## FLORIDA STATE UNIVERSITY COLLEGE OF COMMUNICATION & INFORMATION

## THE "INFLUENTIAL RELATIONSHIP":

## UNDERSTANDING SOURCE FACTORS AMONG SOCIAL MEDIA FASHION INFLUENCERS AND IMPACTS ON CONSUMERS' ATTITUDES AND BEHAVIORAL INTENTIONS

By

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A Dissertation submitted to the School of Communication in partial fulfillment of the requirements for the degree of Doctor Philosophy Farzaneh Karimkhanashtiyani defended this dissertation on May 20, 2022. The members of the supervisory committee are:

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