

# **The impact of influencer marketing in the fitness industry on consumers' trust**

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Bachelor of Science

Interactive Marketing

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## **Abstract**

With health and fitness being huge topics over the last couple of years, increasingly more people try to profit from that trend by covering it on their social media sites, especially on Instagram. As this situation could benefit all involved parties – influencers, the companies, and the end consumers – it is important to know how to win the trust of the followers by being aware of the most influential factor of trust overall. While there are several studies covering trust in e-commerce, not a single one has managed to analyze the situation regarding influencer marketing, even more specifically fitness-related influencers on Instagram. In order to tackle this problem, the three most commonly mentioned dimensions of trust in the literature were taken under the loop, benevolence, integrity and competence. Each factor was assigned three related, Likert-scaled questions that were used in an online questionnaire, which then helped in conducting a multiple regression analysis. The analysis showed that Instagram users very much appreciate transparency, leading to the conclusion that influencers as well as companies who work with them should be one hundred percent raw, honest and selfless in order to win the consumers' trust.