

figures relating to purchase recommendations, reaffirm the value of considering reference groups as credible sources in African women's natural hair care consumption behaviour examined in this study. Therefore, findings confirm established literature pertaining to reference group influence (Fernandes & Panda, 2019:137), specifically with regard to the natural hair movement (Neil & Mbilishaka, 2019:174; Ndichu & Upadhyaya, 2019:51; Thomas, 2020:61). For the FFM respondents, natural hair care products were recommended by family (69.6%), friends (55.2%), SMIs (24.2%), and adverts (22.9%). For the SMI respondents, natural hair care products were recommended by friends (51.5%), SMIs (56.7%), family (35.4%), and adverts (22.3%).

The SMI reference group responded to additional questions about their social media activities. The results are reported in Table 2 and Table 3.

Table 2: Most frequently used social media platforms

Most frequently used social media platforms	Percentage (n = 305)
Instagram	99,3%
YouTube	98,0%
Facebook	93,8%
Twitter	80,0%
Snapchat	76,4%
Other_WhatsApp	18,0%
Other_TikTok	12,5%

Source: Author's own compilation (2022)

Findings pertaining to the social media usage of the SMI reference group sample reflect social media consumers, supporting the possible impact of the Internet and reference groups via social media established in the literature pertaining to the natural hair movement (Mbunyuza-Memani, 2019:29). The findings in Table 2 show that the majority of the SMI reference group respondents used Instagram (99.3%), followed by YouTube (98.0%) and Facebook (93.8%). WhatsApp and TikTok were the most frequently mentioned social media platforms in the 'Other' category.

Table 3: Frequency of usage of social media platforms

Social media Platform	Response category	Percentage (n = 305)
Instagram	Daily	74,1%
	Monthly	7,2%
	Never	0,7%
	Weekly	18,0%
YouTube	Daily	63,6%
	Monthly	9,2%

	Never	2,0%
	Weekly	25,2%
Facebook	Daily	80,0%
	Monthly	4,3%
	Never	6,2%
	Weekly	9,5%
Twitter	Daily	50,5%
	Monthly	9,8%
	Never	20,0%
	Weekly	19,7%
Snapchat	Daily	30,8%
	Monthly	17,0%
	Never	23,6%
	Weekly	28,5%
Other	Daily	43,0%
	Monthly	3,0%
	Never	46,6%
	Weekly	7,5%

Source: Author's own compilation (2022)

Table 3 above shows that Facebook was the most frequently used social media platform by the SMI reference group respondents, with 80% of them indicating that they used it daily. Despite having more respondents using it, Instagram was the second most frequently used social media platform, with 74.1% of the respondents stating that they used the platform daily. Only 63.6% of the respondents stated that they used YouTube daily, while only half of the respondents used Twitter daily and almost a third used Snapchat daily.

The sections that follow are the main findings from Chapter 2 to Chapter 4 in addressing the study's secondary objectives.

4.2 Chapter 2: Source credibility and purchase intentions: The perspective of South African Black women with natural hair

The primary objective of Chapter 2 (Article 1) was to investigate the relationship between a social media influencer's (SMI's) source credibility and purchase intentions towards natural hair care products. The *secondary objectives* of this chapter were 1) to determine whether social identification with an SMI with natural hair mediates the relationship between an SMI's source credibility and purchase intentions towards natural hair care products, and 2) to determine whether perceived similarity with an SMI with natural hair mediates the relationship between an SMI's source credibility and purchase intentions towards natural hair care products.

The *research design* was quantitative, and the data was collected using the convenience sampling method. The research was conducted using an online survey through a third-party panel. A total of 305 usable responses was achieved. Structural equation modelling (SEM) was done through Amos version 28.0 to test the hypothesis of Chapter 2 (Article 1). The *theory* underpinning this study was social identity theory.

The *main findings* of Chapter 2, presented in Table 4, were that, of the 17 hypotheses of the study, only four were supported. First, this study has supported the statements of Lim, Radzol, Cheah and Wong (2017:29) and of Sánchez-Fernández and Jiménez-Castillo (2021:1124) that several influencer source credibility subdimensions did not encourage purchase intentions. Attractiveness was the only credibility subdimension that influenced purchase intentions. The hypotheses testing the influence of expertise and trustworthiness on purchase intentions were not supported. Only trustworthiness had a significant relationship with social identification, while the impacts of attractiveness and expertise on social identification were not supported. Likewise, only trustworthiness had a significant relationship with perceived similarity. In contrast, the influence of attractiveness and expertise on perceived similarity was not supported. Social identification had a direct influence on purchase intentions. However, despite this significant relationship, the mediating role of social identification in the relationship between the source credibility subdimensions and purchase intentions was not supported. The direct relationship between perceived similarity and purchase intentions was also not supported. The indirect relationships between the source credibility subdimensions and purchase intentions, mediated by perceived similarity, were not supported. Of the supported relationships, trustworthiness and perceived similarity had the strongest relationship, followed by the relationship between trustworthiness and social identification. Further details of the findings can be reviewed in Chapter 2.

Table 4: Chapter 2 (Article 1) hypothesis testing results

Hypotheses		Finding
H _{1a}	There is a significant positive relationship between the attractiveness of an SMI with natural hair and purchase intentions towards natural hair care products.	Supported
H _{1b}	There is a significant positive relationship between the expertise of an SMI with natural hair and purchase intentions towards natural hair care products.	Not supported
H _{1c}	There is a significant positive relationship between the trustworthiness of an SMI with natural hair and	Not supported

	purchase intentions towards natural hair care products.	
H _{2a}	There is a significant positive relationship between the attractiveness of an SMI with natural hair and social identification with SMI with natural hair	Not supported
H _{2b}	There is a significant positive relationship between the expertise of an SMI with natural hair and social identification with an SMI with natural hair	Not supported
H _{2c}	There is a significant positive relationship between the trustworthiness of an SMI with natural hair and social identification with an SMI with natural hair	Supported
H ₃	There is a significant positive relationship between social identification with an SMI with natural hair and purchase intentions towards natural hair care products	Supported
H _{4a}	Social identification with an SMI with natural hair mediates the relationship between the SMI's attractiveness and purchase intentions towards natural hair care products.	Not supported
H _{4b}	Social identification with an SMI with natural hair mediates the relationship between an SMI's expertise and purchase intentions towards natural hair care products.	Not supported
H _{4c}	Social identification with an SMI with natural hair mediates the relationship between an SMI's trustworthiness and purchase intentions towards natural hair care products.	Not supported
H _{5a}	There is a significant positive relationship between the attractiveness of an SMI with natural hair and perceived similarity with the SMI with natural hair.	Not supported
H _{5b}	There is a significant positive relationship between the expertise of an SMI with natural hair and perceived similarity with an SMI with natural hair.	Not supported
H _{5c}	There is a significant positive relationship between the trustworthiness of an SMI with natural hair and perceived similarity with an SMI with natural hair.	Supported
H ₆	There is a significant positive relationship between perceived similarity with an SMI with natural hair and purchase intentions towards natural hair care products	Not supported
H _{7a}	Perceived similarity with an SMI with natural hair mediates the relationship between an SMI's attractiveness and purchase intentions towards natural hair care products.	Not supported
H _{7b}	Perceived similarity with an SMI with natural hair mediates the relationship between an SMI's expertise and purchase intentions towards natural hair care products.	Not supported
H _{7c}	Perceived similarity with an SMI with natural hair mediates the relationship between an SMI's trustworthiness and purchase intentions towards natural hair care products.	Not supported

Chapter 2 (Article 1) *contributes* by showing that the relationship between attractiveness and purchase intentions was significant. The influence of expertise and trustworthiness on purchase intentions was not significant in this study, reaffirming Sánchez-Fernández and Jiménez-Castillo's (2021:1124) assertion that not all of the influencers' source credibility factors influenced purchase intentions. Chapter 2 (Article 1) has added to the reference group literature that an SMI's attractiveness influences purchase intentions for natural hair care products for Black African women. Some studies have found that attractiveness was not a driver of purchase intentions (Lim *et al.*, 2017:29; Ohanian, 1991:51), while other studies found that expertise and trustworthiness impacted purchase intentions (Schouten *et al.*, 2020:268; Wang, Kao & Ngamsiriudom, 2017:11). Therefore, within the underexplored context of natural hair care products, source credibility affects purchase intentions differently when compared with previous studies in different contexts. Furthermore, trustworthiness impacted social identification and perceived similarity. Therefore, trust in an SMI could be used to foster a sense of belonging in order to build natural hair communities that disseminate natural hair care product information, and to create the kind of image for the group that Black African women would want to aspire to be part of and to conform to. Additional contributions of Chapter 2 (Article 1) are related to social identification with an SMI with natural hair and perceived similarity with an SMI with natural hair. The results suggest that social identification and perceived similarity do not mediate the relationship between an SMI's source credibility subdimensions and purchase intentions towards natural hair care products. Thus, the sense of belonging was not a mechanism through which source credibility was associated with purchase intentions for the Black African women in this study. However, social identification with an SMI with natural hair did impact purchase intentions. So, the connection that the Black African women in this study had with an SMI inspired them to intend to purchase the natural hair care products that the SMI had recommended.

4.3 Chapter 3: Source credibility as a moderator between involvement and purchase intentions towards natural hair care products

The *primary objective* of Chapter 3 (Article 2) was to investigate the moderating role of an SMI's source credibility on the relationship between involvement and purchase intentions towards natural hair care products. The study's *secondary objectives* were 1) to determine whether cognitive involvement mediated the relationship between product involvement and purchase intentions towards natural hair care products; and 2) to determine whether affective involvement mediated the relationship between product involvement and purchase intentions towards natural hair care products.

The *empirical research* for the chapter adopted a quantitative approach, using online self-administered surveys through a third-party panel. A final 305 usable responses were achieved for the study. Structural equation modelling (SEM) through IBM SPSS Analysis of Moment Structure Amos version 28 and PROCESS macro model 4 in SPSS were used to test the hypotheses of Chapter 3 (Article 2). The third chapter (Article 2) only focused on SMIs as a reference group for recommending natural hair care products. The foundational *theory* for this article was social cognitive theory.

The *main findings* of Chapter 3 (Article 2), presented in Table 5, indicated that six of the 16 hypotheses were supported. The direct effects of the product and cognitive involvement on purchase intentions were not supported, whereas the direct effect of affective involvement on purchase intentions was supported. The study's findings revealed that product involvement did influence cognitive and affective involvement. There was no statistical significance in the indirect relationship between product involvement and purchase intention, mediated by cognitive involvement. On the other hand, affective involvement was a mediator between product involvement and purchase intentions. Since the effect of the relationship between product involvement and cognitive involvement on purchase intentions towards natural hair care products was not supported, the moderating role of source credibility in these direct relationships was not tested (i.e., $H_{8a} - H_{9c}$). Two of the hypotheses were supported for the moderating role of source credibility in the direct relationships between product involvement and purchase intentions. The relationships where the moderating effect was found to be significant were that 1) expertise did moderate the direct relationship between affective involvement and purchase intentions, and 2) trustworthiness did moderate the direct relationship between affective involvement and purchase intentions. The hypothesis that was not supported was attractiveness moderating the influence of affective involvement on purchase intentions. Further details of the findings can be reviewed in Chapter 3.

Table 5: Chapter 3 (Article 2) hypothesis testing results

Hypotheses		Finding
H ₁	There is a significant positive relationship between product involvement and purchase intentions towards natural hair care products	Not supported
H ₂	There is a significant positive relationship between product involvement and cognitive involvement	Supported
H ₃	There is a significant positive relationship between product involvement and affective involvement	Supported

H ₄	There is a significant positive relationship between cognitive involvement and purchase intentions towards natural hair care products	Not supported
H ₅	There is a significant positive relationship between affective involvement and purchase intentions towards natural hair care products	Supported
H ₆	Cognitive involvement mediates the relationship between product involvement and purchase intentions towards natural hair care products	Not supported
H ₇	Affective involvement mediates the relationship between product involvement and purchase intentions towards natural hair care products	Supported
H _{10a}	The relationship between affective involvement and purchase intentions towards natural hair care products is moderated by the attractiveness of an SMI with natural hair	Not supported
H _{10b}	The relationship between affective involvement and purchase intentions towards natural hair care products is moderated by the expertise of an SMI with natural hair	Supported
H _{10c}	The relationship between affective involvement and purchase intentions towards natural hair care products is moderated by the trustworthiness of an SMI with natural hair	Supported

Chapter 3 (Article 2) *contributes* by identifying source credibility subdimensions that were significant moderators in affecting the relationship between the involvement constructs and purchase intentions. Affective involvement was the only involvement construct in this study that impacted purchase intentions towards natural hair care products. Therefore, it was the only relationship that was used to examine the source credibility subdimension's moderation. The findings revealed that the expertise and trustworthiness source credibility subdimensions were significant moderators of the relationship between affective involvement and purchase intentions. However, this effect was small and negative. This meant that the more positive the expertise or trustworthiness effect, the weaker the impact of affective involvement on purchase intentions (albeit a very small effect). Furthermore, the study found that affective involvement did facilitate the relationship between product involvement and purchase intentions. This meant that the emotions a consumer had towards the product could be used as a mechanism to use the interest that Black African women had in natural hair care products to drive them to intend to buy the products in the future.

4.4 Chapter 4: An investigation of family member and social media influencer reference group source credibility, attitude, and purchase intentions towards Black African women's natural hair care products

The *primary objective* of Chapter 4 (Article 3) was to examine the effects of normative (female family member – FFM) and comparative (social media influencer - SMI) reference groups' source credibility and their impact on purchase intentions towards natural hair care products. The study's *secondary objective* was to determine whether attitude mediates the relationship between normative (a FFM) and comparative (an SMI) reference groups' source credibility and purchase intentions towards natural hair care products.

The *empirical research* for Chapter 4 (Article 3) adopted a quantitative approach, using online self-administered surveys through a third-party panel. A final 611 usable responses were achieved for the study: 306 usable responses from the FFM reference group and 305 usable responses from the SMI group. Structural equation modelling (SEM) through IBM SPSS Analysis of Moment Structure Amos version 28 was used to test the hypotheses of Chapter 4 (Article 3), which focused on both FFMs and SMIs as reference groups for recommending natural hair care products. The *theory* for this article was social influence theory.

The *main findings* of Chapter 4 (Article 3), presented in Table 6, indicated that eight of the fourteen hypotheses were supported. The hypotheses testing the source credibility (expertise and trustworthiness) of both FFMs and SMIs on purchase intentions were not supported. Based on the distinct roles that FFMs and SMIs played in Black women's perceptions about natural hair, the FFMs – especially mothers – made Black African women believe that natural hair was unacceptable, while the SMIs encouraged Black African women to embrace their natural hair. Given these two different perspectives, the study assumed that Black African women would have different views of the attractiveness of natural hair; and so it opted to omit attractiveness from this article. The hypothesis testing the influence of the FFMs' expertise on attitudes towards recommended natural hair care products was not supported, while the hypothesis testing the SMIs' expertise on attitudes towards recommended natural hair care products was supported. The hypotheses testing the direct relationship between attitudes towards recommended natural hair care product of both FFMs and SMIs on purchase intentions were supported. Further novel findings of the study revealed that the relationship between SMIs' expertise and purchase intentions was mediated by attitudes towards recommended natural hair care products. However, the indirect effect of attitude towards recommended natural hair care products on the relationship between expertise and purchase intentions of FFMs was not significant. Furthermore, the indirect effect of attitudes towards recommended natural hair care products on the relationship between trustworthiness and

purchase intentions for both FFM and SMI was found to be significant. Further details of the findings can be reviewed in Chapter 4.

Table 6: Chapter 4 (Article 3) hypotheses testing results

Hypotheses		Finding
H _{1a}	There is a significant positive relationship between the expertise of an FFM with natural hair and purchase intentions towards natural hair care products.	Not supported
H _{1b}	There is a significant positive relationship between the expertise of an SMI with natural hair and purchase intentions towards natural hair care products.	Not supported
H _{1c}	There is a significant positive relationship between the trustworthiness of an FFM with natural hair and purchase intentions towards natural hair care products.	Not supported
H _{1d}	There is a significant positive relationship between the trustworthiness of an SMI with natural hair and purchase intentions towards natural hair care products.	Not supported
H _{2a}	There is a significant positive relationship between the expertise of an FFM with natural hair and attitudes towards natural hair care products.	Not supported
H _{2b}	There is a significant positive relationship between the expertise of an SMI with natural hair and attitudes towards natural hair care products.	Supported
H _{2c}	There is a significant positive relationship between the trustworthiness of an FFM with natural hair and attitudes towards natural hair care products.	Supported
H _{2d}	There is a significant positive relationship between the trustworthiness of an SMI with natural hair and attitudes towards natural hair care products.	Supported
H _{3a}	There is a significant positive relationship between attitudes towards natural hair care products recommended by an FFM with natural hair and purchase intentions towards natural hair care products.	Supported
H _{3b}	There is a significant positive relationship between attitudes towards natural hair care products recommended by an SMI with natural hair and purchase intentions towards natural hair care products.	Supported
H _{4a}	Attitudes towards natural hair care products recommended by a reference group mediate the relationship between the expertise of an FFM with natural hair and purchase intentions towards natural hair care products.	Not supported

H _{4b}	Attitudes towards natural hair care products recommended by a reference group mediate the relationship between the expertise of an SMI with natural hair and purchase intentions towards natural hair care products.	Supported
H _{4c}	Attitudes towards natural hair care products recommended by a reference group mediate the relationship between the trustworthiness of an FFM with natural hair and purchase intentions towards natural hair care products.	Supported
H _{4d}	Attitudes towards natural hair care products recommended by a reference group mediate the relationship between the trustworthiness of an SMI with natural hair and purchase intentions towards natural hair care products.	Supported

Chapter 4 (Article 3) *contributes* by exploring the effect of the normative (FFM) and comparative (SMI) reference groups' source credibility and its effects on attitude and purchase intentions. Both the normative and comparative reference groups impacted consumer behaviour (Childers & Rao, 1992:199; Lutfie & Hidayat, 2017:171). Therefore, it was worthwhile to understand the effect, especially in the novel context of this study, which was the consumption of natural hair care products – a new and growing phenomenon in South Africa (Williams, 2018).

5 RECOMMENDATIONS BASED ON RESEARCH OBJECTIVES

The primary objective of this study was to determine the effect of reference groups as credible sources on Black African women's natural hair care consumption behaviour. Three secondary objectives to support the primary objective were addressed in Chapter 2 (Article 1), Chapter 3 (Article 2), and Chapter 4 (Article 3). This study has proposed several recommendations for marketers to select and use ideal natural hair care advocates to engage effectively with Black African women about natural hair care products. These recommendations are linked to the consumer decision-making process and the consumer journey to adopt natural hair care products, which would assist with marketing activities as part of the content marketing strategies.

Objective 1: *To investigate the relationship between a social media influencer's (SMI's) source credibility and purchase intentions towards natural hair care products*

For consumers in the 'need recognition' phase, marketers need to generate content to create awareness of their products. Trust influences social identification and perceived similarity with the SMI with natural hair. Trust is one of the critical drivers of content marketing (Vinerean,

2017:97). Marketers need to use the SMI's trustworthiness to build natural hair communities in which Black African women can engage, interact, and ultimately have a sense of belonging. Participation in social communities is a positive factor in community identity (Chen & Lin, 2019:24), which is where the ideal self-image to which the consumer wants to conform is generated. At this stage, content should not include promotional content, but be informational, educational, entertaining, and related to Black African women's interests or needs. Content would need to be created that would bring consumers to the company's social media platforms and websites (i.e., content that would drive the consumer to the company's various touchpoints). Creating a natural hair community by using an SMI who resonates with Black African women would also create awareness of the natural hair care products that the brand or company has.

For consumers in the 'pre-purchase information' search phase, marketers would need to create interest in their product. At this stage, consumers actively search for information, and source credibility becomes crucial. The Black African woman would be gathering and analysing product information. In this case, trust in the SMI becomes essential to show what the product offers to fulfil the Black African woman's needs. The marketer should focus on providing information by using a credible SMI, and thus reduce the analysis of the information. Marketers should have information on all their available products that would need to be easily acceptable. This would include empowering the SMI with knowledge about and skills to promote the company's products in order to answer consumers' questions and so satisfy their need for natural hair care products.

Consumers in the 'evaluation of alternatives' phase evaluate the brand's products, considering whether to purchase the product from Brand A or from Brand B. Marketers should use an SMI to provide Black African women with the rationale for buying their products, and provide other tips to reduce cognitive processing (cognitive involvement). At this stage, the marketer could use the SMI's attractiveness to showcase how the product would make the Black African woman look and make her feel elegant, sexy, and beautiful (attractiveness). At this stage, the content might shift to information about the brand or the product's differentiator (organic products that are chemical free), the product's benefits (what the product does or does not do to the hair, assistance with hair growth, etc.), how the product would make the consumer feel (easy, soft, and manageable hair). Marketers could leverage the attractiveness of the SMI with natural hair at this stage. The Black African women in the study used, on average, three products: shampoos, conditioners, and oils. So, it is recommended that an SMI be used to share information about these three products and their benefits.

For consumers in the ‘trial purchase’ stage, marketers need to convert the consumer to purchasing their natural hair care products. The social identification (connection) with the SMI with natural hair and the SMI’s attractiveness could be used to drive the consumer to want to purchase the product in the future and try it. Attractiveness does not cause social identification with the SMI, so it is not sound to use attractiveness for connection with the SMI (trust is still essential to drive connection). Emotional connection the Black African women have with the SMI and visual appeal (attractiveness) could be used to drive future purchases. The SMI’s visual appeal that is shown after using the products would need to be in line with what the Black African woman resonates with. Information should be provided on how the product would make the Black African woman’s hair soft or long – or whatever features of the product satisfy her needs for her visual appearance. After using the product, this stage could include many visuals of SMIs with different hairstyles; and the SMI could recommend additional products such as gels and oils.

Objective 2: *To investigate the moderating role of an SMI’s source credibility on the relationship between involvement and purchase intentions towards natural hair care products*

For this objective and at this stage, the Black African woman is aware of natural hair care products. Marketers must provide content that converts interest and involvement into intentions to purchase their natural hair care products.

The information provided to Black African women must give them food for thought. Information that would allow them to think positively about the products is critical at this point. The content marketer could provide information such as how the product minimises the risks of damaging their hair, and what the product offers to fulfil their needs (cognitive involvement). The marketer should use an SMI who would provide Black African women with consistent information that shows that the brand or the company is always there for the consumer in order to satisfy their needs. To tap into the benefits of affective involvement, an emotion towards the product should be created; this could be information about the product’s origins and emotive features, including how it was sourced.

The Black African woman is considering whether to purchase the product and is actively searching for information. Credibility becomes crucial to move the consumer from information processing and being emotionally involved (affective involvement) to wanting to buy the products in the future. The marketing company should use an SMI to provide the Black African woman with a compelling motivation for buying their products. The SMI’s expertise and trustworthiness would be used to drive purchases by encouraging the consumers to think

about and have feeling towards the product. Since social media are a platform on which SMIs share their lives, it would also be ideal to show how the SMI uses the products in their everyday life and for any special occasion they might have or be going to, and, using the SMI's skills and knowledge, to showcase the different hairstyles that could be achieved from using the product. The showcasing of products and illustrating their use in their everyday lives would indicate that the natural hair care products are consistent, and thus show that the SMI is trustworthy in their recommendations.

It is also recommended to showcase the SMI's skills and expertise by getting them to share product information. The information would illustrate that the SMI's expertise includes, but is not limited to, the ingredients used in the products and how they affect Black African women's natural hair; authentic feedback about the product; how to use it and how not to use it; and the positive and negative attributes of the product and how to overcome them, thereby minimising the potential risks of using the products. For example, the SMI could be honest and share that in summer, when the air is dry, product Z makes the hair dry, but that, if the consumer sprayed their hair with water before using the product, the product would be fine. This would be an example of how the product would reduce the potential risk to the consumer and thus affect their cognitive involvement positively. In this way, the SMI would show not only that they know the products but also could be trusted with the information they were giving about the products.

Trustworthiness is another source credibility factor that affects the involvement with the products to the point of purchasing them. The marketing company thus needs to ensure that the SMI provides information that shows that the product is consistent and reliable over time. The information should include how the SMI has consistently used the products, and whether the products are always there for the consumer without fail (or with minimal fail) on all occasions.

As noted earlier, the Black African women in the study used, on average, three products: shampoos, conditioners, and oils. Marketers should include a story about how the product was made; and if the marketing company donates any proceeds from the sale, the SMI should inform (or have a campaign that informs) the consumer about the feel-good stories about the product; how the brand uses natural ingredients in the product, and how it would not damage their hair; and that the product is environmentally friendly and uses natural ingredients from a community that the company is uplifting. These would assist in the feelings (linked to affective involvement) that Black African women would have towards the product, thus moving them from being interested in the product to intending to buy it in the future.

Objective 3: *To examine the effects of normative (FFM) and comparative (SMI) reference groups' source credibility and their impact on purchase intentions towards natural hair care products.*

One way to solve the consumer's problem in the 'need recognition' phase and to create awareness of the products is to show them which credible source of information to use at this point. Information that is generated from an FFM with natural hair is trusted more, and it has the greatest impact on attitudes towards natural hair care products. This is because family members are perceived as having nothing to gain from sharing the information (Human, 2014:225); therefore, their information is trusted more. Also, their values are similar to those of the consumer. Thus, it could be argued that they would have a greater impact on attitudes towards natural hair care products. The marketer or the natural hair care brand could run a campaign using the trust of an FFM, such that the Black African woman could share how an FFM with natural hair gave them honest, reliable, and useful natural hair care product advice, and then share how the advice, recommendation, or information helped them with their hair. This could include what they liked about the product, the positive feelings they had towards the product, and its good and desirable attributes. This would give the consumer the information they need to form favourable attitudes towards natural hair care products.

Once the consumer is aware of the product, the information provided needs to drive a favourable disposition or position towards natural hair care products. The marketer must empower the consumer with knowledge that would continue to shape their favourable – or change their unfavourable – belief about the product. The marketer could use a credible SMI at this point to share information that would drive positive attitudes towards natural hair care products. The SMI could use their knowledge and previous experience with natural hair care products to show that they are qualified to talk about the product and that they are knowledgeable about the product. They could also provide tips on the dos and don'ts about the products, making sure that they highlight their great benefits (such as their ease of use, they could be used for any hairstyle and occasion, and how they make hair softer). Marketers should use the trustworthiness of the SMI by showing that the SMI gives reliable and honest information. This could include running a campaign in which the SMI asks the consumer what about the product worked and what didn't work. For those who say that things did not work, the SMI must be able to offer them a solution to the problem. This is to ensure that the SMI drives the consumer to have favourable attitudes towards natural hair care products.

In the stage when the Black African woman is evaluating natural hair care products, the attitudes generated by both the FFM and the SMI influence the intentions to purchase natural

hair care products. However, the influence of the FFM is more crucial in respect of purchase intentions towards natural hair care products. Consequently, when marketers develop their content marketing strategy, they should put more emphasis on the FFM (or on the campaign that involves them) to drive purchase intention. Another example campaign for this part of the journey might be to have two FFMs talk about the different products they had used. Part of the story would be about how the FFMs changed Black African women's attitude towards natural hair care products. This would be a way to compare brands. This could include what they liked about the product compared with the previous brand they used, the good and desirable attributes of the brand, and how it differed from the other brands. This would give consumers the information they need to form attitudes towards natural hair care products. The marketer could also use this tactic by asking the SMIs to share their stories about how their FFMs gave them hair advice, or when the FFMs gave them (the SMIs) information about using the products and how that worked for them. A campaign like this would use both aspects of the study – the trustworthiness and expertise of FFMs, and the trustworthiness and expertise of SMIs – to drive the purchase of natural hair care products.

In order to drive trial purchases or to convert the Black African woman, marketers should use FFM and SMI recommendations that produce positive attitudes towards the product to drive the consumer to want to purchase the product and trial it. Additional natural hair care products could also be recommended at this stage.

6 LIMITATIONS OF THE STUDY, AND DIRECTIONS FOR FUTURE RESEARCH

Despite the theoretical and managerial contributions of this study, it has several limitations that could guide future research.

The first limitation of the study is that the study used non-probability convenience sampling to draw the sample from the population. The disadvantage of using the convenience sampling method is that the findings from the study cannot be generalised to the entire population. Future studies could use probability sampling techniques to generalise their findings. The second limitation is that the study used a cross-sectional design to collect the data; future research could include a longitudinal design in order to understand the consumption patterns of natural hair care products over time – for example, six to 12 months – since seasonal changes might change the use of natural hair products.

This study only focused on FFMs and Instagram SMIs. Future research could include other reference groups as sources of information in order to understand their role in the consumption

of natural hair care products. The respondents in this study and in that of Thomas (2020:143) indicated that Facebook was the most often used social media platform and source of information or awareness for natural hair care products. Thus for future research it would be worth considering using Facebook SMIs, friends, and SMIs from other platforms (such as Facebook and Tiktok, which is growing rapidly globally). The use of other social media platforms would be to understand their source credibility in the consumption behaviour of natural hair care products and the differences in the source credibility of the various SMIs. Differences in source credibility might be expected because the various types of social media platform have different purposes; for example, YouTube is a video-sharing platform, while Facebook is a social network (Aichner & Jacob, 2015:260).

This study conducted an exploratory analysis of the moderated mediation effects of the source credibility subdimensions. Future research could include further analysis of the role of source credibility in moderated mediation. This could be in the natural hair care context or in any other context to build the literature on the moderated meditation effects of the source credibility subdimensions. Further research could also include testing the measurement invariance of the source credibility scale across reference groups, especially in the African context.

The focus of this study was to explore the relationship between source credibility and purchase intentions towards natural hair care products by Black African women. Future research would need to include brands and services that cater for natural hair to make a holistic contribution to the South African natural hair care industry. The research design for this study was quantitative in nature, which was appropriate for its objectives. Future studies could adopt a qualitative research design in which data is collected through semi-structured interviews or focus group discussions in order to gain an in-depth understanding of the factors influencing behaviour towards natural hair care products.

This study used only Black South African women with natural hair and excluded Black women and men from other countries or regions. Thus, future research could include Black women and men from the African diaspora and from the rest of Africa. These two inclusions would provide a more holistic and thorough understanding of consumer behaviour in the realm of Black African natural hair care products. Future research could also seek to understand the differences in the attitudes of these various groups, such as Black African women vs Black African men.

The theoretical contribution of this study has added to the knowledge of reference groups' source credibility, which has opened further avenues for future research on this topic.

Following the suggestion of Fernandes and Panda (2019:134), future research would need to be conducted to understand the mediating role of the source credibility of reference groups. This would enable researchers to understand source credibility as a mechanism to explain a phenomenon and why certain relationships exist.

In this study, reference groups were used, according to Shrosbree's (2014:16) categorisation, as an external influence in the consumer's decision-making process. In the process, other external influences could be considered in future research, such as culture and subcultures, which are the learnt beliefs, values, and customs that directly impact consumer behaviour (Brewer, 2014:304). Future research should consider the effects of these external influences on the consumption behaviour of Black individuals towards natural hair care products. Considering the historical and socio-political association of Black individuals' natural hair care consumption behaviour, culture and subcultures would be expected to play a role in that consumption behaviour. In addition, future research could explore the similarities or differences between these external influences in order to understand their effects on Black individuals' natural hair care consumption behaviour.

7 CONCLUSION

The primary objective of this study was to determine the effect of reference groups as credible sources on Black African women's natural hair care consumption behaviour. This study has made significant theoretical and managerial contributions to the reference group source credibility literature and the role it plays in impacting consumption behaviour. The findings of this study, underpinned by the social theories it used to focus on the impact of the social environment on the individual, have highlighted and elucidated the importance of having credible sources of information to impact consumption behaviour.

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APPENDIX A: QUESTIONNAIRES USED IN THE STUDY

FEMALE FAMILY MEMBER (FFM) QUESTIONNAIRE

**Faculty of Economic and
Management Sciences**

Dept. of Marketing Management

Title of the study

The role of reference groups as credible sources in African women's natural hair care consumption behaviour

Research conducted by:

Mrs B. L. Simelane (18325123)

Cell: 076 179 5061

Dear Participant

You are invited to participate in an academic research study conducted by Batandwa Simelane, PhD student from the Department of Marketing Management at the University of Pretoria.

The purpose of this study is to investigate African women's natural hair care consumption behaviour.

This is an anonymous study survey as your name will not appear on the questionnaire. The answers you give will be treated with strict confidentiality to ensure that you cannot be identified in person based on the answers you give.

- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions as completely and honestly as possible. This survey should not take more than 15 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- Should you have any questions or comments regarding the study, please contact Batandwa Simelane (batandwam@gmail.com), Dr Liezl-Marié van der Westhuizen (liezl-marie.vanderwesthuizen@up.ac.za) and Dr Tinashe Ndoro (tinashe.ndoro@up.ac.za).

In research of this nature the study supervisors may wish to contact respondents to verify the authenticity of data gathered by the researcher. It is understood that any personal contact details that you may provide will be used only for this purpose and will not compromise your anonymity or the confidentiality of your participation.

Please click on either agree to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the survey voluntarily.

Or choose the disagree option below if you would not like to participate.

Participant's signature via click

Date

Select your answer by clicking the appropriate option.

Part I: Screening questions

1. Are you older than 18 years?

- Yes
- No

If no to this question, thank you for participating.

2. Are you a South African woman?

- Yes
- No

If no to this question, thank you for participating.

3. Are you a Black African woman?

- Yes
- No

If no to this question, thank you for participating.

4. Do you have natural hair? Please note that **natural hair is defined as black hair in its natural state; not chemically straightened hair or relaxed hair.**

- Yes
- No

If no to this question, thank you for participating.

If yes, then please proceed to Part II of the questionnaire.

Part II: Consumption behaviour

1. Are there any female family members in your household (Choose the most appropriate option below.)

- Yes
- No, I live alone
- No, I only live with male family members
- Other (please specify)

2. What is the role of female family members in the decision-making process concerning African women's natural hair care products? (Indicate all appropriate options.)

- The person that suggests the purchase of a product or service (Initiator)
- The person that has influence on the final purchase decision of others (Influencer)
- The person who finally determines the purchase decision (Decider)
- The person that purchases and pays for the product or service (Buyer)
- The person that consumes the product or service (User)

3. How long have you had natural hair? (Select only one option)

- Less than one year
- 1 – 2 years
- 3 – 5 years
- 6 – 10 years
- More than 10 years

4. How many times a week do you use African women's natural hair care products?

- Once a week
- Twice a week
- Three times a week
- Four times a week
- Five times a week
- More than five times a week

5. Please indicate which natural hair care product categories for African women you use. (Indicate all applicable categories)

- Shampoo
- Conditioner
- Moisturiser
- Oils
- Styling gel
- Hydrating spray
- Other (please specify)

6. How many different types of African women's natural hair care brands per product type do you use on a weekly basis?

(A) Product types used	(B) Number of brands used
Shampoo	
Conditioner	
Moisturiser	
Oils	
Styling_gel	
Hydrating_spray	
Other (please specify)	

7. How often do you buy natural hair care products for African women's hair? (Select only one option)

- Weekly
- Twice a month
- Monthly
- Every second month
- Less often than every second month

8. Do you choose African women's natural hair care products that are organic/chemical free (products that are free from sulphates, parabens, silicones, and harmful materials)?

- Yes
- No

Part III: Data collection

In this study, natural hair care products are defined as products that cater for African women's natural hair.

Below are statements about your involvement with African women's natural hair care products.

Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
I am interested in reading information about how African women's natural hair care products are made.							
I am interested in reading about the African							

women's natural hair care product category.							
I have compared product characteristics among brands of African women's natural hair care products	1	2	3	4	5	6	7
I think there are a great deal of differences among brands of African women's natural hair care products	1	2	3	4	5	6	7
I have a most preferred brand of African women's natural hair care products.	1	2	3	4	5	6	7

Below are statements about your involvement with African women's natural hair care products.

Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
I believe that different types of African women's natural hair care products provide different amounts of satisfaction	1	2	3	4	5	6	7
All types of African women's natural hair care products are equally enjoyable	1	2	3	4	5	6	7
In purchasing African women's natural hair care products, I am certain of my choice	1	2	3	4	5	6	7
It is really annoying to make unsuitable purchases of African women's natural hair care products	1	2	3	4	5	6	7
Buying African women's natural hair care products helps me express my personality	1	2	3	4	5	6	7
I can tell a lot about a person by the African women's natural hair care products she buys	1	2	3	4	5	6	7

Below are statements about your involvement with African women's natural hair care products.

Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
Choosing between African women's natural hair care products is a very important decision							
Buying an African women's natural hair care product requires a lot of thought							
It is extremely important that I make the right choice of African women's natural hair care products							
I have a strong interest in African women's natural hair care products							
I attach great importance to African women's natural hair care products							
I enjoy buying African women's natural hair care products							

Scenario (Family member)

Consider a female family member with natural hair (for example a sibling or cousin). The female family member has had natural hair for a period of more than one year. Recently the female family member started using a range of natural hair care products that she likes. Since you also have natural hair, she had decided to tell you about the products and share information about the natural hair care range of products and steps on how to use the products on washday.

For the purpose of answering the questions that follow, the female family member is your source of information for natural hair care products. In this instance, natural hair is defined as hair that is kinky and coily that is not relaxed or chemically straightened.

Click to continue.

Below are statements about your association with the female family member with natural hair in the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
When someone criticises my female family member with natural hair, it feels like a personal insult	1	2	3	4	5	6	7
I am very interested in what others think about my female family member with natural hair	1	2	3	4	5	6	7
When I talk about my female family member with natural hair, I usually say “we” rather than “she”	1	2	3	4	5	6	7
My female family member with natural hair’s successes are my successes	1	2	3	4	5	6	7
When someone praises my female family member with natural hair, it feels like a personal compliment	1	2	3	4	5	6	7
When someone criticises my female family member with natural hair, I feel embarrassed	1	2	3	4	5	6	7

Below are statements about perceived similarity with the female family member with natural hair in the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
My female family member with natural hair thinks like me	1	2	3	4	5	6	7

My female family member with natural hair behaves like me	1	2	3	4	5	6	7
My female family member with natural hair is like me	1	2	3	4	5	6	7
My female family member with natural hair is similar to me	1	2	3	4	5	6	7

Below are statements related to your attitude towards natural hair care products recommended by the female family member in the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
I like African women's natural hair care products recommended by my female family member	1	2	3	4	5	6	7
I feel positive towards African women's natural hair care products recommended by my female family member	1	2	3	4	5	6	7
African women's natural hair care products recommended by my female family member are desirable	1	2	3	4	5	6	7
African women's natural hair care products recommended by my female family member are good	1	2	3	4	5	6	7

Below are statements relating to purchasing African women's natural hair care products recommended by the female family member in the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
The probability that I would consider buying African women's natural hair care products recommended by my female family member is high							
I would purchase African women's natural hair care products recommended by my female family member in the future							
I would consider buying African women's natural hair care products recommended by my female family member							
I would continuously buy African women's natural hair care products recommended by my female family member							

Below are statements about your perception of the female family member with natural hair in the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems attractive							
With regards to natural hair care the female family member seems classy							
With regards to natural hair care the female family member seems beautiful							

With regards to natural hair care the female family member seems elegant	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems sexy	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems dependable	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems honest	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems reliable	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems sincere	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems trustworthy	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems like an expert	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems experienced	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems knowledgeable	1	2	3	4	5	6	7
With regards to natural hair care the female family member seems qualified	1	2	3	4	5	6	7
With regards to natural hair care the female	1	2	3	4	5	6	7

family member seems skilled							
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Which of the following options was your source of information about natural hair care products in the scenario for answering multiple questions in this questionnaire?

- Female family member
- Social media influencer: Kiwendo

How likely are you to use a female family member as a source of information about natural hair care products?

Not likely at all						Very likely
1	2	3	4	5	6	7

1. In which year were you born?

2. Who is your female role model when it comes to natural hair? (Indicate all appropriate options.)

- A family member (mother, grandmother, sister, aunt, etc)
- Celebrity
- Social media influencer
- A colleague
- A friend
- I don't have a female role model
- Other (please specify)

3. Have you ever bought an African women's natural hair care product recommended to you?

- Yes
- No

If no, end of survey.

If yes, move to next question.

4. If yes to question 3, who recommended the product? (Select all applicable options.)

- Family

- Friends
- Colleagues
- Social media influencer
- Advert
- Online shop
- Other (please specify)

Thank you for taking time to participate in this research.

SOCIAL MEDIA INFLUENCER (SMI) QUESTIONNAIRE

Faculty of Economic and
Management Sciences

Dept. of Marketing Management

Title of the study

The role of reference groups as credible sources in African women's natural hair care consumption behaviour

Research conducted by:

Mrs B. L. Simelane (18325123)

Cell: 076 179 5061

Dear Participant

You are invited to participate in an academic research study conducted by Batandwa Simelane, PhD student from the Department of Marketing Management at the University of Pretoria.

The purpose of this study is to investigate African women's natural hair care consumption behaviour.

This is an anonymous study survey as your name will not appear on the questionnaire. The answers you give will be treated with strict confidentiality to ensure that you cannot be identified in person based on the answers you give.

- Your participation in this study is very important to us. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions as completely and honestly as possible. This survey should not take more than 15 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal. We will provide you with a summary of our findings on request.
- Should you have any questions or comments regarding the study, please contact Batandwa Simelane (batandwam@gmail.com), Dr Liezl-Marié van der Westhuizen (liezl-marie.vanderwesthuizen@up.ac.za) and Dr Tinashe Ndoro (tinashe.ndoro@up.ac.za).

In research of this nature the study supervisors may wish to contact respondents to verify the authenticity of data gathered by the researcher. It is understood that any personal contact details that you may provide will be used only for this purpose and will not compromise your anonymity or the confidentiality of your participation.

Please click on either agree to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the survey voluntarily.

Or choose the disagree option below if you would not like to participate.

Participant's signature via click

Date

Select your answer by clicking the appropriate option.

Part I: Screening questions

1. Are you older than 18 years?

- Yes
- No

If no to this question, thank you for participating.

2. Are you a South African woman?

- Yes
- No

If no to this question, thank you for participating.

3. Are you a Black African woman?

- Yes
- No

If no to this question, thank you for participating.

4. Do you have natural hair? Please note that **natural hair is defined as black hair in its natural state; not chemically straightened hair or relaxed hair.**

- Yes
- No

If no to this question, thank you for participating.

5. Do you have an Instagram account?

- Yes
- No

If no to this question, thank you for participating.

If yes, then please proceed to Part II of the questionnaire.

Part II: Consumption behaviour

1. How often do you use the most common social media platforms?

Social media platform	Daily	Weekly	Monthly	Never
Instagram				
Facebook				
YouTube				
Twitter				
Snapchat				
Other (please specify or select "Never" if not applicable)				

2. Approximately how many influencers do you follow on each social media platform?

Social media platform	Number of influencers
Instagram	
Facebook	
YouTube	
Twitter	
Snapchat	
Other (please specify)	

3. How long have you had natural hair? (Select only one option)

- Less than one year
- 1 – 2 years
- 3 – 5 years
- 6 – 10 years
- More than 10 years

4. How many times a week do you use African women's natural hair care products?

- Once a week
- Twice a week
- Three times a week
- Four times a week
- Five times a week
- More than five times a week

5. Please indicate which natural hair care product categories for African women you use. (Indicate all applicable categories)

- Shampoo
- Conditioner
- Moisturiser
- Oils
- Styling gel
- Hydrating spray
- Other (please specify)

6. How many different types of African women’s natural hair care brands per product type do you use on a weekly basis?

(A) Product types used	(B) Number of brands used
Shampoo	
Conditioner	
Moisturiser	
Oils	
Styling gel	
Hydrating spray	
Other (please specify)	

7. How often do you buy African women’s natural hair care products? (Select only one option)

- Weekly
- Twice a month
- Monthly
- Every second month
- Less often than every second month

8. Do you choose African women’s natural hair care products that are organic/chemical free (products that are free from sulphates, parabens, silicones, and harmful materials)?

- Yes
- No

Part III: Data collection

In this study, natural hair care products are defined as products that cater for African women’s natural hair.

Below are statements about your involvement with African women's natural hair care products.

Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
I am interested in reading information about how African women's natural hair care products are made.							
I am interested in reading about the African women's natural hair care product category.							
I have compared product characteristics among brands of African women's natural hair care products							
I think there are a great deal of differences among brands of African women's natural hair care products							
I have a most preferred brand of African women's natural hair care products.							

Below are statements about your involvement with African women's natural hair care products.

Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
I believe that different types of African women's natural hair care products provide different amounts of satisfaction							
All types of African women's natural hair care products would be equally enjoyable							
In purchasing African women's natural hair care products, I am certain of my choice							

It is really annoying to make unsuitable purchases of African women's natural hair care products	1	2	3	4	5	6	7
Buying African women's natural hair care products helps me express my personality	1	2	3	4	5	6	7
I can tell a lot about a person by the African women's natural hair care products he or she buys	1	2	3	4	5	6	7

Below are statements about your involvement with African women's natural hair care products.

Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
Choosing between African women's natural hair care products is a very important decision	1	2	3	4	5	6	7
Buying an African women's natural hair care product requires a lot of thought	1	2	3	4	5	6	7
It is extremely important that I make the right choice of African women's natural hair care products	1	2	3	4	5	6	7
I have a strong interest in African women's natural hair care products	1	2	3	4	5	6	7
I attach great importance to African women's natural hair care products	1	2	3	4	5	6	7
I enjoy buying African women's natural hair care products	1	2	3	4	5	6	7

Scenario (Social media influencer)

Kiwendo is a natural hair social media influencer on different social media platforms. She has an Instagram account with 123,000 followers and a YouTube channel with over 52,000

subscribers. She uses these platforms to share content about natural hair. This includes her journey with natural hair, educating people on how to take care of their natural hair and giving information about the products that are available to take care of natural hair. Her recent post on Instagram was about a natural hair care range of products and steps on how to use the products on washday.

For the purpose of answering the questions that follow, you follow Kiwendo on her Instagram page @Kiwendo_hair. She is your source of information regarding natural hair. In this instance, natural hair is defined as hair that is kinky and coily that is not relaxed or chemically straightened.

Click to continue.

Below are statements about your association with Kiwendo (the natural hair social media influencer) from the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
	1	2	3	4	5	6	7
When someone criticises Kiwendo, it feels like a personal insult	1	2	3	4	5	6	7
I am very interested in what others think about Kiwendo	1	2	3	4	5	6	7
When I talk about Kiwendo, I would say “we” rather than “she”	1	2	3	4	5	6	7
Kiwendo’s successes are my successes	1	2	3	4	5	6	7
When someone praises Kiwendo, it feels like a personal compliment	1	2	3	4	5	6	7
When someone criticises Kiwendo, I would feel embarrassed	1	2	3	4	5	6	7

Below are statements about perceived similarity with Kiwendo (the natural hair social media influencer) from the scenario. Please indicate the degree to which you agree or disagree with each statement:

Statement	Strongly disagree						Strongly agree
Kiwendo thinks like me	1	2	3	4	5	6	7
Kiwendo behaves like me	1	2	3	4	5	6	7
Kiwendo is like me	1	2	3	4	5	6	7
Kiwendo is similar to me	1	2	3	4	5	6	7

Below are statements related to your attitude towards African women's natural hair care products recommended by Kiwendo (the natural hair social media influencer) from the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
I like African women's natural hair care products recommended by Kiwendo	1	2	3	4	5	6	7
I feel positive towards African women's natural hair care products recommended by Kiwendo	1	2	3	4	5	6	7
African women's natural hair care products recommended by Kiwendo are desirable	1	2	3	4	5	6	7
African women's natural hair care products recommended by Kiwendo are good	1	2	3	4	5	6	7

Below are statements relating to purchasing African women's natural hair care products recommended by Kiwendo (the natural hair social media influencer) from the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree

The probability that I would consider buying African women's natural hair care products recommended by Kiwendo is high	1	2	3	4	5	6	7
I would purchase African women's natural hair care products recommended by Kiwendo in the future	1	2	3	4	5	6	7
I would consider buying African women's natural hair care products recommended by Kiwendo	1	2	3	4	5	6	7
I would continuously buy African women's natural hair care products recommended by Kiwendo	1	2	3	4	5	6	7

Below are several statements about your perception of Kiwendo (the natural hair social media influencer) from the scenario. Please indicate the degree to which you agree or disagree with each statement.

Statement	Strongly disagree						Strongly agree
With regards to natural hair care Kiwendo seems attractive	1	2	3	4	5	6	7
With regards to natural hair Kiwendo seems classy	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems beautiful	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems elegant	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems sexy	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems dependable	1	2	3	4	5	6	7

With regards to natural hair care Kiwendo seems honest	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems reliable	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems sincere	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems trustworthy	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems like an expert	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems experienced	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems knowledgeable	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems qualified	1	2	3	4	5	6	7
With regards to natural hair care Kiwendo seems skilled	1	2	3	4	5	6	7

Which of the following options was your source of information about natural hair care products in the scenario for answering multiple questions in this questionnaire?

- Female family member
- Social media influencer: Kiwendo

How likely are you to use a social media influencer as a source of information about natural hair care products?

Not likely at all						Very likely
1	2	3	4	5	6	7

1. In which year were you born?

2. Who is your female role model when it comes to natural hair? (Indicate all appropriate options.)

- A family member (mother, grandmother, sister, aunt, etc)
- Celebrity
- Social media influencer
- A colleague
- A friend
- I don't have a female role model
- Other (please specify)

3. Have you ever bought an African women's natural hair care product recommended to you?

- Yes
- No
- If no, end of survey.
- If yes, move to next question.

4. If yes to question 3, who recommended the product? (Select as many options)

- Family
- Friends
- Colleagues
- Social media influencer
- Advert
- Online shop
- Other (please specify)

Thank you for taking time to participate in this research.

APPENDIX B: ETHICAL CLEARANCE



Faculty of Economic and Management Sciences

RESEARCH ETHICS COMMITTEE

Approval Certificate

21 May 2021

Mrs BL Simelane
 Department: Marketing Management

Dear Mrs BL Simelane

The application for ethical clearance for the research project described below served before this committee on:

Protocol No:	EMS092/21
Principal researcher:	Mrs BL Simelane
Research title:	The role of reference groups as credible sources in African women's natural hair care consumption behaviour
Student/Staff No:	18325123
Degree:	Doctoral
Supervisor/Promoter:	Dr L van der Westhuizen
Department:	Marketing Management

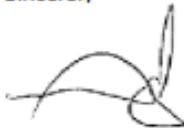
The decision by the committee is reflected below:

Decision:	Approved
Conditions (if applicable):	
Period of approval:	2021-06-14 - 2022-12-31

The approval is subject to the researcher abiding by the principles and parameters set out in the application and research proposal in the actual execution of the research. The approval does not imply that the researcher is relieved of any accountability in terms of the Codes of Research Ethics of the University of Pretoria if action is taken beyond the approved proposal. If during the course of the research it becomes apparent that the nature and/or extent of the research deviates significantly from the original proposal, a new application for ethics clearance must be submitted for review.

We wish you success with the project.

Sincerely



pp PROF JA NEL
 CHAIR: COMMITTEE FOR RESEARCH ETHICS

APPENDIX C: CONFIRMATION OF LANGUAGE EDITING

Michael J. McCoy, editor

Make no mistake

Cell: +27 83 664 3982

e-mail: <editor@writeright.co.za>

SA Government CSD supplier number: MAAA0756443

Associate member, Professional Editors' Guild, South Africa

2 May 2023

To whom it may concern

I certify that I was contracted by **Ms Batandwa Simelane** to assist with the language editing of her PhD thesis by article.

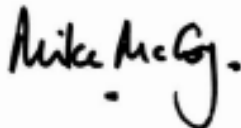
I edited the various documents making up the thesis using the "Track changes" feature of Microsoft Word®. I focused on correcting typing errors, and ensuring that the syntax, spelling, and punctuation were correct, that the language was idiomatically acceptable, that the register was appropriate to an academic document, and that the documents were as free from ambiguity as possible.

Where necessary, terms or passages that were unclear to me, such that I was not confident about editing them, were brought to the attention of the client.

In the process I neither made nor suggested any changes to the substance of the document.

I proofread the various reference lists for any obvious typing errors or missing information, and to check whether the formatting was consistent. I also cross-checked the reference lists against the in-text citations, and pointed out any cases where references were missing from one or the other or where details did not match. I did not verify that every reference in the list was correctly recorded and/or cited, as that is primarily the responsibility of the client as a post-graduate student. However, I did look up some of them on-line when I needed greater clarity about specific details.

The final decision about accepting or rejecting all of the changes and suggestions remained with the client.



Michael J. McCoy BA (HONS), BTh (HONS), MTh, DPS
Copyeditor and language editor

APPENDIX D: DECLARATION

FACULTY OF ECONOMIC AND MANAGEMENT SCIENCES

Declaration Regarding Plagiarism

The Faculty of Economic and Management Sciences emphasises integrity and ethical behaviour with regard to the preparation of all written assignments.

Although the lecturer will provide you with information regarding reference techniques, as well as ways to avoid plagiarism, you also have a responsibility to fulfil in this regard. Should you at any time feel unsure about the requirements, you must consult the lecturer concerned before submitting an assignment.

You are guilty of plagiarism whenever you extract information from a book, article, web page or any other information source without acknowledging the source and pretend that it is your own work. This does not only apply to cases where you quote the source directly, but also when you present someone else's work in a somewhat amended (paraphrased) format or when you use someone else's arguments or ideas without the necessary acknowledgement. You are also guilty of plagiarism if you copy and paste information directly from an electronic source (e.g., a web site, e-mail message, electronic journal article, or CD-ROM) without paraphrasing it or placing it in quotation marks, even if you acknowledge the source.

You are not allowed to submit another student's previous work as your own. You are furthermore not allowed to let anyone copy or use your work with the intention of presenting it as his/her own.

Students who are guilty of plagiarism will forfeit all credits for the work concerned. In addition, the matter will be referred to the Committee for Discipline (Students) for a ruling. Plagiarism is considered a serious violation of the University's regulations and may lead to your suspension from the University. The University's policy regarding plagiarism is available on the Internet at <http://www.library.up.ac.za/plagiarism/index.htm>.

For the period that you are a student in the Faculty, the following declaration must accompany all written work that is submitted for evaluation. No written work will be accepted unless the declaration has been completed and is included in the particular assignment.

I/we declare the following:

1. I understand what plagiarism entails and am aware of the University's policy in this regard.
2. I declare that this assignment is my own, original work. Where someone else's work was used (whether from a printed source, the Internet or any other source) due acknowledgement was given and reference was made according to departmental requirements.
3. I did not copy and paste any information directly from an electronic source (e.g., a web page, electronic journal article or CD-ROM) into this document.
4. I did not make use of another student's previous work and submitted it as my own.
5. I did not allow and will not allow anyone to copy my work with the intention of presenting it as his/her own work.

Surname and initials	Student number	Signature
Batandwa Simelane	18325321	<i>B. d. Simelane</i>

APPENDIX E: MATRIX FOR SOURCE CREDIBILITY STUDIES

Keywords searched: Source credibility, expertise, attractiveness, trustworthiness, and purchase intentions

Authors	Date of publication	Reference group	Types of reference group	Independent variables	Dependent variables	Mediator	Moderator	Reference
Adam, A.	2022	Comparative	Celebrity	Attractiveness, trustworthiness, expertise and celebrity fit	Purchase intentions			Adam, A. 2022. Consumer Purchase Intention for Celebrity Endorsed Products: A Study on Pakistan Clothing Industry. <i>KASBIT Business Journal</i> , 15(2):46-65.
AlFarraj, O., Alalwan, A.A., Obeidat, Z.M., Baabdullah, A., Aldmour, R. and Al-Haddad, S.	2021	Comparative	Social media influencer	Influencer credibility (attractiveness, trustworthiness and expertise)	Purchase intentions	Cognitive online engagement and affective online engagement		AlFarraj, O., Alalwan, A.A., Obeidat, Z.M., Baabdullah, A., Aldmour, R. and Al-Haddad, S. 2021. Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. <i>Review of International Business and Strategy</i> .
Amos, C., Holmes, G. and Strutton, D.	2008	Comparative	Celebrity	Celebrity endorser effects	Advertising effectiveness			Amos, C., Holmes, G. and Strutton, D. 2008. Exploring the relationship between celebrity endorser effects and advertising effectiveness: A quantitative synthesis of effect size. <i>International Journal of Advertising</i> , 27(2):209-234.
Bashir, R., Lodhi, R.N. and Mahmood, Z.	2017	Normative	Family and peers	Family, peers and social networking media	Purchase decision	Future Purchase Intensio		Bashir, R., Lodhi, R.N. and Mahmood, Z. 2017. Factors Influencing the Purchase Intentions of Young Females of Pakistan. <i>Paradigms</i> , 11(2):173-178.
Bearden, W.O. and Etzel, M.J.	1982	Informational reference group, value-expressive reference group and utilitarian reference group	Informational reference group, value-expressive reference group and utilitarian reference group	Informational reference group, value-expressive reference group and utilitarian reference group	Product and brand decisions			Bearden, W.O. and Etzel, M.J. 1982. Reference group influence on product and brand purchase decisions. <i>Journal of consumer research</i> , 9(2):183-194.
Belanche, D., Flavián, M. and Ibáñez-Sánchez, S.	2020	Comparative	Social media influencer	Consumr product congruence	Intention to purchase and intention to recommend	Attitude		Belanche, D., Casaló, L.V., Flavián, M. and Ibáñez-Sánchez, S. 2021. Understanding influencer marketing: The role of congruence between influencers, products and consumers. <i>Journal of Business Research</i> , 132:186-195.
Bravo Gil, R.B., Andres, E.F. and Salinas, E.M.	2007	Normative	Family	Advertising, family, price, promotion	Brand awareness, brand association, perceived quality, brand loyalty and brand equity			Bravo Gil, R.B., Andres, E.F. and Salinas, E.M. 2007. Family as a source of consumer-based brand equity. <i>Journal of Product & Brand Management</i> , 16(3):188-199.
Childers, T.L. and Rao, A.R.	1992	Normative	Family	Family	Peer-based reference groups, product and brand decisions			Childers, T.L. and Rao, A.R. 1992. The influence of familial and peer-based reference groups on consumer decisions. <i>Journal of Consumer Research</i> , 19(2):198-211.
Cooley, D. and Parks-Yancy, R.	2019	Normative vs comparative	Celebrities, social media influencers, and people whom they know in real life	Source of information	Purchase decisions			Cooley, D. and Parks-Yancy, R. 2019. The effect of social media on perceived information credibility and decision making. <i>Journal of Internet Commerce</i> , 18(3):249-269.
Cuomo, M.T., Foroudi, P., Tortora, D., Hussain, S. and Melewar, T.C.	2019	Comparative	Celebrity	Celebrity credibility (attractiveness, expertise, trustworthiness), vanity, familiarity	Brand awareness, luxury brand value, purchase intentions, brand attitude			Cuomo, M.T., Foroudi, P., Tortora, D., Hussain, S. and Melewar, T.C., 2019. Celebrity endorsement and the attitude towards luxury brands for sustainable consumption. <i>Sustainability</i> , 11(23):6791.
Daimi, S. and Tolunay, A.	2021	Comparative	Social media influencer	Attractiveness, trustworthiness, expertise, authenticity, interactivity, consistency, high quality, ego need, social need and self-actualisation	Purchase intentions			Daimi, S. and Tolunay, A. 2021. An Empirical Investigation on Influencer Marketing: the Impact of Content-related, Follower-related and Influencer-related Factors on Consumers' Purchase Intentions. <i>Istanbul Management Journal</i> , (91):59-86.
Djafarova, E. and Rushworth, C.	2017	Comparative	Instagram celebrity	Credibility	Purchase decisions			Djafarova, E. and Rushworth, C. 2017. Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. <i>Computers in Human Behavior</i> , 68:1-7.
Dom, S.M.S.M., Rami, H.S.B., Chin, A.L.L. and Fern, T.T.	2016	Comparative	Celebrity	Attractiveness, trustworthiness, expertise, celebrity endorser's nationality and celebrity endorser/product fit	Celebrity endorsement advertisement effectiveness			Dom, S.M.S.M., Rami, H.S.B., Chin, A.L.L. and Fern, T.T. 2016. Determinants of the effectiveness of celebrity endorsement in advertisement. <i>The Journal of Developing Areas</i> , 50(5):525-535.
Fernandes, S. and Panda, R.	2019	Informational reference group, value-expressive reference group and utilitarian reference group	Informational reference group, value-expressive reference group and utilitarian reference group	Influence of reference groups	Product category, consumer segment and culture			Fernandes, S. and Panda, R. 2019. Influence of social reference groups on consumer buying behavior: A review. <i>Journal of Management Research</i> , 19(2):131-142.
Fink, Koller, Gartner, Floh & Harms	2020	Comparative	Celebrity	Celebrity credibility	Purchase intentions	Brand image	Brand differentiation	Fink, M., Koller, M., Gartner, J., Floh, A. and Harms, R. 2020. Effective entrepreneurial marketing on Facebook-A longitudinal study. <i>Journal of Business Research</i> , 113:149-157.

Authors	Date of publication	Reference group	Types of reference group	Independent variables	Dependent variables	Mediator	Moderator	Reference
Guido, G., Peluso, A. M. and Moffa, V.	2011	Comparative	Endorser	Attractiveness, trustworthiness and expertise	Purchase intentions		Gender, endorser's physiognomy (with or without beard)	Guido, G., Peluso, A. M. and Moffa, V. 2011. Beardedness in Advertising: Effects on Endorsers' Credibility and Purchase Intention. <i>Journal of Marketing Communications</i> , 17(1):37-49.
Hani, S., Marwan, A. and Andre, A.	2018	Comparative	Celebrity	Attractiveness and credibility	Ad recall and purchase intentions			Hani, S., Marwan, A. and Andre, A. 2018. The effect of celebrity endorsement on consumer behavior: Case of the Lebanese jewelry industry. <i>Arab Economic and Business Journal</i> , 13(2):190-196.
He, W. and Jin, C.	2022	Comparative	Opinion leaders, live streamers, celebrity endorsers	Attractiveness, trustworthiness and expertise	Purchase intentions	System 1 and system 2		He, W. and Jin, C. 2022. A study on the influence of the characteristics of key opinion leaders on consumers' purchase intention in live streaming commerce: based on dual-systems theory. <i>Electronic Commerce Research</i> , 1-31.
Hermada, A., Sumarwan, U. and Tinaprillia, N.	2019	Comparative	Social media influencers	SMM (visibility, credibility, attractiveness and power)	Purchase intention		Brand image and self-concept	Hermada, A., Sumarwan, U. and Tinaprillia, N. 2019. The effect of social media influencer on brand image, self-concept, and purchase intention. <i>Journal of Consumer Sciences</i> , 4(2):76-89.
Hsu, C.H., Kang, S.K. and Lam, T.	2006	Normative vs comparative	Family, friends/relatives, and travel agents	Perception on reference groups' opinions and willingness to comply with each reference group's opinion	Perceived behavioral control, overall attitude, and intent to visit a destination			Hsu, C.H., Kang, S.K. and Lam, T. 2006. Reference group influences among Chinese travelers. <i>Journal of Travel Research</i> , 44(4):474-484.
Kembau, A. and Mekel, P.A	2014	Normative and comparative	Family and reference groups	Reference groups, family and role and status	Purchase intentions			Kembau, A. and Mekel, P.A. 2014. Reference groups, family, roles and status on young consumer behaviour towards purchase intentions of luxury fashion brands. <i>Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi</i> , 2(2):1169-1179.
Koay, K.Y., Teoh, C.W. and Soh, P.C.	2021	Comparative	Instagram influencer	Perceived social media marketing activities (interactivity, informative, personalisation, trendiness, word-of-mouth)	Online impulse buying		Attractiveness, trustworthiness and expertise	Koay, K.Y., Teoh, C.W. and Soh, P.C. 2021. Instagram influencer marketing: Perceived social media marketing activities and online impulse buying. <i>First Monday</i> , 26(9).
Lafferty, B.A., Goldsmith, R.E. and Newell, S.J.	2002	Comparative	Celebrity	Endorser credibility and corporate credibility	Attitude to ad, attitude to brand and purchase intentions			Lafferty, B.A., Goldsmith, R.E. and Newell, S.J. 2002. The dual credibility model: The influence of corporate and endorser credibility on attitudes and purchase intentions. <i>Journal of marketing theory and practice</i> , 10(3):1-11.
Lim, X.J., Radzol, A.M., Cheah, J.H. and Wong, M.W.	2017	Comparative	Social media influencers	Source credibility, source attractiveness, product match up and meaning transfer	Purchase intention		Consumer attitude	Lim, X.J., Radzol, A.M., Cheah, J.H. and Wong, M.W. 2017. The impact of social media influencers on purchase intention and the mediation effect of customer attitude. <i>Asian Journal of Business Research</i> , 7(2):19-36.
Lutfie, H. and Hidayat, R.	2017	Normative	Family	Perception (opinions, attitudes, experiences) of family	Purchase decisions			Lutfie, H. and Hidayat, R., 2017, March. Descriptive Analysis of Reference Group and Family to Decision Purchase Phone Touchscreen. In <i>Proceeding 12th ADRI 2017 Internasional Multidisciplinary Conference and Call for Paper, Bogor</i> (p. 171).
Masuda, H., Han, S.H. and Lee, J.	2022	Comparative	Social media influencer	Attitude homophily, physical attractiveness and social attractiveness	Purchase intentions		Control variable (gender, age, product/service, and influencer type)	Masuda, H., Han, S.H. and Lee, J. 2022. Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. <i>Technological Forecasting and Social Change</i> , 174:121246.
Ohanian, R.	1991	Comparative	Celebrity	Attractiveness, trustworthiness and expertise	Purchase intention, purchase, equire, consider			Ohanian, R. 1991. The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. <i>Journal of Advertising Research</i> , 31(1):46-54.
Ohanian, R.	1990	Comparative	Celebrity	Attractiveness, trustworthiness and expertise	Source credibility scale			Ohanian, R. 1990. Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. <i>Journal of Advertising</i> , 19(3):39-52.
Park, C.W. and Lessig, V.P.	1997	Informational reference group, value-expressive reference group and utilitarian reference group	Informational reference group, value-expressive reference group and utilitarian reference group	Reference group influence	Brand selection			Park, C.W. and Lessig, V.P. 1977. Students and housewives: Differences in susceptibility to reference group influence. <i>Journal of Consumer Research</i> , 4(2):102-110.
Rafique, M. and Zafar, Q.U.A.	2012	Comparative	Celebrity	Physical attractiveness, source credibility and celebrity-brand Congruency	Consumer attitude and purchase intention			Rafique, M. and Zafar, Q.U.A. 2012. Impact of celebrity advertisement on customers' brand perception and purchase intention. <i>Asian Journal of Business and Management Sciences</i> , 1(11):53-67.

Authors	Date of publication	Reference group	Types of reference group	Independent variables	Dependent variables	Mediator	Moderator	Reference
Rahmi, Sekarasih & Sjabadhyn	2016	Comparative	Celebrity and beauty vlogger	Influence of beauty vlogger vs traditional celebrity	Purchase intentions	Trustworthiness, expertise	Previous experience in using the product	Rahmi, Y., Sekarasih, L. and Sjabadhyni, B. 2016. The Influence of Beauty Vlog on perceived Source Credibility and Purchase Intention. <i>Makara Hubs-Asia</i> , 20 (2):13-23.
Rahmi, Y., Sekarasih, L. and Sjabadhyni, B.	2016	Comparative	Beauty vlogger	Beauty vlogger and traditional advertising (as source of information)	Perceived trustworthiness, consumers' previous experience, perceived expertise and purchase intentions			Rahmi, Y., Sekarasih, L. and Sjabadhyni, B. 2016. The Influence of Beauty Vlog on perceived Source Credibility and Purchase Intention. <i>Makara Hubs-Asia</i> , 20 (2):13-23.
Rohde, P. and Mau, G.	2021	Comparative	Social media influencer	Qualitative study				Rohde, P. and Mau, G. 2021. "It's selling like hotcakes": deconstructing social media influencer marketing in long-form video content on youtube via social influence heuristics. <i>European Journal of Marketing</i> , 55(10):2700-2734.
Sánchez-Fernández, R. and Jiménez-Castillo, D.	2021	Comparative	Social media influencer	Emotional attachment and perceived information value	Positive WOM communication and intention to purchase recommended brands	Perceived influence		Sánchez-Fernández, R. and Jiménez-Castillo, D. 2021. How social media influencers affect behavioural intentions towards recommended brands: the role of emotional attachment and information value. <i>Journal of Marketing Management</i> , 37(11-12):1123-1147.
Schouten, A.P., Janssen, L. and Verspaget, M.	2020	Comparative	SMI vs traditional celebrity	Endorsers type: SMI vs traditional celebrity	Wishful identification, perceived similarity, product-endorser fit, ad attitude, product attitude and purchase intentions	Trustworthiness and expertise,		Schouten, A.P., Janssen, L. and Verspaget, M. 2020. Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. <i>International Journal of Advertising</i> , 39(2):258-281.
Sir	2018	Comparative	Celebrity	Source expertness, source trustworthiness, source similarity, source likeability, source familiarity	Consumer gender and purchase intention		Consumer gender	Sir, H.S. 2018. Moderating Role of Consumer's Gender on Effectiveness of Celebrity Endorsement towards Consumer's Purchasing Intention. <i>Global Journal of Management and Business Research</i> , 18(1): 24-34.
Sokolova, K. and Kefi, H.	2020	Comparative	Social media influencer	Physical attractiveness, attitude homophily and social attractiveness	Credibility, para-social interaction and purchase intention			Sokolova, K. and Kefi, H., 2020. Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. <i>Journal of retailing and consumer services</i> , 53, p.101742.
Thomas, M.J., Wirtz, B.W. and Weyerer, J.C.	2019	Comparative	Celebrity	Accuracy, completeness, timeliness, review quantity, review consistency, reviewer expertise, product or service rating and website reputation	Review credibility and purchase intentions			Thomas, M.J., Wirtz, B.W. and Weyerer, J.C., 2019. Determinants of online review credibility and its impact on consumers' purchase intention. <i>Journal of Electronic Commerce Research</i> , 20(1):1-20.
Wang, S.W. and Scheinbaum, A.C.	2018	Comparative	Celebrity	Attractiveness, trustworthiness and expertise	Brand credibility, brand attitude, purchase intentions		Involvement	Wang, S.W. and Scheinbaum, A.C. 2018. Enhancing brand credibility via celebrity endorsement: Trustworthiness trumps attractiveness and expertise. <i>Journal of Advertising Research</i> , 58(1):16-32.
Weismueller, J., Harrigan, P., Wang, S. and Soutar, G.N.	2020	Comparative	Social media influencer	Advertising disclosure	Purchase intentions	Attractiveness, trustworthiness and expertise	Number of followers	Weismueller, J., Harrigan, P., Wang, S. and Soutar, G.N. 2020. Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. <i>Australasian Marketing Journal</i> , 28(4):160-170.
Wiedmann, K.P. and Von Mettenheim, W.	2020	Comparative	Influencer	Attractiveness, trustworthiness and expertise	Brand satisfaction, brand image, brand trust, purchase intention and price premium			Wiedmann, K.P. and Von Mettenheim, W. 2020. Attractiveness, trustworthiness and expertise—social influencers' winning formula?. <i>Journal of Product & Brand Management</i> , 30(5):707-725.
Wong, S.S. and Aini, M.S.	2017	Normative	Family and friends	Food safety, meat characteristics, health conscious, price, attitude towards organic meat, subjective norm and perceived behavioral control	Purchase intentions			Wong, S.S. and Aini, M.S., 2017. Factors influencing purchase intention of organic meat among consumers in Klang Valley, Malaysia. <i>International Food Research Journal</i> , 24(2):103-107.
Xu, X. and Pratt, S.	2018	Comparative	Social media influencers	Endorser - destination congruence and endorser-consumer congruence	Attitude towards advertisement, attitude towards destination and visit intentions			Xu, X. and Pratt, S. 2018. Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y. <i>Journal of Travel & Tourism marketing</i> , 35(7):958-972.
Yoon, D. and Kim, Y.K.	2016		Spokesperson	Self-congruency (celebrity vs non celebrity)	Purchase intentions and ad attitudes	Attractiveness, trustworthiness and expertise		Yoon, D. and Kim, Y.K. 2016. Effects of self-congruity and source credibility on consumer responses to coffeehouse advertising. <i>Journal of Hospitality Marketing & Management</i> , 25(2):167-196.
Zhang, H., Liang, X. and Moon, H.	2020	Comparative	Web celebrities (cewebrities)	Attractiveness, trustworthiness, expertise, interactivity and intimacy	New product design, development, commercialisation and purchase intentions			Zhang, H., Liang, X. and Moon, H. 2020. Fashion cewebrity involvement in new product development: scale development and an empirical study. <i>Journal of Business Research</i> , 120:321-329.

APPENDIX F: DESCRIPTIVE STATISTICS

Table 1: Chapter 2 (Article 1) Descriptive statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Standard Error	Statistic	Standard Error
SocialIdentification_A1	305	4.93	1.88792	-0.563	0.140	-0.864	0.278
PerceivedSimilarity_A1	305	4.68	1.74971	-0.417	0.140	-0.687	0.278
Attractiveness_A1	305	6.04	1.29669	-1.906	0.140	4.055	0.278
Expertise_A1	305	5.96	1.33816	-1.597	0.140	2.588	0.278
Trustworthiness_A1	305	5.92	1.33704	-1.536	0.140	2.310	0.278
PurchaseIntentions_A1	305	5.98	1.30505	-1.730	0.140	3.263	0.278

Table 2: Chapter 3 (Article 2) Descriptive statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Standard Error	Statistic	Standard Error
Attractiveness_A2	305	5.997	1.289	-1.811	0.140	3.663	0.278
Expertise_A2	305	5.956	1.338	-1.597	0.140	2.588	0.278
Trustworthiness_A2	305	5.918	1.337	-1.536	0.140	2.310	0.278
ProductInvolvement_A2	305	5.833	1.489	-1.952	0.140	3.328	0.278
CognitiveInvolvement_A2	305	5.890	1.416	-1.809	0.140	3.094	0.278
AffectiveInvolvement_A2	305	6.117	1.357	-2.276	0.140	5.172	0.278
PurchaseIntentions_A2	305	5.894	1.291	-1.629	0.140	2.962	0.278

Table 3: Chapter 4 (Article 3) Descriptive statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Standard Error	Statistic	Standard Error
Attitude_A3	611	5.864	1.311	-1.414	0.099	2.000	0.197
Attractiveness_A3	611	6.157	1.228	-2.144	0.099	5.333	0.197
Expertise_A3	611	5.831	1.410	-1.551	0.099	2.305	0.197
Trustworthiness_A3	611	5.887	1.403	-1.568	0.099	2.305	0.197
PurchaseIntentions_A3	611	6.009	1.280	-1.713	0.099	3.200	0.197