations were done that focused on the effects of shopping expenses. Considering that the amount varies between every person’s disposable income, the correlations included the control variable of “disposable income”. This way, it can be assured that a connection can be drawn, no matter how much money people have to spend on shopping. The two other constructs that were cross-referenced with “shopping expenses” were “time Instagram” and “influencer”. Influencers have become a main topic of interest in the area of communication and economics. Their relationship with followers is an action-reaction reciprocity. This means that influencers becoming prominent among

people, makes more persons follow them which makes them have a bigger and bigger effect on followers. These two connections are being researched a lot and were consequently also of interest to be looked at for this paper. According to these tests, the correlation between the time people spend on Instagram and the money they are willing to spend on shopping, is highly significant with a medium effect (AppendixB: $r=.232$; $p=.000$; $N=500$). This means, the more time a person is spending on Instagram, the more money they are spending on apparel, accessories and jewelry.

Moreover, the partial correlation between “influencer” and “shopping expenses” also produced a highly significant outcome with a weak to medium effect (AppendixC: $r=.188$; $p=.000$; $N=500$). According to this score, the more intense a person follows an influencer and the more they engage with their content, the more money this person spends on shopping. Unfortunately, this correlation does not prove the effect, but the mere connection. Therefore, it is not possible to draw the conclusion that influencers really do have an effect on the shopping expenses of followers. However, it proves that the more people spend on shopping, the more intensely they follow influencers. Concluding, it is possible that influencers make their followers more prone to shopping. Otherwise, if they are already concerned with shopping, an intense following of an influencer account can spur this interest and shift the buying behavior towards the promoted items. These results are already highly interesting.

Furthermore, when testing the Cronbach’s alpha, four items did not fit into their intended constructs, but seemed to be related to one another. This offered the possibility to form a new item, the variable “trust influencer”. The participants were asked to answer the following question “Think of one influencer that you follow, you look at her/his posts, her stories on a regular basis, you like her/his style. Rate how much you trust...”. The possible answers concerned the followers’ fashion opinion, the person, their channel or their

collaborations. The 5-item Likert scale fulfills all requirements of a metric variable, which means that the construct will be considered as such.

Table 13 Reliability statistics of trust influencer variable

Trust influencer	Mean	SD	N
Fashion opinion	2,98	1,517	467
Person	2,73	1,511	467
Channel	2,81	1,490	467
Collaborations	2,39	1,418	467

$\alpha=.936$; $N=4$

The high Cronbach's alpha of 0.936 shows a connection and the interrelatedness between those questions. According to prior literature, customers consider trust as a defying factor in the field of mobile banking. Especially, when their perception and the willingness to adopt such and similar technology is being questioned. This seems like an important variable, given the nature of electronic banking (Alalwan et al., 2017; Alalwan et al., 2015; Hanafizadeh et al., 2014; Luo et al., 2010; Zhou, 2012). Mobile shopping is exposed to an even higher uncertainty level compared to mobile banking, because the customer has to use their credit card (the security of personal and banking data could be violated) and is not doing this over the more trusted website of their bank, but just a social network. Considering this, the importance of trust could apply here.

Consequently, a correlation between the two constructs "trust influencer" and "mobile shopping intention" was done, showing a highly significant connection with a medium effect.

Table 14 Correlation between trust influencer and mobile shopping intention

Mobile shopping intention variable	mobile shopping intention variable	trust influencer variable
Correlation Pearson	1.000	.277**
Significance (2-tailed)		.000
N		500

** = .01 (2-tailed) significant

This result shows that trusting the influencer is crucial for the mobile shopping intention. Seeing the effect which “trust influencer” has on mobile shopping intention, it can be assumed that the analysis in this paper was missing this crucial factor. Therefore, several multiple linear regressions were computed, with mobile shopping intention being the dependent variable. In the empiric social studies, one factor rarely makes the deciding impact, but it’s often a combination of several influencing factors.

Starting with the variable “time Instagram”, it already proved to be correlated to “mobile shopping intention”. Linking this construct with the trust people have in influencer, the connection should be even deeper.

Table 15 Multiple regression analysis for variables time Instagram and trust influencer predicting mobile shopping intention

Variable	B	SEB	Beta	t	Sig.
Constant	1,973	,183		10,805	,000
Time Instagram	,087	,037	,101	2,365	,018
Influencer	,342	,052	,282	6,576	,000

Behavior $R^2=.084$, $F(2,499) = 22.662$, $p= .000$, $n=500$

Dependent Variable Mobile shopping intention

In fact, the highly significant relation of those two factors $F(2,499) = 22.662$, $p= .000$, $n=500$ has a weak effect ($f^2:0.03$), but shows the importance of trust in influencer for a willingness to shop on the smartphone. The same is expected to be true for the relationship between influencers and their followers’ trust in them.

Table 16 Multiple regression analysis for variables influencer and trust influencer predicting mobile shopping intention

Variable	B	SEB	Beta	t	Sig.
Constant	1,973	,183		10,805	,000
Trust Influencer	,087	,037	,101	2,365	,018
Influencer	,342	,052	,282	6,576	,000

Behavior $R^2=.087$, $F(2,499) = 23.721$, $p= .000$, $n=500$
 Dependent Variable: Mobile shopping intention

The highly significant result $F(2,499) = 23.721$, $p= .000$, $n=500$ shows that the intensity with which consumers follow influencers and the intensity with which they trust them, has an influence on the mobile shopping effect with a weak effect (f^2 : 0.03). The correlation between “influencer” and “mobile shopping intention of hypothesis three, already had a significant outcome. Combining this factor with the intensity people trust the followed influencer, the effect is even higher.

As explained before, the connection between “mobile shopping intention” and “interest fashion” almost proved to be significant, therefore only allowing us to assume a tendency. However, when combined with the variable “trust influencer” the regression is again highly significant $F(2,500) = 23.812$, $p= .000$, $n=500$ with a weak effect (f^2 : 0.03).

Table 17 Multiple regression analysis for variables interest fashion and trust influencer predicting mobile shopping intention

Variable	B	SEB	Beta	t	Sig.
Constant	1,812	,221		8,184	,000
Trust influencer	,344	,052	,284	6,615	,000
Interest fashion	,120	,050	,103	2,400	,017

Behavior $R^2=.087$, $F(2,500) = 23.812$, $p= .000$, $n=500$
 Dependent Variable Mobile shopping intention

Finally, the last regression analysis also produced a highly significant outcome and underlined the importance of trust in influencers, again. In this test, the variable was paired with the construct of shopping expenses, which reflects a person’s willingness to spend

money on shopping. The positive link between these two factors $F(2,500) = 20.889$, $p = .000$, $n=500$ has a weak effect of the mobile shopping intention.

Table 18 Multiple regression analysis for variables expenses shopping and trust influencer predicting mobile shopping intention

Variable	B	SEB	Beta	t	Sig.
Constant	2,145	,170		12,579	,000
Trust influencer	,087	,037	,101	2,365	,000
Expenses Shopping	,342	,052	,282	6,576	,546

Behavior $R^2 = .027$, $F(2,500) = 20.889$, $p = .000$, $n=500$
 Dependent Variable Mobile shopping intention

All these highly significant results regarding the regressions with the construct of “trust influencer”, make it obvious that an important factor was not included in this study. As the theory concerning mobile banking suggest, trust is an important factor. Also, the theory of planned behavior features anxiety as a negative factor. Taking this into account, the participating men and women were asked, if they thought mobile shopping was safe and generally a good idea. In this context, it was not the trust users had in the process of mobile shopping, but their trust in the influencer as a person, his/ her opinion, collaborations and channels that made the deciding difference. It can be explained by the theory of social identity: Once an influencer is seen as part of the social group, followers trust their opinion. If said influencer recommends purchasing a certain product and to do it over the app, consumers believe that their idols and “friends” would not recommend it, if it was not safe. Nonetheless, even if it is easily explainable now, why this factor has such an impact, it was not as clear in the beginning of the research phase of this paper. For future scientists and especially for marketers, this result is an important take-away: By improving the connection between the influencers’ channel and their mobile shop sites and improving the mobile interface, great results can be achieved. As it has been stated numerous times, ease of use, enjoyment and safety are crucial factors for users to pick up this technology. Once,

the basis has been established, collaborations with trusted influencers can result into a higher number mobile purchases. Knowing that mobile shopping is usually more a spontaneous purchase behavior, a company can increase its revenue with this strategy. Especially, with mobile on the rise and being the main shopping trend for the next years.

8. Conclusion

This study contributes to mobile shopping literature with valuable empirical findings. It touches the fields of economics, in terms of indicators supporting mobile shopping intention, and the field of communication, by underlining the influencing effect the communication tool Instagram has on society. While Instagram, influencers and mobile shopping have been studied independently for a few years now, this research is the first to combine these concepts and predict a cause-effect relationship. It might be considered as a risk to base all hypotheses on the variable “mobile shopping intention”. However, extensive research and analyses of models and theories related to that concept has been done before. The Cronbach’s alpha test showed the direct connection between the concepts usefulness, enjoyment, ease of use, safety, effort expectancy and hedonic motivation related to mobile shopping intention. Drawing on this as the dependent variable, various constructs were tested to decide if they influence mobile shopping intention. Findings reveal that the time users spend on Instagram and the intensity they follow influencers, have an effect on the mobile shopping intention. The interest in fashion is not a clear identifying factor, but a tendency can be assumed. On the other side, the time people spend on their smartphone and the willingness to spend money on shopping cannot be considered as a viable variable. Moreover, there is a clear connection between the interest in fashion, the shopping expenses and the time spent on Instagram, as there is for the intensity influencers are being followed and the shopping expenses. Additionally, the undeniable connection between the trust in the influencers and the mobile shopping intention, led to some regressions proving the relationship between the trust in influencers and mobile shopping intention further affected by the intensity of influencers followed, the time spent on Instagram, the interest in fashion and the expenses on shopping. Nonetheless these positive results, regression are to be interpreted rather critically, because they often produce unclear results, as the significance

of one variable can outweigh another one. Yet, what can be said with certainty, is the clear importance of trust in influencers for people to consider shopping on their mobile phones and via social media.

While this study contributes to gaining a better understanding and knowledge of the connection between influencers and mobile shopping, it is not without limitations. Those prompt for insightful new research and creation of concepts. First, when drawing a questionnaire where participants have to fill out personal assumptions, this always leads to a problem: Self-evaluation is a very subjective indicator. While one person might see him-/herself as not fashion interested, because he/she doesn't flip through magazines or spends hours on Instagram scrolling for new trends, another person might give the same rating even he/she does all of this, but compared to his/her social environments it's still less than the average. For this reason, multiple questions were put in the questionnaire, trying to point out measurable evaluations. Some of them are still self-assessment based and are therefore more open to interpretation. This could have a hindering effect in terms of absolute evaluation of the results.

Second, since all the results rely on the questionnaire, it had to be constructed with utmost care. In the evaluation process, it could be problematic if researches for example forget certain questions or make them in such manner that participants do not answer them consistently or do not understand them. Therefore, it is important to conduct research and see what variables have to be considered and how the questions should be phrased. In this case, attempts were made to include all concepts and have an extensive pool of answers to improve the interrelatedness. Furthermore, the extensive questionnaire offered room to create a new construct to be tested that was not intended in the beginning. But, it led to the interesting discovery of the importance of trust in the influencers when considering mobile shopping. However, problems with the analytical connectedness between questions also

led to the inability to analyze hypothesis five. For future research, it would be wise to conduct even further examination of questionnaires.

Finally, mobile shopping is predicted to be a major factor in the future and to be the trend of marketing and shopping behavior. Even if it is already influencing the market and consumers are shifting to new purchasing processes, it is not a widely-established method, yet. This means that while some correlations did not produce any relationship between the concepts, it is possible that this research was conducted too soon, because consumers are not comfortable with mobile shopping, yet. It would certainly be interesting to reproduce this research in a few years, to see if this research was indeed done too early in time or if some of these variables simply don't have an impact on the mobile shopping intention.

This topic should be considered for future research as it may provide further insight in this area and the future trends.

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10. Appendix

AppendixA: Correlation between interest fashion and time Instagram

Mobile shopping intention variable	mobile shopping intention variable	time smartphone variable
Correlation Pearson	1.00	.290
Significance (2-tailed)		.000
N		500
0.01 (2-tailed) significant		

AppendixB: Partial correlation between shopping expenses and time Instagram

Shopping expenses variable	shopping expenses variable	time Instagram variable
Correlation	1.00	.232
Significance (2-tailed)		.000
Degrees of freedom		497
0.01 (2-tailed) significant		

AppendixC: Partial correlation between shopping expenses and influencer

Shopping expenses variable	shopping expenses variable	influencer
Correlation	1.00	.188
Significance (2-tailed)		.000
Degrees of freedom		497

11. Abstract English

This paper combines the fields of communication and economics by discussing the influence of the activities of influencers on the social media platform Instagram on the willingness of an individual to shop via mobile devices. First, the literature on influencers and their presence in the media world is being examined, as is the literature on mobile shopping. Next, various theories and theoretical approaches are being presented that help understand the topics, their interconnection and their influence on individuals. Being an empirical study, an online standardized questionnaire has been chosen as a research method. From all 532 questionnaires, 500 were complete and analyzed after the ending of the survey. The results showed that the time users spend on Instagram and the intensity with which they follow influencers, are positively correlated to mobile shopping intention. The variable interest in fashion also showed an almost significant positive relationship with mobile shopping intention. However, the trust of Instagram users in the followed influencers is the most defining variable influencing mobile shopping intention. These results are being discussed in the paper and an outlook on future research is given.

Abstract Deutsch

Diese Arbeit vereint die Forschungsfelder Kommunikationswissenschaft und Wirtschaft und befasst sich mit dem Einfluss von Influencern auf der Plattform Instagram auf die Bereitschaft über das Smartphone Kleidung, Accessoires und andere Artikel einzukaufen. Zu Beginn wird die aktuelle Literatur für den Bereich Influencer und deren Präsenz in den Sozialen Medien und der online Shopping Trend untersucht. Anschließend, werden kommunikationswissenschaftliche Theorien und Methoden präsentiert, die dabei helfen die Themengebiete besser zu verstehen und deren Zusammenhang und Einwirken aufeinander und auf den Medienkonsum von Personen zu untersuchen. Dieses Thema wurde empirisch aufgearbeitet mit einem online Fragebogen, der 532 Teilnehmer verzeichnen konnte. Von diesen Fragebögen konnten 500 analysiert werden und folgende Ergebnisse wurden dabei festgestellt: Die Zeit, die Instagram Nutzer auf der App verbringen und die Intensität, mit der Nutzer Influencern folgen, haben einen positiven Zusammenhang mit der Bereitschaft über das Smartphone zu shoppen. Ferner, ist ein Interesse für Mode tendenziell positiv mit jener Bereitschaft verbunden. Den größten Einfluss auf die Intention über mobile Geräte zu shoppen, hat allerdings das Vertrauen, das die Nutzer in den jeweiligen Influencer haben. Diese Ergebnisse wurden in der Arbeit diskutiert und ein Ausblick auf zukünftige Forschung wurde gegeben.