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The Impact of Social Media Influencers on Dutch Consumer Perceptions and Purchase Behaviour: A Study of the Health and Wellness Market

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Executive Summary

Conducting research about this topic and formulating an answer for the main research question: “To what extent do social media influencers have an impact on consumer perceptions and purchase behaviour in the health and wellness market?”, is of scientific relevance, because it will further the understanding of consumer behaviour, which is changing continuously over time. Understanding the role and impact of these social media influencers in the health and wellness market can provide the companies functioning in this market with new and valuable insights on how to make better use of the influencers and how to cooperate with them efficiently. The research will also look at potential drawbacks and concerns around the presence of influencers.

the central research question of this paper is formulated as:

“To what extent do social media influencers have an impact on Dutch consumer perceptions and purchase behaviour in the health and wellness market?”

To answer the central research question, there are several theoretical and empirical sub-questions. Theoretical sub-questions:

1. How is consumer purchase intention and behaviour defined?
2. What are the key characteristics social media influencers?
3. What type of social media influencers have a positive impact on consumer perceptions?
4. Which ethical considerations are of importance concerning the use of social media influencers?

Empirical sub-questions:

5. What type of attitudes do Dutch consumers have towards social media influencers and how do they perceive social media influencers who function in the health and wellness market?

6. How do Dutch consumer perceptions of social media influencers in the health and wellness market impact the purchasing behaviour?
7. To what extent do social media influencers alter the trustworthiness of products on the health and wellness market?
8. What are the potential benefits and risks of using social media influencers in the health and wellness market compared to traditional advertising methods?

According to the literature, consumers' trust in influencers has a positive effect on information search. This is also found in the study results. The literature found that the meaning transfer of social media influencers has a positive effect on consumer attitude and purchase intention. The study found that consumer perceptions have a positive effect on parasocial relationships, so the consumer attitude indeed becomes more positive towards endorsers. It can be found both in the literature as well as in the study that parasocial relationships has a positive effect on the attitude towards influencer endorsement, attitude towards endorsed product, and on the consumer purchase intention. In both sources, it's found that the attitude of a consumer towards influencer endorsement has a positive effect on the attitude of a consumer towards the endorsed product. Also, the attitude of a consumer towards the endorsed product has a positive effect on the consume purchase intention and this is stated in the literature and confirmed in the results of this research.

The answer to the central research question: When consumers trust SMI more, they engage more in information search related to the endorsements by the SMI. This increases the chance that the consumer will proceed in the next stages and possibly make the purchase decision. When consumers have a more positive perception of SMI, they develop more positive parasocial relationships. This leads to consumers feeling closer to the SMI and interacting more with them. These parasocial relationships lead to a more positive attitude towards the influencers' endorsements and endorsed products, and more positive consumer purchase intention. So, consumers are then more prepared to engage with the SMI and the endorsed product or service. These positive attitudes, in turn, increases the consumers' purchase intentions which can turn in a potential purchase decision.

The following hypotheses were tested in this study:

H1: SMI trust has a positive effect on information search

H2: Consumer perceptions has a positive effect on parasocial relationships

H3: Parasocial relationships has a positive effect on (a) attitude towards influencer endorsement, (b) attitude towards endorsed product, (c) consumer purchase intention

H4a: Attitude towards influencer endorsement has a positive effect on attitude towards endorsed product

H4b: Attitude towards endorsed product has a positive effect on consumer purchase intention

Quantitative research was conducted for this study. In order to determine possible correlations between the variables, the methods of correlational research were needed. For the data collection of this study, an online survey was conducted. A sample of 208 respondents was analysed.

The results of this study showed that all variable relationships in the performed regressions, were significant at 1% and hold in favour of all stated hypotheses. Therefore, the conclusion is that we fail to reject H1, H2, H3a, b, c, H4a, and b.

An answer to the first empirical sub-question: Based on this study, consumers have a slightly above average positive attitude towards social media influencers in the health and wellness market. To answer the second question, positive consumer perceptions lead to more interaction with the SMI and positive attitudes towards the endorsement and products which leads to more engagement with those products, increasing the chance that the consumer will make a potential purchase decision. To answer the third question, most people are quite neutral when it comes to rating their trust in SMI and their endorsements. To answer the fourth and last question, most people in this research are quite neutral regarding the expertise of SMI but are also not that convinced that the influencers are experts on their active areas. From the literature it was also clear that some SMI methods are not as ethical or justified as others. So, the potential risks of using SMI in in the health and wellness market is that they might use unapproved methods in

their endorsements and that might, in turn, affect the brand reputation of a firm that works together with these SMI. However, this study also showed that there also are potential benefits in using SMI that do increase the chances of consumers interacting with the advertised products and services. This leads to an increased purchase intention and might lead to potential purchases and therefore more sales for the companies in the health and wellness market that work together with these SMI.

In order to profit from the use of social media influencers, companies in the health and wellness market should discuss with influencers, what the rules and guidelines are when it comes down to the endorsement techniques and methods. Social media influencers need to be made aware of the risks of unethical or unapproved influencing methods to an audience but also to themselves and the company itself. Companies should teach the influencers more about the things that they promote on the social media platforms rather than providing them the product description or a script they can follow during the promotion. These methods can increase the consumers' trust, improve the consumer perceptions of the influencers, lead to more parasocial relationships between consumers and social media influencers, and lead to more engagement with the endorsed products or services. This way, the companies increase the chances that their target audience make potential purchase decisions.

This research has a couple of limitations. To gather respondents for the questionnaire, methods of convenience sampling were used, and the research sample was overrepresented by higher educated, relatively young adults. Therefore, the research sample was not representable of the whole Dutch population. Thus, the results and findings in this study are probably not externally valid. Future researchers might want to conduct research on a more representable sample of the Dutch population. The survey questions maybe should have been reduced. There were a lot of respondents who dropped out of the survey. Future researchers might want to conduct a shorter survey for the analyses. Some survey questions were also open to interpretation, as respondents were asked to rate statements based on a provided scale. Also, due to time constraints, some related variables were left out of the research model. There also might be other variables that played a role in the results and findings of this research. Future researchers should therefore try to include these variables in their models.

Chapter 1: Introduction

1.1 Topic background

While the number of people who use social media platforms still grows rapidly, this also makes room for more and more influencers on the platforms, who all try to attract and build their own customer or fan base. During the COVID-19 pandemic, when many countries enforced a lockdown state, the usage of social media and the presence of influencers became one of the most trending topics in society and that still shows presently. During the pandemic, the focus on individual health, wellness, and self-care, also gained increasing attention. Besides the direct importance of vaccinations against the virus, a relatively large portion of society became interested in topics and products that improve various aspects of their health and wellbeing like, for example: skin care products and skin care routines, meditation and mindfulness, fitness, nutrition, and sleep (McKinsey, 2021).

Newcom's National Social Media Survey 2023, the largest survey in the Netherlands into the use of social media, provides information concerning the daily social media usage of certain age groups in the Netherlands (Newcom, 2023). The study states that the number of users on almost all social media channels has grown and that mainly the usage by people older than the age of 40 has increased. For 2023, it is expected that 14.1 million people in the Netherlands will use social media compared to 13.5 million users in 2022. Among these platforms, TikTok and Instagram are the most noticeable. TikTok went from 3.0 million users in 2022 to 4.0 million users in 2023, an increase of 34% and Instagram went from 6.6 million users in 2022 to 7.8 million users in 2023, which is an increase of 18%. These two platforms are also among the platforms which have experienced the greatest growth in daily usage, which is 54% and 30% for TikTok and Instagram respectively. The most noticeable takeaway of the study is that all age groups use social media for a longer time, which is 114 minutes per day. In 2020, the average was at 98 minutes per day (Afix, 2023).

There is also a noticeable growth and fluctuation to be seen in the developments on the beauty and personal care market in the Netherlands, with personal care being the largest segment of the market with a market volume of €1.83 billion in 2023 according to a report provided by

Statista. The impact of the COVID-19 pandemic is also noticeable in the revenue changes per segment that Statista provides. In 2020, the cosmetics segment had a negative revenue change of 15.1%, but this turned into a positive revenue change of 13.0% in 2021 and remains positive presently. Segments like skin care, fragrances, and personal care follow a similar yet more nuanced development in the concerning years compared to the cosmetics segment. However, of all the forementioned segments, the personal care segment was the only segment that experienced a positive revenue change in 2020, while skin care started to flat down after showing a steep decrease in the previous years. Furthermore, the shift towards e-commerce seems to continue. In 2020, a share of 22.9% of the total revenue on the beauty and personal care market was generated through online sales. During 2023, this share is expected to reach 34.7% and looking further into the future, a share of online generated revenue amounting to 45% is expected in 2025. These developments in the beauty and personal care market are mainly caused by the generational shift of young consumers entering the market and is stimulated by the growing usage of social media and ecommerce, that lead to lasting changes in consumers' behaviour (Statista, 2023).

A study conducted by Storyboard, an influencer marketing agency for brands, found that 75% of Dutch consumers between ages 18-25, follows at least one influencer on a social media platform and of all Dutch consumers, 61% follows at least one influencer. Furthermore, it became clear that 67% of all Dutch social media users between ages 18 and 65, state that they sometimes buy product or service which is recommended or advertised by an influencer (Storyboard, 2022).

1.2 Relevancy of the study

Conducting research about this topic and formulating an answer for the main research question: "To what extent do social media influencers have an impact on consumer perceptions and purchase behaviour in the health and wellness market?", is of scientific relevance, because it will further the understanding of consumer behaviour, which is changing continuously over time. Understanding the role and impact of these social media influencers in the health and wellness market can provide the companies functioning in this market with new and valuable insights on

how to make better use of the influencers and how to cooperate with them efficiently. The research will also look at potential drawbacks and concerns around the presence of influencers.

1.3 Problem statement and research questions

This research paper aims to investigate to what extent social media influencers influence the perceptions and purchase behaviour of Dutch consumers that take part in the health and wellness market. Therefore, the central research question of this paper is formulated as:

“To what extent do social media influencers have an impact on Dutch consumer perceptions and purchase behaviour in the health and wellness market?”

To answer the central research question, there are several theoretical and empirical sub-questions.

Theoretical sub-questions:

1. How is consumer purchase intention and behaviour defined?
2. What are the key characteristics social media influencers?
3. What type of social media influencers have a positive impact on consumer perceptions?
4. Which ethical considerations are of importance concerning the use of social media influencers?

Empirical sub-questions:

5. What type of attitudes do Dutch consumers have towards social media influencers and how do they perceive social media influencers who function in the health and wellness market?

6. How do Dutch consumer perceptions of social media influencers in the health and wellness market impact the purchasing behaviour?
7. To what extent do social media influencers alter the trustworthiness of products on the health and wellness market?
8. What are the potential benefits and risks of using social media influencers in the health and wellness market compared to traditional advertising methods?

1.4 Research limitations

There are some possible limitations to this particular study which need to be addressed. Due to a limited amount of time provided for this study, it is likely that there will not be enough data collected from a representative sample of the Dutch population. Considering that the acquired sample will be relatively small, it may not represent the Dutch population sufficiently accurate. Another point of consideration is that the data collected in the study will also rely on self-reported measures from participants of conducted surveys. These can therefore be subject to biases such that participants try to give socially desirable responses to questions or state their behaviour incorrectly due to the nature of environment in which the questions are asked. There may also be unforeseen external factors that can play a role in influencing the process and findings of the study. Changes in the algorithms of social media platforms for example or the influence of other factors such as economic factors and personal beliefs that have an impact on consumer perceptions and behaviour.

1.5 Summary of chapters

Chapter 1 has provided an introduction to the topic, including the relevancy of the study, a problem statement and research questions, and possible research limitations. The study will follow with a literature review in chapter 2 in order to understand the most important topics of the study and get answers for the theoretical questions that are stated in chapter 1.3. At the end of chapter 2, a conceptual research model will be developed. Chapter 3 continues by explaining

the methodology of the study in detail, including the data collection methods and a description of the research sample that is used for the analysis. Chapter 4 entails the results of the conducted analyses and gives answers for the empirical research questions. Chapter 5, the final part of the paper, consists of a conclusion that states the key findings that come forward in this study and a comparison of findings with the literature. The chapter also discusses the limitations and gaps of the research paper. It ends with providing some managerial and academic implications and recommendations.

Chapter 2: Literature Study

2.1 How is consumer purchase intention and behaviour defined?

One of the theoretical frameworks that will be used for this study is the social influence theory. This theory will allow for an explanation of the impact of social media influencers on consumer behaviour because it states that people are influenced by opinions and behaviours of other people (Cialdini, 2001). The second theory that will be used is the cognitive dissonance theory. This theory will provide an explanation for the effect of a consumer's perception on his or her behaviour. Cognitive dissonance is present when an individual has beliefs that are inconsistent with his or her actual behaviour or actions. So, based on the theory, it would hold that consumers may be more likely to purchase the products on the health and wellness market that social media influencers promote, when their perception of those products is in line with their beliefs.

The model used for this research is based on the Engel-Kollat-Blackwell (EKB) model, which is an extension of John Dewey's (1910) five-stage problem-solving process. Bray (2008) explains the stages of the process as follows. First, a consumer acknowledges a certain need or desire. Then the consumer executes a search for information which can be both internally (memories of previous experiences) and externally. In the following stages, the consumer evaluates all potential alternatives and make his/her purchase decision. In the last stage, the consumer evaluates the purchase and determines whether he/she is satisfied with the purchase decision. The model of Kotler and Keller (2016) adds that the evaluation of alternatives is followed by

consumer purchase intention and then leads to the consumer purchase decision. Their model also incorporates external factors that affect the purchase decision, namely “attitude of others” and “unanticipated situational factors” (Loh et al., 2021). Research shows that there still are areas left unexplored concerning online consumer behaviour (Darley et al., 2010). The use of the EKB model therefore seems fitting for the purpose of this research, as the model is also considered one of the most important works in consumer behaviour (Schiffman et al., 2013). For the purpose of this study and the limited time available for research, the model of this paper will replace “consumer purchase decision” with “consumer purchase intention” and leave out the stages “post-purchase evaluation”, “attitude of others”, and “unanticipated situational factors”.



Figure 1. The EKB model

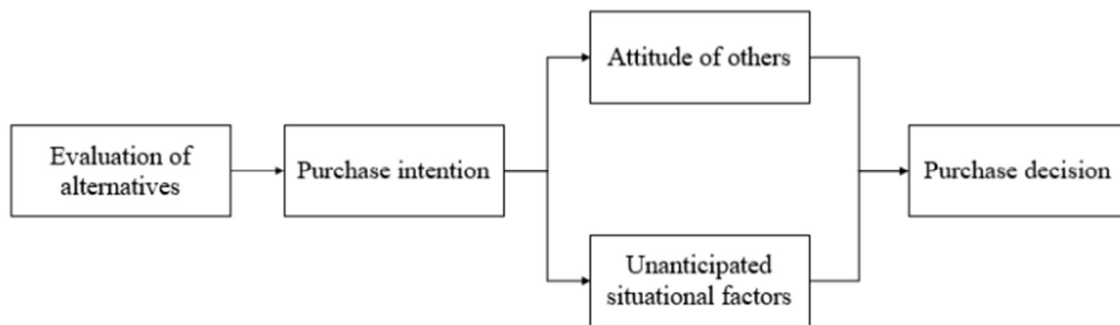


Figure 2. Purchase decision process (Kotler & Keller, 2016; Lohn et al., 2021)

2.2 What are the key characteristics of social media influencers?

Social media influencers (SMI) are perceived as endorsers that take pleasure in giving advice or provide an audience with (brand-) recommendations (Freberg et al., 2011). There are several studies who looked at the use of social media influencers in marketing and the impact it has on consumer behaviour and purchase intentions. For instance, Lim et al. (2017) investigated “... the effectiveness of social media influencers, focusing on source credibility, source attractiveness,

product match-up, and meaning transfer.”. In their paper, they have concluded that the meaning transfer of social media influencers has a positive relationship in illustrating consumer attitude and purchase intention. Similarly, Pop et al. (2021) “... propose a model based on customer journey theory to analyze the direct effect of SMI trust on each step of the travel decision-making journey ...”. They concluded that if consumers have trust in the social media influencers and have a desire to visit the destination which is recommended by the influencer, they are more likely to search for the provided information. Lemon and Verhoef (2016) state that a good customer experience can build trust, but consumer trust can also influence the customer’s experience because it reduces the conscious effort and attention to monitor a relationship. Sudha and Sheena (2017) explain the importance of consumer trust by stating that people trust influencers more than the brand for which the promotion of the product is aimed at and therefore direct marketing is not as effective anymore. The findings of Ki and Kim (2019) add that consumers’ positive attitudes towards social media influencers actions, affect the desire to mimic them and have an influence on behavioural outcomes of “sWOM” (social media word-of-mouth) and consumer purchase intentions. This effect increases when the influencers present a desirable lifestyle or recent trends more frequently.

Masuda et al. (2022) conducted research in which they developed a research model based on the theory of persuasion to investigate the relative weight of the parasocial relationship (PSR) between influencers and their followers. In this study they concluded that PSR had a significantly positive impact on consumer purchase decisions compared to other personal characteristics and that it was related to the three personal attributes, they included in the study: attitude homophily, physical attractiveness, and social attractiveness. Furthermore, they found that PSR formation was significantly influenced by consumer perceptions of influencer types, such as perceiving the influencer as a professional YouTuber, celebrity, or expert. Another study found that PSR (mentioned as PSI in the paper) functions as a mediator between the attractiveness of the source, and the effectiveness of the endorsement, which consists of the attitude of consumers towards (a) the endorsement or advertisement of the SMI and (b) the endorsed product and (c) on the purchase intention of the consumer, which leads to the consumer purchase decision (Gong & Li, 2017).

Schouten et al. (2020) conducted research to explain the difference between the use of influencer endorsements and the more traditional use of celebrity endorsements in advertising effectiveness. They found that influencer endorsements are more effective than celebrity endorsements because they are perceived as more trustworthy and similar to the audience or consumers than celebrities are. It has to hold however that the endorsed product enhances feelings of similarity and wishful identification, and that the influencer is truly aspired. Even though consumers prefer social media influencers over celebrity endorsers because they are more trustworthy, a study conducted by Chan et al. (2013) found that adolescents are more interested in celebrity endorsers that are entertaining and attractive and don't look for trustworthiness or credibility as much as they do when it is about social media influencers. When it comes to the likeability of an influencer, the 'followers/followees ratio' on a social media platform like Instagram is also important (De Veirman et al., 2017). An Influencer with many followers but little followees might be perceived as less likeable.

To sum-up, social media influencers can be characterized as endorsers who take pleasure in advising and recommending a target audience. The meaning transfer of social media influencers has a positive impact on consumer attitude and purchase intention. Also, consumer trust can influence customer experience and consumers' trust in influencers has a positive impact on information search. Consumers have the tendency to mimic their favourite social media influencers and that also has a positive impact on purchase intentions. PSR has a positive effect on the attitude towards advertising, on the attitude towards an advertised product, and on the consumer purchase intention. The attitude of a consumer towards advertising has a positive effect on the attitude of a consumer towards the endorsed product. The attitude of a consumer towards the endorsed product has a positive effect on the consumer purchase intention. And consumers trust social media influencers more compared to traditional celebrity endorsers.

Hypothesis 1 (H1): SMI trust has a positive effect on information search

Hypothesis 2 (H2): Consumer perceptions has a positive effect on parasocial relationships

Hypothesis 3 (H3): Parasocial relationships has a positive effect on (a) attitude towards influencer endorsement, (b) attitude towards endorsed product, (c) consumer purchase intention

Hypothesis 4a (H4a): Attitude towards influencer endorsement has a positive effect on attitude towards endorsed product

Hypothesis 4b (H4b): Attitude towards endorsed product has a positive effect on consumer purchase intention

2.3 What type of social media influencers have a positive impact on consumer perceptions?

For an endorsement to be effective, it is important that the appropriate influencer is chosen for the target group (Vrontis et al., 2021). The paper gives an example by stating that a health and wellness retailer with teenagers as its audience should choose a young influencer, perceived as credible, physically attractive and shares similar values, attitudes, and language like the audience. Kay et al. (2020) also states the importance of careful consideration of the chosen type of social media influencer for a product endorsement. They conclude that micro-influencers have more influence on consumers compared to macro-influencers. They also suggest that social media influencers should enact sponsorship practices through hashtags or communicate it differently on their platforms. Shan et al. (2020) states that a high congruence between the image of a social media influencer and the ideal self-image of a consumer results in effective endorsement attempts. When this is the case, consumers are more likely to perceive the recommended brands as positive and be influenced in their purchase decisions. Lee et al. (2022) conducted research to find out what reasons consumers have, to follow influencers on Instagram. According to the study, the main reason is that consumers decide to follow influencers that are perceived as authentic and relatable. They also found that consumerism was the strongest predictor for purchase frequency and brand-related activities because consumers trust these influencers and turn to them for (brand-) recommendations.

To sum up, careful consideration is needed when choosing a SMI endorser for an endorsement. Often, consumers are more likely to be influenced by micro-influencers compared to macro-

influencers. A high congruence between the image of a SMI and the ideal self-image of a consumer increases the effectiveness of endorsements and has an impact on consumers' purchase decisions.

2.4 Which ethical considerations are of importance concerning the use of social media influencers?

The use of social media influencers in the health and wellness market has also led to criticism and has become a topic of discussion. For example, Baker (2022) examined "...the techniques used by some wellness influencers to achieve visibility and status online by disseminating misinformation and conspiratoriality during the COVID-19 pandemic." The key techniques included that influencers use micro-celebrity to gain trust and get closer with their followers on the platforms. Also "... by presenting themselves as unjustly "censored" by mainstream and institutional authorities, alt. health influencers depict themselves as persecuted heroes upholding Truth, Freedom and Justice." Iurillo (2019) even warns for influencers who purchase (fake) followers or bots in order to increase their follower count in a short period. Another point of ethical discussion is that social media influencers have the tendency to leave out the negative aspects of what they are endorsing (Wellman et al., 2020). However, the study states that influencer marketing is not inherently considered unethical but the ethical principles, guiding production of sponsored content, are not understood sufficiently enough. Researchers are stating that a more ethical use of influencer marketing can be provided if there is an effective monitoring system so that misleading or inappropriate influencer advertising can be intercepted (Hudders et al., 2021). They notice potential in the role that artificial intelligence and machine learning can play in detecting deceptive influencer posts and other actions. Another discussion point comes forward in the use of influencer advertising that is seen by or targets children on social media platforms as they don't always recognize influencer marketing practices as advertising (De Veirman et al., 2019). It is also found that the commercial content that influencers share on the platforms they are active, affect the attitude and behaviour of children like the food they consume (Coates et al., 2019a,b). Research shows that it can help children in their

understanding when visual disclosures and advertising literacy interventions like informational vlogs are provided (De Jans et al., 2018).

To give an overview of the key findings, not all SMI approaches are considered ethical or justified. Some SMIs use techniques like spreading misinformation or claim to be unjustly censored by authorities to gain popularity. Others buy fake accounts or bots to quickly increase their follower count and be considered successful on the platform. Research states that an effective monitoring system can help to detect and prevent deceptive or unethical influencer approaches. Also, not all influencer marketing practices are recognized as advertising, especially by children. Providing visual disclosures and advertising literacy interventions, like informational vlogs, are found to be effective in improving the recognition of advertisement.

2.5 Conceptual Research Model

In the previous sub-chapters, the key findings are discussed and summarized, and five hypotheses have been established:

H1: SMI trust has a positive effect on information search

H2: Consumer perceptions has a positive effect on parasocial relationships

H3: Parasocial relationships has a positive effect on (a) attitude towards influencer endorsement, (b) attitude towards endorsed product, (c) consumer purchase intention

H4a: Attitude towards influencer endorsement has a positive effect on attitude towards endorsed product

H4b: Attitude towards endorsed product has a positive effect on consumer purchase intention

These hypotheses are implemented in the conceptual research model in Figure 2.

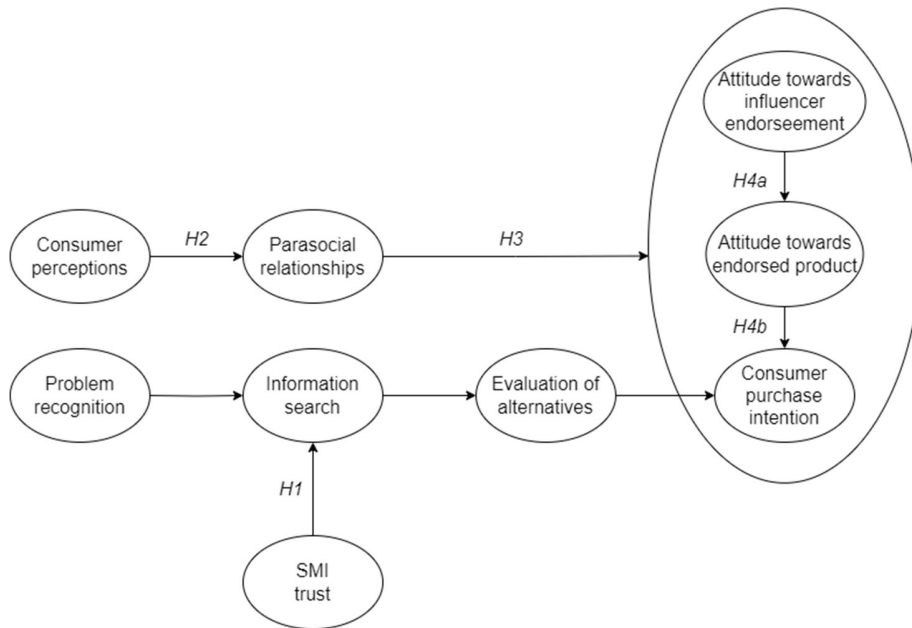


Figure 2: Conceptual research model

A statement table is provided in Table 1. The variables and statements in the table are adapted from the measures of prior studies. Some of the statements are rewritten or slightly adjusted for the purpose of this study. A 5-point Likert scale is used to measure the statements of the variables, with answers ranging from “strongly disagree” to “strongly agree”. However, the variables “Attitude towards influencer endorsement” and “Attitude towards endorsed product” are measured on a 7-point semantic differential scale.

Table 1: Statement table

Variables	Codes	Statements	References
SMI trust	TRUST_1	SMI is trustworthy	Adapted from Cox et al., 2009; Fotis et al., 2012 ; Pop et al., 2021
	TRUST_2	SMI is reliable	
	TRUST_3	SMI is honest	
	TRUST_4	SMI is dependable	
	TRUST_5	SMI is believable	
	TRUST_6	I trust the information about health and wellness products provided by SMI	
	TRUST_7	SMI is more trustworthy than mass media	
	TRUST_8	SMI is more trustworthy than health and wellness product seller sites	

	TRUST_9	SMI is more trustworthy than informational blogs about health and wellness products.	
Information search	INFO_1	I use social media to search for information about my next health & wellness product	Adapted from Pop et al., 2021
	INFO_2	I do research online by reading about SMI product experiences via social media	
Consumer perceptions	CP_1	I feel this SMI knows a lot	Adapted from Masuda et al., 2022
	CP_2	I feel this SMI is competent to make assertions about things that this SMI is good at	
	CP_3	I consider this SMI an expert on his/her area	
	CP_4	I consider this SMI sufficiently experienced to make assertions about his/her area	
Parasocial relationships	PSR_1	This SMI makes me feel comfortable as if am with a friend	Adapted from Masuda et al., 2022; Gong & Li, 2017
	PSR_2	I see this SMI as a natural, down-to-earth person	
	PSR_3	I find this SMI physically attractive	
	PSR_4	This SMI seems to understand the kind of things I want to know	
	PSR_5	I want to meet this SMI in person	
Attitude towards influencer endorsement	AEND_1	This advertisement is good/bad	Adapted from Gong & Li, 2017
	AEND_2	This advertisement is favourable/unfavourable	
	AEND_3	This advertisement is interesting/boring	
	AEND_4	This advertisement is pleasant/unpleasant	
Attitude towards endorsed product	AP_1	The advertised product is bad/good	Adapted from Gong & Li, 2017
	AP_2	The advertised product is unfavourable/favourable	
	AP_3	The advertised product is boring/interesting	
	AP_4	The advertised product is unpleasant/pleasant	
Consumer purchase intention	CPI_1	It is very unlikely/very likely that I would consider buying the advertised product	Adapted from Lafferty & Goldsmith, 1999; Gong & Li, 2017
	CPI_2	It is improbable/probable that I would consider buying the advertised product	
	CPI_3	It is impossible/possible that I would consider buying the advertised product	

Chapter 3: Research Methodology

3.1 Quantitative and qualitative research

Quantitative and qualitative research are the two main approaches in research. These approaches differ from each other in terms of the research methodology, the data collection, and the analysis methods. According to Lakshman et al. (2000), quantitative methods allow to examine the effects of specified circumstances (independent variables) on an outcome of interest (dependent variable) expressed numerically. With these methods, causal inferences can be drawn from either direct observation, or from statistical analyses. A unique feature that quantitative research holds, is its ability to formally test theories by formulating hypotheses (Watson, 2015). Lakshman et al. (2000) also explains the nature of qualitative methods. They state that qualitative methods take a more holistic perspective which preserves the complexities of human behaviour. This is because, unlike quantitative research, qualitative research puts the emphasis on questions like “why” and “how” instead of “how much” and thus involves the collection and analysis of non-numerical data. Therefore, qualitative research can provide more in-depth understanding of what and how consumers are thinking about a certain matter. According to Williams (2011) there are four types of quantitative research methods. The first is the descriptive research method which identifies attributes of a particular phenomenon by observational basis and also identifies possible correlations between two or more phenomena. The second is the experimental research method, in which a researcher examines the treatment effect of an intervention in the research sample and measures the outcomes of that treatment. The third is the causal comparative research method. This method allows the researcher to examine how independent variables are affected by the dependent variables in a study. It also involves cause and effect relationships between variables. The fourth method is the correlational research method. This method examines the differences between two characteristics of a study group and determines whether two or more variables are related to each other. Unlike the causal comparative research method, the correlational research method does not allow for causal relationships. McCusker and Günaydin (2015) state that qualitative data can provide deeper or more clear understanding of survey responses and statistical analysis can provide a detailed assessment of patterns of responses. However, Barnham (2015) makes an important distinction

by stating that the main task of qualitative research should be to establish *how* consumers think instead of providing more detailed information on *what* consumers think. Barnham explains the importance of this distinction by stating that it allows researchers to identify the mental structures that consumers use to describe and understand their world.

Given the nature of the research questions and the aim of this study to identify how Dutch consumers are influenced by social media influencers in the decision-making process in the health and wellness market, quantitative research was the most fitting research method to conduct for this study. In order to determine possible correlations between the variables, the methods of correlational research were needed.

3.2 Data collection methods

According to Williams (2011) there are several methods available to conduct quantitative research and collect data. Researchers can conduct an observation, survey, experiment, or development design. During the observational study method, a researcher observes human behaviour and focuses on a specific attribute or characteristic while being as objective as possible and records the data. This method was not possible to conduct due to time restrictions for the study. A survey research method is used to collect data from respondents in a sample that is representative of the population. A survey can consist of closed or open-ended questions. Conducting an experiment was also not a fitting option because of time restrictions and monetary costs. A development design can show how characteristics of a research sample change over time. There are two types of development designs. The first one being a cross-sectional study, where two different groups are compared within the same parameters. The second type is called a longitudinal study. Here, the same group is being studied over a specific period of time (Leedy & Ormrod, 2011).

For the data collection of this study, an online survey was conducted. This was the best fitting data collection method because it made it possible to reach a large target audience in a limited time frame as quickly as possible, when compared to the other data collection methods. Through the survey, data was gathered and analysed of Dutch people, who, at the moment of

participating, were using or had used social media in the past. The survey was created on the Qualtrics XM platform and was active from June 30th to July 24th. More specifically, in this study the aim was to involve a convenience sample, which consists of approximately 200 respondents. The participants were gathered by distributing the survey on various social media platforms like Instagram, LinkedIn, and WhatsApp groups, through word-of-mouth, and simultaneously requesting help from potential respondents to share the survey further to a larger audience. This was mainly done on campus of the Erasmus University Rotterdam (EUR). Also, survey fill-in requests with a scannable barcode that takes you directly to the survey were printed on paper and randomly distributed in letterboxes of neighbouring houses in the city, Rotterdam. The survey was also published on SurveySwap, a survey-sharing platform. The survey consisted of three parts. The first part included the filtering and descriptive questions (social media usage, health and wellness product usage, interaction with social media influencers). The second part was about the participants' attitudes toward SMI (to test the model), and the third part identified the participants' demographic (age and gender), and socioeconomic (occupation, yearly gross income, education level, and city of residence) characteristics.

3.3 Research sample

For this survey there were 323 respondents in total. However, some of the respondents didn't meet the criteria of the target audience because these respondents reported that they didn't have a Dutch nationality or never used social media. These respondents were therefore filtered out of the dataset. Also, a relatively large part of the respondents provided partial responses or discontinued the survey at some point in the process. These datapoints provided insufficient data for further analyses and therefore also needed to be excluded from the dataset. After these adjustments, there were 208 respondents remaining in the sample. An overview of the dataset of these respondents is provided in Appendix C and the descriptive statistics of the sample are provided in Table 2. More detailed descriptive statistics can be found in Appendix D. As can be seen in Table 2, the sample mainly consists out of females and relatively young adults in the age group of 25-34. The sample also contains more higher educated people as more than two thirds

has an HBO degree or higher and mainly consist of students followed by employed people. This also explains why most people reported a lower yearly gross income. Table 2 also shows that the largest part of the sample spends between 0 and 4 hours on social media on average per day and mainly on the TikTok, YouTube, and Instagram platforms, respectively. For interaction with SMI, more than half of the respondents reported that they follow them on social media platforms. Interacting by liking or commenting their posts and looking for their recommendations or advice on products/services, were also reported relatively often. As for health & wellness products, nearly half of the respondents stated to use personal care products. The second, most chosen alternative, was fitness equipment. The sample is also overrepresented by people who live in the Dutch city, Rotterdam. As explained earlier in the study, this is due to convenience sampling. Therefore, this research sample is not representable for the Dutch population.

Table 2: Descriptive statistics of research sample

Characteristic	Category	Fraction of sample	
		<i>n</i>	%
Gender	Male	94	45.2
	Female	103	49.5
	Other	1	.5
	Bisexual	1	.5
	Transgender	1	.5
	Prefer not to say	8	3.8
Age group	<18	2	1.0
	18 - 24	62	29.8
	25 - 34	83	39.9
	35 - 44	40	19.2
	45 - 54	17	8.2
	55 - 64	3	1.4
	65>	1	.5
Highest Degree of Education	High school	30	14.4
	MBO	26	12.5
	HBO	68	32.7
	University bachelor	36	17.3
	University Master	48	23.1
Occupation	Student	84	40.4
	Self-employed/Entrepreneur	24	11.5
	Employed	83	39.9
	Unemployed	11	5.3
	Retired	3	1.4

	Housemaker	2	1.0
	Student & Part-Time Employed	1	.5
Yearly Gross Income	< €15.000	63	30.3
	€15.000 - €30.000	42	20.2
	€30.000 - €45.000	25	12.0
	€45.000 - €60.000	31	14.9
	€60.000 >	47	22.6
Average Hours on Social Media (Daily)	0 - 2	60	28.8
	2 - 4	72	34.6
	4 - 6	51	24.5
	6 >	25	12.0
Most Used Social Media Platform	Facebook	10	4.8
	Instagram	52	25.0
	YouTube	53	25.5
	TikTok	66	31.7
	Twitter	20	9.6
	Snapchat	4	1.9
	LinkedIn	1	.5
	Reddit	1	.5
	Strava	1	.5
Interaction with SMI*	"I follow them on social media platforms"	106	51.0
	"I like or comment their posts"	86	41.3
	"I reshare their content"	51	24.5
	"I purchase products or services they advertise"	52	25.0
	"I collaborate with them on social media campaigns"	26	12.5
	"I direct message (DM) them"	29	13.9
	"I participate in giveaways or contests they host"	43	20.7
	"I look for their recommendations or advice on products/services"	82	39.4
	"I ignore or don't interact with social media influencers"	40	19.2
Health & Wellness products usage*	Dietary supplements (vitamins, minerals, extracts...)	76	36.5
	Fitness equipment (weights, yoga...)	79	38.0
	Personal care (skincare products, hair care, natural cosmetics...)	97	46.6
	Wearable devices (smartwatches, trackers, monitoring...)	76	36.5
	Organic food and beverages	59	28.4
	Mental wellness products (cognitive enhancement supplements, meditation apps...)	34	16.3
	Relaxation and relief products (massage tools...)	36	17.3
	Other	2	1.0
	None	31	14.9
City of Residence			

Amersfoort	1	.5
Amsterdam	12	5.8
Beverwaard	1	.5
Boskoop	1	.5
Breda	3	1.4
Budapest (Hungary)	1	.5
Capelle a/d IJssel	1	.5
Delft	2	1.0
Den Bosch	1	.5
Den Haag	2	1.0
Dinteloord	1	.5
Dordrecht	1	.5
Enschede	1	.5
Friesland	1	.5
Groningen	1	.5
Haarlem	1	.5
Hoeven	1	.5
Kocaeli (Turkiye)	1	.5
Limburg	1	.5
Middelharnis	1	.5
Moordrecht	1	.5
Nieuw-Vossemeer	1	.5
Nieuwekerk a/d IJssel	1	.5
Nijmegen	1	.5
Ridderkerk	2	1.0
Roermond	1	.5
Rotterdam	143	68.8
Schiedam	2	1.0
The Hague	4	1.9
Utrecht	5	2.4
Venlo	2	1.0
Vlaardingen	2	1.0
Volendam	1	.5
Voorburg	1	.5
Voorschoten	1	.5
Zwijndrecht	2	1.0
Prefer not to say	3	1.4

Note. $N = 208$, * Variables were implemented as multiple-choice questions.

3.4 Data analysis method

The data analysis method used in this paper is the linear regression analysis method, because it allows to estimate a potential relationship between two quantitative variables, which is in line with the aim of this research. The analyses are performed on the SPSS platform. More specifically, it estimates how the value of a dependent variable changes as the value of an independent

variable changes increases with one. Therefore, linear regression analysis is an applicable method to test the hypotheses. The formula that is used for a linear regression is set up as follows:

$$y = \beta_0 + \beta_1 X \pm \epsilon$$

In this function, y functions as the predicted value of the dependent variable for any given X , which is the independent variable, β_0 is defined as the intercept or constant term, β_1 is defined as the regression coefficient, and ϵ (also often stated as e) as the error term of the estimate.

In this research, all variables that are included in the hypotheses were measured with multiple statements. These statements were implemented individually in the questionnaire, which can be found in Appendix B. First, to analyse these data, the reported scores for every statement of a specific variable were added up. The variables used for the analyses were then the mean of the sum of statement scores for each respondent.

3.5 Researcher bias

In order to avoid and reduce possible researcher bias in this quantitative study, several measures were taken. During the time that the survey was active, respondents were gathered by random sampling methods. However, to have a relevant sample, respondents answered filtering questions. Also, the survey first started with more general questions such as sample-filtering, and descriptive questions and were then followed by more specific questions. The question topics were also divided into separate categories and were announced or explained before the questions were shown.

Chapter 4: Results

4.1 Analyses results

In this section, the results of all analyses will be reported. To test hypothesis 1, which was stated as “SMI trust has a positive effect on information search”, A linear regression was performed with information search as the dependent variable and SMI trust as the independent variable. Table

3 entails a summary of this regression. An overview of all regression results per hypothesis is provided in Appendix D. The formula for the first regression can be stated as:

$$\text{Information search} = -0.015 + 1.042 * \text{SMI trust} + 0.054$$

Here, the regression coefficient of SMI trust of 1.042 is positive with a *p*-value that is less than 0.001, which implies that it is significant at 1%. The correlation between SMI trust and information search, also stated as *R*, has a value of 0.800 and the *R*², a value of 0.640. This means that nearly two thirds of the dependent variable, information search, is explained by the independent variable, SMI trust.

Table 3: Linear regression of SMI trust on information search

Model	(Unstandardized)				
	Coefficient) <i>B</i>	<i>SE B</i>	β	<i>t</i>	Sig.
(Constant)	-0.015	0.175		-0.088	0.930
SMI Trust	1.042*	0.054	0.800	19.147	<0.001

Note. Information search is the dependent variable. *R*² = 0.640. * Indicates *p* < .001.

Hypothesis 2 was stated as “Consumer perceptions has a positive effect on parasocial relationships “. To test this, a second regression was performed with parasocial relationships as the dependent variable and consumer perceptions as the independent variable. The results are summarized in Table 4. The formula for this regression is as follows:

$$\text{Parasocial relationships} = 0.981 + 0.518 * \text{Consumer perceptions} + 0.039$$

The regression coefficient of consumer perceptions is 0.518. Also in this function, the coefficient is a positive value that is significant at 1%. The correlation value between the variables consumer perceptions and parasocial relationships is 0.680. The *R*² in this model is 0.462, which implies that nearly half of the dependent variable, parasocial relationships, is explained by the independent variable, consumer perceptions. This value is lower than the one for the first regression.

Table 4: Linear regression of consumer perceptions on parasocial relationships

Model	(Unstandardized)			t	Sig.
	Coefficient) B	SE B	β		
(Constant)	0.981*	0.125		7.863	<0.001
Consumer Perceptions	0.518*	0.039	0.680	13.312	<0.001

Note. Parasocial relationships is the dependent variable. $R^2 = 0.462$. * Indicates $p < .001$.

Hypothesis 3a was stated as “Parasocial relationships has a positive effect on attitude towards influencer endorsement”. To test this hypothesis, a third regression analysis was performed with attitude towards influencer endorsement (AEND) as the dependent variable and parasocial relationships as the independent variable. For this regression, the results are summarized in Table 5 and formulated as follows:

$$AEND = 1.147 + 1.030 * Parasocial\ relationships + 0.119$$

In this function, the independent variable parasocial relationships has a regression coefficient of 1.030. This coefficient is also a positive value which is significant at 1%. The correlation value between the variables parasocial relationships and attitude towards influencer endorsement is 0.516. The model has a R^2 of 0.266, which means that less than a third of the dependent variable, attitude towards influencer endorsement, is predicted by the independent variable, parasocial relationships. This value is lower than the previous values.

Table 5: Linear regression of parasocial relationships on attitude towards influencer endorsement

Model	(Unstandardized)			T	Sig.
	Coefficient) B	SE B	β		
(Constant)	1.147*	0.318		3.606	<0.001
Parasocial Relationships	1.030*	0.119	0.516	8.644	<0.001

Note. Attitude towards influencer endorsement is the dependent variable. $R^2 = 0.266$. * Indicates $p < .001$.

Hypothesis 3b was stated as “Parasocial relationships has a positive effect on attitude towards endorsed product”. To test this hypothesis, a fourth regression was performed with attitude towards endorsed product (AP) as the dependent variable and parasocial relationships as the independent variable. A summary of the regression results is provided in Table 6. The function for this fourth regression is stated as:

$$AP = 1.558 + 0.927 * Parasocial\ relationships + 0.124$$

The regression coefficient of the parasocial relationships variable has a positive value of 0.927, which is also significant at 1%. The correlation value between the variables parasocial relationships and attitude towards endorsed product is 0.461. This model has a R^2 of 0.213. So, this value implies that a little more than 20% of attitude towards endorsed product is predicted by parasocial relationships, which is even lower than in the previous regressions.

Table 6: Linear regression of parasocial relationships on attitude towards endorsed product

Model	(Unstandardized Coefficient) B	SE B	β	t	Sig.
(Constant)	1.558*	0.331		4.705	<0.001
Parasocial Relationships	0.927*	0.124	0.461	7.466	<0.001

Note. Attitude towards endorsed product is the dependent variable. $R^2 = 0.213$. * Indicates $p < .001$.

Hypothesis 3c was stated as “Parasocial relationships has a positive effect on consumer purchase intention”. To test this hypothesis, a fifth regression was performed with consumer purchase intention as the dependent variable and parasocial relationships as the independent variable. This is the last regression where parasocial relationship functioned as the independent variable. The results are summarized in Table 7 and the function is stated as follows:

$$Consumer\ purchase\ intention = -0.011 + 1.366 * Parasocial\ relationships + 0.131$$

Here, the regression coefficient has a positive value of 1.366, which is again significant at 1%. The correlation value between parasocial relationships and consumer purchase intention is 0.589. This model has a R^2 of 0.347. In this case, the value implies that approximately 35% of the

dependent variable, consumer purchase intention, is predicted by parasocial relationships. This is the highest R^2 out of all three hypotheses where parasocial relationships is an independent variable.

Table 7: Linear regression of parasocial relationships on consumer purchase intention

Model	(Unstandardized)				
	Coefficient) <i>B</i>	<i>SE B</i>	β	<i>t</i>	Sig.
(Constant)	-0.011	0.348		-0.031	0.975
Parasocial Relationships	1.366*	0.131	0.589	10.462	<0.001

Note. Consumer purchase intention is the dependent variable. $R^2 = 0.347$. * Indicates $p < .001$.

Hypothesis 4a was stated as “Attitude towards influencer endorsement has a positive effect on attitude towards endorsed product”. To test this hypothesis, a sixth regression was performed with attitude towards endorsed product (AP) as the dependent variable and attitude towards influencer endorsement as the independent variable. The results for this regression are summarized in Table 8 and the function is set up as:

$$AP = 0.560 + 0.891 * AEND \pm 0.033$$

Here, the regression coefficient is 0.891. This is a positive value which is significant at 1%. The correlation value between attitude towards influencer endorsement and attitude towards endorsed product is 0.886. The R^2 in this model is 0.784. So, a relatively large part (78%) of attitude towards endorsed product is predicted by attitude towards influencer endorsements.

Table 8: Linear regression of attitude towards influencer endorsement on attitude towards endorsed product

Model	(Unstandardized)				
	Coefficient) <i>B</i>	<i>SE B</i>	β	<i>t</i>	Sig.
(Constant)	0.560*	0.132		4.237	<0.001
Attitude towards Influencer Endorsement	0.891*	0.033	0.886	27.373	<0.001

Note. Attitude towards endorsed product is the dependent variable. $R^2 = 0.784$. * indicates $p < .001$.

Hypothesis 4b was stated as “Attitude towards endorsed product has a positive effect on consumer purchase intention”. In order to test this hypothesis, a last regression was performed with consumer purchase intention as the dependent variable and attitude towards endorsed product as the independent variable. A summary of the regression results is provided in Table 9. This last regression model is formulated as:

$$\text{Consumer purchase intention} = -0.386 + 0.986 * AP \pm 0.042$$

Also in this model, there is a positive regression coefficient with value 0.986 for attitude towards endorsed product and is significant at 1%. The correlation value between attitude towards endorsed product and consumer purchase intention is 0.853. The R^2 in this model is equal to 0.728, which means that approximately 73% of consumer purchase intention is predicted by attitude towards endorsed product. This is also a relatively high rate.

Table 9: Attitude towards endorsed product has a positive effect on consumer purchase intention

Model	(Unstandardized)				
	Coefficient) B	SE B	β	t	Sig.
(Constant)	-0.386	0.176		-2.188	0.30
Attitude towards Endorsed Product	0.986*	0.042	0.853	23.506	<0.001

Note. Consumer purchase intention is the dependent variable. $R^2 = 0.728$. * Indicates $p < .001$.

4.2 Summary of analyses results

To summarize the key findings of the results, all seven hypotheses of this study were tested by performing linear regressions. In every regression, the regression coefficients (the estimated effects) were positive and significant at 1%.

The results of the first regression between SMI trust and information search make it clear that there is a positive relationship between the variables. Namely, when SMI trust increases with one, Information search increases with 1.042. From the second regression it becomes clear that when consumer perceptions increase with one, parasocial relationships increases with 0.518. The third, fourth, and fifth regression were performed for hypotheses 3a, b, and c. In these regressions, parasocial relationships was taken as the independent variable. The third regression showed that when parasocial relationships increases with one, attitude towards influencer endorsement increases with 1.030. From the fourth regression it became clear that when parasocial relationships increases with one, attitude towards endorsed product increases with 0.927. From the fifth regression it can be concluded that when parasocial relationships increases with one, consumer purchase intention increases with 1.366. From these three regressions it becomes clear that parasocial relationships has the highest estimated effect when regressed on consumer purchase intention. The last two regressions were performed to test hypotheses 4a and b. The sixth regression made it clear that when attitude towards influencer endorsement increases with one, attitude towards endorsed product increases with 0.891. From the last regression it can be concluded that when attitude towards endorsed product increases with one, consumer purchase intention increases with 0.986.

Out of all the regressions, the correlation values and R^2 for the variables in hypotheses 1, 4a, and 4b are the highest compared to the values in the remaining hypotheses. The independent variables in these regressions were good predictors of the dependent variables.

Chapter 5: Conclusions

5.1 Key findings of the literature

The five-stage problem-solving process consists of problem recognition, information search, evaluation of alternatives, consumer purchase decision, and post-purchase evaluation. In this study, consumer purchase decision is replaced by consumer purchase intention. The stages attitude of others and unanticipated situational factors will be left out. Social media influencers can be characterized as endorsers who take pleasure in advising and recommending a target audience. The meaning transfer of social media influencers has a positive effect on consumer

attitude and purchase intention. Consumers' trust in influencers has a positive effect on information search. Parasocial relationships has a positive effect on the attitude towards influencer endorsement, on the attitude towards an advertised product, and on the consumer purchase intention. The attitude of a consumer towards influencer endorsement has a positive effect on the attitude of a consumer towards the endorsed product. The attitude of a consumer towards the endorsed product has a positive effect on the consumer purchase intention. Also, consumers trust social media influencers more compared to traditional celebrity endorsers. Careful consideration is needed when choosing a SMI endorser for an endorsement. Consumers are more likely to be influenced by micro-influencers than by macro-influencers. A high congruence between the image a consumer has of a SMI and the ideal self-image of a consumer, increases the effectiveness of the endorsements, and has an impact on consumers' purchase decisions. Not all SMI methods are considered as ethical or justified as others. Some spread misinformation for example. Research states that an effective monitoring system can help to detect and prevent such practices. Providing visual disclosures and advertising literacy interventions, like informational vlogs, are found to be effective in improving the recognition of advertisement.

5.2 Key findings of the study

The results of this study show that there is a positive relationship between all variables in the regressions. From the first regression it's clear that when SMI trust increases, information search also increases. The second regression showed that when consumer perceptions increases, parasocial relationships also increases. The third regression made it clear that when parasocial relationships increases, the attitude towards influencer endorsement also increases. From the fourth regression it became clear that when parasocial relationships increases, the attitude towards the endorsed product also increases. The fifth regressions results showed that when parasocial relationships increases, the consumer purchase intention also increases. From these three regressions it became clear that parasocial relationships has the highest estimated effect in the regression on consumer purchase intention. The sixth regression made it clear that when attitude towards influencer endorsement increases, attitude towards endorsed product also

increases. From the last regression it can be concluded that when attitude towards endorsed product increases, consumer purchase intention also increases.

5.3 Comparison of key findings

According to the literature, consumers' trust in influencers has a positive effect on information search. This is also found in the study results. The literature found that the meaning transfer of social media influencers has a positive effect on consumer attitude and purchase intention. The study found that consumer perceptions have a positive effect on parasocial relationships, so the consumer attitude indeed becomes more positive towards endorsers. It can be found both in the literature as well as in the study that parasocial relationships has a positive effect on the attitude towards influencer endorsement, attitude towards endorsed product, and on the consumer purchase intention. In both sources, it's found that the attitude of a consumer towards influencer endorsement has a positive effect on the attitude of a consumer towards the endorsed product. Also, the attitude of a consumer towards the endorsed product has a positive effect on the consume purchase intention and this is stated in the literature and confirmed in the results of this research.

5.4 Answers to the research questions

In this study, all information is discussed in the previous chapters and can be used now to answer the central research question. The central research question was stated as:

“To what extent do social media influencers have an impact on Dutch consumer perceptions and purchase behaviour in the health and wellness market?”

When consumers trust SMI more, they engage more in information search related to the endorsements by the SMI. This increases the chance that the consumer will proceed in the next stages and possibly make the purchase decision. When consumers have a more positive perception of SMI, they develop more positive parasocial relationships. This leads to consumers feeling closer to the SMI and interacting more with them. These parasocial relationships lead to a more positive attitude towards the influencers' endorsements and endorsed products, and

more positive consumer purchase intention. So, consumers are then more prepared to engage with the SMI and the endorsed product or service. These positive attitudes, in turn, increases the consumers' purchase intentions which can turn in a potential purchase decision.

The following hypotheses were tested in this study:

H1: SMI trust has a positive effect on information search

H2: Consumer perceptions has a positive effect on parasocial relationships

H3: Parasocial relationships has a positive effect on (a) attitude towards influencer endorsement, (b) attitude towards endorsed product, (c) consumer purchase intention

H4a: Attitude towards influencer endorsement has a positive effect on attitude towards endorsed product

H4b: Attitude towards endorsed product has a positive effect on consumer purchase intention

The results of this study showed that all variable relationships in the performed regressions, were significant at 1% and hold in favour of all stated hypotheses. Therefore, the conclusion is that we fail to reject H1, H2, H3a, b, c, H4a, and b.

This study also had stated a couple of empirical sub-questions:

1. What type of attitudes do Dutch consumers have towards social media influencers and how do they perceive social media influencers who function in the health and wellness market?
2. How do Dutch consumer perceptions of social media influencers in the health and wellness market impact the purchasing behaviour?
3. To what extent do social media influencers alter the trustworthiness of products on the health and wellness market?
4. What are the potential benefits and risks of using social media influencers in the health and wellness market compared to traditional advertising methods?

An answer to the first empirical sub-question can be given by discussing variable values. Respondents were shown two different social media influencers, Noemi and Danny. The mean

of the consumer perceptions variable for Noemi has a value of 2.86, and for Danny 3.26. So, on a 5-point Likert scale, consumers rate their perception of Danny more positively compared to Noemi. Also, the mean of the variable attitude towards influencer endorsement for Noemi has a value of 3.65, and for Danny 3.93. So, on a 7-point Likert scale, consumers rate a more positive attitude towards an endorsement of Danny compared to Noemi. Based on this study, consumers have a slightly above average positive attitude towards social media influencers in the health and wellness market.

To answer the second question, positive consumer perceptions lead to more interaction with the SMI and positive attitudes towards the endorsement and products which leads to more engagement with those products, increasing the chance that the consumer will make a potential purchase decision.

To answer the third question, the variable SMI trust has a mean variable of 3.02. So, on a 5-point Likert scale, most people are quite neutral when it comes to rating their trust in SMI and their endorsements.

To answer the fourth and last question, the statement "I consider this SMI an expert on his/her area" has a mean of 2.74 and 3.13 for Noemi and Danny, respectively. So, on a 5-point Likert scale, most people in this research are quite neutral regarding this matter but are also not that convinced that the influencers are experts on their active areas. From the literature it was also clear that some SMI methods are not as ethical or justified as others. So, the potential risks of using SMI in in the health and wellness market is that they might use unapproved methods in their endorsements and that might, in turn, affect the brand reputation of a firm that works together with these SMI. However, this study also showed that there also are potential benefits in using SMI that do increase the chances of consumers interacting with the advertised products and services. This leads to an increased purchase intention and might lead to potential purchases and therefore more sales for the companies in the health and wellness market that work together with these SMI.

5.5 Recommendations to the market

In order to profit from the use of social media influencers, companies that are active in the health and wellness market should discuss with their influencer partners, what the rules and guidelines are when it comes down to the endorsement techniques and methods. Social media influencers need to be made aware of the risks of unethical or unapproved influencing methods to an audience but also to themselves and the company itself. Companies also should teach the influencers more about the things that they promote on the social media platforms rather than providing them the product description or a script they can follow during the promotion. These methods can increase the consumers' trust, improve the consumer perceptions of the influencers, lead to more parasocial relationships between consumers and social media influencers, and lead to more engagement with the endorsed products or services. This way, the companies increase the chances that their target audience make potential purchase decisions.

5.6 Research limitations and academic recommendations

This research has a couple of limitations. First of all, to gather respondents for the questionnaire, methods of convenience sampling were used, and the research sample was overrepresented by higher educated, relatively young adults. Therefore, the research sample was not representable of the whole Dutch population. Because of this, the results and findings in this study are probably not externally valid. Future researchers might want to conduct research on a more diverse and representable sample of the Dutch population. Second, the survey questions maybe should have been reduced a little, because there were a lot of respondents who dropped out of the survey at some point. Future researchers might want to conduct a shorter survey for the analyses. Some survey questions were also open to interpretation, as respondents were asked to rate statements based on a provided scale. Also, due to time constraints, some related variables were left out of the research model. There also might be other variables that played a role in the results and findings of this research. Future researchers should therefore try to include these variables in their models.

5.7 Reflection

When conducting this research, I mainly learned how to set up clear and applicable research questions, as not all questions are as insightful as others. I also learned how to set up a statement table and that it also requires a thorough literature study prior to the setup. A personal key takeaway is that I should review my time planning more carefully in future research. Even though I had a slow start on my thesis research because of some unforeseen personal struggles, I noticed that some parts of the thesis demanded much more time than I had anticipated, and therefore my initial planning seemed unrealistic. Another takeaway is that I should be more careful in the research setup when it comes to consistency, for I tended to address a variable with different words, which could have led to misunderstandings, were they included in the paper.

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Appendix B: Survey layout

Introduction

Dear participant,

Thank you for taking the time to participate in this research. Currently I am doing a bachelor's in Economics and Business Economics at the Erasmus School of Economics and this study is part of my bachelor thesis. The **purpose** of this study is to find out how consumers' purchase behaviour is impacted by social media influencers. Specifically, when it comes to health and wellness products.

Please make sure to read to the instructions carefully, as your response to the questions will have a significant impact on the outcome of the study. Approximately **5-8 minutes** will be required to complete this survey.

No third parties will be notified or notified of any of the information, as it will be kept strictly anonymous and used only for this study. Your response can be withdrawn at any time. Whenever you have questions or concerns, feel free to contact me at z.aytemir@student.eur.nl

P.S.: This survey contains credits to get free survey responses at SurveySwap.io

Filtering questions

Q1. What is your nationality?

- Dutch
- Other

Q2. Do you currently use social media, or did you in the past?

- Yes
- No

Descriptive questions

Q3. On average, how many hours do you spend on social media daily?

- 0-2
- 2-4
- 4-6
- More than 6 hours

Q4. Which social media platform do you use mostly?

- Facebook
- Instagram
- YouTube
- TikTok
- Twitter
- Snapchat
- Other (please specify)

Q5. How do you interact with social media influencers (SMI)?
(Please choose everything that applies to you)

- I follow them on social media platforms
- I like or comment their posts
- I reshare their content
- I purchase products or services they advertise
- I collaborate with them on social media campaigns
- I direct message (DM) them
- I participate in giveaways or contests they host
- I look for their recommendations or advice on products/services
- I ignore or don't interact with social media influencers

Q6. What type of health & wellness products do you use?
(Multiple answers are possible)

- Dietary supplements (vitamins, minerals, extracts...)
- Fitness equipment (weights, yoga...)
- Personal care (skincare products, hair care, natural cosmetics...)
- Wearable devices (smartwatches, trackers, monitoring...)
- Organic food and beverages
- Mental wellness products (cognitive enhancement supplements, meditation apps...)
- Other (please specify)

- None

Hypothesis 1 Questions

Q7. To what extent do you agree with the following statements?
(SMI = social media influencers)

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
SMI is trustworthy	0	0	0	0	0
SMI is reliable	0	0	0	0	0
SMI is honest	0	0	0	0	0
SMI is dependable	0	0	0	0	0

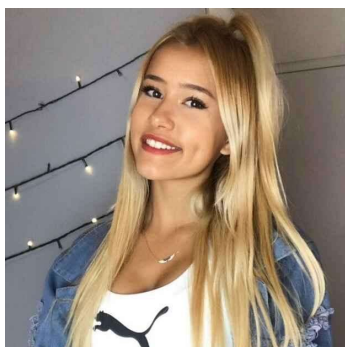
SMI is believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I trust the information about health and wellness products provided by SMI	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMI is more trustworthy than mass media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMI is more trustworthy than health and wellness product seller sites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SMI is more trustworthy than informational blogs about health and wellness products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I use social media to search for information about my next health & wellness product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I do research online by reading about SMI product experiences via social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Description SMI 1

Please read the description about this social media influencer before proceeding.



Name: Noemi Nikita

Age: 22

Active platform: mostly TikTok, but also Instagram

Followers: 13.5M (TikTok)

Content:

Noemi mainly posts videos about health, fitness, lifestyle, and cosmetics. She shows her routines and recommends products that she uses. She also makes entertaining content and shows moments of her personal life.

The next questions will be about Noemi Nikita.

Hypothesis 2 Question

Q9. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel this SMI knows a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel this SMI is competent to make assertions about things that this SMI is good at	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider this SMI an expert on his/her area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider this SMI sufficiently experienced to make assertions about his/her area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hypothesis 3 Question

Q10. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This SMI makes me feel comfortable as I am with a friend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I see this SMI as a natural, down-to-earth person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find this SMI physically attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This SMI seems to understand the kind of things I want to know	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I want to meet this SMI in person	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Description ad SMI 1

Please look at the pictures from Noemi Nikita's video and answer the questions, first regarding the **advertisement** and then regarding the advertised **product**.



Hypothesis 4a question

Q11. How would you rate the following statements?
(Ex. 1=Bad ... 7=Good)

	1	2	3	4	5
This advertisement is bad/good	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement is unfavourable/favourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement is boring/interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertisement is unpleasant/pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Hypothesis 4b questions

Q12. How would you rate the following statements?
 (Ex. 1=Bad ... 7=Good)

	1	2	3	4	5
The advertised product is bad/good	0	0	0	0	0
The advertised product is unfavourable/favourable	0	0	0	0	0
The advertised product is boring/interesting	0	0	0	0	0
The advertised product is unpleasant/pleasant	0	0	0	0	0

Q13. How would you rate the following statements?
 (Ex. 1=very unlikely ... 7=very likely)

	1	2	3	4	5
It is very unlikely/very likely that I would consider buying the advertised product	0	0	0	0	0
It is improbable/probable that I would consider buying the advertised product	0	0	0	0	0
It is impossible/possible that I would consider buying the advertised product	0	0	0	0	0

Description SMI 2

Please read the description about this social media influencer before proceeding.



Name: Danny Ha

Age: 31

Active platforms: mostly TikTok and Instagram, and also on Youtube.

Followers: 1M (Both TikTok and Instagram)

Content:

Danny mainly posts video vlogs about his healthy lifestyle, fitness, and collaborations. He shows his workout-routines and promotes products that he uses. He also makes entertaining content and shows moments of his personal life.

The next questions will be about Danny Ha.

Hypothesis 2 question

Q14. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I feel this SMI knows a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel this SMI is competent to make assertions about things that this SMI is good at	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider this SMI an expert on his/her area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I consider this SMI sufficiently experienced to make assertions about his/her area

Hypothesis 3 question

Q15. To what extent do you agree with the following statements?

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
This SMI makes me feel comfortable as I am with a friend	0	0	0	0	0
I see this SMI as a natural, down-to-earth person	0	0	0	0	0
I find this SMI physically attractive	0	0	0	0	0
This SMI seems to understand the kind of things I want to know	0	0	0	0	0
I want to meet this SMI in person	0	0	0	0	0

Description ad SMI 2

Please look at the pictures from Danny Ha's video and answer the questions, first regarding the **advertisement** and then regarding the advertised **product**.



Hypothesis 4a question

Q16. How would you rate the following statements?

(Ex. 1=Bad ... 7=Good)

	1	2	3	4	5
This advertisement is bad/good	0	0	0	0	0
This advertisement is unfavourable/favourable	0	0	0	0	0
This advertisement is boring/interesting	0	0	0	0	0
This advertisement is unpleasant/pleasant	0	0	0	0	0

Hypothesis 4b questions

Q17. How would you rate the following statements?

(Ex. 1=Bad ... 7=Good)

	1	2	3	4	5
The advertised product is bad/good	0	0	0	0	0
The advertised product is unfavourable/favourable	0	0	0	0	0
The advertised product is boring/interesting	0	0	0	0	0
The advertised product is unpleasant/pleasant	0	0	0	0	0

Q18. How would you rate the following statements?

(Ex. 1=very unlikely ... 7=very likely)

	1	2	3	4	5
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It is very unlikely/very likely that I would consider buying the advertised product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is improbable/probable that I would consider buying the advertised product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is impossible/possible that I would consider buying the advertised product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Socio-economic and demographic Questions

Q19. What is your gender?

- Male
- Female
- Other (please specify)
- Prefer not to say

Q20. What is your age group?

- <18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65>

Q21. What is the highest degree of education you have **finished**?

- High school
- MBO
- HBO
- University bachelor
- University master

Q22. What is your occupation?

- Student
- Self-employed/Entrepreneur
- Employed
- Unemployed
- Retired
- Housemaker
- Other (please specify)

Q23. What is your yearly gross income?

- < €15.000
- €15.000 - €30.000
- €30.000 - €45.000
- €45.000 - €60.000
- €60.000 >

Q24. What is your city of residence?

End of Survey

Version 1 for target audience:

Thank you for participating in this survey!

Your response has been recorded.

Version 2 for filtered out respondents:

Thank you for your participation!

For the purpose of this study, the survey is only aimed towards potential respondents with a Dutch nationality and how do/did use social media.

This is the end of the survey. You can close this page.

Record	Responseid	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
29	R_1E6a9vu0FE0zI	5-Jul-2023...	1	1	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
30	R_1PA3GkH69BU2	6-Jul-2023...	1	1	2	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
31	R_3k079q91sJW6Dgr	6-Jul-2023...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
32	R_3nIU7IOsq4b0Xdh	6-Jul-2023...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
33	R_b0ZL4chH0aPC2Fb	6-Jul-2023...	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
34	R_3MFB7JNHZG44J3	6-Jul-2023...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
35	R_3MFG8o2TIFMf	6-Jul-2023...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
36	R_2Xha6BamIIS5EB	6-Jul-2023...	1	1	2	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
37	R_2YWBv14VoaUyG	6-Jul-2023...	1	1	7	Strava	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
38	R_2Yhudg3GHZbael	6-Jul-2023...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
39	R_s1WUoVsTHD5WB	6-Jul-2023...	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
40	R_1IaPLuZwpyjm	6-Jul-2023...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
41	R_3Wvrv1gkzBhPG	6-Jul-2023...	1	1	4	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
42	R_3OK8IeYs7PeGo	6-Jul-2023...	1	1	2	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
43	R_Y0znvTXZU0zfi	6-Jul-2023...	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
44	R_2UGS0R4F6uL4V	7-Jul-2023...	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
45	R_YPj6ZB33GzDZT	7-Jul-2023...	1	1	3	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
46	R_1LzAOOIAT2ky	7-Jul-2023...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
47	R_10MieTWes7Oz9Q	8-Jul-2023...	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
48	R_1h0gUJ4L7YOzkn	8-Jul-2023...	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
49	R_3MgJwEMCOMBR11	8-Jul-2023...	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
50	R_2dt15DR1k1caW6	10-Jul-202...	1	1	4	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
51	R_2X0Bica0a8FJB	11-Jul-202...	1	1	5	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
52	R_30DE7MIGz6KVM	11-Jul-202...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
53	R_11IN6ctPC68BQ	11-Jul-202...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
54	R_6myeM70CsRpIMTD	11-Jul-202...	1	1	4	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
55	R_D82jODWU6uFz6P	12-Jul-202...	1	1	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
56	R_3KGoI50F022ux8y	12-Jul-202...	1	1	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
29	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
31	2	2	2	1	1	1	4	2	3	4	2	3	2	1	1	1	1	1	1	1	1	1	1	1
32	1	2	2	2	1	1	4	2	4	2	4	2	4	1	1	1	1	1	1	1	1	1	1	1
33	4	4	2	3	2	4	2	2	3	4	4	4	3	4	2	2	1	1	1	1	1	1	1	1
34	4	4	2	2	4	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
35	1	2	2	1	1	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
36	3	2	3	4	2	1	2	1	4	4	4	3	3	4	4	2	2	2	2	2	2	2	2	2
37	3	4	3	4	1	2	4	2	2	3	2	4	2	2	3	1	1	1	1	1	1	1	1	1
38	2	2	1	2	2	1	2	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
39	3	4	3	4	1	2	4	3	1	3	3	4	4	4	4	1	1	1	1	1	1	1	1	1
40	3	3	4	3	1	3	4	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
41	3	3	2	3	4	5	2	5	3	3	3	5	3	2	4	1	1	1	1	1	1	1	1	1
42	3	3	3	3	3	3	1	3	1	3	3	2	2	2	2	1	1	1	1	1	1	1	1	1
43	3	3	3	3	3	3	5	3	1	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4
44	4	2	2	1	1	1	1	2	4	2	3	2	3	4	1	1	1	1	1	1	1	1	1	1
45	2	3	2	3	1	4	1	2	1	4	3	4	4	3	4	1	1	1	1	1	1	1	1	1
46	1	4	1	4	2	1	5	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
47	4	4	4	4	4	4	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
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49	2	3	3	4	1	1	1	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
50	5	4	4	4	4	4	4	3	5	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
51	2	3	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
52	4	4	2	1	1	1	3	2	1	2	3	1	2	2	1	1	1	1	1	1	1	1	1	1
53	4	4	4	2	1	3	1	5	3	3	3	4	4	4	2	4	1	1	1	1	1	1	1	1
54	1	4	1	4	1	2	1	1	1	1	1	4	4	1	1	1	1	1	1	1	1	1	1	1
55	3	3	3	3	1	3	2	3	1	4	3	2	4	4	1	1	1	1	1	1	1	1	1	1
56	4	4	3	4	1	3	4	2	2	3	2	3	2	2	1	1	1	1	1	1	1	1	1	1

Responseid	Recordedate	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
113	R_3RUGWA1wOFFQS	20-Jul-202...	1	1	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
114	R_0jzLfooraZnNGF	21-Jul-202...	1	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
115	R_279BRLPOHWIKbn	21-Jul-202...	1	1	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
116	R_27dimkD5x5HWB7	21-Jul-202...	1	1	2	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
117	R_3K0x041er1m3	21-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
118	R_w0sX4HDYPrKTRMB	21-Jul-202...	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
119	R_1HicclqL7MIMPC	21-Jul-202...	1	1	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
120	R_20VZ05JCC43lNw	21-Jul-202...	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
121	R_2wsqUNKP3qhuUvd	21-Jul-202...	1	1	3	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
122	R_27QIOsV4SaX43YS	21-Jul-202...	1	1	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
123	R_1HR3D28a8ESyZf	21-Jul-202...	1	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
124	R_30v07P4ysrUBN	21-Jul-202...	1	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
125	R_3pmM2EduOWSzcz	22-Jul-202...	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
126	R_2BZOIE7AUSVuj	22-Jul-202...	1	1	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
128	R_2ZUpOqKj5e9mQ	22-Jul-202...	1	1	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
129	R_4F9Wecdfjs5Wh	22-Jul-202...	1	1	2	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
130	R_30AVS19lbgvYX	22-Jul-202...	1	1	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
131	R_fmVpZw8wFNkqMe	22-Jul-202...	1	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
132	R_272pOUbb0Bns5Y7	22-Jul-202...	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
133	R_VLlKPPoHeI8mI3a1	22-Jul-202...	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
134	R_U0UKLIVuuk64ip	22-Jul-202...	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
135	R_x9NcIvmoCmKlRz	22-Jul-202...	1	1	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
136	R_31H2Q29sTCC0bzj	22-Jul-202...	1	1	2	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
137	R_u95dlmKAmRbVIAN	22-Jul-202...	1	1	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
138	R_288aymET7horKk	22-Jul-202...	1	1	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
139	R_pizskTeDlmoNK9	22-Jul-202...	1	1	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
140	R_07mYVmm6wvlUCJ	22-Jul-202...	1	1	4	6	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24		
113	5	3	4	4	1	1	5	4	7	7	6	5	5	6	6	6	6	2	2	3					
114	4	4	4	2	3	2	6	6	4	4	5	5	4	5	2										
115	4	3	2	4	1	3	4	4	6	6	4	4	5	5	5	5	2								
116	2	3	4	3	3	4	3	3	4	2	4	4	4	4	5	3	1								
117	1	3	3	1	3	1	1	1	1	1	1	1	1	1	1	1	1	2							
118	3	3	3	3	3	4	3	1	1	2	4	3	2	3	4	4	1								
119	3	3	4	2	3	3	3	4	3	5	2	4	4	3	2	4	4	1							
120	3	4	4	2	3	3	3	3	2	1	1	3	1	1	3	4	2	2							
121	3	3	4	4	3	3	3	4	2	4	2	5	2	5	3	3	1								
122	4	4	3	4	4	3	3	3	2	1	1	3	1	1	3	1	1	3	4	2	2				
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124	5	5	3	5	2	4	3	5	7	6	6	6	6	6	6	6	2								
125	1	2	2	2	3	3	1	4	3	4	4	5	4	4	5	3	1								
126	2	3	2	3	3	3	3	1	2	2	1	4	2	1	2	1	1								
127	3	3	4	4	3	4	2	3	4	4	3	2	4	3	5	2	4	2							
128	3	4	4	3	4	3	4	2	3	4	4	3	1	4	4	3	1								
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131	5	4	3	3	1	3	3	6	5	5	6	6	6	6	6	6	2								
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135	3	3	3	3	1	3	3	1	5	5	6	5	4	4	4	4	4	2							
136	3	2	3	4	1	2	3	5	3	3	3	3	4	4	2	3	5	2							
137	3	2	3	4	3	3	3	5	4	2	4	4	5	4	3	4	4	1							
138	1	3	3	4	2	2	2	4	1	4	2	3	4	2	4	2	3	1							
139	2	2	3	2	2	2	2	3	4	2	4	1	2	5	4	3	4								
140	2	2	2	3	3	1	2	1	2	2	3	4	3	3	4	3	3	4							

Recordseid	Recordseid	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
169	R_2f1aZLwWT56b	22-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
170	R_jinHmp2Q39QX61	22-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
171	R_2SkUPLmBENP39k	22-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
172	R_2xPqUxmGmEzKz	22-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
173	R_VqCPHU7SSe8wY5r	22-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
174	R_3po09D8x7Yj5eae	22-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
175	R_3ZuopTqWVZ4VB	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
176	R_1hrfF07uLrJmVt	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
177	R_55SGzYcJ5WUJ	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
178	R_3n09VLsIDGk4PL	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
179	R_880BzQ1r7XMT	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
180	R_1Lh91y8l3rain	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
181	R_24H4EYOIFEIgvC	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
182	R_2UaUd4CC8XuzzX	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
183	R_1f6zzhPP0YU9G	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
184	R_2v7jv5M33zvrq	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
185	R_10ppCqPsOFpo0BS	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
186	R_3EjgnZyqJdgpQx	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
187	R_1H0svPRsimVGFUq	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
188	R_3HM6PorHSCjpl	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
189	R_3DhmC3Pn8zqvUj	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
190	R_b30f5AOJRp768M	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
191	R_Df6qYXHYwfm8Rt	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
192	R_1f0syeVqTBCtcl	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
193	R_3mwRieOn2M32m	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
194	R_41fj0xwHmgv4J	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
195	R_1IKNNk3AbRGeU	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
196	R_242C1C8zJaotBZ4	23-Jul-202...	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1

Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24		
169	4	4	4	4	2	3	4	3	4	4	4	5	6	6	4	4	2	3	3	1					
170	5	5	5	1	2	5	3	6	6	5	6	4	5	4	4	4	2	2	3	1					
171	4	4	4	1	1	4	3	6	6	6	6	6	6	5	6	2	3	4	1						
172	4	5	4	1	2	5	3	6	6	6	6	6	6	5	4	2	2	4	1						
173	4	4	4	1	3	5	4	6	6	5	6	6	6	4	4	2	3	4	1						
174	3	3	3	1	1	3	3	1	6	5	5	6	6	6	5	5	2	3	3	1					
175	5	5	4	1	2	5	4	3	6	6	6	5	6	6	5	6	1	4	5	2					
176	5	5	5	2	3	5	5	3	5	5	4	6	5	6	5	4	1	2	3	1					
177	5	5	4	1	2	4	2	5	5	6	4	4	4	4	4	1	2	2	1						
178	4	4	4	1	1	3	4	1	7	6	7	6	5	6	6	5	5	1	2	2					
179	5	5	5	1	1	5	5	6	6	7	7	7	6	6	7	2	3	4	1						
180	5	5	5	1	1	5	5	5	7	7	7	6	7	7	7	2	2	3	1						
181	5	5	5	1	1	5	5	5	5	5	6	6	6	6	6	2	3	3	1						
182	5	5	5	1	1	4	3	6	7	7	6	6	6	6	7	2	3	4	1						
183	4	2	3	4	3	3	2	3	3	3	1	4	4	5	6	4	2	4	2						
184	4	4	4	1	1	5	6	6	6	6	6	5	6	6	7	2	3	4	1						
185	2	1	3	3	5	1	4	3	4	3	4	3	4	3	4	2	4	2	5						
186	4	2	2	3	3	3	4	3	3	4	3	3	3	3	3	4	1	3	1						
187	1	3	3	1	5	3	2	1	2	4	4	3	3	2	4	3	3	2	6	4					
188	5	5	5	1	1	5	4	5	7	7	7	7	7	6	6	2	3	4	1						
189	1	4	3	2	3	2	2	1	2	3	6	6	2	1	2	3	4	7	1						
190	3	2	1	3	3	3	3	2	3	4	5	2	3	4	5	2	3	3	3	Transgender					
191	3	4	2	3	2	2	3	2	4	3	2	2	1	1	2	4	3	4	2						
192	1	3	2	2	3	2	3	2	3	3	2	3	3	2	4	5	4	2	4	3					
193	5	5	5	2	2	5	5	5	5	5	6	6	6	6	6	6	2	6	6	2					
194	3	2	3	3	3	1	3	4	1	3	4	3	4	3	4	3	4	3	2						
195	3	4	2	3	2	3	3	2	3	4	2	5	4	3	3	4	3	1	4	1					
196	3	2	3	3	4	4	3	2	5	4	4	5	4	2	3	3	4	3	4	3	Bisexual				

Responselid	Recordedate	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24
197	R_1dh1g1pjsM60sK	23-Jul-202...	1	1	2	4																			
198	R_2c6m7WKgDEZ0FJI	23-Jul-202...	1	1	2	3																			
199	R_OCUJ7lhuuG0wv20x	23-Jul-202...	1	1	4	4																			
200	R_2e58XWljhbdabL6	23-Jul-202...	1	1	4	4																			
201	R_2zan2EigYgi9EhI	23-Jul-202...	1	1	2	4																			
202	R_1fU8F4JuyzdNRC	23-Jul-202...	1	1	2	4																			
203	R_2ZNVzK2ngObh20	23-Jul-202...	1	1	2	4																			
204	R_1ez621NG9uCAbg	23-Jul-202...	1	1	2	3																			
205	R_1dheueXyBaisy	23-Jul-202...	1	1	3	4																			
206	R_3mb3KlkrllMcHt	23-Jul-202...	1	1	2	5																			
207	R_3FVSU9nG70T2R	23-Jul-202...	1	1	4	3																			
208	R_2zUxGHbx1KX11p	23-Jul-202...	1	1	3	4																			
209																									

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	
197	2	2	1	3	3	4	3	2	3	3	3	4	5	3	1	2	4	2	4	1	2	4	1	2	
198	3	3	3	4	4	4	4	1	5	3	2	3	2	4	2	3	2	2	1	3	1	1	1	1	
199	5	5	4	4	1	1	5	5	7	6	6	6	6	6	6	6	6	2	3	4	1	1	1	1	
200	5	5	5	5	1	1	5	5	6	6	6	7	6	6	6	6	2	3	4	1	1	1	1	1	
201	3	3	4	1	2	2	1	3	5	5	4	4	4	4	3	3	4	1	2	1	1	1	1	1	
202	3	2	3	3	4	3	2	3	3	3	2	4	3	2	4	2	3	3	2	1	3	3	2	1	
203	2	4	2	3	2	4	3	1	2	5	3	4	1	3	4	2	6	1	3	2	2	2	2	2	
204	3	2	4	3	4	4	2	2	4	4	3	3	4	4	3	2	4	1	4	1	4	1	1	1	
205	4	4	4	1	1	4	4	5	7	6	6	7	6	6	6	7	7	2	3	4	1	1	1	1	
206	5	4	5	2	3	5	4	3	4	2	4	3	4	5	5	2	4	4	2	1	1	1	1	1	
207	5	5	4	1	1	5	5	6	6	6	6	6	6	6	6	7	7	2	2	1	1	1	1	1	
208	5	4	5	4	1	1	5	5	6	6	6	6	6	6	6	7	7	2	2	1	1	1	1	1	
209																									

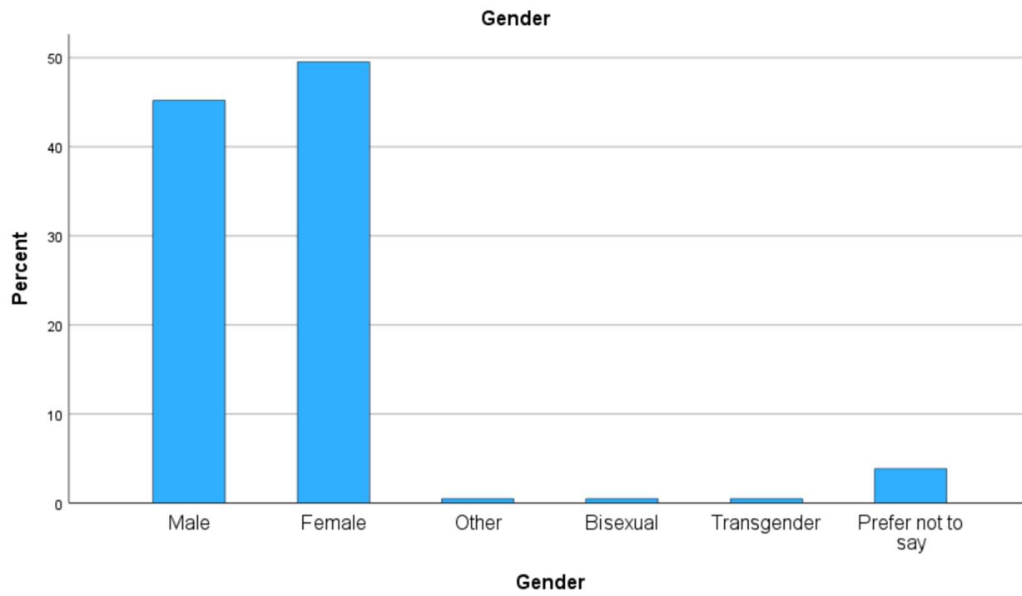
Appendix D: Statistical Analyses

Descriptive statistics

Descriptive Statistics							
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness	
						Statistic	Std. Error
Gender	208	1	6	1.73	1.033	2.816	.169
Age Group	208	1	7	3.10	1.028	.792	.169
Highest Degree of Education	208	1	5	3.22	1.326	-.188	.169
Occupation	208	1	8	2.21	1.197	.915	.169
Yearly Gross Income	208	1	5	2.79	1.561	.225	.169
Average Hours on Social Media (Daily)	208	1	4	2.20	.990	.349	.169
Most Used Social Media Platform	208	1	10	3.31	1.327	1.136	.169
City of Residence	208	1	37	24.13	8.149	-1.794	.169
Valid N (listwise)	208						

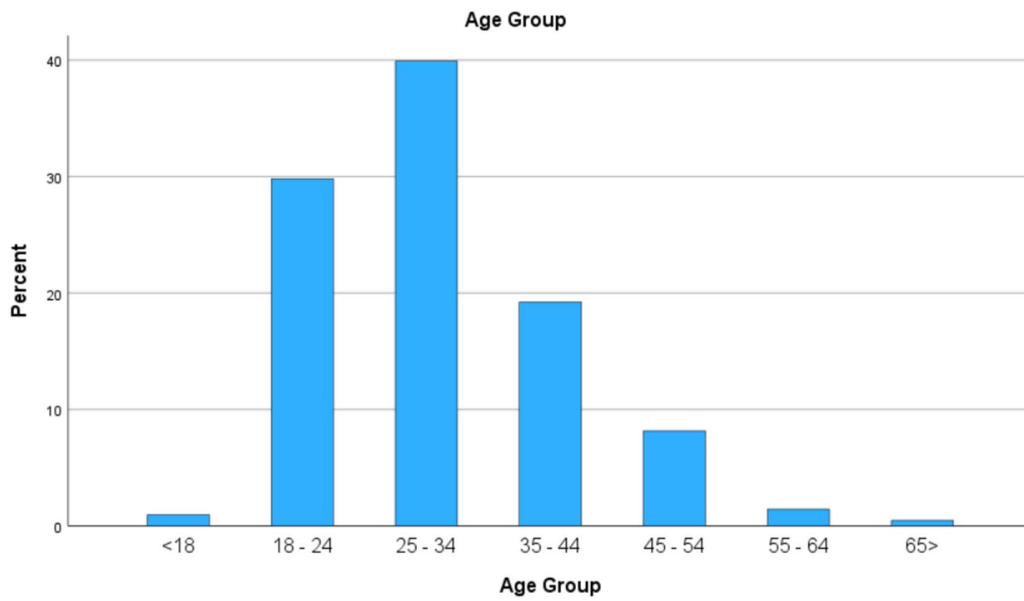
Statistics									
	Gender	Age Group	Highest Degree of Education	Occupation	Yearly Gross Income	Average Hours on Social Media (Daily)	Most Used Social Media Platform	City of Residence	
N	Valid	208	208	208	208	208	208	208	208
	Missing	0	0	0	0	0	0	0	0
Mean		1.73	3.10	3.22	2.21	2.79	2.20	3.31	24.13
Std. Deviation		1.033	1.028	1.326	1.197	1.561	.990	1.327	8.149
Skewness		2.816	.792	-.188	.915	.225	.349	1.136	-1.794
Std. Error of Skewness		.169	.169	.169	.169	.169	.169	.169	.169
Percentiles	25	1.00	2.00	2.00	1.00	1.00	1.00	2.00	27.00
	50	2.00	3.00	3.00	2.00	2.00	2.00	3.00	27.00
	75	2.00	4.00	4.00	3.00	4.00	3.00	4.00	27.00

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	94	45.2	45.2	45.2
	Female	103	49.5	49.5	94.7
	Other	1	.5	.5	95.2
	Bisexual	1	.5	.5	95.7
	Transgender	1	.5	.5	96.2
	Prefer not to say	8	3.8	3.8	100.0
	Total	208	100.0	100.0	



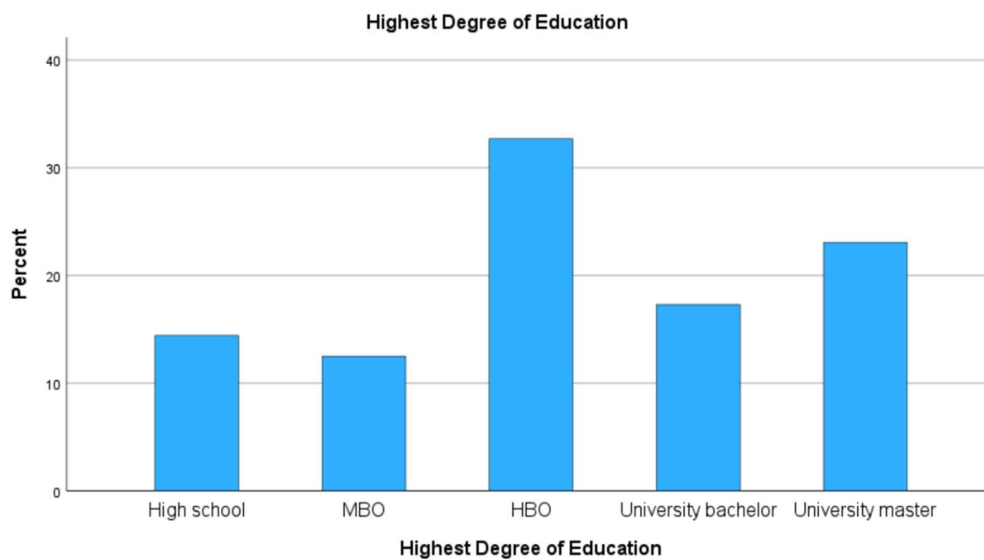
Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<18	2	1.0	1.0	1.0
	18 - 24	62	29.8	29.8	30.8
	25 - 34	83	39.9	39.9	70.7
	35 - 44	40	19.2	19.2	89.9
	45 - 54	17	8.2	8.2	98.1
	55 - 64	3	1.4	1.4	99.5
	65>	1	.5	.5	100.0
	Total	208	100.0	100.0	



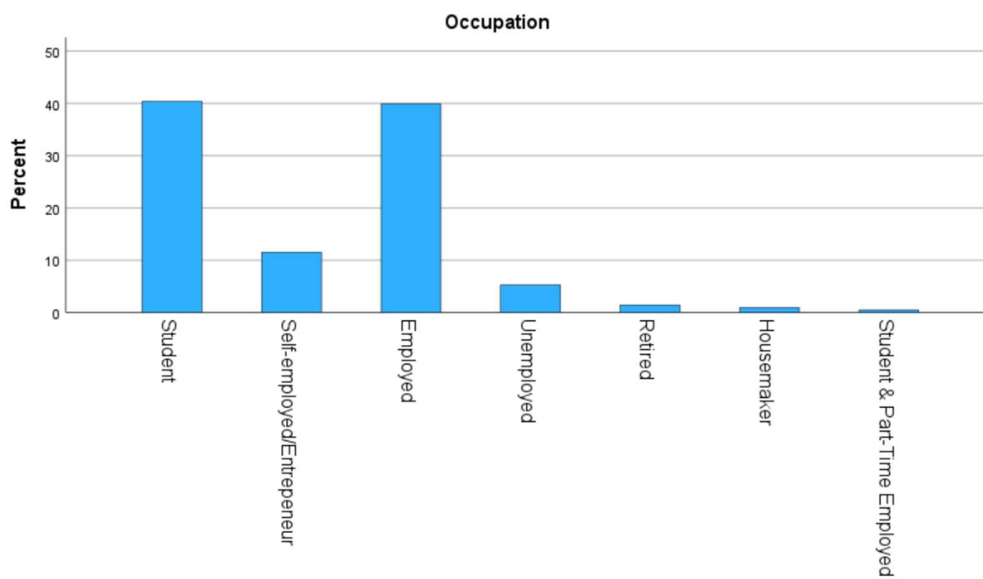
Highest Degree of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	30	14.4	14.4	14.4
	MBO	26	12.5	12.5	26.9
	HBO	68	32.7	32.7	59.6
	University bachelor	36	17.3	17.3	76.9
	University master	48	23.1	23.1	100.0
	Total	208	100.0	100.0	



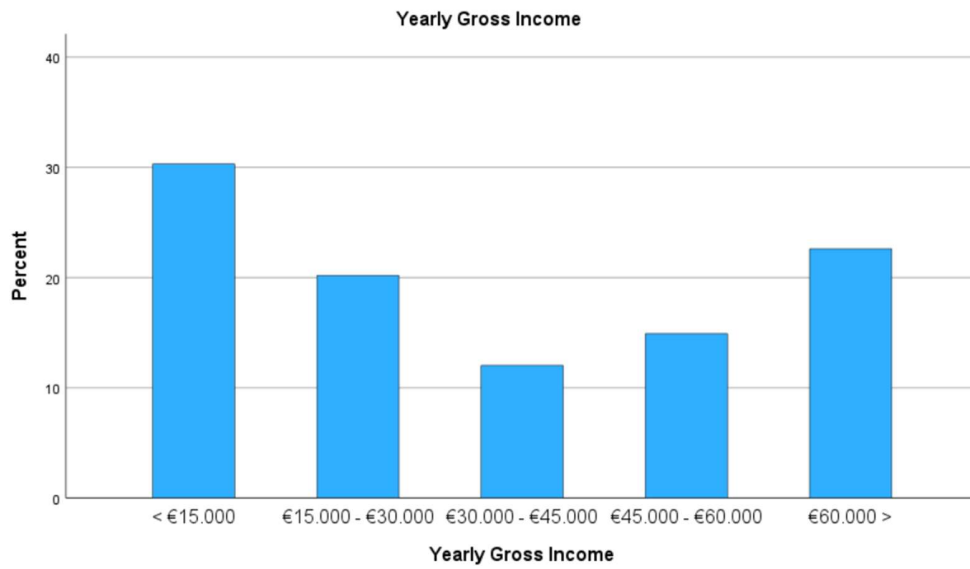
Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	84	40.4	40.4	40.4
	Self-employed/Entrepreneur	24	11.5	11.5	51.9
	Employed	83	39.9	39.9	91.8
	Unemployed	11	5.3	5.3	97.1
	Retired	3	1.4	1.4	98.6
	Housemaker	2	1.0	1.0	99.5
	Student & Part-Time Employed	1	.5	.5	100.0
	Total	208	100.0	100.0	



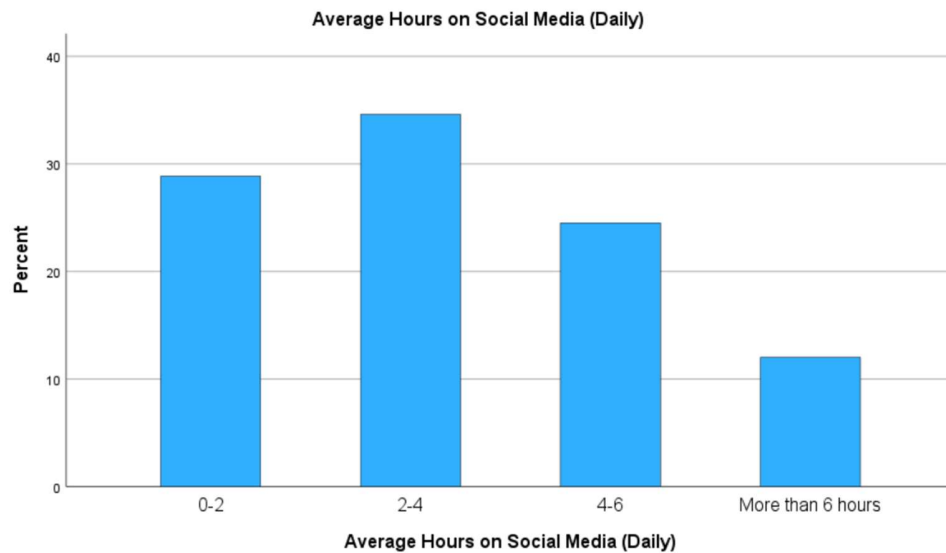
Yearly Gross Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< €15.000	63	30.3	30.3	30.3
	€15.000 - €30.000	42	20.2	20.2	50.5
	€30.000 - €45.000	25	12.0	12.0	62.5
	€45.000 - €60.000	31	14.9	14.9	77.4
	€60.000 >	47	22.6	22.6	100.0
	Total	208	100.0	100.0	



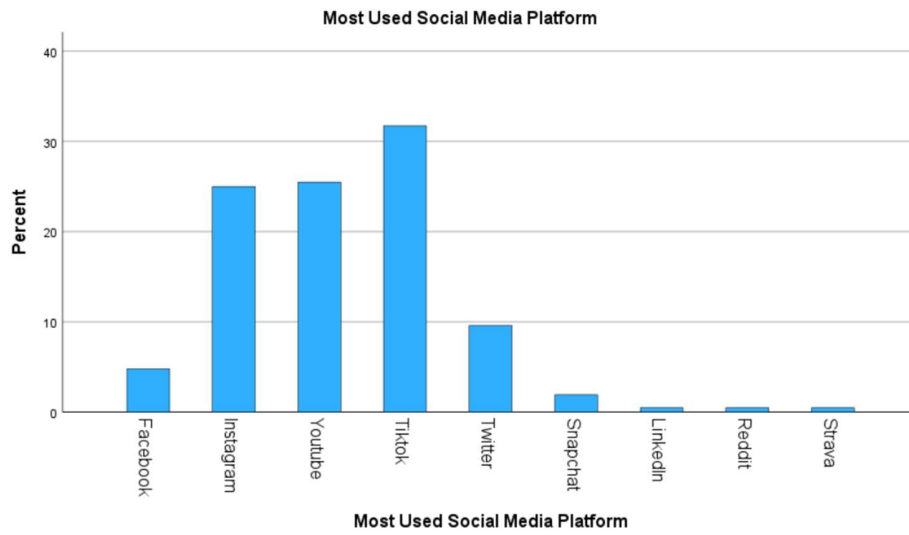
Average Hours on Social Media (Daily)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2	60	28.8	28.8	28.8
	2-4	72	34.6	34.6	63.5
	4-6	51	24.5	24.5	88.0
	More than 6 hours	25	12.0	12.0	100.0
	Total	208	100.0	100.0	



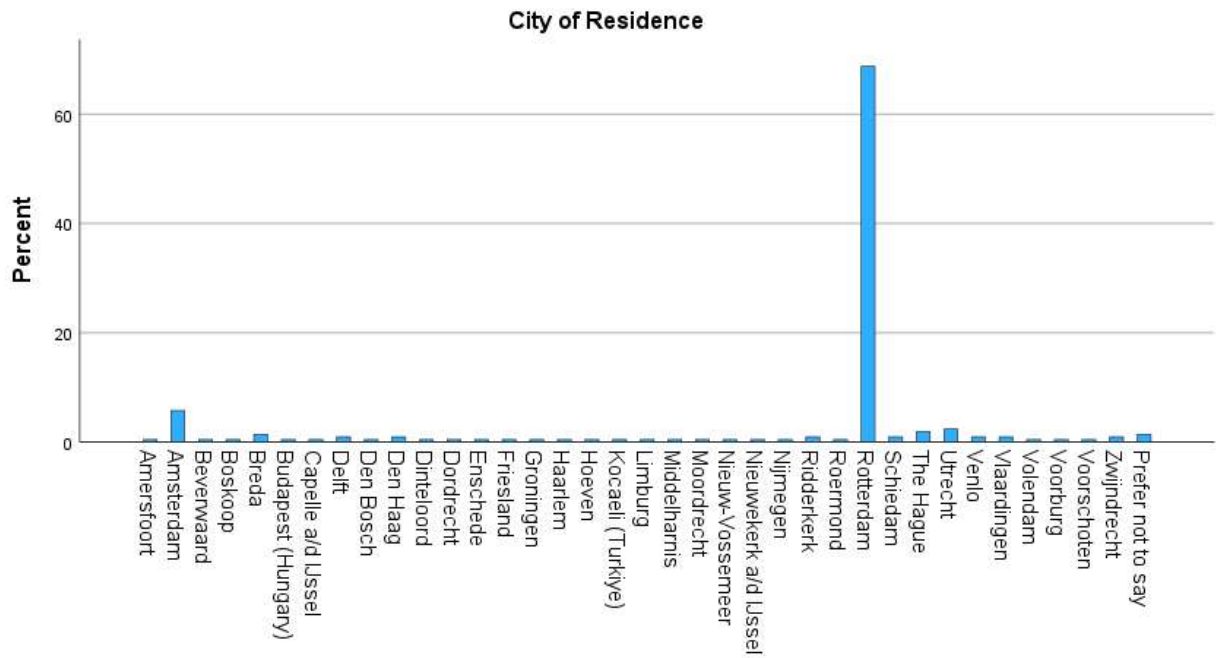
Most Used Social Media Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	10	4.8	4.8	4.8
	Instagram	52	25.0	25.0	29.8
	Youtube	53	25.5	25.5	55.3
	Tiktok	66	31.7	31.7	87.0
	Twitter	20	9.6	9.6	96.6
	Snapchat	4	1.9	1.9	98.6
	LinkedIn	1	.5	.5	99.0
	Reddit	1	.5	.5	99.5
	Strava	1	.5	.5	100.0
	Total	208	100.0	100.0	



City of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amersfoort	1	.5	.5	.5
	Amsterdam	12	5.8	5.8	6.3
	Beverwaard	1	.5	.5	6.7
	Boskoop	1	.5	.5	7.2
	Breda	3	1.4	1.4	8.7
	Budapest (Hungary)	1	.5	.5	9.1
	Capelle a/d IJssel	1	.5	.5	9.6
	Delft	2	1.0	1.0	10.6
	Den Bosch	1	.5	.5	11.1
	Den Haag	2	1.0	1.0	12.0
	Dinteloord	1	.5	.5	12.5
	Dordrecht	1	.5	.5	13.0
	Enschede	1	.5	.5	13.5
	Friesland	1	.5	.5	13.9
	Groningen	1	.5	.5	14.4
	Haarlem	1	.5	.5	14.9
	Hoeven	1	.5	.5	15.4
	Kocaeli (Turkiye)	1	.5	.5	15.9
	Limburg	1	.5	.5	16.3
	Middelharnis	1	.5	.5	16.8
	Moordrecht	1	.5	.5	17.3
	Nieuw-Vossemeer	1	.5	.5	17.8
	Nieuwekerk a/d IJssel	1	.5	.5	18.3
	Nijmegen	1	.5	.5	18.8
	Ridderkerk	2	1.0	1.0	19.7
	Roermond	1	.5	.5	20.2
	Rotterdam	143	68.8	68.8	88.9
	Schiedam	2	1.0	1.0	89.9
	The Hague	4	1.9	1.9	91.8
	Utrecht	5	2.4	2.4	94.2
	Venlo	2	1.0	1.0	95.2
	Vlaardingen	2	1.0	1.0	96.2
	Volendam	1	.5	.5	96.6
Voorburg	1	.5	.5	97.1	
Voorschoten	1	.5	.5	97.6	
Zwijndrecht	2	1.0	1.0	98.6	
Prefer not to say	3	1.4	1.4	100.0	
Total		208	100.0	100.0	



City of Residence

Multiple Response

Case Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
\$SMI_Interaction ^a	208	100.0%	0	0.0%	208	100.0%
\$HW_Products_Usage ^a	208	100.0%	0	0.0%	208	100.0%

a. Dichotomy group tabulated at value 1.

\$SMI_Interaction Frequencies

Interaction with SMI ^a	Responses		Percent of Cases
	N	Percent	
I follow them on social media platforms	106	20.6%	51.0%
I like or comment their posts	86	16.7%	41.3%
I reshare their content	51	9.9%	24.5%
I purchase products or services they advertise	52	10.1%	25.0%
I collaborate with them on social media campaigns	26	5.0%	12.5%
I direct message (DM) them	29	5.6%	13.9%
I participate in giveaways or contests they host	43	8.3%	20.7%
I look for their recommendations or advice on products/services	82	15.9%	39.4%
I ignore or don't interact with social media influencers	40	7.8%	19.2%
Total	515	100.0%	247.6%

a. Dichotomy group tabulated at value 1.

\$HW_Products_Usage Frequencies

		Responses		Percent of Cases
		N	Percent	
Health & Wellness products usage ^a	Dietary supplements (vitamins, minerals, extracts...)	76	15.5%	36.5%
	Fitness equipment (weights, yoga...)	79	16.1%	38.0%
	Personal care (skincare products, hair care, natural cosmetics...)	97	19.8%	46.6%
	Wearable devices (smartwatches, trackers, monitoring...)	76	15.5%	36.5%
	Organic food and beverages	59	12.0%	28.4%
	Mental wellness products (cognitive enhancement supplements, meditation apps...)	34	6.9%	16.3%
	Relaxation and relief products (massage tools...)	36	7.3%	17.3%
	Other	2	0.4%	1.0%
Total	None	31	6.3%	14.9%
Total		490	100.0%	235.6%

a. Dichotomy group tabulated at value 1.

Regression: Hypothesis 1

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	SMI Trust (H1_Independent) ^b		Enter

a. Dependent Variable: Information Search (H1_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 ^a	.640	.638	.85886

a. Predictors: (Constant), SMI Trust (H1_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	270.421	1	270.421	366.607	<.001 ^b
	Residual	151.952	206	.738		
	Total	422.374	207			

a. Dependent Variable: Information Search (H1_Dependent)

b. Predictors: (Constant), SMI Trust (H1_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.015	.175		-.088	.930	-.360	.329
	SMI Trust (H1_Independent)	1.042	.054	.800	19.147	<.001	.935	1.149

a. Dependent Variable: Information Search (H1_Dependent)

Regression: Hypothesis 2

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Consumer Perceptions (H2_Independent) ^b		Enter

a. Dependent Variable: Parasocial Relationships (H2_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680 ^a	.462	.460	.54093

a. Predictors: (Constant), Consumer Perceptions (H2_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.854	1	51.854	177.212	<.001 ^b
	Residual	60.277	206	.293		
	Total	112.131	207			

a. Dependent Variable: Parasocial Relationships (H2_Dependent)

b. Predictors: (Constant), Consumer Perceptions (H2_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.981	.125		7.863	<.001	.735	1.227
	Consumer Perceptions (H2_Independent)	.518	.039	.680	13.312	<.001	.441	.595

a. Dependent Variable: Parasocial Relationships (H2_Dependent)

Regression: Hypothesis 3

Hypothesis 3a

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Parasocial Relationships (H3_Independent) ^b		Enter

a. Dependent Variable: Attitude towards Influencer Endorsement (H3a_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.516 ^a	.266	.263	1.26157

a. Predictors: (Constant), Parasocial Relationships (H3_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.923	1	118.923	74.721	<.001 ^b
	Residual	327.863	206	1.592		
	Total	446.786	207			

a. Dependent Variable: Attitude towards Influencer Endorsement (H3a_Dependent)

b. Predictors: (Constant), Parasocial Relationships (H3_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.147	.318		3.606	<.001	.520	1.773
	Parasocial Relationships (H3_Independent)	1.030	.119	.516	8.644	<.001	.795	1.265

a. Dependent Variable: Attitude towards Influencer Endorsement (H3a_Dependent)

Hypothesis 3b

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Parasocial Relationships (H3_Independent) ^b		Enter

a. Dependent Variable: Attitude towards Endorsed Product (H3b_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.461 ^a	.213	.209	1.31439

a. Predictors: (Constant), Parasocial Relationships (H3_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.296	1	96.296	55.739	<.001 ^b
	Residual	355.891	206	1.728		
	Total	452.187	207			

a. Dependent Variable: Attitude towards Endorsed Product (H3b_Dependent)

b. Predictors: (Constant), Parasocial Relationships (H3_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.558	.331		4.705	<.001	.905	2.211
	Parasocial Relationships (H3_Independent)	.927	.124	.461	7.466	<.001	.682	1.171

a. Dependent Variable: Attitude towards Endorsed Product (H3b_Dependent)

Hypothesis 3c

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Parasocial Relationships (H3_Independent) ^b		Enter

a. Dependent Variable: Consumer purchase intention (H3c_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.589 ^a	.347	.344	1.38265

a. Predictors: (Constant), Parasocial Relationships (H3_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	209.231	1	209.231	109.446	<.001 ^b
	Residual	393.816	206	1.912		
	Total	603.047	207			

a. Dependent Variable: Consumer purchase intention (H3c_Dependent)

b. Predictors: (Constant), Parasocial Relationships (H3_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.011	.348		-.031	.975	-.698	.676
	Parasocial Relationships (H3_Independent)	1.366	.131	.589	10.462	<.001	1.109	1.623

a. Dependent Variable: Consumer purchase intention (H3c_Dependent)

Regression: Hypothesis 4

Hypothesis 4a

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attitude towards Influencer Endorsement (H4a_Independent) ^b		Enter

a. Dependent Variable: Attitude towards Endorsed Product (H4a_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.886 ^a	.784	.783	.68800

a. Predictors: (Constant), Attitude towards Influencer Endorsement (H4a_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	354.678	1	354.678	749.304	<.001 ^b
	Residual	97.509	206	.473		
	Total	452.187	207			

a. Dependent Variable: Attitude towards Endorsed Product (H4a_Dependent)

b. Predictors: (Constant), Attitude towards Influencer Endorsement (H4a_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.560	.132		4.237	<.001	.300	.821
	Attitude towards Influencer Endorsement (H4a_Independent)	.891	.033	.886	27.373	<.001	.827	.955

a. Dependent Variable: Attitude towards Endorsed Product (H4a_Dependent)

Hypothesis 4b

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Attitude towards Endorsed Product (H4b_Independent) ^b		Enter

a. Dependent Variable: Consumer purchase intention (H4b_Dependent)

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853 ^a	.728	.727	.89163

a. Predictors: (Constant), Attitude towards Endorsed Product (H4b_Independent)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	439.277	1	439.277	552.549	<.001 ^b
	Residual	163.770	206	.795		
	Total	603.047	207			

a. Dependent Variable: Consumer purchase intention (H4b_Dependent)

b. Predictors: (Constant), Attitude towards Endorsed Product (H4b_Independent)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.386	.176		-2.188	.030	-.733	-.038
	Attitude towards Endorsed Product (H4b_Independent)	.986	.042	.853	23.506	<.001	.903	1.068

a. Dependent Variable: Consumer purchase intention (H4b_Dependent)