

# The impact of digital influencers on product/service purchase decision making – A case study of Portuguese people

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## Abstract

The growing use of technology and social media has resulted in the emergence of digital influencers, a new profession capable of changing the mentalities and behaviours of those who follow them. This study arises to better understand the potential impact digital influencers might have on the Portuguese population's purchase behaviour and patterns, and for this purpose, seven hypotheses were formulated. An online questionnaire was conducted to respond to these theoretical assumptions and collected data from 175 respondents. A total of 129 valid answers were considered. It was possible to conclude that purchase intention does not necessarily translate into a purchase action. It was also concluded that the relationship between social network use and the purchase of products/services recommended by influencers is only significant for Instagram. Furthermore, individuals' Generation is not significantly linked with purchasing a product/service recommended by influencers. Furthermore, a small percentage of respondents have also identified themselves as impulsive shoppers and perceived Instagram as their favourite social network. With the results of this study, it is also possible to state that the influencer's opinion was classified as the last factor considered in the purchase decision process. Additionally, there is a weak negative association between purchasing a product/service recommended by influencers with sponsorship disclosure and remunerated partnership, which decreases credibility and discourages purchasing.

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