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The Role of Influencers in Shaping Consumer Purchasing Decisions in the Dietary Supplement Industry in Poland

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Abstract: The article presents the results of empirical research conducted on a group of 622 respondents. The aim of the research was to define the role of influencers in customer purchasing decisions on the example of the dietary supplement industry. The analysis showed that factors such as age, gender and place of residence have an impact on the social perception of influencers and their role in shaping the purchasing decisions of the surveyed respondents. The article also includes the results of analyses aimed at verifying whether the frequency and activity of the respondents use of social media has an impact on the way they make their purchases.

Keywords: *purchasing decisions; dietary supplements; influencer; influencer marketing; e-commerce.*

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Introduction

In the times of global economy, companies strive to improve their competitiveness and reach as many potential customers as possible with their offerings. The development of the Internet, smartphones and mobile applications has largely revolutionized customers purchasing decisions. Customers' purchasing decisions are also influenced by the development of a post-modern society based on the consumption of goods. In this aspect, consumption is more than just acquisition, becoming the basic way for an individual to create their own identity Miczyńska-Kowalska (2013). Due to these conditions, companies are increasingly looking for opportunities to reach consumers with their products through the Internet. In Poland, the e-commerce sector is in the phase of dynamic development. According to Statista Digital Market Outlook estimates, at the end of 2019 the value of this sector will amount to approximately 50 billion PLN. At present, Poland is among the 13 countries in which this market is developing the fastest. These statistics were also confirmed in the "E -commerce in Poland 2019" report Gemius (2019) Nearly 60% of Internet users made a purchase in a polish online store and 26% used the services of a foreign online shop. The above statistics indicate that the e-commerce market in Poland is in a phase of dynamic development. This view is reflected in the opinion of Ph. Kotler and K. L. Keller (2013), who consider electronic channels to be the fastest developing methods of communication and sales on the consumer market. Social media has significantly changed the way of communication between the company and its clients (Kostic, Ivanovic, & Okanovic, 2018). The Internet therefore offers the opportunity to increase both the number and the quality of interaction with consumers, while at the same time individualising the relationship. The will to personalize the offer and reach a wide range of consumers, active in social media, affects the creation of new trends in marketing. One of them was the creation of social opinion leaders, active in social media, who naturally expressed opinions about a given product or service. In the era of a decline in confidence, traditional advertising instruments such as advertising in the press or television, the role of new sales methods with the use of influencer marketing is growing. Influencer marketing is a topic undertaken by many researchers (Borchers, 2019; Glucksman, 2017; Grave, 2019; Xia, Wang & Chan-Olmsted, 2018). Research in the area of influencer marketing is interesting for scientists and practitioners of marketing. This situation results from the lack of comprehensive research on the impact of social media on consumer

attitudes towards the brand and the need to adjust the appropriate marketing strategy to create the image of the company (Tabellion & Esch, 2019). Therefore, the purpose of this research was to defining the role of influencers in shaping purchasing decisions in the dietary supplement industry.

The idea of influencer marketing

Influencers can be characterized as a new type of independent publishers affecting their audience through blogs, tweets and social networks (Freberg, Graham, Mcgaughey & Freberg, 2011). In an age of decreasing trust in traditional forms of advertising, influencer marketing becomes an opportunity to search for new market opportunities. The development of social media has allowed the emergence of a new type of people called influencers. Influencers usually interact with people who follow them and also conduct marketing activities on a given brand or product in social media (Eroglu & Kose, 2019). In order to maximize the benefits of influencer marketing it is important to choose the right type of influencer. Influencers can be divided into groups depending on the topic they deal with. There are gaming, business, lifestyle, marketing, automotive influencers that focus on being an expert in the field and informing users using social media (Tworzydło, Życzyński, & Wajda, 2019). Influencers, depending on their subject matter, can be divided into those providing high quality "premium" content as well as those who focus on reaching out to a high number of viewers and causing controversy (Tworzydło et al., 2019).

Implementation of the marketing influencer in a company is associated with many benefits. The main reasons for using influencer marketing in the marketing activities of companies in Poland are based on the following statistics (Fabijańczyk & Cupriak 2019).

- Bloggers reach 11 million Internet users in Poland with their message,
- 53% of blog and vlog viewers admit that they bought the product under their influence,
- 60% of regular blog and vlog users use them to make deliberate purchases,
- for 72% of people blogs and vlogs are the main source of product information,
- 26% of Poles admit that they do not follow the classical form of advertising in their choices,

• 74% of Poles, when they see someone else's thing they like, they're looking for information about where to buy this thing.

As shown by the data above, the use of influencer marketing gives the opportunity to reach a large group of customers for whom Influencers are the main source of product information. These people are also more willing to make conscious shopping at the encouragement of the Influencer.

Methodology

This section concerning the methodology of the work includes a description of the research sample and the results of the statistical analyses referring to the role of Influencers in shaping purchasing decisions in the dietary supplement industry.

Description of the test sample and analysis of the conducted research

Influencer marketing is a tool increasingly used by brands (Wilusz, 2017). In the dietary supplement industry, where the opinions of other consumers play an important role influencer marketing may have a positive impact on the increase in sales of products by the company that uses this form of promotion. Therefore, the aim of this research was to identify the impact of Influencers on customers purchasing decisions in the dietary supplement industry. The survey was carried out on 622 people. The study included 239 men and 383 women. Women represented 62% of the respondents. The survey was dominated by people from big cities. Less than 80% of the research sample were young people between 18 and 38 years of age. Slightly more than half of the respondents had higher education and 40% had secondary education.

Knowledge about who the Influencer is was declared by 69.1% of people, 23.2% of the respondents had no knowledge about it, and 7.7% admitted that it is difficult to answer this question unequivocally. The majority of respondents defined the Influencer as a person who has or can influence the purchasing decisions of the consumers who observe him through promotional or marketing campaigns. An example of a modern influencer was able to give 62.6% of respondents. The most frequently surveyed people mentioned fashion bloggers, fitness people, youtubers and foreign pop culture celebrities (Kardashian).

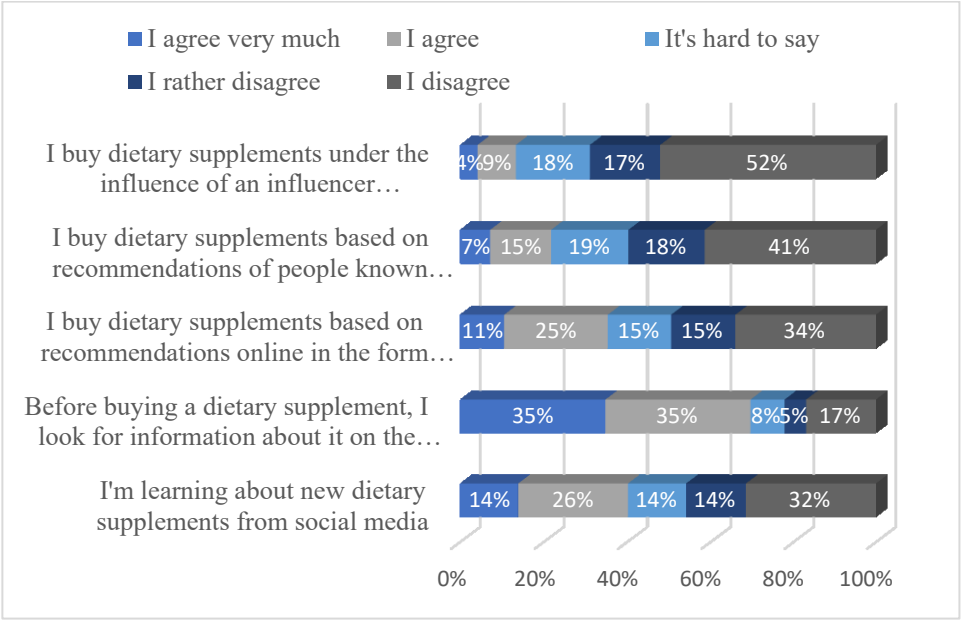


Figure 1. Ways of purchasing dietary supplements by respondents
Source: own study

According to the data from diagram 1, the respondents declared that they are looking for information about a given product on the Internet before buying dietary supplements. Less than half of the respondents admitted that they learned about dietary supplements from social media and that they in purchases are followed by recommendations in the network. Very few people admitted that they made purchases under the influence of the Influencer's recommendations and famous people on the Internet.

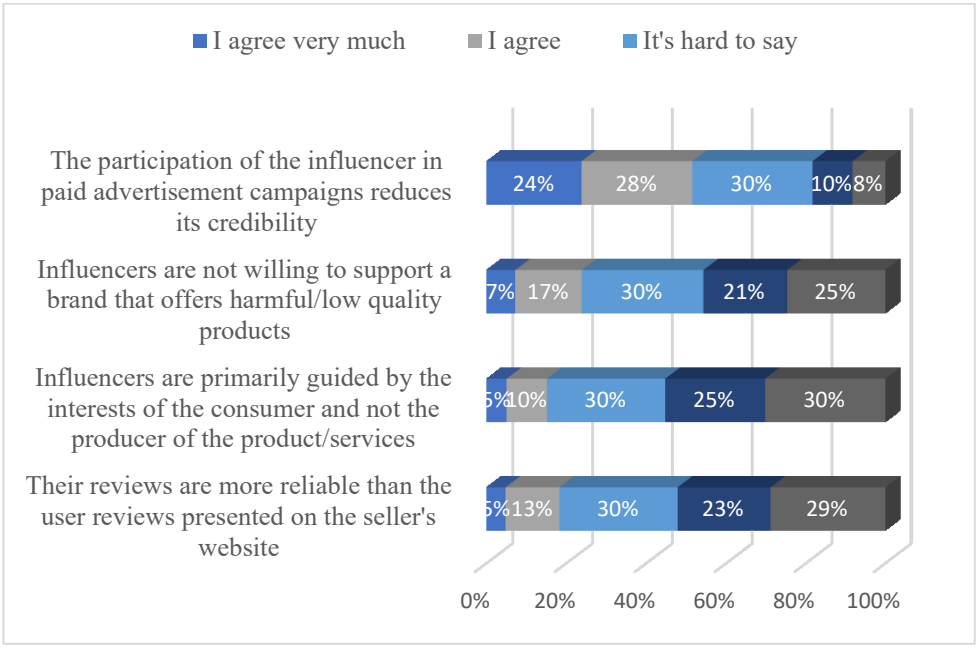


Figure 2. Opinions of respondents on selected statements about influencers
Source: Own study

Another aim of the survey was to establish the opinions of the respondents on a number of statements regarding the activity of Influencers. As indicated by the responses of the respondents in diagram 2, the participation of the Influencer in paid advertisement campaigns reduces its credibility. About half of the respondents were of the opinion that Influencers are not focused on the interests of the consumer but the producer and that their reviews are not more credible than other consumers.

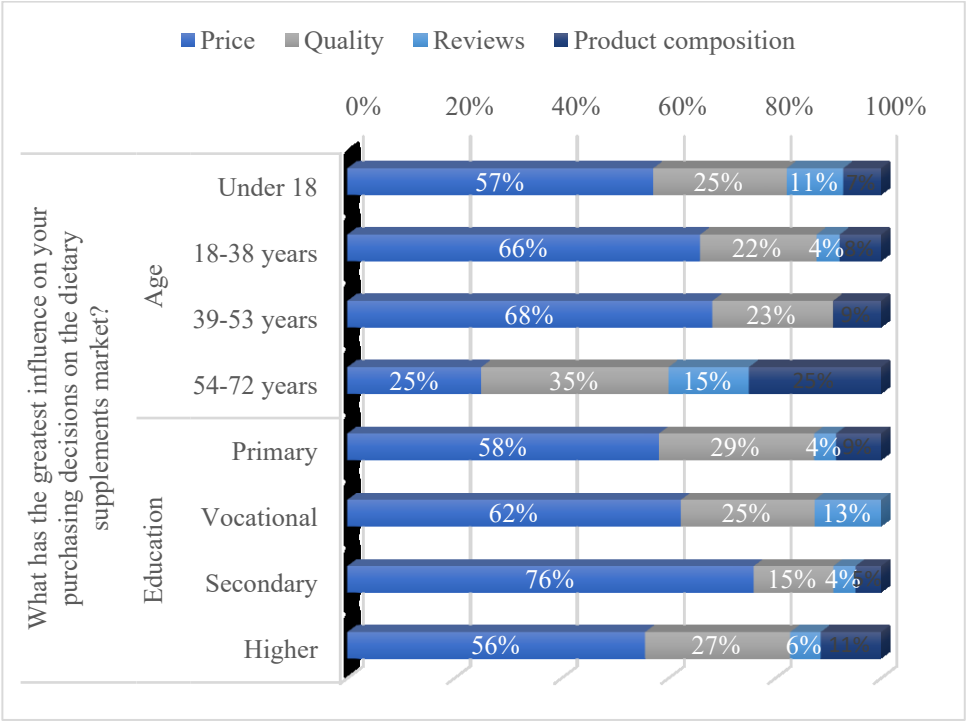


Figure 3. Factors affecting the sales decision making process
Source: Own study

The biggest influence on purchasing decisions on the market of dietary supplements for the respondents had quality, ingredients and price. User reviews were less important, and the product quantity and customer service level were the least important. More than 70% of the respondents admitted that they had never bought a product under the influence of an Influencer. If they bought such a product, it was usually cosmetics and clothes, and only in a few cases dietary supplements.

Sociodemographic factors and influence of influencers on purchasing decisions

First of all, analyses were made to verify if the knowledge of the term influencer was related to gender, place of residence, age and education in the studied group. The actual questionnaire was done only in a group of people who admitted that they know who the Influencer is. The relationship between demographic factors and knowledge about Influencers was verified using the Chi-square independence test (Table 1).

Analyses have shown that the sex $\chi^2(2)=13,06$; $p<0,01$; $V=0,15$, place of residence $\chi^2(14)=45,50$; $p<0,001$; $V=0,19$, age $\chi^2(6)=35,49$; $p<0,001$; $V=0,17$ and education $\chi^2(6)=27,20$; $p<0,001$; $V=0,15$ had a statistically significant influence on the knowledge of who the Influencer is. The vast majority of women declared that they know who the Influencer is. Also as the size of the place of residence increased, the awareness of this notion grew. The age group with the greatest knowledge in this subject were people between 18-38 years of age (74%), and the group with the least knowledge were people between 54-72 years of age (47%). The respondents with higher and secondary education declared to the greatest extent that they had knowledge of who the Influencer is, while the group with the least knowledge were those with vocational education.

Table 1. The results of the analysis with the Chi-square test for the relationship between sociodemographic variables and knowledge of who the Influencer is.

	χ^2	*df*	*p*	*V*
Sex	13,06	2	0,001	0,15
Place of residence	45,50	14	0,000	0,19
Age	35,49	6	0,000	0,17
Education	27,20	6	0,000	0,15

χ^2- Chi-square factor, *df*- number of degrees of freedom, *p*- statistical significance level, *V*- Cramer's V effect strength
Source: own processing based on a questionnaire and SPSS

It was also assessed whether sociodemographic variables had an impact on the frequency of using websites, the number of influencers observed, purchasing dietary supplements and the opinion on the impact of influencers on consumer purchasing decisions. The table below (Table 2) contains the results of comparative analyses of the Mann-Whitney U tests and descriptive statistics for variables by sex.

The analyses showed that gender significantly differentiated the frequency of use of Internet services $Z=-3,24$; $p<0,01$ and the number of observed Influencers $Z=-3,82$; $p<0,001$. Women used websites more often than men and followed on average more Influencers than men. It was also shown, by using Mann-Whitney's U test, that the sex of the respondents had a statistically significant impact on the search for information about a dietary supplement before buying it on the Internet. $Z=-2,04$; $p<0,05$. In this case, it was men who more often declared that they were looking for information on the Internet before buying a dietary supplement. On the verge of the

statistical tendency, differences were also observed in terms of learning about new supplements from social media Z=-1,83; p=0,068, purchasing supplements under the influence of recommendations. Z=-1,83; p=0,067 and different opinions about the fact that Influencers are not willing to support a brand that offers harmful/low quality products Z=-1,75; p=0,081. Women were more likely to find out about new supplements from the Internet and were of the opinion that Influencers are not willing to support a brand that offers harmful/low quality products. While the men more often admitted that they purchase dietary supplements based on recommendations of people known on the Internet.

Table 2. The results of Mann-Whitney's U-tests for the gender relationship with the frequency of use of websites, the number of observers, purchasing decisions and the impact of Influencers on these decisions.

	Women		Men		*Z*	*p*
	M	*SD*	*M*	*SD*		
Frequency of use of services	2,45	0,96	2,13	1,05	**-3,24**	**0,001**
Number of observed Influencers	0,60	0,63	0,43	0,61	**-3,82**	**0,000**
I'm learning about new dietary supplements from social media	3,02	1,31	2,79	1,29	-1,83	0,068
Before buying a dietary supplement, I look for information about it on the Internet	3,67	1,29	3,96	1,10	**-2,04**	**0,042**
I purchase dietary supplements on the basis of recommendations on the web in the form of anonymous comments	2,81	1,28	2,82	1,23	-0,14	0,889
I purchase dietary supplements based on recommendations of people known on the Internet	2,44	1,13	2,64	1,20	-1,83	0,067
I buy dietary supplements under the impact of an Influencer recommendation	2,33	0,97	2,30	1,03	-0,67	0,501
Their reviews are more reliable than the users' opinions presented on the seller's website.	2,51	1,13	2,41	1,12	-0,96	0,335
Influencers are primarily guided by the interests of the consumer, not the manufacturer of the product/service.	2,44	1,13	2,32	1,09	-1,16	0,248
Influencers are not willing to support a brand that offers harmful/low quality products	2,72	1,23	2,50	1,10	-1,75	0,081
Influencer's participation in paid sponsored advertising campaigns reduces its credibility	3,44	1,25	3,52	1,17	-0,47	0,640

M- average*, SD- standard deviation, Z*- Mann-Whitney's U-factor, *p*- statistical significance level

Source: own processing based on a questionnaire and SPSS

The next analysis was examined to verify whether sociodemographic variables had an impact on the frequency of website use, the number of influencers observed, the number of dietary supplements purchased and the opinion on the impact of Influencers on consumer purchasing decisions. For this purpose, Spearman's rho correlation analysis was performed for the order variables in the metric (Table 3).

A series of correlation analyses showed that the place of residence was statistically significantly related to the frequency of use of Internet services ϱ=-0,10; p<0,05. As the size of the place of residence increased, the frequency of use of websites decreased. The place of residence was also connected with finding out about new supplements from the Internet ϱ=-0,16; p<0,001, making purchases based on recommendations of known people on the Internet. ϱ=-0,12; p<0,05 and under the effect of the recommendation of the Influencer ϱ=-0,11; p<0,05. With the increase in the size of the place of residence in the sample, fewer people learned about new supplements from the Internet and made purchases from recommendations of people from the Internet and Influencers. With the increase in the size of the town, less people were of the opinion that the reviews of influencers are more credible than those of other consumers ϱ=-0,14; p<0,01, that Influencers are primarily guided by the interests of the consumer ϱ=-0,18; p<0,001 and that Influencers are willing to support brands offering low quality products ϱ=-0,11; p<0,05.

Subsequent analyses showed that with the increase in age of the respondents, the frequency of using websites decreased ϱ=-0,09; p<0,05 and the number of observed influencers ϱ=-0,12; p<0,05. However, it has been shown that older people were more likely to believe that Influencer's participation in paid sponsored campaigns reduces its credibility ϱ=0,16; p<0,001.

With the increase in education, the frequency of use of Internet services has decreased ϱ=-0,15; p<0,01. The education was also negatively correlated by learning about new supplements from social media ϱ=-0,15; p<0,01 and purchasing dietary supplements under the impact of Influencer recommendations. ϱ=-0,11; p<0,05. With the increase in education in the survey sample, there was also a decrease in the conformity with the fact that the reviews of Influencers are more reliable than other consumers ϱ=-0,09; p<0,05 and there was a growing agreement that the participation of the Influencer in paid campaigns reduces its credibility ϱ=0,12; p<0,05.

Table 3. Results of rho Spearman's correlation analysis for the relationship between sociodemographic variables and the frequency of use of websites, number of observers, purchasing decisions and impact of Influencers on these decisions.

	Place of residence	Age	Education
Frequency of use of services	**-0,10***	**-0,09***	**-0,15****
Number of observed Influencers	0,00	**-0,12***	0,03
I'm learning about new dietary supplements from social media	**-0,16*****	-0,05	**-0,15****
Before buying a dietary supplement, I look for information about it on the Internet	-0,03	-0,04	-0,04
I purchase dietary supplements on the basis of recommendations on the web in the form of anonymous comments	-0,06	0,00	-0,02
I purchase dietary supplements based on recommendations of people known on the Internet	**-0,12***	-0,03	-0,08
I buy dietary supplements under the impact of an Influencer recommendation	**-0,11***	-0,01	**-0,11***
Their reviews are more reliable than the users opinions presented on the seller's website.	**-0,14****	0,01	**-0,09***
Influencers are primarily guided by the interests of the consumer, not the manufacturer of the product/service.	**-0,18*****	-0,05	-0,08
Influencers are not willing to support a brand that offers harmful/low quality products	**-0,11***	0,06	0,02
Influencer's participation in paid sponsored advertising campaigns reduces its credibility	0,00	**0,16*****	**0,12****

*p<0,05; **p<0,01; ***p<0,001
Source: own processing based on a questionnaire and SPSS

The analysis of the Chi-square independence test was also used to check whether the sociodemographic variables were related to the factors that the respondents were guided by when choosing dietary supplements and purchasing the product under the effect of an Influencer review. The results of the analyses which turned out to be statistically significant are presented in the table below (Table 4). It has been shown that the factors that were taken into account when choosing dietary supplements were differentiated by age $\chi^2(9)=20,06$; $p<0,05$; $V=0,12$ and education $\chi^2(9)=20,58$; $p<0,05$; $V=0,13$. The price was most often guided by young and middle-aged people, while older people were guided by quality and composition when buying dietary supplements. Persons with secondary and vocational education were most often paying attention to the price, while

persons with higher education did not. Most often the product due to its composition was bought by people with higher education.

The purchase of the product under the impact of an influencer review was related with gender $\chi^2(1)=7,12$; $p<0,01$; $V=0,12$ and age $\chi^2(3)=8,26$; $p<0,05$; $V=0,13$. Women have been more likely to buy the product under the effect of an Influencer review. As education increased, the percentage of people declaring to shop under the influence of Influencer's reviews decreased.

Table 4. Results of the analysis with the Chi-square test for the relationship between sociodemographic variables and factors influencing the purchase of dietary supplements and making purchases under the impact of an Influencer review.

		χ^2	*df*	*p*	*V*
What has the greatest influence on your purchasing decisions on the market for dietary supplements?	Age	20,06	9	0,018	0,12
	Education	20,58	9	0,015	0,13
Did you ever make a purchase under the impact of an Influencer review on a product/service?	Sex	7,12	1	0,008	0,12
	Age	8,26	3	0,041	0,13

χ^2- Chi-square factor, *df*- number of degrees of freedom, *p*- statistical significance level, *V*- Cramer's V effect strength
Source: own processing based on a questionnaire and SPSS

The relationship between Influencers activities and consumer decisions

The next part of the article presents the results of analyses aimed at verifying whether the frequency and activity of social media use affects the way consumers make their purchases. The aim of the analysis is to verify also the social perception of the role of Influencers and whether the activity of Influencers affects the purchases of dietary supplements made by consumers.

The following table (Table 5) shows the results of the comparative analyses of the Kruskal-Wallis tests. These tests were used to investigate the relationship between consumer opinions about Influencers and what they were guided by when buying dietary supplements. Analyses showed that statistically significant was the relationship between the factors that the respondents were guided by when choosing dietary supplements and searching for product information on the Internet $\chi^2(3)=8,43$; $p<0,05$,

making purchases based on network recommendations $\chi^2(3)=7,46$; $p=0,058$ (result on the verge of a statistical trend) and the opinion that the participation of the influencer in paid advertising campaigns reduces its credibility $\chi^2(3)=16,90$; $p<0,05$. The respondents who were guided in their purchases by the composition of the product rarely looked for information on supplements on the Internet and made purchases based on recommendations on the Internet. Most often they were also of the opinion that the participation of the Influencer in paid advertising campaigns reduces its credibility.

Table 5: Results of the analysis of the Kruskal-Wallis tests for the relationship between the factors that the respondents are guided by when buying dietary supplements and the frequency of use of websites, the number of observers, purchasing decisions and the effect of Influencers on these decisions.

What has the greatest influence on your purchasing decisions on the market for dietary supplements?	Price		Quality		Reviews		Composition		χ^2	*df*	*p*
	M	*SD*	*M*	*SD*	*M*	*SD*	*M*	*SD*			
Frequency of use of services	2,33	0,91	2,34	1,08	2,53	1,27	2,23	1,13	0,88	3	0,829
Number of observed Influencers	0,57	0,63	0,56	0,61	0,48	0,86	0,36	0,48	5,16	3	0,160
I'm learning about new dietary supplements from social media	3,07	1,35	2,84	1,22	2,62	1,36	2,80	1,21	4,65	3	0,200
Before buying a dietary supplement, I look for information about it on the Internet	3,95	1,15	3,69	1,31	4,05	1,16	3,47	1,23	**8,43**	**3**	**0,038**
I purchase dietary supplements on the basis of recommendations on the web in the form of anonymous comments	2,92	1,27	2,73	1,31	3,10	1,34	2,37	1,21	**7,46**	**3**	**0,058**
I purchase dietary supplements based on recommendations of people known on the Internet	2,57	1,21	2,46	1,12	2,59	1,30	2,22	0,99	2,84	3	0,417
I buy dietary supplements under the impact of an Influencer recommendation	2,38	1,05	2,26	0,91	2,43	1,16	1,97	0,77	5,25	3	0,154
Their reviews are more reliable than the users opinions presented on the seller's website.	2,49	1,15	2,55	1,10	2,64	1,22	2,25	0,91	1,63	3	0,652
Influencers are primarily guided by	2,	1,	2,	0,9	2,6	1,	2,	0,	1,	3	0,6

the interests of the consumer, not the manufacturer of the product/service.	46	20	33	8	4	05	28	88	49		85
Influencers are not willing to support a brand that offers harmful/low quality products	2,72	1,23	2,61	1,15	2,64	1,14	2,33	1,10	3,85	3	0,278
Influencer's participation in paid sponsored advertising campaigns reduces its credibility	3,40	1,22	3,47	1,19	3,41	1,37	4,21	0,93	**16,9**	**3**	**0,001**

M- average, SD- standard deviation, χ^2- Kruskal- Wallis factor, *df*- number of degrees of freedom, *p*- statistical significance level
Source: own processing based on a questionnaire and SPSS

Another analysis of Mann-Whitney's U tests examined whether there was a relation between the opinions of consumers about Influencers and whether they were shopping under the effect of Influencers. The results of the analyses contained in Table 6 showed that making purchases in terms of Influencer reviews was related to all the variables analysed (only the correlation with the opinion on Influencers' advertising of poor quality products Z=-0,98; p=0,325 and reducing their credibility by advertising paid campaigns has not been demonstrated Z=-1,60; p=0,110). People who have ever made a purchase under the suggestion of an Influencer have used websites more often and have observed more Influencers on these websites. The respondents who admitted that they made a purchase based on a review of the Influencer and more often searched for information about the supplement on the Internet, made purchases based on the opinions of anonymous people, but also known on the Internet, more often believed that the opinions of the Influencer are more reliable than those of other consumers, and that they are mainly guided by the interests of consumers.

Table 6. The results of the analysis with Mann-Whitney's U-test for the relationship between making purchases under the impact of an influencer review and the frequency of use of websites, the number of observers, purchasing decisions and the influence of influencers on these decisions.

Did you ever make a purchase under the influence of an Influencer review about a product/service?	No		Yes		*Z*	*p*
	M	*SD*	*M*	*SD*		
Frequency of use of services	2,27	1,06	2,48	0,79	-2,45	0,014
Number of observed Influencers	0,42	0,55	0,80	0,69	-6,96	0,000
I'm learning about new dietary supplements from	2,7	1,2	3,2	1,3	-	0,000

social media	8	5	7	6	3,62	
Before buying a dietary supplement, I look for information about it on the Internet	3,69	1,26	3,95	1,15	-2,00	0,045
I purchase dietary supplements on the basis of recommendations on the web in the form of anonymous comments	2,70	1,21	3,03	1,34	-2,44	0,015
I purchase dietary supplements based on recommendations of people known on the Internet	2,29	1,01	2,97	1,30	-5,37	0,000
I buy dietary supplements under the impact of an Influencer recommendation	2,16	0,80	2,66	1,26	-3,96	0,000
Their reviews are more reliable than the users opinions presented on the seller's website.	2,33	1,01	2,85	1,30	-4,04	0,000
Influencers are primarily guided by the interests of the consumer, not the manufacturer of the product/service.	2,31	1,10	2,60	1,12	-2,72	0,007
Influencers are not willing to support a brand that offers harmful/low quality products	2,61	1,14	2,73	1,29	-0,98	0,325
Influencer's participation in paid sponsored advertising campaigns reduces its credibility	3,55	1,14	3,29	1,37	-1,60	0,110

M- average, SD- standard deviation, Z- Mann-Whitney's U-factor, *p-* statistical significance level
Source: own processing based on a questionnaire and SPSS

The analysis of rho Spearman's correlation was done to investigate the relationship between the frequency and activity of social media use and the way consumers buy and perceive the role of influencers (Table 7). Almost all the results were shown to be statistically significant. Along with the increase in the frequency of use of Internet services and the number of observed Influencers, the respondents looked for information about the supplement on the Internet more often, made purchases based on the opinions of anonymous people, but also known on the Internet, more often believed that the opinions of the influencer are more reliable than the opinions of other consumers, and that they are mainly guided by the interests of consumers. However, the high frequency of use of websites and the large number of observed Influencers was associated with a lesser agreement that Influencer's participation in paid sponsored advertising campaigns reduces its credibility.

Table 7. Results of rho Spearman's correlation analysis for the relationship between the frequency of use of websites and the number of observers and purchasing decisions and the influence of influencers on these decisions.

	Frequency of use of services	Number of observed Influencers
I'm learning about new dietary supplements from social media	**0,22*** **	**0,21*** **
Before buying a dietary supplement, I look for information about it on the Internet	**0,13** **	**0,13** **
I purchase dietary supplements on the basis of recommendations on the web in the form of anonymous comments	0,09	**0,12** **
I purchase dietary supplements based on recommendations of people known on the Internet	**0,13** **	**0,18*** **
I buy dietary supplements under the impact of an Influencer recommendation	**0,11***	**0,16*** **
Their reviews are more reliable than the users opinions presented on the seller's website.	0,09	**0,10***
Influencers are primarily guided by the interests of the consumer, not the manufacturer of the product/service.	**0,14** **	**0,15** **
Influencers are not willing to support a brand that offers harmful/low quality products	**0,10***	0,06
Influencer's participation in paid sponsored advertising campaigns reduces its credibility	**-0,10***	**-0,16*** **

*p<0,05; **p<0,01; ***p<0,001
Source: own processing based on a questionnaire and SPSS

Conclusion

Influencer marketing is a new phenomenon in marketing, which so far has been mainly of interest to practitioners and less often to marketing researchers.

The research proved that the knowledge of who the Influencer is and what he does is influenced by factors such as gender, age and place of residence. Women have declared much more often that they know who the Influencer is. City residents and young people (18-38 years old) also declared greater knowledge of influencer marketing.

The conducted research has also proved that men more often buy online with the recommendation of an influencer, while people living in larger cities use websites and make purchases with the recommendation of an influencer less frequently. In addition, as age increases, the frequency of use of websites and the likelihood of buying a dietary supplement by Influencer recommendation decreases.

It means that the Influencer activities should be directed mainly to young people, from smaller towns. This message should also be properly targeted so as to maximise its reach and increase the conversion (purchase) rate. Influencer marketing is a relatively new trend in marketing, which should be further investigated. The effectiveness of influencer marketing activities depends on a series of factors such as gender, age, place of residence as well as the industry in which the Influencer operates. Influencer marketing is a new tool which can be successfully used in shaping customers' purchasing decisions. It is important that the cooperation with a Influencer was preceded by an analysis of his visibility in the network, involvement of the people observing him and matching the content presented by him with the specificity of the promoted product or service.

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