

MASTERS' DISSERTATION

BOOKSTAGRAMMERS AS LITERARY INFLUENCERS: THEIR
CREDIBILITY AND ITS IMPACT ON CONSUMERS' PURCHASE
INTENTIONS

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Dissertação apresentada ao IPAM, para cumprimento dos requisitos necessários à obtenção do grau de Mestre em ***Gestão de Marketing*** realizada sob a orientação científica da Professora Doutora ***Cidália Neves*** e Professora Doutora ***Isabel Machado***.

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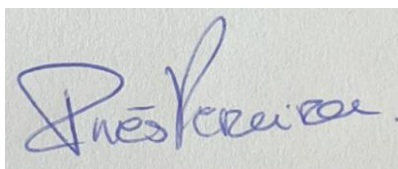
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Porto, 29 de Junho de 2025.

A autora:

A handwritten signature in blue ink, reading "Inês Pereira".

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ABSTRACT

In recent years, interest in literature has grown worldwide, fostered by the rise of online communities focused on books and reading. In Portugal, publishers have started to investing in partnerships with influencers who create book content such as Bookstagrammers, Instagram's literature-focused influencers, use visually engaging content to shape readers' habits, promote authors and new titles. Social media influencers are increasingly perceived as credible and trusted voices in academic literature, with their recommendations now often being favoured over traditional advertising, positioning influencer marketing as an important tool for brands.

Despite extensive research on social media influencers, studies focusing on the Portuguese context remain scarce, particularly on Bookfluencers and the Portuguese publishing industry. To address this gap, the present study aims to understand how Bookstagrammers affect consumers' purchase intentions regarding books. In line with this overall objective, the research pursues three specific objectives: (1) Investigate the impact of Bookstagrammers' credibility on purchase intentions, (2) Analyse which dimension of influencer credibility exert the greatest influence on those intentions, and (3) Explore the reading habits of Portuguese consumers, followers of Bookstagram.

A quantitative methodology was adopted. The data was collected through an online questionnaire, distributed via social media in collaboration with Bookstagrammers. The non-probabilistic sample consisted of 494 Portuguese consumers who are followers of Bookstagram. The results revealed that Bookstagrammers' credibility has a significant positive effect on purchase intentions, with trustworthiness emerging as the most impactful dimension, followed by expertise and attractiveness. Regarding the reading habits of this sample, various insights were collected. Most participants reported reading more over the past year, with nearly half reading daily and many reading between 51 and 75 books in the previous year. These consumers primarily search for book information through social media, bookstores, and personal recommendations.

These results contribute to understanding Bookstagrammers' influence on consumer behavior and the reading habits of consumers. Future research could explore other literary

communities and expand the sample to non-followers of the community to obtain a national comprehension of consumers' reading habits.

Keywords: Source Credibility Theory, Purchase Intentions, Bookstagrammers, Bookstagram, Reading Habits

RESUMO

Nos últimos anos, o interesse pela literatura tem vindo a crescer a nível mundial, impulsionado pelo surgimento de comunidades online focadas em livros e na leitura. Em Portugal, as editoras começaram a investir em parcerias com influenciadores que criam conteúdo literário, como os Bookstagrammers, influenciadores do Instagram dedicados à literatura, que usam conteúdo visualmente apelativo para moldar os hábitos de leitura, promover autores e divulgar novos títulos. Os influenciadores das redes sociais são cada vez mais vistos, na literatura académica, como vozes credíveis e de confiança, sendo as suas recomendações frequentemente preferidas em comparação com a publicidade tradicional, o que posiciona o marketing de influência como uma ferramenta importante para as marcas.

Apesar da extensa investigação sobre influenciadores nas redes sociais, os estudos no contexto português continuam escassos, particularmente no que diz respeito aos Bookfluencers e à indústria editorial portuguesa. De modo a preencher esta lacuna, este estudo tem como objetivo compreender de que forma os Bookstagrammers influenciam as intenções de compra dos consumidores em relação a livros. De modo a responder a este objetivo geral, estabeleceu-se três objetivos específicos: (1) Investigar o impacto da credibilidade dos Bookstagrammers na intenção de compra; (2) Analisar qual a dimensão da credibilidade do influenciador que exerce maior influência nessa intenção; e (3) Explorar os hábitos de leitura dos consumidores portugueses que seguem Bookstagram.

Foi adotada uma metodologia quantitativa. Os dados foram recolhidos através de um questionário online, distribuído nas redes sociais em colaboração com Bookstagrammers. A amostra, não probabilística, foi composta por 494 consumidores portugueses seguidores de Bookstagram. Os resultados revelaram que a credibilidade dos Bookstagrammers tem um efeito positivo significativo nas intenções de compra, destacando-se a confiança como a dimensão mais impactante, seguida da expertise e da atratividade. Relativamente aos hábitos de leitura desta amostra, foram recolhidas várias informações: a maioria dos participantes afirmou ter lido mais no último ano, com quase metade a ler diariamente e indicarem ter lido entre 51 e 75 livros no ano anterior. Estes consumidores procuram principalmente informação sobre livros através das redes sociais, livrarias e recomendações pessoais.

Estes resultados contribuem para a compreensão da influência dos Bookstagrammers no comportamento do consumidor e nos hábitos de leitura dos consumidores. Investigações futuras poderão explorar outras comunidades literárias e alargar a amostra a não-seguidores desta comunidade, de forma a obter uma compreensão nacional dos hábitos de leitura dos consumidores.

Palavras-chaves: *Source Credibility Theory, Bookstagrammers, Bookstagram, Intenção de Compra, Hábitos de Leitura*

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LIST OF ABBREVIATIONS

APEL – Portuguese Publishers and Bookstores Association

SMIs – Social media Influencers

EFA – Exploratory Factor Analysis

KMO – Kaiser-Meyer-Olkin

SPSS - Statistical Package for the Social Sciences

1. INTRODUCTION

Since the pandemic, the interest in reading and literature has grown globally, and it has been driven mostly by social media, but in particular by online literary communities (Green Leaf Book Group, 2024; Reddan, 2022). These literary communities have emerged on the social media platforms such as Instagram, Tiktok and Youtube, and are known respectively as Bookstagram, BookTok and BookTube. They have contributed to making literature and books more accessible and popular by providing users the ability to share their reading experience and at the same time incentivising the discovery of new authors and titles and cultivating social interactions and discussions (Shukla, 2024; Reddan, 2022).

The growth of the global publishing industry reflects this trend. It is estimated that by 2025 this industry will reach a dimension of 94 billion dollars and that by 2034 this figure will reach 100 billion dollars (Statista, 2025). The country that contributes the most to this dimension is the USA, which by 2025 is expected to reach a revenue of \$24 billion from book sales, consolidating North America as the world's leading market (Statista, 2025).

Beyond these literary communities, the ongoing evolution and transformation of the publishing industry is largely attributed to the Bookfluencers, social media influencers who focus on creating literature related content. They have become pivotal intermediaries between publishers, readers, and authors. Through their engaging and visually appealing content, they capture the interest of diverse audiences, contribute to the creation of new trends, shape tastes of readers and play a growing role in both influencing purchasing decisions and editorial campaigns (Cantone et al., 2022; Shukla, 2024). In the case of Bookstagrammers, Instagrams' Bookfluencers, they often rely on their credibility and relatability to engage followers and shape their purchase decisions (Franklin, 2021; Haupt, 2019; Reddan, 2022).

As a result of this phenomenon, publishing houses have begun investing more on digital strategies, particularly on influencer marketing. The followers of Bookfluencers trust their recommendations, reinforcing their role in this industry and contribution to book sales. Through collaborations with Bookfluencers, publishers are able to increase the visibility of new launches, generate excitement within the different communities and ultimately sell more books (Bell, 2024; Dave, 2023).

In Portugal, this global trend is also clearly evident. There has been observed a growth of literary content published on social media and the resurgence of the reading culture (Caetano, 2023; Moreira Rato, 2024).

The Portuguese book market has seen significant growth in recent years, with a 12% growth in 2022, the highest growth in Europe that year, reaching €175 million in revenue (Bastos, 2023). In 2024, the market grew by 8.8% and around 14 thousand new books were published and introduced to the Portuguese population (APEL, 2025). The online presence and activity of young people on these communities has been one of the determining factors for this growth (DN, 2024; Público, 2023).

According to a study conducted by GfK at the request of Portuguese Publishers and Bookstores Association (APEL), individuals between the ages of 18 and 24 were the ones who read and bought more books in the last year and therefore contribute to the growth register in the Market, with Portuguese consumers between the ages 25 and 34 following close behind in both aspects (GfK, 2024).

One example of the power of these platforms in the Portuguese context is that of author Maria Francisca Gama. With a strong online presence on Instagram and TikTok, she was able to reach a wider and engaged audience and boost her career through direct interaction with readers, demonstrating how literary promotion has become more participatory and democratic (Moreira Rato, 2024). Portuguese publishing houses had recognized the importance of these communities and influencers and have adapted to this new reality by establishing partnerships with Bookfluencers (Público, 2023; Caetano, 2023). The editorial house Grupo Presença is now partnered with over 100 Bookfluencers, Clube do Autor with more than 30, and Saída de Emergência has established over 500 influencer collaborations and the number has continued to grow (Público, 2023).

Therefore, although influencer marketing is a relatively recent practice in the publishing industry, it has gained significant momentum and, as in other sectors, has become a focal point of marketing strategies. Since its inception, influencer marketing has proven to be a powerful tool for brands, enabling them to promote their products within social media through influencers and continues to grow exponentially (De Veirman et al., 2017; Influencer Marketing Hub, 2025). According to recent data, 80% of marketers say that influencer marketing is an highly effective strategy (Influencer Marketing Hub, 2025), and research shows that 92% of consumers trust influencers more than traditional advertisements (Kim &

Kim, 2022), recording the statement that influencer marketing is one of the most effective tools for brand promotion. In Portugal, about 28% of social media users follow influencers, which reflects the global trend (Kemp, 2025).

It is predicted to reach a market size of over 32 billion dollars in 2025, an increase of nearly 9 billion in comparison to 2024 (Influencer Marketing Hub, 2025). However, despite this growth, there has been a 10.2% decrease in the number of brands planning to dedicate budgets to influencer marketing in 2025, with only 75.6% doing so in comparison to the 85,8% in the previous year. This decline is attributed to economic uncertainties and heightened scrutiny on return of investment (Influencer Marketing Hub, 2025).

Despite the extensive research elaborated to understand the phenomenon of influencers and their impact, little is known and studied about these issues in the Portuguese context (Gomes et al., 2022). More specifically, despite the impact that literary communities, in particular Bookstagram and its influencers, have on the Portuguese publishing industry, the consumers involved in this community and its contribution to the resurgence of reading culture in Portugal, these topics remain unstudied. Although they have already been discussed in other contexts, such as Spain and India (López Redondo & Fernández-Barrero, 2023; Magadán-Díaz & Rivas-García, 2023).

Therefore, this research aims to address gaps observed in the literature regarding several topics, such as Portuguese social media influencers and consumers' purchase intentions within the literature sector. The main objective of this research is to understand how Bookstagrammers influence consumers' purchase intention regarding books. To achieve this objective, the following specific research objectives have been delineated:

- Investigate the impact of Bookstagrammers' credibility on consumers' purchase intentions.
- Analyze which dimensions of influencer credibility exert the greatest influence on purchase intentions.
- Explore the reading habits of the Portuguese consumers who are followers of Bookstagram.

Given the relevance of the topics of this dissertation, especially as interest in reading continues to grow in Portugal, the insights obtain on this research will contribute to the

academic literature but more importantly provide publishers, marketers and other industry stakeholders with new perspectives on literary communities and most important on Portuguese consumers who are followers of Bookstagram.

The dissertation is organized into 8 chapters: introduction, literature review, analysis model and the respective research hypothesis, methodology, result analysis, results discussion, and last, conclusions and the recommendations for future research.

Throughout the writing of this dissertation, artificial intelligence tools were used as an auxiliary resources for verification of sentence structure and grammatical accuracy, as English is not author's first language. Furthermore, the translator tool DeepL was used to facilitate the translation of excerpts of Spanish-language academic articles, as well as to clarify unfamiliar English terminology.

2. LITERATURE REVIEW

The literature review chapter structure is divided into four theoretical topics, each divided into subchapters. It presents a review of the existing literature relevant to the study. It explores key theoretical concepts and prior research that form the foundation for the investigation.

2.1. PURCHASE INTENTION

Purchase intentions, in the academic setting, are seen as indicators of individual consumer behaviour but are also widely applied in forecasting models, product development evaluations, and advertising effectiveness assessments. Morwitz (2014) explains that, although purchase intentions do not always translate into actual purchasing behaviour, they remain a robust tool for understanding consumer reactions to marketing stimuli. More importantly, their predictive value depends on multiple contextual factors, including the type of product and how they are being measured. Regardless of these distinctions, purchase intention remains a crucial construct within academic research, providing a theoretically grounded and empirically supported framework for the studying of consumer decision-making (Morwitz, 2014).

Spears & Singh (2004) define purchase intentions as “an individual’s conscious plan to make an effort to purchase a brand” (p. 56). In a similar vein, Lou & Yuan (2019) provided a concise definition, describing purchase intention as the possibility or probability of a consumer buying a specific product.

Among the various contextual factors that impact the purchase intention of individuals, the perceived credibility and trust of social media influencers or simple opinion leaders are particularly impactful. People are more inclined to follow advice from sources they deem reliable, rendering the communicator’s credibility as a pivotal element. In influencer marketing, this perceived credibility is shaped by factors such as trustworthiness, expertise, and physical and non-physical attractiveness, as described in the Source Credibility Theory

(Ohanian, 1990). These elements have been validated by prior academic research on the topic of marketing (Nugroho et al., 2022 & Garg & Bakshi, 2024).

Besides credibility in the traditional sense, emotional and relational factors also affect consumer decisions. Attributes such as authenticity, relatability, and transparency strengthen an influencer's persuasive effectiveness, occasionally exceeding that of professional expertise. This phenomenon is particularly evident in industries like fashion and lifestyle, where emotional connection and personal resonance frequently outweigh technical knowledge (Gomes et al., 2022; Lou & Yuan, 2019). In these contexts, parasocial relationships, emotional, one-sided connections consumers form with influencers, can enhance trust and cultivate a more profound feeling of connection. These relationships eventually reinforce the psychological and social mechanisms that drive purchasing decisions (Garg & Bakshi, 2024; Schouten et al., 2020).

In communities such as Bookstagram, reliance on book influencers and peer-based recommendations impact significantly purchase decisions. Consumers tend to rely on authentic reviews and perceived credibility over traditional advertising, therefore positioning the influencer's role as crucial in shaping book-buying behaviour (López Redondo & Fernández-Barrero, 2023; Singh & Singh, 2024).

As digital platforms evolve, so does the nature of purchase intention, particularly in contexts where social platforms, the characteristics of the influencers, and other factors dictate buying behaviour. Therefore, purchase intentions remain a powerful instrument and lens through which academia can examine how consumers navigate influence and decision-making in an increasingly interconnected and media-driven marketplace.

2.2. BOOKSTAGRAM: INSTAGRAM'S LITERARY COMMUNITY

The social media boost has contributed to the change in communication, as the collaborative and interactive nature allows users to create content and engage in conversation within virtual communities. This is only possible due to consumers no longer being passive observers, having taken an active role in the communication process, establishing connections, and becoming active in interactions with brands and a global audience (Pereira

et al., 2023). Businesses have recognized the extensive influence of these platforms and have began to adopt them for advertising and digital marketing as a way to establish direct connections with consumers. The change has enabled connections among individuals, organizations, and institutions globally, while simultaneously functioning as venues for information exchange and cultural interaction. Social media serves as an important means for users to spread news, personal experiences, and share user-generated reviews, thereby influencing and engaging a wide range of audiences (Appel et al., 2020; Kanaveedu & Kalapurackal, 2022; Singh & Singh, 2024).

Among the several social media platforms, Instagram exemplifies how social media can transform communication, marketing, and cultural engagement. Through its distinctive blend of visual storytelling and user engagement, Instagram has evolved from a basic photo-sharing platform into a multimedia platform where users share videos, participate in live interactions, discover personalized content, and influencers can find their niches to spread their productions and transmedia creations (Haenlein et al., 2020; Pretel-Jiménez et al., 2024; Reddan, 2022; Thomas, 2021).

This progression has positioned Instagram as an ideal platform for electric word-of-mouth (eWOM) and influencer marketing, facilitating the visual showcasing of products and brands alongside authentic user experiences (De Veirman et al., 2017). Beyond marketing, it cultivates niche virtual communities where people with shared interests are able to connect, exchange ideas, and establish relationships. They promote trust and collaboration, aid their members in making informed purchase decisions and remaining informed on shared interests (Clark et al., 2017). The literature community, Bookstagram, is a prime example of benefits of niche communities as it demonstrates that Instagram's cultural significance transcends commercial aspects, providing a platform for literature enthusiasts to share content, obtain information, and engage in discussions related to books and reading (Pretel-Jiménez et al., 2024). Instagram's capability for sharing videos, photographs, and information strengthens its function as a versatile platform for cultural and social interaction.

Online literary communities on social media platforms have surfaced as a cultural phenomenon, reshaping how individuals, in particular younger generations, engage with literature in the digital era (Reddan, 2022). Among these communities, Bookstagram stands out for its vibrant visual aesthetics and reviews, and as a unique hub for literary interaction (Guardado da Silva & Catanho, 2021; Reddan, 2022).

The term Bookstagram, a fusion of the words "Books" and "Instagram", arose from the hashtag #Bookstagram around 2013 in the United States of America (USA), at first as a way to share book-related images and content (Gede et al., 2020; Guardado da Silva & Catanho, 2021; López Redondo & Fernández-Barrero, 2023). Over time and with the growth of Instagram, it has become a growing community dedicated to book lovers whose main purpose is to encourage people to read, evolving into a global phenomenon, with more than 98.2 million posts under the original hashtag, as of December 2023, and thousands of users and accounts dedicated to sharing book-related content with careful aesthetic and design that are designed to entertain the users (Guardado da Silva & Catanho, 2021; López Redondo & Fernández-Barrero, 2023; Singh & Singh, 2024).

Visual aesthetics are central to Bookstagram's popularity, with users creating carefully curated posts that evoke particular emotions, such as cozy setups with coffee and candles or public spaces like libraries. Popular publications include "shelfies," TBR piles, and flat lays, often paired with captions encouraging interaction between individuals (Reddan, 2022; Thomas, 2021). Beyond its visual aesthetic allure, Bookstagram is differentiated by its informal, user-driven content, with book reviews and recommendations being central to the participatory culture that defines this community (Reddan, 2022; Stollfuß, 2023). As an avenue for sharing reading experiences and exchanging impressions, it transforms the conventional one-way nature of criticism into a dynamic, bidirectional form of communication. Posts frequently resemble reviews while encouraging immediate and ongoing user interactions, hence promoting active community dialogue (López Redondo & Fernández-Barrero, 2023). This dynamic interaction enables readers to become participants in content creation and discussions rather than passive observers (Pereira et al., 2023).

By providing a platform for collective and personal literary exploration, this community offers new opportunities for teens to connect to books and reading culture. Simultaneously broadens access to book discussions and fosters engagement, particularly among younger demographics (Dezuanni et al., 2022; Singh & Singh, 2024). Through interviews, Guardado da Silva & Catanho (2021) investigated to what extent the Bookstagram community significantly influences its followers to read more. One participant noted that Bookstagram exposed them to books they would not have chosen autonomously, while another mentioned that it encouraged them to read more literature authored by women and minorities. This underscores the community's positive impact on readers and their habits, specifically by

advocating for works that might lack awareness through traditional channels (Guardado da Silva & Catanho, 2021).

In spite of its benefits, Bookstagram has encountered criticism from some corners of the literary world. The literary community has not universally embraced the book's aesthetic aspect within this community, with critics claiming that an emphasis on aesthetics may risk reducing books to decorative objects, prioritizing appearance over a deeper intellectual engagement (Thomas, 2021). Others express apprehensions about the commercialization of the community, as literary influencers have started to collaborate with publishers to promote new releases, underlining their ability to alter consumers' perceptions of the reviews and related content. Although marketing partnerships successfully promote books, concerns have been raised about the transparency of such partnerships (Guardado da Silva & Catanho, 2021).

Nevertheless, the Bookstagram community has transformed the marketing, reading, and critiquing of books, particularly among younger demographics (Guardado da Silva & Catanho, 2021). And successfully integrated marketing with genuine literary passion, transforming it into a unique force in reshaping global literary engagement, despite the surrounding commercialization concerns (López Redondo & Fernández-Barrero, 2023; Singh & Singh, 2024).

2.3.INFLUENCER MARKETING

Historically, consumers have relied on the opinions of others to provide guidance on their purchase decisions (De Veirman et al., 2017). The emergence and widespread use of social media platforms have led consumers to transition from traditional media to these platforms for entertainment and information. Individuals are increasingly reliant on recommendations from peers and influencers, thus exhibiting a higher level of trust in influencers than in traditional advertising, as they are perceived as more reliable sources (Appel et al., 2020; De Veirman et al., 2017).

The rise in popularity of social media platforms has fundamentally transformed how brands connect with consumers and has led to the rapid rise of influencer marketing as a

global phenomenon (De Veirman et al., 2017; Weismueller et al., 2020). Influencer marketing is a brand's commercial use of influencers to promote new products, increase sales, or improve their image. Through this approach, brands aim to make advertisements feel more like a sincere recommendation from a trustworthy source and take advantage of the influencer's grasp, status, credibility, and reputation (De Veirman et al., 2017; Nurfadila, 2020; Saima & Khan, 2020). These everyday individuals achieve online recognition for their expertise in specific areas such as food, fashion and cosmetics, travel, and movie reviews, among others (Lou & Yuan, 2019). And they are beginning to be the preferred option for companies for advertising, for goods or services, due to their presence and growing popularity.

Instagram is the predominant social media platform for influencer marketing. The visual characteristics and functionality of the platform enable these influencers to showcase products effectively and engage with audiences on a more personal level. Research indicates that Instagram markedly affects the purchasing decisions of consumers. Influencers serve as intermediaries between brands and consumers by creating relatable and persuasive promotional content, establishing credibility, and fostering genuine relationships (De Veirman et al., 2017; Gonçalves et al., 2024).

A further contributing factor to the success of these influencers is wishful identification, wherein followers aspire to replicate their lifestyles. Schouten et al. (2020) discovered that by combining perceived similarity and wishful identification advertising efficacy improves by enhancing attitudes toward both advertisements and products. Influencers' endorsements lead to higher purchase intentions in comparison to those of celebrities, as their personable approach makes followers feel connected on a more personal level to the brand or product being promoted.

Djafarova & Rushworth (2017) discovered that the female users often view these influencers as more credible and influential than celebrities, especially when it comes to purchasing decisions, through interviews of female Instagram users. This perception is largely due to the authenticity and relatability that influencers convey, which helps build trust and deepen their influence on consumer behaviour. In line with this, Lou & Yuan (2019) came to the conclusion that the perceived informativeness of influencer content contributes to follower trust when analysing sponsored posts. Authentic endorsements tend to create stronger emotional connections with audiences, fostering loyalty and increasing the

likelihood that followers will act on recommendations. Influencer marketing proves especially effective in visually driven industries like fashion, where eWOM enhances product visibility and stimulates purchasing interest. According to Chetioui et al. (2020), fashion influencers significantly shape consumer choices by establishing trust and credibility, which in turn magnify their capacity to generate eWOM and impact buying behaviour.

In the case of the publishing industry, foreign publishers noticed the influence this community has had on reading habits, long before Portugal. In the United States, this community became a key ally for publishers as early as 2015, when American publishers began to appreciate the dual benefits of partnering with Bookfluencers. Through reviews and critiques posted on Instagram, publishers obtained a cost-effective exposure of the book and insightful information about how readers would respond to a book before its formal release (Guardado da Silva & Catanho, 2021). By creating this strategy of giving out pre-release titles to Bookstagrammers, professionals in the industry established a direct channel of communication with readers, allowing them to gauge public interest in specific works. Due to these partnerships, Bookstagrammers were able to gain special access to early releases, while for publishers, they became vital tools for promotion. As one American bookstagrammer, Alexandria, noted: “I feel very lucky to be able to do this job without the burden of having to buy all the books that are released.” (Guardado da Silva & Catanho, 2021, p. 30).

In contrast, the Portuguese publishing industry has only recently begun to adopt similar strategies. Some Portuguese editorial houses have started to adopt this new strategy by collaborating with Bookstagrammers, such as by offering copies for promotion and feedback, but the scale and consistency of these efforts remain limited. A Portuguese Bookstagrammer, Mariana, described her experience: “In the last year, I have felt some support from two publishers who contacted me to spread the word and give my opinion on their books.” (Guardado da Silva & Catanho, 2021, p.30).

The offering of pre-release copies isn’t the only practice in publishing influencer marketing. Publishers have begun to establish paid partnerships and invite Bookfluencers to book events to generate excitement and visibility for new titles (Guardado da Silva & Catanho, 2021; Guíñez-Cabrera & Mansilla-Obando, 2022). Singh & Singh (2024) advised that publishers and authors should not depend exclusively on Bookfluencer reviews to

stimulate sales, as reviews within these communities may contribute to book awareness, but do not always lead to purchase intentions. Consequently, an combined strategy with other promotional instruments is essential for success. Another critique made in regards to these collaborations is the risk of obscuring the distinction between genuine endorsements and compensated promotions, underscoring the importance of transparency (Segarra-Saavedra & Torres-Huamanyauri, 2024; Singh & Singh, 2024).

These findings indicate that influencer marketing has evolved into a powerful strategy for brands across various industries, including publishing, leveraging the approachability and perceived credibility of social media influencers to shape consumer behaviour. The increasing collaboration between publishers and Bookfluencers has become common in recent years, particularly on platforms such as Instagram, which reflects a shift toward more personalized and trust-based marketing strategies.

2.3.1.Social Media Influencer

In the current digital landscape, social media has become a primary space where individuals seek entertainment and information while participating in virtual social interaction. The simple view of the content is a thing of the past, as many people actively participate by posting reviews, personal stories, and expressing their opinions online. These active users have the potential to emerge as influential voices and gain the recognition of opinion leaders within online communities (Lee & Watkins, 2016). Through consistent engagement and content creation, these ordinary users of social media have the capability to influence their audiences' perceptions of brands and products, thus earning the designation of "social media influencers" (Lee & Lee, 2022).

Despite the increasing number of research studies conducted on social media influencers (SMIs) and the continuous interest in this sector of marketing over the past few years, a definition accepted universally has yet to emerge (Delbaere et al., 2021). Numerous scholars have proposed different definitions however, each one remains incomplete, reflecting different aspects of their role. A widely used definition belongs to authors De Veirman et al. (2017) who define SMIs as individuals, more accurately, content creators, who have built

sizeable social networks of followers. Freberg et al. (2011) have a more outdated definition, but important nevertheless, which defines them as independent third-party endorsers who shape audience attitudes via blogs, tweets, and other digital media. To address the lack of consensus regarding this definition, Delbaere et al., p. (2021, p. 2) proposed a synthesized definition, which refers to influencers as “Third-party users of social media who have achieved micro-celebrity status in the form of large followings on social media platforms and who have a position of influence on their audience.”.

In more recent literature, it was gathered that social media influencers, when compared to traditional celebrities, are perceived as more relatable, approachable, and accessible, which consequently enhances their appeal (Knoll et al., 2015; Schouten et al., 2020). This relatability cultivates trust and admiration, making it easier for users to identify with influencers and, consequently, increasing the effectiveness of their brand endorsements (Schouten et al., 2020). Furthermore, a sense of intimacy is cultivated with followers by engaging in real-time and communicating through answering direct messages, questions, or polls. These activities not only foster trust but also create the illusion of face-to-face relationships, making audiences more susceptible to their recommendations (Alexis Castillo et al., 2022; Gomes et al., 2022; Knoll et al., 2015). Research suggests that when audiences begin to view influencers as part of their social circle or as trusted friends, they become more receptive to their product recommendations, particularly in sectors like fashion and beauty (Alexis Castillo et al., 2022; Gomes et al., 2022). This discovery reflects that trust has a beneficial influence on the consumers purchasing intentions.

In regards to sponsored content, consumers are more inclined to act on influencers' recommendations when they perceive the content as honest and accurate. This effect is more evident and strong in industries characterised by the visual presence and the trend-driven domains such as fashion (Gomes et al., 2022). The quality of influencers' content, which is frequently regarded as more trustworthy and dependable than traditional sponsorship-based advertising, is one of the other aspects that contribute to higher perceived trustworthiness (Abdullah et al., 2020; Alexis Castillo et al., 2022). However, while influencers are viewed as relatable and trustworthy than celebrities, they aren't always perceived as more knowledgeable (Schouten et al., 2020). Nevertheless, the persuasion of social media influencers is heavily dependent on their authenticity, credibility, and perceived relevance, which when positive contributes to consumer persuasion. It has been found that trust often

functions as a mediating factor in the influencer–follower relationship, facilitating effective persuasion through social exchange (Kim & Kim, 2021). Authenticity, which encompasses sincerity, genuine endorsements, visibility, expertise, and uniqueness, is equally essential to driving the persuasiveness of social media influencers (SMIs) (Pereira et al., 2023). Through the interviews conducted with social media influencers, Gomes et al. (2022) gathered from their answers that a large follower base may enhance perceptions of authenticity; factors such as transparency, consistent communication, and the connection between influencers and their audience are often more important in building trust.

While influencers were once confined to specific industries like fashion and beauty, which are the most frequently studied (Lou & Yuan, 2019), in recent years they are now making their presence and impact known in diverse fields, including literature. Pretel-Jiménez et al. (2024) and Guardado da Silva & Catanho (2021) have both emphasized the role of book influencers within various online literary communities in encouraging cultural engagement and reading habits. These influencers are actively reforming the audience's relationship with literature by incentivizing through diverse and creative approaches.

However, the majority of research in this field remained focused on particular countries, such as Spain (e.g. Guíñez-Cabrera & Mansilla-Obando, 2022; Magadán-Díaz & Rivas-García, 2023; Parratt-Fernández et al., 2021; Pretel-Jiménez et al., 2024) and India (Singh & Singh, 2024). Even with the wealth of research on SMI, more research is still needed in Portugal and other industries beyond fashion. This phenomenon is growing, yet limited information exists on certain industries now experiencing an increase in social media influencers (Gomes et al., 2022). As mentioned before, one industry where this growth is becoming more evident is publishing, however, only one study has specifically examined Portugal's publishing industry and influencers, and it did so in a comparative analysis with the USA regarding book sales (Guardado da Silva & Catanho, 2021). This difference demonstrates the need for further investigation of influencers in Portugal's publishing.

2.3.2.Type of Social Media Influencer

Social media influencers (SMIs) have a variety of classifications according to follower count, engagement rates, and perceived influence. While there is no universally accepted definition for these categories (Haenlein et al., 2020), Campbell & Farrell (2020) propose four main types of SMIs, represented in Table 1, which are Nano Influencers, Micro-Influencers, Macro Influencers, and Mega Influencers, with a fifth category, Celebrity Influencers, represents traditional celebrities who rose to fame outside of social media.

<i>Type</i>	<i>Follower Range</i>	<i>Key Strengths</i>	<i>Challenges</i>
Nano-Influencers	Less than 10,000	More relatable and niche focus.	A limited reach.
Micro-Influencers	From 10,000 to 100,000	Balance between reach and authenticity, strong engagement.	Risk of over-commercialization.
Macro-Influencers	From 100,000 to 1 million	Experts of their industry, diverse audiences.	May lack relatability.
Mega-Influencers	More than 1 million	Wider visibility and prestige.	Less authenticity and perceived trust.

Table 1. Classification of Influencers

Source: Own elaboration based on Campbell & Farrell (2020)

The influencers with the smallest following, known as nano-influencers, make up the bottom tier of this scale. These are influencers who are relatively new to the influencer marketing industry. At this stage, they are focused on learning and gaining experience, growing their following organically, and securing early collaborations, which are frequently with little or no financial compensation (Campbell & Farrell, 2020). Following on the scale are micro-influencers, who are frequently acknowledged as up-and-coming personalities within their niches, who are praised for finding a balance between their authenticity and professionalism, which enhances their credibility and capacity to influence consumers' decisions (Kay et al., 2020; Park et al., 2021). These attributes facilitate the ability to build strong relationships with their audience, rendering them as ideal and effective partners for brands' targeted campaigns. When it comes to specific domains or product categories, micro-

influencers may outperform influencers with bigger followings due to their specialised expertise and targeted audience (Park et al., 2021).

Macro-influencers occupy the middle ground of the scale. Influencers who combine their wide reach with niche expertise. These influencers are proficient for campaigns requiring broader reach while still aiming to engage a specific audience, but may lack the personal connection and relatability that influencers with smaller followings can provide (Campbell & Farrell, 2020). Lastly, with the influencer hierarchy proposed by Campbell & Farrell (2020) are the influencers that often enjoy quasi-celebrity status, the Mega influencers. These influencers are more appropriate for campaigns intended for a larger audience due to their reach. Nonetheless, they may lack authenticity, which in turn can reduce their impact on trust and persuasion (Campbell & Farrell, 2020; Park et al., 2021).

Finally, celebrity influencers, although included in the influencer spectrum, gain their influence primarily through traditional media and public recognition rather than digital engagement. As such, they often lack the authenticity that characterises smaller-scale SMIs (Campbell & Farrell, 2020).

2.3.3. Bookstagrammers: Instagram's Bookfluencers

The terms Bookfluencers and Bookstagrammers have surfaced consistently throughout various topics in this literature review, however, their distinct identities haven't been fully explained and thus require further clarification.

The popularity and growth of social media accounts dedicated to books and reading created a necessity to define literary social media influencers. As such, the term Bookfluencers, which results from the combination of the words "Book" and "Influencers," emerged and is used to describe them in the existing literacy communities (Reddan, 2022). These individuals are seen as cultural intermediaries who shape literary trends, encourage reading habits, and impact book purchases through their enthusiasm for books (Magadán-Díaz & Rivas-García, 2023; Reddan, 2022). Nevertheless, despite their popularity, a clear definition of these new influencers hadn't been established. Guíñez-Cabrera & Mansilla-Obando, p. (2022, p. 114) address this gap, defining a literary social media influencer as

“one who has a status and expertise in books, with a considerable number of followers on social media platforms, and who has a marketing value for publishers and other related brands, regularly producing and sharing valuable content about books on social networking sites”.

In addition to consistently producing and sharing quality book-related content across multiple platforms, such as TikTok (*BookTok*), Instagram (*Bookstagram*), and YouTube (*BookTube*), they have built a reputation for trusted recommendations. They considered themselves readers rather than critics, expressing their preferences when offering opinions about the titles they have read. Furthermore, although these influencers belong to a literary community, it doesn't imply that they communicate or produce book-related content in the same manner (Reddan, 2022).

In particular, Bookstagrammers are characterised as book enthusiasts who utilise the literature corner on Instagram to share their passion and interest in literature and reading with other users, with whom they maintain continuous contact (López Redondo & Fernández-Barrero, 2023). They constantly promote books and reading to their followers through informative, visually aesthetic, and entertaining content in the form of book images, videos, book-relatable recommendations, reviews, upcoming book releases, their current read, and other book-related content (Guardado da Silva & Catanho, 2021; López Redondo & Fernández-Barrero, 2023; Singh & Singh, 2024).

López Redondo & Fernández-Barrero (2023) researched Bookstagrammers, the so-called new contemporary literature critics, and determined that Bookstagrammers are individuals with a broad knowledge of literature and are well-versed in publishing activity and current trends. These influencers partake in a similar role to a traditional critic, in selecting and recommending certain readings, but cater to a completely different demographic, aged between 18 and 46 years of age, who share a common interest in contemporary literature, including fantasy, young adult, romance, and thriller novels (López Redondo & Fernández-Barrero, 2023).

Recommendations are crucial in shaping readers' preferences and choices, encouraging discovery, and guiding them toward books that match their interests (Szabó & Dani, 2024). Consumers, particularly novice and hesitant readers, regard these Bookfluencers as trusted literary advisers and regularly seek their reviews and suggestions (Gede et al., 2020; López Redondo & Fernández-Barrero, 2023). Bookstagrammers are particularly exceptional at

utilising Instagram's consumable content formats to amplify the awareness of specific titles, which consequently generates excitement and interest in those books among readers (Guardado da Silva & Catanho, 2021; Singh & Singh, 2024).

Furthermore, as discussed in the influencer marketing chapter, partnerships between publishers and Bookstagrammers have become a key marketing strategy due to their ability to create discussion and interest in reading. These partnerships currently consist of influencers receiving advanced copies of books in exchange for reviews. Editorial houses benefit from these relationships through increased awareness, visibility, and reader interaction, while influencers gain early and exclusive access to new titles (Guardado da Silva & Catanho, 2021).

Research on this topic remains limited; however, from the existing literature, it is possible to gather that the emergence of Bookfluencers, in specific Bookstagrammers, has fundamentally contributed to the shift in how readers discover and interact with literature. Through the personal and relatable content they publish and the strong connections they establish with their audiences, these influencers are making a name for themselves within the literature community. Their influence on reading habits, book preferences, and book promotion further underscores the growing role of social media in influencing change in the contemporary literary market.

2.4.SOURCE CREDIBILITY THEORY

The Source Credibility Theory, when initially introduced in academic research, was intended to analyse the credibility of celebrity endorsement (Ohanian, 1991). However, in more recent years, it has become the framework for analysing the credibility of social media influencers (SMIs) and their impact on consumer purchase intentions in numerous industries (Garg & Bakshi, 2024; Hayes & Carr, 2015; Saima & Khan, 2020; Weismueller et al., 2020). Taking into account the significance of this theory, Weismueller et al. (2020) emphasised that influencers' attractiveness, trustworthiness, and expertise remain essential components of their credibility, as these traits establish their authority within specific industries.

According to Ohanian (1991), the source credibility of an endorser or, in recent years, SMI, is the degree to which the target audience perceives a communicator as knowledgeable and competent, which affects how they understand and evaluate a product or service. Authors Hovland & Weiss (1951) introduced the idea of this theory in 1951, emphasising trustworthiness and expertise as the two key dimensions influencing credibility. However, around the 1980's a new dimension was added to this model, attractiveness, a proposition made by author McGuire (1985), due to celebrities becoming more prevalent in advertising. This was later integrated into a more thorough framework by Ohanian (1990), who consolidated trustworthiness, expertise, and attractiveness as the three main components of source credibility. These attributes were thought to be crucial for assessing endorsers' credibility, providing researchers a robust tool to measure the effectiveness of advertising strategies.

A multitude of research has contributed to the discussion of this topic and consequently reinforced the importance of source credibility in influencing consumer decision-making. Nugroho et al. (2022) found that the credibility and dimensions of this theory play an influential role in influencing Generation Z (Gen Z) consumers. These findings align with Djafarova & Rushworth (2017), who demonstrated that credibility is a key determinant of consumer trust and engagement with micro-influencers on platforms like Instagram.

Garg & Bakshi (2024) conducted a study analysing influencer credibility and parasocial relationships, and the results of the study revealed that both credible attributes and parasocial interactions impact purchase intention, underlining that credibility has a slightly greater impact than parasocial interactions. Sokolova & Kefi (2019) investigated how influencer credibility and parasocial interaction influence purchase intentions within the beauty and fashion industries. Their study revealed that credibility positively influences purchase intentions, with parasocial interaction acting as a complementary factor, which supports the findings of Garg & Bakshi (2024).

Furthermore, Saima & Khan (2020) found that influencers' credibility has an impact on consumers' purchase intentions, and this study demonstrated that trustworthiness was the strongest predictor of influencer credibility and directly influenced purchase intention, which aligns with Rathnayake & Lakshika (2023) research in the beauty industry, reinforcing prior studies that highlight trust as a critical factor in influencer effectiveness. In addition to the findings discussed, Saima & Khan (2020) revealed that information quality and

entertainment value substantially impacted credibility, indirectly affecting purchase intention, which challenges earlier literature by diminishing the significance of expertise and attractiveness, suggesting that content-driven attributes, rather than an influencer's appearance or credentials, are more crucial in consumer decision-making (Saima & Khan, 2020).

These findings are further corroborated by prior research which have demonstrated the substantial influence of credibility across various industries, including fashion, beauty, and cosmetics. Hayes & Carr (2015) , through their investigation, discovered that the credibility of bloggers directly affects brand attitudes and purchase intentions, particularly when their content foster interaction and engagement.

Therefore, research indicates that influencers' credibility has a positive impact on consumers' purchase intentions. However, despite this extensive application of Source Credibility Theory on different industries, the Community Bookstagram and its influencers remain understudied, as discussed in Chapter 2.4 Social Media Influencers. In addition, from the literature gathered, no research on the impact of influencers' credibility on consumers' purchase intentions was conducted on the Portuguese consumers. This gap underscores the need for further research in these areas.

2.4.1. Trustworthiness

The dimension of trustworthiness, as described in Source Credibility Theory, is a critical determinant of an influencer's ability to affect consumer attitudes and behaviours. Giffin (1967) and Ohanian (1990) refer to this dimension as the extent of acceptance and assurance that the audience disposes in the messages transmitted by the endorser. Erdogan (1999) adds to the definition of this dimension as the degree to which consumers believe an influencer is reliable, sincere, and credible when endorsing products, sharing recommendations, or opinions. Studies indicate that endorsers perceived as trustworthy and confident in their viewpoints tend to have a stronger influence on shaping consumer perceptions and attitudes than those lacking in credibility (Giffin, 1967; Ohanian, 1991).

Trustworthiness is particularly crucial for social media influencers (SMIs) (Lou & Yuan, 2019). It was emphasised by Lou & Yuan (2019) that when consumers perceive an influencer as trustworthy, they will engage more willingly with their content, be welcoming to their message, and follow their recommendations; eventually, consumers' purchase intentions will increase.

In the literature, the role of trustworthiness on consumers' purchase intentions and influencers' credibility is widely studied. Saima & Khan (2020), through their study on the fashion and beauty industry, gathered that trustworthiness was the most influential dimension of influencer credibility, exerting more influence than expertise and attractiveness. In their study about the beauty industry, Rathnayake & Lakshika (2023) came to the same conclusion by identifying trustworthiness as the most important credibility dimension, and consequently, its crucial significance in consumer confidence and decision-making. In support of both studies, Garg & Bakshi (2024) contribute to the literature with the same findings, reinforcing that trustworthiness is more important than the other dimensions when it comes to influencers' credibility. Symbolising the role of honesty, sincerity, and reliability in the credibility of influencers.

The weight of trustworthiness also occurs when studying its impact on consumers' purchase intention, and it's widely supported across several studies and industries. Through research on Instagram users in regards to the fashion industry, Abdullah et al. (2020) concluded that this credibility dimension, along with familiarity, has a considerable impact on purchase decisions. These findings align with Hayes & Carr (2015), who underscore the central role of trust in shaping positive consumer perceptions of SMIs. This is particularly true in industries where personal relatability and authenticity are critical for success. In the case of Delhi consumers, Saima & Khan (2020) found that trustworthiness was the most significant factor influencing purchase behaviour, surpassing expertise and attractiveness in the fashion and beauty industries. Rathnayake & Lakshika (2023) confirmed that, in the beauty industry, consumers prioritise influencers they trust over those with expertise alone, further illustrating its impact.

Despite these findings, results of Gomes et al. (2022) contradict the existing literature, the authors discovered that the trustworthiness of an influencer does not directly impact consumers' purchase intentions. However, this dimension admits an indirect impact with content quality as a mediator. This underlines the significance of providing genuine content,

as the authors of this study concluded that the quality of the content published by influencers has a considerable and positive relationship with purchase intentions when it comes to fashion.

2.4.2. Expertise

The influencer's expertise refers to the perceived knowledge, experience, and competence of the influencer in a specific domain or industry (Ohanian, 1990). In addition to the definition presented before, according to Chetioui et al. (2020) an expert is also a person who is thought to be highly skilled and whose evaluations are deemed accurate and valid. This concept is enhanced by Saima & Khan (2020), who emphasises that familiarity, understanding, and experience are all components of expertise, which are acquired through continuous work in a particular field or industry. As a result, influencers who demonstrate high expertise gain the audience's trust and confidence, which not only strengthens the persuasiveness of their endorsements but also consequently increases their intent to purchase the product (Saima & Khan, 2020). In addition, when sharing recommendations that include detailed insights on the product and are derived from the influencer's experience and specialisation, the influencer's credibility is more evident (Schouten et al., 2020; Weismueller et al., 2020).

According to multiple studies, expertise enhances an influencer's credibility. Through their study, Mabkhot et al. (2022) concluded that influencer expertise strengthens their credibility, which, in turn, increases Saudi Arabian customers' intention to purchase products. These results with similar significance are also observed in the study of Garg & Bakshi (2024) study. However, Al-Mu'ani et al. (2023) discovered that by showcasing their expertise, influencers build trust with their audience, significantly impacting purchase decisions.

It is debatable if expertise has a direct impact on consumers' purchase intentions, even though the studies discussed previously have shown that it frequently strengthens credibility. In the academic literature, several prior studies demonstrate how this dimension of credibility positively impacts purchase intention. Weismueller et al. (2020) found a positive

relationship between expertise and purchase intentions in the cosmetics sector and Pereira et al. (2023) identified a comparable effect in the Portuguese market.

Meanwhile, these findings were not replicated in other studies. Saima & Khan (2020) contest this assumption, as their study revealed that expertise did not have a significant impact on influencer credibility or purchase intention. This contradiction with previous literature indicates that in certain contexts, consumers may prioritize other factors, such as content quality and authenticity, over an influencer's technical expertise. Similarly, Gomes et al. (2022) found no direct effect of expertise concerning fashion products, indicating that although the influencers of this industry are often seen as experts, that characteristic alone doesn't always influence the purchase intention of a recommended fashion product. These results contradict earlier research by Hayes & Carr (2015) and Ki & Kim (2019). However, when combined with a positive attitude toward sponsored content, expertise becomes a more significant factor.

The studies conducted by Lou & Yuan (2019) and Schouten et al. (2020) also contribute to the discussion, as both studies did not find an effect of expertise on purchase intention. Lou & Yuan (2019) to explain their study's results, argued that expertise influences purchase behaviour indirectly by enhancing consumer perceptions of authenticity and informativeness. Their study alerts that even though expertise of an influencer on its own doesn't always translate to a direct predictor of purchase intention, it reinforces the influencer's overall credibility. Thus, when combined with other characteristics as trustworthiness and relatability, it can significantly increase the likelihood of influencing consumer purchasing decisions.

The importance of influencer expertise differs depending on the industry being analysed. In niche markets such as publishing, trustworthiness and relatability hold greater weight than technical expertise. For instance, literary influencers (Bookstagrammers) focus on providing genuine, engaging book recommendations over displaying in-depth industry expertise (Pretel-Jiménez et al., 2024).

2.4.3. Attractiveness

In the context of this theory and influencer marketing, attractiveness includes both physical and social aspects. While social attractiveness includes qualities like likability, relatability, and the follower's sense of familiarity, physical attractiveness is related to outward characteristics, which facial features, body shape, and overall appearance (Kim & Kim, 2021). According to earlier studies, an endorser's attraction may be increased by their appearance. McGuire (1985), for example, noted that individuals who are viewed as attractive are generally more favoured by audiences and can positively shape consumer perceptions of the products they endorse.

However, in the majority of the studies conducted prior, physical or social attractiveness alone is not enough to establish source credibility or have a significant influence on the purchasing decisions of consumers. When analysing the role of each dimension of credibility, Garg & Bakshi (2024) argue that in comparison to trustworthiness and expertise, physical appeal of influencers plays a less crucial role in shaping their credibility. In a similar tone, Saima & Khan (2020) contribute to the findings by disclosing that an influencer's likability had little to no effect on their perceived credibility or followers' intention to purchase. This indicates that consumers value more the content and substance shared by influencers they follow than their physical appearance. Although visual appeal might draw initial interest, it does not play a major role in how credible the influencer is perceived or how likely consumers are to act on their recommendations. Supporting this perspective, Lou & Yuan (2019) found that concerning beauty vlogs, their physical attractiveness had a minor influence on consumers' purchase intentions.

Throughout academic literature is discussed that attractiveness retains a limited role in credibility, nevertheless this dimension remains relevant in sectors where visual presentation is a focal point for consumer engagement. In regard to the German cosmetics sector Weismueller et al. (2020) found that visual appeal and charisma help influencers foster trust and engagement, particularly in beauty and skincare marketing. In the Portuguese context, Pereira et al. (2023) found that both attractiveness, physical and social, contributes to the intention of Portuguese consumers to purchase a product endorsed by an influencer, reaffirming its importance in markets where aesthetic appeal is a key element of the industry. This finding is further supported by Rathnayake & Lakshika (2023) study on Sri Lanka's

beauty sector, which came to the same results in regards to attractiveness positively affecting purchase intention of Sri Lanka's consumers, although less influential than trustworthiness.

Attractiveness may increase an influencer's appeal by capturing consumers' attention, however it is not the dominant factor in establishing credibility and shaping purchase intentions. Research consistently concludes that trustworthiness, related to honesty and integrity, and expertise, a reflection of the influencer's knowledge and competence, are the primary constructs that drive consumer decisions. Therefore, attractiveness may contribute to the influencers' presence, specifically in visually oriented contexts like fashion or beauty. However, it generally functions more as a complementary construct rather than the primary determinant in persuasive effectiveness.

3. ANALYSIS MODEL

Building upon the theoretical foundations discussed in the previous chapter, the analysis model developed for this study is presented on this chapter. The proposed analysis model incorporates the main variables identified in the literature and delineates the expected relationships among them. Additionally, this section introduces the research hypotheses derived from this framework, which serve as the foundation for empirical testing that is intended to address the central research question.

3.1. MAIN OBJECTIVE AND SPECIFIC OBJECTIVES

This dissertation's main objective is to understand how Bookstagrammers influence consumers' purchase intention regarding books. To achieve this objective, the following specific research objectives have been delineated:

- i. Investigate the impact of Bookstagrammers' credibility on consumers' purchase intentions.
- ii. Analyze which of the dimensions of influencer credibility exerts the greatest influence on purchase intentions.
- iii. Explore the reading habits of the Portuguese consumers who are followers of Bookstagram.

3.2. PRESENTATION OF THE CONCEPTUAL ANALYSIS MODEL

Given the absence of prior research analysing the impact of influencers' credibility on purchase intention in Portugal, more specifically, Bookstagrammers' credibility, it is

understood that this investigation will bring pioneering results based on Source Credibility Theory, as discussed in the literature review and elaborated by Ohanian (1990).

Considering this research gap and the research problem of this study, a conceptual analysis model for the impact of Bookstagrammers' credibility on Portuguese consumers' purchase intentions was elaborated and adapted from the models proposed by Garg & Bakshi (2024) and Rathnayake & Lakshika (2023).

According to Oliveira & Ferreira (2014) a conceptual model functions as a theoretical framework that delineates the variables influencing the subject under study. By arranging the variables and their connections in a rational manner, the conceptual model helps in understanding the study's structure. Since the conceptual models illustrate how various elements contribute to understanding the central issue it's important to identify its main components, which typically consist of key concepts or variables.

The analysis model of this study, Figure 1, displays the connections between the variables, illustrating how Bookstagrammers' credibility and their dimensions, trustworthiness, expertise, and attractiveness are anticipated to influence consumers' purchase intentions.

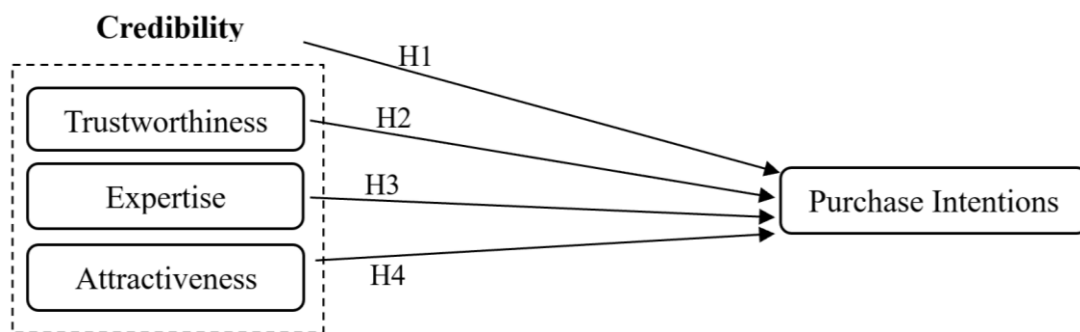


Figure 1. Conceptual Analysis Model

Source: Own elaboration based on literature

3.3. RESEARCH HYPOTHESES

Building on the Analysis Model (Figure 4), 4 hypotheses were constructed to examine the relationship between Bookstagrammers' credibility and three dimensions- trustworthiness, expertise, and attractiveness- and consumers' purchase intentions.

A hypothesis represents a proposed explanation or prediction about how variables may be related (Gunter, 2000). Those are developed based on prior research and established theoretical perspectives, serving as reasoned expectations that guide the direction of a study (Creswell & Creswell, 2018; Walliman, 2011). A strong hypothesis outlines the variables under investigation and the nature of their expected connection. It must be narrow in scope, well-defined, and capable of being evaluated using data. The results of this testing process provide a deeper understanding of the main problem of the investigation by assisting in gathering whether the initial assumptions were correct (Walliman, 2011). Accordingly, the subsequent hypotheses were formulated to correspond with the literature review of this dissertation.

Prior research consistently indicate that the credibility of the influencer positively impacting consumer purchase intentions across multiple and diverse industries (Garg & Bakshi, 2024; Hayes & Carr, 2015; Mabkhot et al., 2022; Nugroho et al., 2022; Saima & Khan, 2020). Research pertaining to the cosmetics industry (Nugroho et al., 2022; Weismueller et al., 2020) and the beauty sector (Garg & Bakshi, 2024; Rathnayake & Lakshika, 2023; Sokolova & Kefi, 2019), the findings are even more evident.

Despite the vast research on influencer credibility, there is a notable gap regarding the study of Bookstagrammers' credibility and its impact on book purchase intentions, particularly in the Portuguese market. Consequently, based on the established relationship between influencer credibility and consumer purchase behavior, this study proposes the following hypothesis:

H1. The credibility of Bookstagrammer positively impacts consumers' purchase intentions.

Research have investigated and discussed that consumers are more incline to engage with influencers whom they perceive as trustworthy and consequently follow their

recommendations (Lou & Yuan, 2019). Academic literature illustrates and defends that trustworthiness has a significant impact on consumers' purchase intentions, both broadly, across industries (Abdullah et al., 2020; Pereira et al., 2023; Saima & Khan, 2020) and within particular industries (Rathnayake & Lakshika, 2023).

While trustworthiness in the context of influencer marketing has been a topic of multiple studies, including two studies pertaining to Portugal (Gomes et al., 2022; Pereira et al., 2023), the same can't be said in regards to the Bookstagram community, which remains uninvestigated. When it comes to book purchasing, consumers often depend on trusted recommendations, trustworthiness is expected to be a primary driver of consumer behavior in this context.

Consequently, this study proposes the following hypothesis:

H2. The trustworthiness of Bookstagrammer positively impacts consumers' purchase intentions.

Expertise has been widely researched in academia, unfortunately, the findings of the studies conducted on the relationship between influencers' expertise and purchase intentions remain conflicting, leaving their direct influence open to debate. According to some research suggest that expertise strengthens consumer trust and decision-making, while others, through their results, show a weaker or indirect effect.

Weismueller et al. (2020) found that influencer expertise positively impacts purchase intentions in the cosmetics industry, while Pereira et al. (2023) observed a similar trend in Portugal. These results support the notion that expertise has a significant impact, as Hayes & Carr (2015) suggests. This assertion is, however, contested by various research (Gomes et al., 2022; Lou & Yuan, 2019; Saima & Khan, 2020).

Although expertise in influencer marketing has been examined in a variety of situations, such as trustworthiness, including studies in Portugal (Gomes et al., 2022; Pereira et al., 2023), the Portuguese Bookstagram community and its influencers haven't been studied.

Therefore, in light of the literature and the inconclusive findings pertaining this variable, this study proposes and aims to confirm the following hypothesis:

H3. The expertise of Bookstagrammer positively impacts consumers' purchase intentions.

Research on the influencer attractiveness and its impact on purchase intentions is relatively recent, with findings remaining inconclusive. Although some studies suggest a positive effect, others contend that its influence is less substantial than other variables or may be even insignificant.

In predominantly visual industries, prior studies demonstrate that visual appeal and charisma significantly enhance influencer credibility and engagement. In the cosmetics industry, Weismueller et al. (2020) established a strong correlation between attractiveness and purchase intention, whereas Pereira et al. (2023) noted a similar pattern in the Portuguese market, confirming that both physical and social attractiveness can enhance consumer purchasing behavior. These findings correspond with Rathnayake & Lakshika (2023), who determined that attractiveness positively influences purchase decisions, although it remains secondary to trustworthiness.

In contrast, Lou & Yuan (2019) found that in beauty vlogging, trustworthiness is the most predominant factor in influencing consumer decision-making, while attractiveness playing only a minimal role. Literature explains that Bookstagram is a visually oriented community, in which Bookstagrammers create highly visual and aesthetically pleasing content (Guardado da Silva & Catanho, 2021; Reddan, 2022; Thomas, 2021). Therefore, although attractiveness, like previously discussed variables, has not been widely studied in the Portuguese market, particularly in the literary sector, this study proposes and intends to confirm the following hypothesis:

H4. The attractiveness of Bookstagrammer positively impacts consumers' purchase intentions.

4. METHODOLOGY

After outlining the conceptual analysis model and the hypotheses to be tested, this chapter details the most appropriate scientific methodology for achieving the study's specific objectives, as well as the chosen data collection technique.

4.1. JUSTIFICATION OF THE METHODOLOGY

In any academic investigation, choosing the correct research approach is an essential step. The stated research objectives, the nature of the data required, and the approaches commonly adopted in the literature are all information that should be taken into account during the selection process.

For this study, it was selected the quantitative methodology. This choice is supported by the academic literature on the topics being studied in this investigation, where quantitative approaches were the most frequently chosen. These studies that implement this methodology typically focus on measuring relationships between specific variables, which aligns with the aim of this investigation.

Quantitative methodology is characterized by the gathering of numerical data and its analysis through statistical procedures, which are the hallmarks of the quantitative technique. It allows researchers to test theories by examining the relationships between measurable variables (Walliman, 2011). Taken into consideration the context of this study, it facilitates the analysis of the variables presented in previous chapters.

The ability of this methodology to reach a larger number of people was an important point in the process. Due to limited research on Portuguese consumers who engage with the Bookstagram community, there is little to no information on these topics, and as such, this approach provides an opportunity to collect data from a larger sample. This helps to generate broader insights into consumer behaviour and reading habits. The results may offer valuable information for marketing professionals and publishers seeking to understand this niche audience.

4.2. DATA COLLECTION TECHNIQUES

4.2.1. Questionnaire

The decision to use an online questionnaire as a tool of data gathering for this study comes from the literature, as it is the technique that must be used for the problem at hand, but also the need to question a specific group of Instagram users, the Portuguese followers of Bookstagram. The technique, questionnaire survey, is one of the most widely used quantitative techniques in academic investigations, especially in social research. It enables investigators to organize questions and gather answers from the population without having to question each participant individually (Macdonald & Headlam, 2008; Walliman, 2011).

Questionnaire surveys have diverse advantages, one being their ability to generate statistically representative data. Their structured format allows researchers to reach large and geographically dispersed samples quicker with less costs. Additionally, standardized questions enhance the reliability and comparability of responses, making this method well-suited for studies aiming to quantify attitudes, behaviours, or opinions (Walliman, 2011).

The questionnaire was constructed using the platform, Google Forms, which was chosen for its accessibility, ease of use, and straightforward distribution features. Before launching the survey for data collection, a pre-test (pilot test) was conducted to ensure its clarity, structure, and accessibility.

As mentioned in the literature, conducting a pre-test is an important step before the official data collection. The pre-test is a small-scale trial of the study's questionnaire and its purpose is to assess whether the questionnaire is accessible, its structure is logical and easy to follow, and if any questions are unclear or confusing to respondents. It also helps determine if any improvements are needed in the wording, layout, or instructions provided (Creswell & Creswell, 2018).

The pre-test for this study's questionnaire was carried out between March 10 and March 14, 2025, involving five individuals from the study's target population, as well as the researcher's adviser and co-adviser, both of whom are university lecturers. Feedback focused on clarity, wording, and technical issues. Observations included minor grammatical and

structural corrections, as well as suggestions such as adding a reminder to submit the survey upon completion. All feedback was promptly addressed and incorporated into the final version of the questionnaire. This process helped to improve the clarity, accuracy, and accessibility of the survey and ensured that all items were well understood by future respondents.

After rectifying the observations, the questionnaire was distributed and remained live for two weeks, from March 14 to March 28, 2025. To maximize response rates, several distribution channels were used. In the initial phase, the questionnaire was shared with family and friends who matched the criteria of the defined sample. In a subsequent phase, the survey was distributed through the researcher's personal and Bookstagram accounts. Several Bookstagrammers were also contacted and invited to share the questionnaire link in their Instagram stories. A considerable number of those contacted agreed to share the link, significantly increasing the number of responses. Additionally, as a final effort to reach more members of the Bookstagram community, the questionnaire was posted in various online reading groups. The final version of the questionnaire can be found in Appendix 1.

4.2.2. Structure of the questionnaire

There are five sections on the questionnaire. The introduction, the first section, explains how the questionnaire and the data collected contribute to the study. This section also talks about the ethics of data collection, such as the confidentiality and anonymity of the data, as well as the time estimated to fill out the questionnaire.

Following that section, the questionnaire presents filter questions, Table 2, which were intended to help filter the participants and gather answers from actual community members. By targeting individuals who meet specific criteria, this method allows for a more relevant and insightful analysis of the population under study. Similar strategies have been successfully applied in industry-specific research, Alexis Castillo et al. (2022) adopted a similar method in their research on the cosmetics and skincare industry, demonstrating its value in capturing consumer behaviours within specialized markets.

The first question refers to whether the respondents know the community being studied, Bookstagram, thus being able to immediately identify whether the respondent knows the central topic of the study. The second filter question relates to whether they follow any bookstagrammers, seeing as the study relates to bookstagrammers and their credibility, therefore is a crucial factor for answering the remainder of the questionnaire.

Filter Questions	Authors
Are you aware of the literary community on Instagram, #Bookstagram?	(Alexis Castillo et al., 2022; Saima & Khan, 2020)
Do you follow any Bookstagrammers?	

Table 2. Filter Questions

Source: Own elaboration

Following the filter questions, there is a section called Reading Habits, which was included in the questionnaire to collect data on the reading habits of Portuguese consumers. While existing studies conducted by associations and governmental organizations provide some insights, there remains a notable gap in academic literature regarding the reading habits of Portuguese participants within the Bookstagram community.

To address this gap and further characterize the study sample, the questions presented in Table 3 were included. The primary objectives were to (1) gain a deeper understanding of the sample's reading behaviours and (2) contribute to the limited knowledge available to academic researchers, publishers, and marketers in this field.

Reading habits	Sources/Authors
Have you read any books in the last 12 months?	(GfK, 2024)
How often do you read?	
How many books have you read in the last 12 months?	
Comparing book reading over the last 12 months with the previous year, I'd say that..	
Have you bought any books in the last 12 months?	
How many books did you buy in the last 12 months?	
Where do you usually buy your books?	
Which literary genres do you usually read?	(Marktest, 2022)
Of the books you bought in the last 12 months, I bought them for	

Where do you look for information about books?

(Singh & Singh, 2024)

Table 3. Items Related to Reading Habits and Their Respective Sources

Source: Own elaboration

Following the initial questions on participants' reading habits, the survey proceeded to a section designed to test the study's hypotheses. This part of the questionnaire aimed to collect quantitative data necessary for statistical analysis, aligning with the research objectives. For this research, the scales used were those developed and utilized by Garg & Bakshi (2024), which integrates various researchers who have studied purchase intention and the variables that impact it. To ensure the scales align with the scope of this research, these were contextually adapted, making it relevant for supporting the hypotheses within the book industry.

- **Scale of Credibility of Bookstagrammers and its Dimensions**

As discussed in the literature review, the Source Credibility Theory states that an endorser's credibility is composed of three dimensions: trustworthiness, expertise, and attractiveness (Ohanian, 1990). Therefore, although credibility is a key variable in both the conceptual analysis model and theory, for the study at hand, it is not measured by a single scale. Instead, it is assessed through separate scales for each of its dimensions, trustworthiness, expertise, and attractiveness, and their combined results establish the overall perception of an endorser's credibility.

For this study, the scales of measurement of each dimension were adjusted from the scale proposed by the authors Garg & Bakshi (2024), with minor modifications made to ensure their relevance to the research context. Based on this approach, each dimension is measured using specific items that capture its feature attributes.

The items and their corresponding coding related to the *Trustworthiness scale of Bookstagrammers* are displayed in Table 4.

Variable		Scale Authors
Trustworthiness		
Codification	Items	
TW1.	The Bookstagrammer you follow is honest in making his/her content.	(Garg & Bakshi, 2024; Ohanian, 1991; Teng et al., 2020)
TW2.	The content provided by the Bookstagrammer is reliable.	
TW3.	My favorite Bookstagrammer is sincere in making content.	
TW4.	My favorite Bookstagrammer is trustworthy.	
TW5.	My favorite Bookstagrammer is a fair and upright person by nature.	

Table 4. Items and coding: Trustworthiness

Source: Own elaboration

Whilst trustworthiness reflects the honesty and reliability of Bookstagrammers , expertise evaluates their perceived knowledge and skills in their field. Table 5 presents the items and their corresponding coding used to assess the perceived expertise of Bookstagrammers.

Variable		Scale
Expertise		Authors
Codification	Items	
EXP1.	When looking at Bookstagrammer’s content, I think he/she is an expert.	(Garg & Bakshi, 2024; Ki & Kim, 2019; Ohanian, 1991; Teng et al., 2020)
EXP2.	When looking at Bookstagrammer ’s content, I think he/she is experienced in his/her field.	
EXP3.	The Bookstagrammer has enough knowledge about the books/brands that he/she supports.	
EXP4.	When looking at Bookstagrammer ’s content, I think he/she is qualified enough to give a professional opinion on the books he/she reads.	
EXP5.	My favourite Bookstagrammer is talented.	
EXP6.	My favourite Bookstagrammer’s performance is professional.	
EXP7.	My favourite Bookstagrammer has earned recognition for his/her outstanding performance.	

Table 5. Items and coding: Expertise

Source: Own elaboration

The remaining credibility dimension is Attractiveness. This dimension relates to the Bookstagrammer's appeal and how it influences consumer perceptions. Table 6 outlines the six items and their corresponding coding used to measure the perceived attractiveness of Bookstagrammers.

Variable		Scale Authors
Attractiveness		
Codification	Items	
ATT1.	In general, the Bookstagrammers I follow have an attractive personality.	(Garg & Bakshi, 2024; Ki & Kim, 2019; Ohanian, 1991; Teng et al., 2020)
ATT2.	In general, the Bookstagrammers I follow have an elegant personality.	
ATT3.	My favourite Bookstagrammer is beautiful.	
ATT4.	My favourite Bookstagrammer is elegant.	
ATT5.	In general, Bookstagrammers have a unique charisma.	
ATT6.	My favourite Bookstagrammer is visually appealing.	

Table 6. Items and coding: Attractiveness

Source: Own elaboration

For each of these variables, a 5-point Likert scale was employed, ranging from 'strongly disagree' to 'strongly agree'. This scale enables participants to articulate their degree of agreement with each statement. On this scale 1 denotes “strongly disagree” and 5 signifies “strongly agree”. This type of scale facilitates ease of response and supports quantitative analysis, providing manageable data for hypothesis testing the study.

• Scale of Purchase Intentions

Purchase Intentions is the dependent variable of this study, as the research focuses on analysing the impact of the credibility and the previously presented variables on the purchase intentions of Portuguese consumers.

To measure this construct, it was adopted the scale proposed by the authors Garg & Bakshi (2024) who compiled and adapted items from previously validated instruments. This scale was selected since it offers a more integrated and contextually relevant approach to measuring purchase intention, aligning well with the focus of the present research. To ensure

their relevance to the research topic and the Portuguese audience, minor modifications were made to the wording of the sentences of this variable.

Accordingly, Table 7 presents the five items and their corresponding coding used to assess the participants' purchase intention.

Variable		Scale Authors
Purchase Intentions		
Codification	Items	
PUR INT1.	I would buy a book based on the advice given to me by the Bookstagrammer I follow.	(Jiménez-Castillo & Sánchez-Fernández, 2019; Lou & Kim, 2019; Meng & Wei, 2020)
PUR INT2.	I would follow the book recommendations of the Bookstagrammers I follow.	
PUR INT3.	In the future, I will buy the books recommended by the Bookstagrammers I follow.	
PUR INT4.	The Bookstagrammer gives me a lot of help in my purchasing decisions.	
PUR INT5.	The Bookstagrammer changes my opinion about some books/products.	
PUR INT6.	It is possible that I will visit physical or online stores because of the publications of the Bookstagrammers I follow.	

Table 7. Items and coding: Purchase Intentions

Source: Own elaboration

The variable Purchase intentions was measured using a 5-point Likert scale, just like the other variables of this study. It's frequent use in research studies, its ease of interpretation, and its capability to capture levels of agreement in a subtle but controllable manner. Additionally, it facilitates statistical analysis and guarantees consistency with other variables of this research.

With the variables and their respective measurement scales defined and justified, the following table, Table 8, presents a summary of the statements that will be used for hypothesis testing, along with their corresponding constructs.

Hypothesis 1	Questionnaire
“The credibility of Bookstagrammer positively impacts consumers' purchase intentions.”	TW1 to TW5 – Trustworthiness; EXP1 to EXP7 - Expertise & ATT1 to ATT6 - Attractiveness PUR INT1. to PUR INT6 – Purchase Intentions
Hypothesis 2	Questionnaire
“The trustworthiness of Bookstagrammer positively impacts consumers' purchase intentions.”	TW1 to TW6 - Trustworthiness PUR INT1. to PUR INT6 – Purchase Intentions
Hypothesis 3	Questionnaire
“The expertise of Bookstagrammer positively impacts consumers' purchase intentions.”	EXP1 to EXP7 - Expertise PUR INT1. to PUR INT6 – Purchase Intentions
Hypothesis 4	Questionnaire
“The attractiveness of Bookstagrammer positively impacts consumers' purchase intentions.”	ATT1 to ATT7 - Attractiveness PUR INT1. to PUR INT6 – Purchase Intentions

Table 8. Study Hypotheses and Questionnaire Structure

Source: Own elaboration

It is important to note that although the questionnaire is presented in English for documentation purposes, the survey distributed to participants was translated into Portuguese. This translation was necessary to align with the study’s focus on Portuguese consumers, enhance participants' comprehension, and ensure accurate question interpretation.

The final section of the questionnaire included a set of sociodemographic questions covering key variables such as gender, age, region of residence, academic qualifications, professional status, monthly income, and the time spent daily on Instagram. This section aimed to develop a demographic profile of the studied sample, providing contextual insights into the respondents' characteristics. In addition, for exploratory purposes in this section, each respondent was asked their favourite Bookstagrammer. After introducing the method of divulgation and the structure of the questionnaire, it's important to discuss and clarify the aspects related to the sample of this study.

4.2.3. Sample

When conducting research of a large population, it's not feasible to obtain responses from every individual, due to limitations in time, resources, and accessibility. Instead, researchers rely on the selection of a subset of individuals, known as the sample, where a portion of the population is selected in hopes that it accurately reflects the larger group (Gunter, 2000; Walliman, 2011). The extent to which the subset selected represents the wider population plays a crucial role in the reliability and relevance of the study's findings.

A sample can be classified as either probability or non-probability. Probability sampling uses random selection, allowing every individual an equal chance of being chosen and enabling generalization to the wider population (Gunter, 2000). Non-probability sampling, by contrast, selects participants based on availability or relevance, making it more suitable for studies with specific or hard-to-reach groups (Gunter, 2000; Walliman, 2011).

As the study focuses on a specific online community within Instagram, it was not practical to implement a probability-based approach. Therefore, a non-probability sampling method was adopted. While this approach does not allow for broad generalization of all social media users, it was appropriate for gathering insights from individuals directly involved in the Bookstagram community.

Participants were chosen based on two criteria: they had to be Portuguese consumers who were familiar with the community being studied and active followers of at least one Bookstagrammer. These criteria were applied using the filter questions presented in the previous chapter, which ensured that only relevant respondents were included in the sample.

5. RESULTS ANALYSIS

Upon completion of data collection, the dataset underwent processing and organization to ensure accuracy and consistency. Subsequently, it was subjected to analysis, and statistical tests were conducted using IBM SPSS (Statistical Package for the Social Sciences) Statistics 29.0. The following chapter outlines the characterization of the sample, an overview of their reading habits, and a descriptive statistical analysis of the investigation's constructs. Furthermore, the validity and reliability of the constructs are assessed through the application of statistical tests. Subsequently, after the verification of the constructs, Pearson correlation analysis will be conducted to examine the statistical relationship between constructs, followed by a simple and multiple linear regression analysis to determine whether the hypotheses proposed in Chapter 3 can be confirmed.

5.1. SAMPLE SOCIODEMOGRAPHIC CHARACTERIZATION

In total, the questionnaire launched received 520 responses; however, after an initial analysis, only 494 responses were considered valid. The reason behind it was that 11 responders responded immediately that they weren't aware of the community #Bookstagram, and an additional 3 respondents stated that although they knew the community, they didn't follow any Bookstagrammer. As these individuals did not meet the study's inclusion criteria, they weren't able to respond to the rest of the questionnaire and, therefore, their responses were excluded from the study. Furthermore, although no age criteria were implemented, participants under the age of 18 years were also excluded due to legal requirements regarding parental consent for research participation.

With the study's final sample established, the following step was to conduct a demographic analysis to better understand the respondents' profile.

As shown in the table below, the vast majority of the Portuguese consumers surveyed identify as female 96.6% (n=476), while 2.4% (n=12) identify as male, and 0.4% (n=2) and 0.3% (n=1) identify as "other" or prefer not to specify their gender, respectively.

Gender	Frequency (n)	Percentage (%)
Female	476	96.6
Male	12	2.4
Other	2	0.4
I prefer not to specify	3	0.3
Total	494	100
Age	Frequency (n)	Percentage (%)
18 to 25 years old	196	40
26 to 35 years old	263	53.7
36 years old or older	31	6.3
Total	490	100
Region	Frequency (n)	Percentage (%)
North	128	25.9
Centre	91	17.4
Lisbon	223	45.1
Alentejo	20	4.0
Algarve	21	4.3
Archipelago of Madeira	5	1.0
Archipelago of the Azores	6	1.2
Total	494	100
Academic qualifications	Frequency (n)	Percentage (%)
Basic Education	3	0.6
High School	128	26.0
Bachelor's degree	229	46.5
Masters' degree	131	26.6
Doctorate	1	0.2
Total	494	100
Professional Status	Frequency (n)	Percentage (%)
Student	110	22.3
Employed	291	58.9
Student-worker	52	10.5
Unemployed	41	8.3
Total	494	100
Monthly Income	Frequency (n)	Percentage (%)
870€ or less	89	18
871 to 992€	47	9.5
993 to 1 116€	67	13.6
1 117 to 1 837€	108	21.9
1 838 to 2 074€	10	2
2 075€ or more	16	3.2
I prefer not to disclose	157	31.8
Total	494	100

Table 9. Sociodemographic characterisation of the sample

Source: Own elaboration

An analysis of the age variable reveals that the largest portion of respondents falls within the 26 to 35 age range, comprising 53.7% (n = 263) of the total sample. This is followed by 40.0% (n = 196) aged 18 to 25, while only 6.3% (n = 31) of participants are 36 years old or above. Seeing as this question had an open answer and later on a scale was constructed, some answers weren't possible to analyse and thus not included in the age variable of the sample. Therefore, the total of this variable differs from the remaining sociodemographic variables.

Regarding the distribution of answers by district, according to the Nomenclature of Territorial Units for Statistics (NUTS), the data was organized according to the territorial division by region. Nearly half of the respondents (45.1%, n = 223) reside in the Lisbon region, which includes the districts of Lisbon, Setúbal, and Santarém. This concentration can be partially attributed to the fact that most of the Bookstagrammers contacted to share the questionnaire were from this region.

Next, the results show that in the North region, 25.9% (n=128) of the responses were recorded, primarily from the districts of Porto, Braga, Bragança, Viana do Castelo, and Vila Real. From the Centre region, there were 91 respondents (17.4%), followed by the Algarve region, 21 (approximately 4.3%), and Alentejo with 4% (n=20). Finally, the Autonomous Regions were represented by 6 (1.2%) from the Azores and 5 respondents (1%) from Madeira.

In terms of academic qualifications, the majority of respondents reported having a bachelor's degree (46.6%; n=229), followed by a master's degree (26,6%; n=131) and close in number High school (26%; n=128). A small proportion held only basic education qualifications (0.6%, n=3). Additionally, one respondent reported holding a doctorate.

Regarding professional status, more than half of the respondents are currently employed (58,9%, n=291). The second-largest group of participants is composed of students, approximately 22,3% (n=110), followed by around 10,5% of the respondents who reported being both a student and employed (n=52). Finally, it was gathered that around 8.3% (n=41) of the respondents stated that they are currently unemployed.

Regarding monthly income, a significant portion of respondents (31.8%; n=157) chose not to disclose their income. Among the remaining participants, the most frequently reported income range was between 1 117€ and 1 837€, accounting for 21.9% (n=108) of the sample. This was followed by 18% (n=89) of respondents earning 870€ or less, and 13.6% (n=67) earning between 993€ and 1 116€. Additionally, 9.5% (n=47) reported monthly earnings in

the range of 871€ to 992€. A smaller percentage of respondents reported higher income brackets, with 2% (n=10) earning between 1,838€ and 2,074€, and 3.2% (n=16) earning 2,075€ or more.

In conclusion, it can be stated that the sample in this study is composed predominantly of women, with over half of the respondents aged between 26 and 35 years old. Almost half of the participants reside in the Lisbon or northern regions and have completed higher education. The majority are currently employed, while a significant portion are either studying full-time or balancing both work and study. The analysis revealed that most participants fall within low to middle income brackets. The high percentage of non-disclosure may reflect the sensitive nature of income-related questions, which is a common consideration in survey-based research.

5.2. READING HABITS

Given that this study revolves around the literary world, the Bookstagram community, and its influencers, it was considered relevant to include questions related to respondents' reading habits in the questionnaire. In Chapter 4, these questions were introduced based on studies conducted by Portuguese institutions and academic articles related to this subject. Accordingly, the following tables present and analyse the results obtained from the questionnaire.

The data from Table 9 shows a high level of engagement with reading among the respondents. An overwhelming majority, 99.4% (n = 491), reported having read at least one book in the past 12 months, while only 0.6% (n = 3) stated that they had not. This high percentage aligns with the nature of the target audience, followers of Bookstagram, who are likely to be more active readers than the general population.

Questions		Count (n)	Percentage (%)
Have you read any books in the last 12 months?	Yes	491	99,4
	No	3	0,6
Total		494	100

How often do you read?	Daily	394	79,8
	Weekly	73	14,8
	Every two weeks	8	1,6
	Monthly	11	2,2
	Annually	8	1,6
Total		494	100
Comparing book reading over the last 12 months with the previous year, I'd say that...	Read less	57	11,5
	Read the same	131	26,5
	Read more	306	61,9
Total		494	100

Table 10. Respondents' Reading Frequency and Habits in the Past 12 months

Source: Own elaboration

When questioned about the frequency of their reading habits, most indicated that they read daily (79.8%; n=394), followed by weekly readers (14.8%, n=73). The remaining respondents reported different frequencies of reading, with approximately 2.2% of respondents (n=11) reading monthly, 1.6% (n=8) of respondents reading on a biweekly basis, and an equal number reported reading on an annual basis. In terms of changes in reading behavior over time, 61.9% (n=306) of respondents indicated that they had read more books in the past 12 months compared to the previous year. Meanwhile, 26.5% (n = 131) reported having read about the same, and 11.5% (n = 57) said they had read less.

In sequence to the previous questions, the next question displayed in the table below aimed to assess the number of books read by the respondents within the last 12 months. This question was presented as an open-ended question, as can be seen in Appendix I, given the absence of pre-defined scales suitable for this variable. After an initial analysis of the data, the scale presented in Table 10 was established to systematically categorize the data and facilitate a better statistical analysis.

Questions		Count (n)	Percentage (%)
How many books have you read in the last 12 months?	Less than 10 books	52	10,5
	10 to 25 books	106	21,5
	26 to 50 books	22	4,5
	51 to 75 books	245	49,6
	More than 75 books	69	14
Total		494	100

Table 11. Number of Books Read by Respondents in the Last 12 Months

Source: Own elaboration

As shown in Table 10, approximately 49.6% (n = 245) of respondents indicated having read between 51 to 75 books in the last 12 months, representing the most substantial segment of the sample. The second largest group, comprising 21.5% (n= 106) of the respondents, indicated having read between 10 and 25 books. This was followed by around 14% (n= 69) respondents who indicated having read more than 75 books. In contrast, only approximately 10.5% (n= 52) indicated having read fewer than 10 books, while 4.5 per cent (n= 22) reported reading between 26 and 50 books in the last 12 months.

These findings suggest that a significant proportion of the sample maintained a high reading frequency, with many reading at least one book per week over the previous year. This is a noteworthy insight for publishers and professionals within the literary industry who are seeking to understand Portuguese readers engagement.

To further explore and gain a better understanding of the reading habits of the Portuguese consumers, participants were questioned on their literary preferences. The distribution of literary preferences is shown below, in Figure 2.

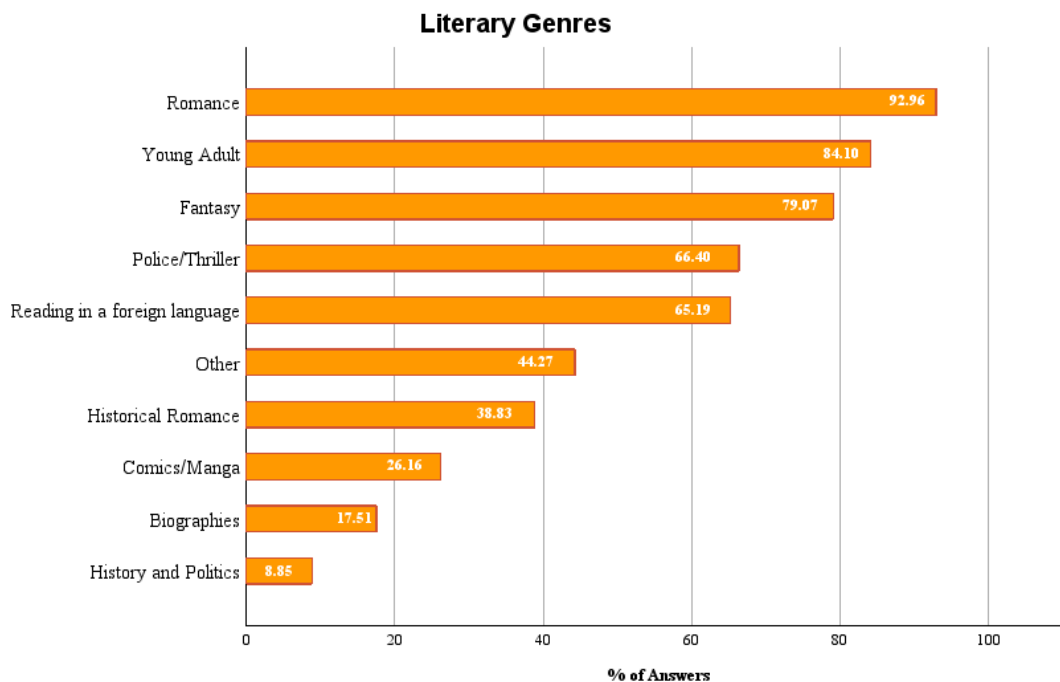


Figure 2: Literary Genres Preferred by Respondents

Source: SPSS

Based on the graphic, it's evident that the most preferred literary genre among respondents is Romance, selected by 92.56% of respondents. This is closely followed by Young Adult (84.18%) and Fantasy (79.97%). Other frequently selected genres include Police/Thriller, with 66.08%, and Reading in a foreign language, with 79,07%. The 'Other' category was selected by 44.27% of participants. In contrast, genres such as Historical Romance (38.83%), Comics/Manga (26.16%), and Biographies (17,18%) were less frequently. The least preferred genre was History and Politics, indicated by only 8.88% of respondents.

5.2.1. Book Acquisition Habits and Purchase Channels

Building on the analysis of Reading habits, this section explores the book purchasing behavior of respondents over the past 12 months. These questions were included in the questionnaire to obtain a more comprehensive understanding of consumers who know the community studied in this investigation. The following table and figure present the data collected from these questions.

Questions		Count (n)	Percentage (%)
Have you bought any books in the last 12 months?	Yes	486	99,4
	No	8	0,6
Total		494	100
Of the books you bought in the last 12 months, I bought them for	For me	206	42.8
	For me, and to give	276	56.8
	To give	4	0.8
Total		486	100
How many books did you buy in the last 12 months?	Less than 10 books	100	21.7
	10 to 25 books	197	42.8
	26 to 50 books	134	29.1
	51 to more books	29	6.3
Total		460	100

Table 12. Book Acquisition: Frequency, Purpose, and Quantity

Source: Own elaboration

Through Table 12, it's possible to gather that of the total of the sample, 99.4% of respondents reported purchasing at least one book during this period, while only 0.6% stated

otherwise. Although all participants viewed the complete questionnaire, a filter was implemented so that those who indicated not having purchased any books were directed past questions directly related to purchase behaviour. This ensured data relevance while maintaining the logical structure and coherence of the survey.

Regarding the purpose behind their purchases, a majority of respondents, approximately 56,8% (n=276), reported buying books both for themselves and as gifts. A significant proportion of the sample, 42.8% (n= 206), stated that they had bought books exclusively for personal use. Only a small minority (0.8%, n=4) indicated that all their book purchases were intended solely as gifts.

As for the question on the quantity of books bought in the last year, 460 responses were considered valid for analysis. This item was originally open-ended due to the lack of a suitable pre-existing scale for this variable. Consequently, some answers were excluded due to inconsistencies or ambiguity, making them unsuitable for quantitative analysis. Therefore, based on the valid entries, a categorization system was developed to enable systematic statistical interpretation, as seen in Table 12.

Concerning the number of books acquired, it is noteworthy that 42,8% of respondents reported purchasing between 10 and 25 books in the last year. This was followed by 29,1% who indicated buying between 26 and 50 books. A smaller proportion, 21.7%, stated that they had purchased fewer than 10 books, while only 6.3% reported acquiring more than 51 books.

After examining the volume of books acquired, the next step was to understand where respondents typically buy their books. Identifying these purchasing channels not only deepens the analysis of consumers' habits but also provides valuable insights for professionals within this industry. Figure 3 illustrates the distribution of the preferred book-buying locations as reported by participants.

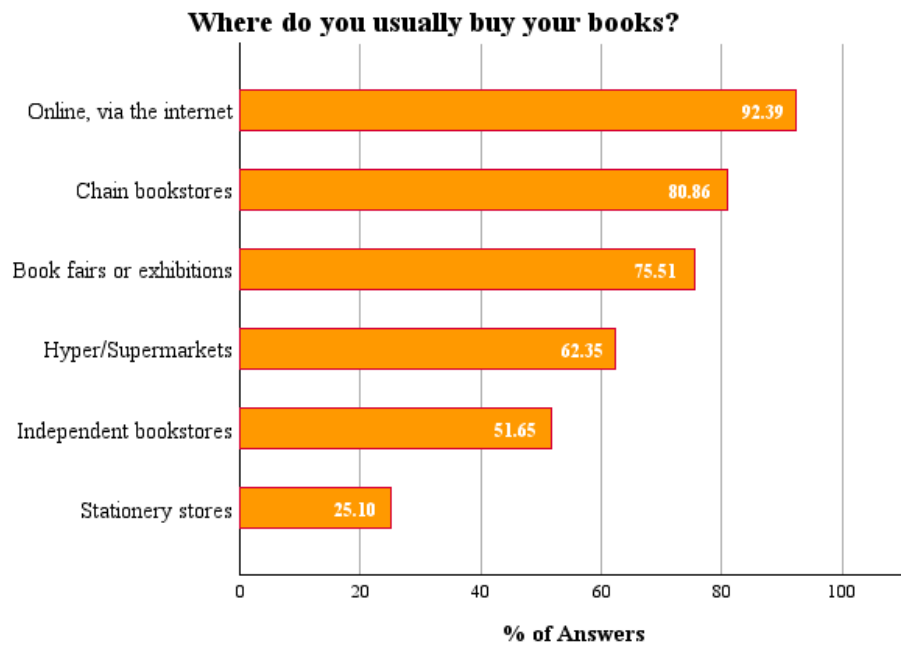


Figure 3: Preferred Book Purchasing Channels Among Respondents

Source: SPSS

The data presented in the graph indicates that the vast majority of respondents (92.39%) typically purchase their books online. This highlights the dominant role of digital platforms in contemporary book acquisition. Chain bookstores also remain highly relevant, with 80.86% of respondents identifying them as their usual purchasing location, followed closely by book fairs or exhibitions (75.51%), which continue to attract a significant share of consumers.

Hypermarkets and supermarkets were selected by 62.35% of the participants, suggesting that book buying is not limited to specialized stores. Independent bookstores, although still significant, were mentioned by 51.65% of respondents, indicating a lower preference compared to digital options and larger retail chains. Lastly, stationery stores were the least popular channel, with only 25.10% of respondents indicating that they usually buy books there. These results highlight a strong trend toward online shopping and large retail chains as preferred channels for book purchases among the sample of this investigation.

5.2.2. Book Search and Use of Instagram

To gain deeper insight into how readers discover and evaluate books, respondents were asked about the sources they most frequently consult for literary information and recommendations. This question aimed to map the key channels through which book-related content reaches the public. The results, summarized in Figure 4, reveal the distribution of responses across a variety of traditional and digital platforms.

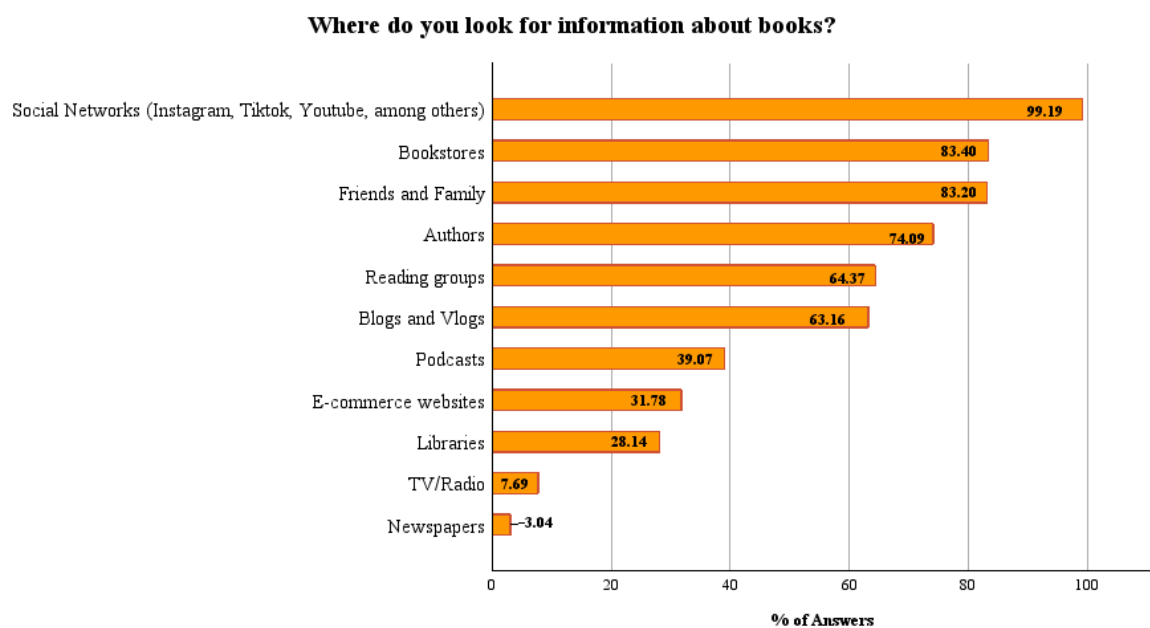


Figure 4: Sources Used by Respondents to Obtain Information About Books

Source: SPSS

The results displayed in Figure 4 demonstrate a strong reliance on digital platforms for literary discovery. Social Networks (Instagram, TikTok, YouTube, among others) stand out as the most frequently cited source, with 99,19% of respondents indicating they use these platforms to seek information about books.

Bookstores (83,40%) and friends and family (83,20%) also remain key sources, reflecting the continued relevance of in-person and interpersonal recommendations in book discovery. Additionally, authors (74.09%), reading groups (64.37%), and blogs and vlogs (63.16%) are important channels for content dissemination and community engagement.

In contrast, sources such as podcasts (39.07%), e-commerce websites (31.78%), and libraries (28.14%) were mentioned less frequently. Traditional media outlets, TV/radio

(7.69%) and newspapers (3.04%), ranked lowest, indicating a clear generational or cultural shift away from conventional information sources.

These findings emphasize the central role of digital ecosystems particularly social media platforms, in influencing readers' access to and interest in literary content.

Given the focus on Instagram and its literary community in this investigation, it was pertinent to examine respondents' daily usage of this platform. The data presented in Table 13 reflect the amount of daily time respondents spend on Instagram.

Questions		Count (n)	Percentage (%)
How much time do you spend on Instagram each day?	Less than 1 hour	83	16,8
	1 to 3 hours	338	68,4
	4 to 6 hours	65	13,2
	More than 6 hours	8	1,6
Total		494	100

Table 13. Time spent daily on Instagram

Source: Own elaboration

Analysis of Table 13 data reveals that the majority of respondents (68.4%) spend between one and three hours per day on Instagram. A smaller portion of the sample (16.8%) reported using the platform for less than one hour daily. Only 1,6% of participants reported spending more than six hours daily on the app. These findings reinforce Instagram's role as a key platform for the dissemination of literary content, underscoring its significance in shaping readers' information-seeking behavior.

5.2.3. Favourite Portuguese and Foreign Bookstagrammers

As part of the exploratory component of the study, participants were asked to indicate their favourite Bookstagrammer. In this question, 328 answers were collected, however, only 260 were considered valid for the analysis, as answers were either ambiguous or did not identify a specific Bookstagrammer.

In total, 102 different Bookstagrammers were mentioned, although the majority were cited only once. Table 14 presents the five most frequently mentioned Portuguese

Bookstagrammers, along with their follower count. These results provide an initial indication of key influencers within the Portuguese Bookstagram community, meriting further study.

Bookstagrammers	Followers	Number of Mentions
Mariana Nunes (@CronicalsofMariana)	49,3k ⁽¹⁾	42
Maria João (@mjreads)	15k ⁽²⁾	19
Jessica Cruz (@fofocaliteraria)	10.6k ⁽³⁾	9
Elga Fontes (@quemmelera)	23.2k ⁽⁴⁾	7
Iris Bicho (@didi.books)	4k ⁽⁵⁾	6

Table 14. Top 5 Portuguese Bookstagrammers mentioned, their followers, and nationality

Source: Own Elaboration

After analyzing the data and through Table 14, it's possible to gather that Mariana Nunes (@CronicalsofMariana) was the most frequently mentioned, cited by 42 respondents. The second most mentioned Bookstagrammer was Maria João (@mjreads), who was mentioned by 19 respondents, and then Jessica Cruz (@fofocaliteraria) was mentioned by 9 respondents. Elga Fontes (@quemmelera) and Iris Bicho (@didi.books) were also noted, although by fewer respondents, 7 and 6, respectively.

In an attempt to explore further the profiles of the Bookstagrammers identified, the number of followers for each was gathered. According to the influencer scale elaborated by Campbell & Farrell (2020) discussed in the literature review, the bookstagrammers were classified based on their follower count.

Based on their follower counts, Mariana Nunes (49,300 followers), Maria João (15,000 followers), Jessica Cruz (10,600 followers), and Elga Fontes (23,200 followers) are classified as Micro-Influencers (10,000–100,000 followers), while Iris Bicho (4,000 followers) is classified as a Nano-Influencer (up to 10,000 followers).

Following the identification of Portuguese Bookstagrammers, participants also mentioned several international Bookstagrammers as their favourites. Table 15 presents the three most frequently cited foreign Bookstagrammers, along with their follower counts and the number of mentions they received.

Bookstagrammers	Followers	Number of Mentions
Larry Reads (@Larissacambusano)	204k ⁽⁶⁾	7
Haley Pham (@haleypham)	1.1M ⁽⁷⁾	4
Jack Edwards (@jackbenedwards)	633k ⁽⁸⁾	4

Table 15. Top 3 Foreigners Bookstagrammers mentioned and their followers

Source: Own Elaboration

As shown in Table 15, Larry Reads (@Larissacambusano), a Brazilian American Bookstagrammer, was the most mentioned among foreign Bookstagrammers, cited by 7 respondents. The other two foreign bookstagrammers were Haley Pham (@haleypham), an American Bookstagrammer, and Jack Edwards (@jackbenedwards), a British bookstagrammer, also known for his videos on YouTube. Both of these Bookstagrammers were mentioned by 4 respondents.

Applying the same classification framework based on follower count, Larry Reads (204,000 followers) and Jack Edwards (633,000 followers) were classified as Macro-Influencers (100,000–1,000,000 followers), while Haley Pham (1,100,000 followers) was classified as a Mega-Influencer (over 1,000,000 followers).

These findings suggest that while consumers tend to prefer local Micro-Influencers within the Bookstagram community, their preferences shift towards Macro and Mega-Influencers when considering foreign accounts, potentially attracted by the wider reach and international recognition associated with these larger profiles.

⁽¹⁾<https://www.instagram.com/chroniclesofmariana/?hl=pt>

⁽²⁾<https://www.instagram.com/mjreads/>

⁽³⁾<https://www.instagram.com/fofocaliteraria/?hl=pt>

⁽⁴⁾<https://www.instagram.com/quemmelera/>

⁽⁵⁾<https://www.instagram.com/didi.books/>

⁽⁶⁾<https://www.instagram.com/larissacambusano/>

⁽⁷⁾<https://www.instagram.com/haleypham/>

⁽⁸⁾<https://www.instagram.com/jackbenedwards/>

5.3.EXPLORATORY FACTOR ANALYSIS

After the characterisation of the sample and analysis of respondents' reading habits. The next step involved assessing the quality of the constructs of this study. This included verifying the validity and reliability of the measurement scales. The goal was to ensure that the constructs were both statistically sound and conceptually coherent before advancing to deeper analytical stages.

To begin, the items associated with each construct were summarised and reduced through Exploratory Factor Analysis (EFA). This statistical technique helps uncover hidden patterns or latent relationships among a large number of observed variables. In studies such as this, focused on digital behaviours and social perceptions, EFA plays a critical role in condensing complex datasets into interpretable dimensions and clarifies the structure of the underlying constructs (Matos & Rodrigues, 2019).

Prior to conducting the factor analysis, two preliminary statistical tests were used to evaluate the dataset's suitability: the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's test of sphericity. The KMO statistic indicates the proportion of common variance that might be explained by latent factors. The values range from 0 to 1, but are considered unacceptable if it is less than 0,5, mediocre if between 0,5 and 0,7, good if the values are between 0,7 and 0,8, and exceptional if they are greater than 0,8 and 0,9 (Hongyu, 2018). This suggests that the data structure contains strong underlying correlations. Bartlett's test of sphericity, in contrast, determines whether the correlation matrix significantly differs from an identity matrix, confirming whether the variables are sufficiently related to justify factor extraction (Fávero & Belfiore, 2017; Hongyu, 2018). A significant result ($p < 0.05$) indicates that the relationships among variables are sufficiently strong to proceed with factor analysis.

Once construct validity was verified through EFA, internal consistency was assessed using Cronbach's Alpha (α). This metric evaluates the reliability of the scales by examining how consistently items measure the same underlying concept. Internal consistency is important in multi-item scales, as it reflects the coherence (Creswell & Creswell, 2018). Cronbach's Alpha ranges from 0 to 1, with values between 0.70 and 0.90 generally considered acceptable for ensuring measurement reliability and indicating strong

correlations among items (Creswell & Creswell, 2018). All reliability analyses were performed using SPSS software.

To complement the factor and reliability testing, a frequency analysis was conducted. This step aimed to deepen the understanding of participants' response patterns by identifying the most frequently selected values on the Likert scale. It also helped detect any potential skewness or response bias, which could influence the interpretation of the constructs and affect subsequent analyses.

The first construct evaluated was Credibility, which included Trustworthiness, Expertise (divided into two components), and Attractiveness. The results of the factor analysis and reliability testing, and frequencies of Credibility and its dimensions are presented in Table 16.

Items	Communalities	Trustworthiness	Expertise (Bookstagrammers Content)	Expertise (Bookstagrammer)	Attractiveness
TW1	0.792	0.842			
TW2	0.790	0.823			
TW3	0.848	0.877			
TW4	0.864	0.876			
TW5	0.742	0.786			
EXP1	0.765		0.828		
EXP2	0.752		0.822		
EXP3	0.645		0.681		
EXP4	0.731		0.776		
EXP5	0.687			0.665	
EXP6	0.773			0.772	
EXP7	0.628			0.728	
ATT1	0.559				0.679
ATT2	0.671				0.731
ATT3	0.783				0.856
ATT4	0.794				0.849
ATT5	0.501				0.532
ATT6	0.768				0.850
Mean		4.34	3.37	4.01	3.77
Standard Deviation		0.71714	0.82076	0.70978	0.68488
Cronbach Alpha		0.934	0.865	0.785	0.893
Frequencies					
KMO	0.904				
Bartlett's test	<.001				

% Variance	72.737
Cronbach Alpha	0.925
Mean	3.90
Standard Deviation	0.572

Table 16. Factorial Analysis Results: Credibility

Source: Own elaboration

The KMO value for the construct Credibility was 0.904, indicating excellent sampling adequacy. The Bartlett's test of sphericity presents a significance value of $p < .001$. This outcome further validates the use of EFA by confirming that the variables are sufficiently interrelated. The component of the construct Credibility explains 72.737% of the total variance.

Afterward, the internal consistency of the construct was assessed with Cronbach's Alpha. As shown in Table 16, the Credibility construct achieved an overall Alpha of 0.925, demonstrating excellent internal reliability and supporting the scale items' coherence.

In terms of overall descriptive statistics, Credibility obtained a mean score of 3.90 (SD = 0.572). This suggests that respondents generally agree with the statements that constitute the variable and reinforce the construct's validity and relevance in the context of this research.

The descriptive statistics and reliability indicators for each dimension: Trustworthiness, Expertise (split into two components), and Attractiveness. The results for each dimension are also presented in Table 16. Among the subdimensions, Trustworthiness had the highest mean ($M = 4.34$, $SD = 0.72$) and a Cronbach's Alpha of 0.934, reflecting exceptional internal consistency. The two components of Expertise presented the following results: Expertise (Bookstagrammer Content) ($M = 3.37$, $SD = 0.82$, $\alpha = 0.865$), which reflects perceived expertise inferred directly from the content posted in the Bookstagrammers profile, and Expertise (Bookstagrammer) ($M = 4.01$, $SD = 0.71$, $\alpha = 0.785$), which captures perceptions of their talent, professionalism, and recognition. Both components of this variable demonstrated strong reliability. Attractiveness also scored well ($M = 3.77$, $SD = 0.68$, $\alpha = 0.893$), indicating that all dimensions of the credibility construct performed robustly across statistical measures.

Following the analysis of Credibility, the construct Purchase Intentions was examined using the same validation procedure, which can be seen in the table below.

Items	Factorial Weights	Communalities
PURCHINT1	0.679	0.559
PURCHINT2	0.731	0.671
PURCHINT3	0.856	0.783
PURCHINT4	0.849	0.794
Frequencies		
KMO	0.838	
Bartlett's tes	< 0.001	
% Variance	78.459	
Cronbach Alpha	0.903	
Mean	4.17	
Standard Deviation	0.746714	

Table 17. Factorial Analysis Results: Purchase Intentions

Source: Own elaboration

The KMO value is 0.838, which suggests good sampling adequacy, and Bartlett's test is significant ($p < .001$), confirming the adequacy of the data. This result confirms that, similar to construct Credibility, the variables are sufficiently interrelated, further validating the application of factor analysis. The factor analysis revealed a single factor that explains 78.459% of the total variance.

Regarding the items of purchase intentions, after the initial EFA, the items PURCHINT 5 and PURCHINT 6 were excluded due to communalities of these items presenting values below the accepted threshold of 0.5.

The revised scale maintained high reliability, with a Cronbach's Alpha of 0.903, indicating excellent internal consistency among the remaining items. The mean of this variable was 4.17 (SD = 0.746714), indicating a strong willingness among participants to purchase books recommended by influencers. The low standard deviation also demonstrated high agreement among responses.

5.4. VERIFICATION OF THE CONCEPTUAL MODEL HYPOTHESIS

After confirming the reliability and validating the constructs through Factor Analysis and Cronbach's Alpha, the next step involved testing the research hypothesis using linear regression models.

Before conducting the regression analysis, a correlation analysis was carried out between the independent variables, Credibility, Trustworthiness, Expertise (Bookstagrammers Content and Bookstagrammer), Attractiveness, and the dependent variable, Purchase Intentions. The variables resulted from the calculation of the mean score of the item scores, according to the results of the EFA.

5.4.1. Correlation Analysis

The correlation analysis was an essential preliminary step to determine whether a linear relationship exists between the dependent and independent variables, which is a prerequisite for linear regression. To evaluate this for this study, the Pearson's correlation coefficient was utilised.

According to Kothari (2004), this statistical measure is one of the most commonly used methods of measuring the degree of relationship between two variables. It relies on the assumption that the relationship is linear, that one variable may influence the other (implying a cause-and-effect dynamic), and that both variables are affected by numerous independent factors, contributing to a normal distribution. Pearson's coefficient yields values between -1 and +1. The signal indicates if the direction of the correlation is positive or negative, and the value indicates the magnitude. A positive result indicates that the variables tend to increase or decrease together, whereas a negative result suggests they move in opposite directions. Any linear relationship is absent when the coefficient is zero (Kothari, 2004). The Pearson correlation coefficient for the variables under study is displayed in the table below (Table 18).

Independent Variables	Correlation with Purchase Intentions	Valor-p
Trustworthiness	0.476	<.001
Expertise (Bookstagrammer Content)	0.478	<.001
Expertise (Bookstagrammer)	0.477	<.001
Attractiveness	0.446	<.001
Credibility	0.595	<.001

Table 18. Coefficient Correlation between Variables

Source: Own elaboration

As shown in Table 18, it is possible to gather that all variables have a statistically significant positive correlations with Purchase Intentions ($p < 0.001$). Credibility demonstrates the strongest relationship ($r = 0.595$). As for the remaining variables studied, Trustworthiness, Expertise (Bookstagrammer Content), and Expertise (Bookstagrammer) also exhibit moderate correlations, with coefficients of 0.476, 0.478, and 0.477, respectively. Attractiveness, while still statistically significant, presents the weakest correlation ($r = 0.446$), suggesting a relatively lower but still relevant relationship with Purchase Intentions. Therefore, it's hoped that when the average level of agreement with each of the variables increases, the Purchase Intentions of the products/books being promoted increase at the same level.

These results indicate that each variable has a meaningful association with Purchase Intentions and are therefore suitable for inclusion in the regression model.

5.4.2. Linear Regression Model

A regression analysis is a statistical technique used to examine the relationship between variables, normally to understand how independent variables influence a dependent variable (Kothari, 2004). Researchers can model and analyse functional relationships, providing insights about the strengths and direction of these associations.

To test the proposed hypotheses of this investigation, a simple and multiple regression analysis were applied. A simple regression analysis examines whether or how changes in the independent variable are linked to the changes observed in the dependent variable. For this regression, only two variables are analysed. This analysis presumes a direct and linear relationship between the two variables and is often used in the initial stages of research or when the theoretical model involves a single influencing factor (Kothari, 2004), which, for this study, the second option applies.

In contrast, there is a different regression that can be applied, called multiple regression analysis. In this regression, it can incorporate two or more independent variables. This allows for a more detailed and real assessment of how multiple factors, when considered together, contribute to changes in the dependent variable. It also accounts for possible

interrelationships among the independent variables, ensuring that their individual effects are estimated more accurately (Kothari, 2004; Walliman, 2011).

The results of each model are presented and interpreted below.

- **Simple Linear Regression Model**

To test Hypothesis 1 (H1), a simple linear regression model was conducted and therefore examine the influence of credibility on consumers' purchase intentions. In this model, the following variables were:

- **Dependent Variable:** Purchase Intentions
- **Independent Variable:** Credibility

The results of the regression analysis indicate that the model is statistically significant and explains a considerable portion of the variance in purchase intentions. Specifically, the model accounts for 35.4% of the total variation in consumers' intention to purchase books ($R^2 = 0.354$), as evidenced by the F-test result ($F(1, 492) = 270.076, p \leq .001$). This suggests that credibility alone is a meaningful explanatory factor in understanding consumer purchasing behaviour in this context. Additionally, this test met the assumption of linear regression, as the Durbin-Watson statistic (value= 2.009), indicates that the residuals are independent and no autocorrelation was found. The residuals showed an approximately normal distribution, (mean=0.000; standard deviation= 0.999). Since as only one predictor was used, multicollinearity is not applicable to this model.

Model A	Unstandardized Coefficients		Standardized Coefficients	Test t	
	B	Std. Error	Beta	t	valor-p
(Constant)	1.146	0.186		6.156	< 0.001
Credibility	0.776	0.047	.595	16.434	< 0.001

Table 19. Coefficient Simple Linear Regression Model

Source: Own elaboration

Furthermore, on Table 19 is possible to gather that the standardized beta coefficient for credibility was $\beta = 0.776$, with a t-value of 16.434 and a significance level of $p < .001$,

indicating a strong and statistically significant positive effect. According to the value of the unstandardized coefficient ($B = 0.776$), for every one-unit increase in credibility, an increase of 0.776 units in purchase intention is expected. This finding supports the theoretical assumption that consumers are more likely to develop positive purchase intentions when they perceive a source as credible. These findings provide clear empirical support for Hypothesis 1, therefore, credibility is a significant and positive predictor of consumer purchase intentions within the Portuguese publishing market.

- **Multiple Linear Regression Model**

For the remaining hypotheses H2, H3, and H4, it was conducted a multiple linear regression model. The purpose of this model was to evaluate the distinct impacts of Attractiveness, Expertise (Bookstagrammers' Content), Expertise (Bookstagrammer) and Trustworthiness on Purchase Intentions. Therefore, the following variables were taken into consideration for the model:

- **Dependent Variable:** Purchase Intentions
- **Independent Variable:** Trustworthiness, Expertise (Bookstagrammers' Content), Expertise (Bookstagrammers), and Attractiveness

The findings of this model provided valuable information about the impact of these variables on purchase intentions. Those indicate that the model is statistically significant, similar to the previous model. It also explains a portion of the variance on Portuguese consumers' purchase intentions, seen as the model explains approximately 35,7% of the total variance of the dependent variable ($R^2 = 0,357$) as supported by ($F(4, 489) = 67.795, p < .001$). Additionally, the independence of the residuals was confirmed by the Durbin-Watson statistic (value= 2.013), indicating no autocorrelation. The residuals showed an approximately normal distribution, (mean=0.000; standard deviation ≈ 1). In regard to the multicollinearity, the VIF values (between 1.497 and 1.900) and Tolerance values (between 0.526 and 0.668) were within the acceptable limits, indicating no problems of collinearity among the predictors.

Model B	Unstandardized Coefficients		Standardized Coefficients	Test t	
	B	Std. Error	Beta	t	Valor-p
(Constant)	1.167	0.193		6.0381	< 0.001
Trustworthines	0.238	0.046	0.229	5.155	<0.001
Expertise (Bookstagrammers' Content)	0.198	0.042	0.217	4.754	<0.001
Expertise (Bookstagrammer)	0.147	0.053	0.139	2.789	0.005
Attractiveness	0.189	0.049	0.174	3.861	<0.01

Table 20. Coefficient Multiple Linear Regression Model

Source: Own elaboration

The results displayed in Table 20 revealed that all four independent variables have a statistically significant and positive relationship with the dependent variable, Purchase Intentions.

Trustworthiness was found to be a significant predictor ($\beta = 0.229$, $t = 5.155$, $p < 0.001$), suggesting that consumers are more likely to express a stronger intention to purchase from a source they perceive as reliable and trustworthy. This finding supports the H2.

Regarding the two components of Expertise, the first one, Expertise (Bookstagrammers Content) presents a positive and significant effect ($\beta = 0.217$, $t = 4.754$, $p < 0.001$), indicating that this aspect of perceived expertise plays a significant role in shaping consumer intent to purchase. The second component, Expertise (Bookstagrammer), also presented a statistically significant ($\beta = 0.139$, $t = 2.789$, $p = 0.005$), albeit of a slightly lower magnitude. This data contributes to the discussion regarding the role of this dimension on consumer purchase intentions, with the finding that Expertise positively influences consumers' purchase intention, thereby confirming H3.

And finally, Attractiveness, which presented a statistically significant influence on purchase intentions ($\beta = 0.174$, $t = 3.861$, $p < 0.01$), with a higher impact than Expertise (Bookstagrammer). This result confirms H4 and highlights the importance of the source's visual appeal in guiding consumer responses.

6. RESULTS DISCUSSION

This chapter presents the results derived from the analytical models, the figures and tables related to the reading habits of consumers, in connection with the existing literature and industry studies.

In the table below is a summary of the hypothesis studies.

Hypothesis	Hypothesis Confirmation
H1. The credibility of Bookstagrammer positively impacts consumers' purchase intentions.	Confirmed.
H2. The trustworthiness of Bookstagrammer positively impacts consumers' purchase intentions.	Confirmed.
H3. The expertise of Bookstagrammer positively impacts consumers' purchase intentions.	Confirmed.
H4. The attractiveness of Bookstagrammer positively impacts consumers' purchase intentions.	Confirmed.

Table 21. Confirmation of the study's hypotheses

Source: Own elaboration

From Table 21, it is possible to analyse that all hypotheses of this study were confirmed. Beginning with H1, it was concluded that Bookstagrammers perceived credibility positively influences Portuguese consumers' purchase intentions, thus confirming H1. These findings align with earlier literature, (Garg & Bakshi, 2024; Nugroho et al., 2022; Saima & Khan, 2020). Thus, when Portuguese consumers perceive a Bookstagrammer as a credible source of information, they are more inclined to taking into account their recommendations, and ultimately purchase the product or, in this case, the book.

Further analysis was conducted to examine the individual effect of each credibility dimension on purchase intention. The results of the statistical testing illustrate that the three dimensions contribute positively, thus supporting the proposed hypotheses (Table 21). From the three dimensions, trustworthiness was identified as the one that exerts the most impact on consumers' purchase intentions, which is consistent with the existing literature (Abdullah et al., 2020; Rathnayake & Lakshika, 2023; Saima & Khan, 2020). This shows the importance of honesty, reliability, and sincerity for the efficacy of the Bookstagarmmer.

The results related to expertise and attractiveness are also important, as they contribute to the ongoing discussion on the relative weight of these traits. As revealed in the analysis, expertise is composed of two components, one based on the Bookstagrammer's content and the other on the Bookstagrammer as a person. Both components significantly influenced purchase intentions, though Expertise (Bookstagrammer's content) was notably stronger. This suggests that audiences are more persuaded by the perceived knowledge, experience, and professionalism reflected in Bookstagrammers' content, rather than by their traits or recognition alone.

Therefore, the expertise of Bookstagrammers does have an impact on Portuguese consumers' purchase intention, a finding that is consistent with prior research by Weismueller et al. (2020), Pereira et al. (2023), and Hayes & Carr (2015). However, it contradicts the findings by Gomes et al. (2022) and Lou & Yuan (2019), who suggest that expertise alone may not directly influence purchase intentions unless is perceived as authentic and is combines with other traits. While, Pretel-Jiménez et al. (2024) argue that Bookstagrammers often prioritize authenticity over explicitly showcasing expertise, this study shows that consumers value expertise in this community, reinforcing the growing perception of Bookstagrammers as modern literary critics (López Redondo & Fernández-Barrero, 2023).

Attractiveness, though is less researched in the existing literature, this study offers valuable insights for future research on influencers, particularly within the Bookstagram niche. Compared to trustworthiness and expertise (Bookstagrammers' content), this dimension showed a lower level of impact, however, it still had a greater effect than Expertise (Bookstagrammer), thereby supporting H4. Nevertheless, the results are in line with previous studies by Pereira et al. (2023), Rathnayake & Lakshika (2023), and Lou & Yuan (2019).

Its impact can be contextualized by the nature of the Bookstagram community itself, which is described in the literature as a visually driven environment where aesthetically pleasing content play a central role (Guardado da Silva & Catanho, 2021; Thomas, 2021). In addition, Bookfluencers view themselves as normal readers who share information on the titles they have read contributes to the perception of them by consumers as relatable, which is a component of the non-physical aspect of attractiveness being studied. Therefore, in the context of this study, the physical and non-physical attractiveness of Bookstagrammers

contributes to the increase of intention to purchase the books being shared, recommended, and displayed on their Instagram feed. However, even within such a visually oriented space, the results suggest that consumers continue to prioritize authenticity and perceived expertise more than the attractiveness of the Bookstagrammers they follow.

Now focusing on the questions intended to gather information on reading and book purchasing habits of individuals active within the Bookstagram community. From the initial analysis, it was gathered that the sample of this study is constituted by highly involved readers, with nearly all considered sample reported having read at least one book in the past 12 months, with a significant proportion engaging in daily reading. When compared to national data, it was found that there is a large contrast between the general Portuguese population and this study's sample, as it was concluded in the study conducted by GfK (2024), that the participants either maintained or reduced their reading activity from the previous year.

This difference can mostly be attributed to the characteristics of the sample. National studies such as those conducted by GfK (2024) and Marktest (2022) collected their data from the general population, but this research focused on individuals who are followers of online literary communities. Approximately 50% of participants indicated they had read between 51 and 75 books in the past year, significantly above the national average of 7.9 books read per person reported by GfK (2024). This variance highlights the significance of context and audience when interpreting this data.

The participants' genre preference reflect the national trends. Romance was indicated as the most read genre, succeeded by young adult, fantasy, and thriller/crime, supporting the data from the GfK (2024). However, the level of engagement with these genres seems more pronounced within the Bookstagram community, likely indicating the influence of digital trends and peer recommendations within social media.

Concerning book purchasing behaviour, 56% of respondents indicated buying books for personal use and as gifts. This finding contrasts with Marktest (2022), which reports that only 11.7% of the general population purchases books for gifting purposes. Moreover, a significant segment of participants reported buying books exclusively for themselves, which, despite the emphasis on gifting, reflects a strong personal investment in reading. The overall volume of books purchased also differed markedly from national averages, with 70% of respondents stating they had purchased between 10 and 50 books in the last 12 months. This

further supports the annual indicators of GfK (2024) regarding the rising interest in book consumption in Portugal. Still, the national average found that in that same period, 7.5 books were bought per reader. Although not as big a discrepancy as books read, Portuguese consumers who are followers of this community buy more books than the average consumer

Notably, the preferred purchasing channel among respondents was online retail, with physical bookstores ranking second. Which contradicts the results of the national surveys, where it was concluded that physical bookstores continue to dominate (GfK, 2024). The preference of online platforms in this study likely reflects the digital orientation of the sample. Nearly all participants indicated social media as the preferred source to gather information and discover books, ahead of traditional sources such as bookstores or personal networks. This is consistent with the findings of Singh & Singh (2024), who observed a similar pattern among Indian readers.

Lastly, it's important to reflect on the data collected on the Portuguese consumers' favorite Bookstagrammer. Currently, no studies explore these metrics and information. Still, it's fascinating to note that from the top 5 Portuguese mentioned, 4 were micro influencers, with a following between 10.000 to 100.000. This also contributes to the discussion of the impact of social media in the reading habits of the followers of this community, as it's reflected on the number of followers of each Bookstagrammer mentioned, with up to 50.000 people following Bookstagrammer @ChroniclesofMariana for introduction to new titles, her input on books, among other things. In addition, while analysing this data, foreign Bookstagrammers were mentioned, from the top 3 displayed, two were considered Macro influencers and the other a Mega influencer. These numbers reflect the difference in dynamics between the Portuguese and international influencer interaction, but contribute to the notion discussed along this investigation, and that is the growth of literary communities, more specifically Bookstagram, but also the role of Bookstagrammers in the publishing industry.

These results underscore the increasing influence of social media and Bookstagrammers on the reading behaviours of Portuguese consumers. Social media platforms facilitate book discovery and foster community, motivation, and cultural value around reading.

7. CONCLUSIONS

Over the last few years, there has been a notable increase in enthusiasm for reading and literature in Portugal, particularly among younger generations, accompanied by a growth in book purchases. This phenomenon has captured the attention of national institutions, associations, and publishers. Social media and online literary communities in diverse platforms have been credited with driving the shift in reading interest. On Instagram, Bookstagram has established itself as an influential space for promoting books through visually appealing content. This community has been experiencing substantial growth in Portugal, and alongside Bookstagrammers has established their presence in the publishing industry over the last few years.

Although influencer marketing is a widely used strategy by brands in various Portuguese sectors, its application in the Portuguese publishing industry is still relatively new. Only recently have publishers recognised the impact that Bookstagrammers can have on readers' purchasing decisions and begun investing in this strategy, alongside their traditional channels. This study therefore investigates how these influencers affect the purchase intentions of consumers, with a special focus on the perception of their credibility and its dimensions.

Due to the sample used for this study being non-probabilistic by convenience, the results can't be generalised to the entire Portuguese population. Nonetheless, they do reflect the trends and behaviours of a small niche of consumers, and those are who actively follow the Bookstagram community and Bookstagrammers. The results indicate a significant relationship between the credibility of Bookstagrammers and consumers' purchase intentions. This indicates that the more credible these influencers are perceived by followers, the more likely they are to influence their purchasing decisions.

In the case of the dimensions of credibility, all of them had a positive impact on Portuguese consumers' purchasing intentions, although it was possible to extract that trustworthiness was the one that exerted the most influence. This result emphasises the importance of the honesty and authenticity of Bookstagrammers. It is also important to emphasise the positive result of attractiveness, as this is an underexplored dimension in the literature.

In addition to analyzing Bookstagrammers, this study intended to explore the reading habits of Portuguese consumers who follow the Bookstagram community. The data shows that this niche group of readers is highly involved in reading and frequently engages with literature as a leisure activity, with majority of them claiming to read daily and reporting levels of reading and book purchases well above the national average. As for the search of information about new books, it was found that it occurs mostly through social media, bookshops, personal recommendations, reinforcing the role of the digital environment in the search for new books.

The online literary communities, specifically Bookstagram, play a pivotal role in discovering new titles, sharing reading experiences and engaging with literature. This digital environment not only motivates reading, but also fosters a sense of community and belonging among users. Thus, it can be concluded that Bookstagrammers do influence Portuguese consumers' purchase intention regarding books, mainly through the perceived credibility and that Portuguese consumers, followers of Bookstagram, constitute a distinct and highly committed segment of Portuguese readers, whose habits are increasingly shaped by digital literary spaces and the culture of influencers.

7.1. THEORETICAL AND PRACTICAL IMPLICATIONS OF THE STUDY

From an academic point of view, this research addresses a gap in the existing literature on consumer behaviour and source credibility theory, since currently there aren't any investigations that applied this theory to literary influencers. By analysing Bookstagrammers' credibility and its impact on purchase intention, this study has validated relationships previously studied in other sectors, now extended to the Portuguese publishing sector, a field that has remained unexplored. Consequently, this research contributes new empirical knowledge to academic literature. Moreover, it contributes to expanding the application of prior conceptual models and to refining the measurement instruments utilized, especially in the context of influencers of such cultural niches.

Another significant theoretical contribution lies in the analysis of the reading habits of followers of the Bookstagram community. Currently, in academic literature, there are a few

scattered instruments to measure this thematic, however this research opted to implement questions from institutions surveys intended for the general population in addition to the instruments of previous literature in hopes to gather a more concrete characterization and understanding of consumers' reading habits. This not only adds value to the literature, but also provides a relevant database and instruments for future research in this area.

From a practical point of view, this research provides professionals in the publishing sector, associations and national institutions, authors and literary influencers themselves valuable new insights into consumers behaviour, their perception of Bookstagrammers and their reading habits.

By studying Bookstagrammers and concluding that their credibility, and honesty and authenticity alongside other credibility dimensions positively influence consumers' purchase intentions, this study offers actionable guidance for selecting literary influencers. Professionals can make more informed decisions by establishing partnerships with influencers who are credible, honest, knowledgeable and attractive in the eyes of their followers.

Additionally, the information gathered on the reading habits of Bookstagram followers is similarly relevant for publishers, booksellers, and literary institutions. Understanding how this audience discovers, selects, and engages with books, especially their heavy reliance on social media channels, can help publishers and other parties tailor marketing strategies, design targeted promotional campaigns, and develop initiatives that better align with contemporary reading behaviours. This knowledge supports more effective outreach and engagement, ultimately fostering stronger connections between books and readers in digital environments.

These findings suggest that Bookstagrammers should be chosen based on their credibility, rather than solely on reach, which in the long run enhance the effectiveness of promotional campaigns and increase book sales. Thus, publishers, marketers and authors alike should prioritise collaboration with influencers who embody these qualities and adapt their communication strategies to optimise their presence within digital literary communities.

8. LIMITATIONS OF THE STUDY AND FUTURE SUGGESTIONS

Similar to other academic studies, this research encountered limitations. The most significant was the scarcity of existing literature on social media influencers within the Portuguese context, particularly regarding Bookstagrammers, online literary communities, and the publishing industry. The majority of prior studies on this topics have focused on other geographical contexts, such as Spain and India, which limited the ability to draw direct comparisons or contextualise our findings within a broader academic framework.

Another limitation relates to the sample. The study employed a non-probabilistic convenience sampling method, which restricts the ability to generalise the results to the wider Portuguese population. Moreover, the sample was predominantly female (>96%), therefore preventing analysis of gender-based differences in behaviour or perception.

Furthermore, the research studied solely the community Bookstagram which limited the diversity of perspectives represented. As a result, the perspectives of readers who are not part of this community, but may nonetheless actively engage with literature, were not included, thereby narrowing the scope of the conclusions drawn.

For future research, it is recommended that studies be conducted across other online literary communities within the Portuguese context. This would provide a more comprehensive understanding of how these communities influence consumer behaviour and therefore allow for comparative analysis to identify potential differences between them. Further research could also explore additional variables that have been concluded to affect purchase intentions in other contexts, thereby deepening the understanding of the factors presented on the Portuguese literary market.

It is also advisable to expand the sample in future studies to include Portuguese consumers who are not followers of Bookstagram or similar communities. This would provide a comparative analysis of reading habits and behaviours between followers and non-followers, offering a broader perspective on the national reading culture. Finally, the adoption of qualitative techniques is suggested. Focus group or interviews would provide a deeper exploration of participants' views and provide more detailed insights into their perceptions of the topic under study. Such contributions would offer a direct and nuanced understanding of consumer attitudes and motivations.

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APPENDIX I – QUESTIONNAIRE

O impacto da credibilidade dos Bookstagrammers na intenção de compra dos consumidores portugueses.

Caro(a) participante,

O presente questionário é realizado no âmbito da **dissertação de Mestrado em Gestão de Marketing no IPAM Porto** e tem como objetivo analisar se a credibilidade dos Bookstagrammers, o nome atribuído a influenciadores de livros, impactam a intenção de compra dos leitores portugueses.

Para responder a este questionário é necessário que conheça a comunidade de Bookstagram, o canto literário do Instagram, que sigam pelo menos um Bookstagrammer, uma vez que estamos a analisar a intenção de compra de produtos, mais propriamente livros.

A sua aplicação cumpre as normas de Regulamento Geral sobre a Proteção de Dados (RGPD), pelo que o anonimato e confidencialidade de dados se encontra assegurados. A informação e dados recolhidos será utilizada somente para fins académicos.

Este questionário tem uma duração estimada de **5 minutos**.

Para mais informações ou esclarecimentos de dúvidas contacte através do seguinte e-mail: 11077@ipam.pt

Agradeço desde já a sua participação,
Inês Pereira

Questão Filtro

Tem conhecimento da comunidade literária do Instagram, #Bookstagram? *

☐ Sim

☐ Não

Segue algum(a) Bookstagrammer? *

☐ Sim

☐ Não

Hábitos de Leitura

Leu algum livro nos últimos 12 meses? *

- ☐ Sim
- ☐ Não

Com que frequência costuma ler? *

- ☐ Diariamente
- ☐ Semanalmente
- ☐ Quinzenalmente
- ☐ Mensalmente
- ☐ Anualmente

Em média, quantos livros leu nos últimos 12 meses? *

A sua resposta _____

Comparando com a leitura de livros dos últimos 12 meses com o ano anterior, *
diria que

- ☐ Li menos
- ☐ Li o mesmo
- ☐ Li mais

Comprou algum livro nos últimos 12 meses? *

- ☐ Sim
- ☐ Não

Hábitos de Leitura

Dos livros que comprou nos últimos 12 meses, comprei-os para *

- ☐ Para mim
- ☐ Para oferecer
- ☐ Para mim e para oferecer

Quantos livros comprou nos últimos 12 meses? *

A sua resposta _____

Habitualmente, onde compra os seus livros? *

	Sim	Não
Livrarias em rede	☐	☐
Hiper/Supermercados	☐	☐
Feiras como a do livro ou exposições	☐	☐
Livrarias independentes	☐	☐
Papelarias	☐	☐
Online, através da internet	☐	☐

Onde procura informação sobre os livros? *

	Sim	Não
Jornais	☐	☐
Websites de E-commerce	☐	☐
Grupos de leitura	☐	☐
Autores	☐	☐
TV/Radio	☐	☐
Amigos e Família	☐	☐
Blogs e Vlogs	☐	☐
Livrarias	☐	☐
Bibliotecas	☐	☐
Podcasts	☐	☐
Redes Sociais (Instagram, Tiktok, Youtube, entre outras)	☐	☐

Considerando os/as Bookstagrammers que segue no Instagram, indique o seu grau de concordância com as seguintes afirmações (de 1 discordo totalmente a 5 concordo totalmente):

Fiabilidade *

	Discordo totalmente	Discordo	Nem concordo nem discordo	Concordo	Concordo totalmente
O/A Bookstagrammer que sigo é honesto/a na criação do seu conteúdo.	☐	☐	☐	☐	☐
O conteúdo fornecido pelo/a Bookstagrammer é fiável.	☐	☐	☐	☐	☐
O/A meu/minha Bookstagrammer favorito/a é sincero/a quando cria conteúdos.	☐	☐	☐	☐	☐
O/A meu/minha Bookstagrammer favorito/a é de confiança.	☐	☐	☐	☐	☐
O/A meu/minha Bookstagrammer favorito/a é uma pessoa justa e íntegra por natureza.	☐	☐	☐	☐	☐

Expertise dos Bookstagrammers

Considerando os/as Bookstagrammers que segue no Instagram, indique o seu grau de concordância com as seguintes afirmações (de 1 discordo totalmente a 5 concordo totalmente):

Expertise *

	Discordo totalmente	Discordo	Nem concordo nem discordo	Concordo	Concordo totalmente
Quando vejo o conteúdo de um/uma Bookstagrammer, penso que é um/uma especialista.	☐	☐	☐	☐	☐
Quando vejo o conteúdo de um/uma Bookstagrammer, penso que ele/ela tem experiência na sua área.	☐	☐	☐	☐	☐
O/A Bookstagrammer tem conhecimentos suficientes sobre os livros/marcas que apoia.	☐	☐	☐	☐	☐
Quando vejo o conteúdo de Bookstagrammer, penso que ele/ela é suficientemente qualificado/a para dar uma opinião profissional sobre os livros que lê.	☐	☐	☐	☐	☐
O/A meu/minha Bookstagrammer preferido/a é talentoso/a.	☐	☐	☐	☐	☐

O desempenho do/a meu/minha Bookstagrammer preferido/a é profissional.

☐ ☐ ☐ ☐ ☐

O/A meu/minha Bookstagrammer preferido/a ganhou reconhecimento pelo seu desempenho excepcional.

☐ ☐ ☐ ☐ ☐

Atratividade dos Bookstagrammers

Considerando os/as Bookstagrammers que segue no Instagram, indique o seu grau de concordância com as seguintes afirmações (de 1 discordo totalmente a 5 concordo totalmente):

Atratividade *

	Discordo totalmente	Discordo	Nem concordo nem discordo	Concordo	Concordo totalmente
De um modo geral, os/as Bookstagrammers que eu sigo têm uma personalidade atraente.	☐	☐	☐	☐	☐
De um modo geral, os/as Bookstagrammer que sigo tem uma personalidade elegante.	☐	☐	☐	☐	☐
O/A meu/minha Bookstagrammer favorito/a é bonito/a.	☐	☐	☐	☐	☐

O/A meu/minha
Bookstagrammer
favorito/a é
elegante.

☐
☐
☐
☐
☐

De um modo
geral, os/as
Bookstagrammers
têm um carisma
único.

☐
☐
☐
☐
☐

O/A meu/minha
Bookstagrammer
preferido/ao é
visualmente
atraente.

☐
☐
☐
☐
☐

Intenção de Compra

Considerando os/as Bookstagrammers que segue no Instagram, indique o seu grau de concordância com as seguintes afirmações (de 1 discordo totalmente a 5 concordo totalmente):

Intenção de Compra *

Discordo
totalmente

Discordo

Nem
concordo
nem
discordo

Concordo

Concordo
totalmente

Eu compraria um
livro com base
nos conselhos
que me são dados
pelo/a
Bookstagrammer
que sigo.

☐
☐
☐
☐
☐

Seguiria as
recomendações
de livros dos/as
Bookstagrammers
que sigo.

☐
☐
☐
☐
☐

No futuro,
comprarei os
livros
recomendados
pelos/as
Bookstagrammers
que sigo.

☐
☐
☐
☐
☐

O/A Bookstagrammer dá-me uma grande ajuda na minha decisão de compra.

☐ ☐ ☐ ☐ ☐

O/A Bookstagrammer muda a minha opinião sobre alguns livros/produtos.

☐ ☐ ☐ ☐ ☐

É possível que eu visite lojas físicas ou online por causa das publicações dos/das Bookstagrammers que sigo .

☐ ☐ ☐ ☐ ☐

Dados Demográficos

Qual é o nome do teu Bookstagrammer favorito?

A sua resposta

Idade *

A sua resposta

Género *

- ☐ Masculino
- ☐ Feminino
- ☐ Outro
- ☐ Prefiro não especificar

Distrito *

- ☐ Aveiro
- ☐ Beja
- ☐ Braga
- ☐ Bragança
- ☐ Castelo Branco
- ☐ Coimbra
- ☐ Évora
- ☐ Faro
- ☐ Guarda
- ☐ Leiria
- ☐ Lisboa
- ☐ Portalegre
- ☐ Porto
- ☐ Santarém
- ☐ Setúbal
- ☐ Viana do Castelo
- ☐ Vila Real
- ☐ Viseu
- ☐ Arquipélago da Madeira
- ☐ Arquipélago dos Açores

Situação profissional *

- ☐ Estudante
- ☐ Trabalhador
- ☐ Trabalhador-estudante
- ☐ Desempregado
- ☐ Outra: _____

Habilitações Literárias *

☐ Ensino Básico

☐ Secundário

☐ Licenciatura

☐ Mestrado

☐ Doutoramento

☐ Outra: _____

Renumeração Mensal *

☐ 870€ ou menos

☐ 871 a 992€

☐ 993 a 1 116 €

☐ 1 117 a 1 214€

☐ 1 125 a 1 837€

☐ 1 838 a 2 074€

☐ 2 075€ ou mais

☐ Prefiro não divulgar

Quanto tempo dedica diariamente ao Instagram? *

☐ Menos de 1 hora

☐ 1 a 3 horas

☐ 4 a 6 horas

☐ Mais de 6 horas