HOW DOES GENERATION Z REACT TO DIFFERENT ADVERTISING TACTICS USED

BY SOCIAL MEDIA INFLUENCERS?

By

ADDISON THEMER

Bachelor of Science in Strategic Communications

Oklahoma State University

Stillwater, Oklahoma

Fall 2021

Submitted to the Faculty of the
Honors College of Oklahoma State University
in partial fulfillment of the requirements
for the Honors Degree.
December 2021

How does Generation Z React to Different Advertising Tactics used by Social Media

Influencers?

Thesis Director:

Dr. Rachel Lim

Second Reader:

Dr. Skye Cooley

Table of Contents

Abstract

Influencer marketing plays a key role in the world of advertising. There is little doubt that influencers wield a lot of persuasion power. The question lies in whether or not the consumers realize when influencers are filling their feeds with advertisements. This study conducted a survey to understand how Generation Z responds to different advertising disclosure tactics used by social media influencers. Specifically, this study aims to assess whether the awareness of brand sponsorships affect consumers', specifically Generation Z's, trust toward the social media influencer and purchase intentions of the product in the social media influencer's post. .

Results demonstrated that Generation Z uses social media to interact with influencers, primarily through Instagram. The results indicated that as the level of parasocial interaction increased, their level of trust toward the social media influencer increased. Furthermore, the study showed that different brand sponsorship disclosure tactics impacted the level of trust and purchase intention. The findings also displayed positive associations between the feelings of parasocial interaction and trust, as well as trust and purchase intentions. Overall, the results provide new insights about how ad disclosure tactics influence Generation Z's perception of trust and purchase intention.

1. **Introduction**

In a world of likes, comments and shares, consumers turn to social media for almost everything. Platforms such as Instagram, TikTok and Facebook serve as sources of both entertainment and information. People use social media for recommendations, news and to keep up to date with the latest viral trends. Across the world, teens and adults alike are posting content in hopes of becoming "Insta-famous" or going viral on TikTok.

With such a heavy cultural reliance on social media, it is no wonder advertising has found its way into the social media realm. The main way companies have capitalized on the large audience found on social media is through a fairly new type of marketing coined "influencer marketing." In 2020, influencer marketing was a $10 billion industry (Haenlein et al., 2020). With companies continuing to dedicate large percentages of their advertising budget to this form of advertising, it is vital that businesses understand the effects of influencer marketing and how differences in the way advertisements are presented impact purchase decisions.

In response, this thesis aims to analyze consumers' levels of interaction with influencers, factors that influence the trustworthiness of the social media personas and the consumers' purchase decisions. The presence or absence of parasocial interactions between the influencer and their audience as well as ad disclosure impact trustworthiness. In turn, trustworthiness, along with the strategy used by the influencer has an impact on purchase decisions, making it an important factor in the effectiveness of the influencer.

Given that Generation Z has had an active role in the virtual world of social media since their youth (Goldring & Azab, 2020), this research focuses on specifically understanding how Generation Z respond to different types of brand sponsorship disclosures in influencer marketing. A survey was conducted to test these predictions and analyze the response to social media influencers among this target audience.

2. Literature Review

Generation Z and social media usage

For some generations, social media has only existed for a fraction of their lives, but not for Generation Z, which represents people born between 1997 and 2012 (Goldring & Azab, 2020). This generation, also referred to as "Gen Z," has had an active role in the virtual world of

social media since their youth. What sets Gen Z apart from its predecessors is "Gen Z have had a much earlier exposure in age to and a broader relationship with online and digital technology," (Goldring & Azab, 2020).

Research suggests that because of this generation's exposure to social media in their youth, they are likely to have high expectations when it comes to viewing brands on social media. They expect brands to be reliable and authentic (Goldring & Azab, 2020). By 2020, more than 65 million people in the United States belonged to Gen Z. This number accounted for more than 40% of spenders in the country. Gen Z uses digital devices for a variety of activities, including shopping. Since much of the content they consume is commercialized, they have a deep brand knowledge and more brand preferences at a younger age than other generations (Goldring & Azab, 2020). They also have a preference toward brands that reflect their concept of self.

This is where influencer marketing can come into play and be a key marketing component for brands. Gen Z expects to engage with brands on social media and look to them to be authentic and reliable. While independent minded, Gen Z is still likely to be highly influenced by the opinions of others (Goldring & Azab, 2020). Given that social media usage is important among Gen Z and is closely connected to how they connect with social media influencers, the following research question was produced:

RQ1: What is the social media usage pattern among Generation Z? Which social media platform do they rely on to connect with social media influencers?

Social media influencers

The idea of utilizing one's fame for marketing purposes has been around for years. Celebrity endorsements boomed in the 1900s with endorsements from sports athletes. So what

makes influencer marketing different from celebrity endorsements which have been around for a century? The difference is first found when analyzing what distinguishes an influencer from a traditional celebrity.

Social media influencers are "active creators of online content who act as opinion leaders to influence brands, products and potential users, delivering their opinions to a targeted audience (Copeland & Huang, 2020). Similar to celebrities, social media influencers have the ability to impact their followers' preferences, opinions and actions.

Influencer marketing utilizes the fame and popularity of social media influencers to promote and advertise products. It is a collaborative effort between brands and social media personas who serve as ambassadors for the brands (Boerman, 2020). This collaboration can be very beneficial to brands. Influencers have the power to "reach their [the brand's] target audience, build trust, and then drive participation," (Copeland & Huang, 2020). The influencer represents the brand and its products by creating content promoting the product and posting it on their own social media accounts. The content can vary from photos of the products, video tutorials on how to use the product or service, before and after photos and more. As new trends emerge and social media evolves to keep up, so do the methods influencers use to promote products and drive sales for brands.

Parasocial relationships

According to parasocial interaction (PSI) theory, "consumers interact with personas [influencers] as if they are present and engaged in a reciprocal relationship," (Labrecque, 2014). These PSI connections resemble interpersonal relationships in such a way that many feel as though they know the persona on an intimate, personal level, much like they do their close

friends. This connection increases the persona's credibility and trustworthiness (Labrecque, 2014).

As a result, an influencer's interaction with their followers is key to creating a connection and establishing trust between the two parties. These interactions can occur through direct messages, comments, question and answer videos on Instagram stories and much more. Perceived openness is another important factor in garnering feelings of PSI (Labrecque, 2014). For some it can take time for these connections to form, feelings of PSI can occur during a consumer's first exposure to a persona. PSI can result in increased loyalty towards the influencer, makes consumers more likely to provide the influencer with information and reduces feelings of uncertainty towards the influencer. In an effort to validate their relationship with the persona, consumers may demonstrate behaviors such as viewing more content from the persona or purchasing products in which they are connected or promoting (Labrecque, 2014).

Because PSI leads to a perceived personal connection and increased loyalty toward the influencer, it will also likely increase the level of trust the consumer has in the influencer. Therefore, the following hypothesis is developed:

H1: The feeling of PSI will positively associate with the level of trust toward the influencer.

Ad disclosure and trust toward the influencer

Interactions between influencers and consumers are not that simple, however. The persuasion knowledge model states that as consumers are exposed to advertising, they begin to "develop personal knowledge about the tactics used in these persuasion attempts," (Friestad & Wright, 1994). This knowledge helps consumers react to the advertisements in a way that allows them to attempt to maintain control over the outcome (Friestad & Wright, 1994). This does not

mean they reject the persuasive power of the advertising, rather they want to control its effect on them.

A consumer's persuasion knowledge is ever changing as they have new life experiences and interactions (Friestad & Wright, 1994). It shifts as they learn more about the goals and methods of marketers and they develop coping strategies to avoid the advertisement's effect on them. Persuasion knowledge is used to judge the effectiveness and appropriateness of advertisements (Friestad & Wright, 1994). Consumers also evaluate the moral aspects of the advertisements based on their persuasion knowledge. The consumer's judgement, as well as their feelings toward the agent, in this case the influencer or brand, have implications on the effectiveness of the advertisement.

Recently, marketers have seen an increase in the number of people ignoring disruptive advertisements, such as pop up ads (Kim et al., 2019). To combat this, marketers are using more native advertising. A native advertisement is one that matches the form or feel of other content on the medium the advertisement appears (Kim et al., 2019). As consumers scroll through social media, most of the advertisements they are exposed to are native advertisements. Because of its non-disruptive nature, native advertising allows for a more seamless experience for the consumer as the advertising blends in with the other content they are consuming (Kim et al., 2019). While it is a valuable advertising method, native advertising poses the risk of consumers feeling as though marketers are trying to deceive them. Consumers can not always differentiate between organic and sponsored content (Kim et al., 2019). If consumers feel as though the advertising is meant to be deceptive, barriers go up, which affects the ad's effectiveness.

Influencer advertising often takes the form of native advertising. Once consumers recognize an influencer's advertisement as sponsored or paid, their persuasion knowledge kicks

in. The more consumers are exposed to influencer marketing tactics, the more knowledgeable they become about the methods used by brands and influencers to persuade them. Depending on the consumer's level of persuasive knowledge, they will either recognize the influencers' posts as advertising or they may mistakenly perceive it as organic content. Transparency is a condition that establishes a positive connection between a brand and an audience (Woodroof et al., 2020). When persuasion knowledge kicks in, it can negatively affect the outcome of the advertisement if consumers believe the influencer is not being transparent.

While influencers employ an endless rotation of content strategies, the type of advertising disclosure used can be broken down into three categories. Influencers can post sponsored content and disclose the sponsorship, they can post sponsored content and not disclose that it is sponsored or they can post organic content not sponsored by a brand.

Ad disclosures are an important part of transparency in advertising. By disclosing information regarding whether or not the influencer is being paid to post, the influencer is being transparent with its audience. When consumers realize that an influencer's post may have been motivated by a form of payment from the brand they are promoting, the consumer views the influencer as "significantly less transparent" the more ambiguous the disclosure is (Woodroof et al., 2020). As a result, the more ambiguous the disclosure is, the more negatively the consumer will interpret the level of transparency. Perceived levels of transparency from the influencer also impact consumers' purchase intentions (Woodroof et al., 2020).

So how can marketers and influencers utilize native advertising in a way that does not elicit defense mechanisms? There are two ways. First, the influencers can use transparency to prevent consumers from feeling deceived by native advertising. Second influencers can build

relational trust between themselves and their audiences, which is why the PSI theory is so important for influencers to understand.

The study of the PSI theory and the persuasion knowledge model led to the formation of the following research question:

RQ2: Does the influencer's disclosure strategy (sponsored and disclosed vs. sponsored and not disclosed vs. organic post) influence perceived trust toward the influencer and purchase intentions?

Purchase intention is defined as "an individual's conscious plan to make an effort to purchase a brand," (Spears & Singh, 2004). It can also be understood as the "mental stage in which consumers have developed willingness to behave toward a product or brand," (Qin, 2020). Developing positive purchase intentions among a target audience is one of the primary objectives in social media marketing (Qin, 2020). One factor that increases purchase intention is trust (Kim & Kim, 2021). Building relational trust between the influencer and consumer increases positive attitudes toward the influencer and builds high purchase intention toward the products the influencer promotes (Kim & Kim, 2021). Trust enhances acceptance of endorsements and increases positive perceptions of the products shared by the influencer (Kim & Kim, 2021).

Because trust increases positive attitudes toward the influencer and positive perceptions of the products the influencer promotes, trust will likely increase purchase intentions. Therefore, the following hypothesis is developed:

H2: There will be a positive association between perceived trust and purchase decision.

3. Methodology

This study was conducted using the online survey platform WuFoo. A total of 94 students at Oklahoma State University were recruited.

Procedures

A survey questionnaire was developed by using Wufoo. Participants were asked to answer questions about social media and social media influencers. The survey instrument aims to measure factors that influence participants' intentions to purchase products promoted by social media influencers. Participants answered questions regarding five constructs of interest (see *measurements in Appendix A*) followed by demographic questions.

Sample characteristics

The sample consisted of 94 students enrolled at Oklahoma State University. College students were recruited through reaching out to professors and instructors of the classes. They were given extra credit for their participation in the survey. Seventy-four (78.7%) of respondents were female, 19 (20.2%) were male and one (1.1%) preferred not to answer. The age of respondents ranged from 18-24 with the average age being 20.89. Thirty-three (35.1%) respondents were 21, 27 (28.7%) were 20, 13 (13.8%) were 22, 10 (10.6%) were 19 and 7 (7.4%) were 24. Only three (3.2%) respondents were 23 and one (1.1%) respondent was 18.

Seventy-seven (81.9%) respondents were white, followed by 6 (6.4%) respondents of Hispanic or Latino origin and three (3.2%) Native American or Alaskan Native. Seven other ethnicities account for the remaining 8.5% of the sample. Fifty-eight (61.7%) respondents reported some college education followed by 15 (16%) with a 4-year college degree followed by 11 (11.7%) with a 2-year college degree. Nine (9.6%) reported high school/ GED completion and one (1.1%) respondent reported less than high school.

Measurements

Five constructs were measured in the survey. These five measures were social media use, influencer knowledge, purchase intentions, trustworthiness and parasocial interaction. *Feelings*

of PSI were measured using 5 items on a seven-point Likert scale with one being "strongly disagree" and seven being "strongly agree." (Cronbach's α=.86). The scale was adapted from Boerman's (2020) study. The levels of trust were analyzed on a six-point Likert scale with one being "very untrustworthy" and six being "very trustworthy," using influencers the sample follows as a basis for answering the scale. The questions and scales used to measure these constructs can be seen in *Appendix A*.

4. Results

RQ1: What is the social media usage pattern among Generation Z? Which social media platform do they rely on to connect with social media influencers?

To explore RQ1, a descriptive analysis was performed. 100% (*n*=94) of the Gen Z respondents reported that they use social media daily. Next, respondents indicated how much time they spend on various social media platforms daily. Instagram is used by 36.2% (*n*=34) of respondents one to two hours per day, followed by 20.2% (*n*=19) of respondents using it two to three hours per day and 18.1% (*n*=17) using it less than one hour per day. Only 3.2% (*n*=3) of respondents reported never using Instagram. One respondent did not indicate how often they use Instagram.

Next up was Facebook. 51.1% (*n*=48) of respondents use it less than one hour per day followed by 24.5% (*n*=23) of respondents never using Facebook. The next highest frequency was 18.1% (*n*=17) of the respondents using Facebook one to two hours per day. Only five respondents use Facebook more than two hours per day. One respondent did not indicate how often they use Facebook.

The next social media analyzed was Twitter. 42.6% (*n*=40) of respondents never use Twitter, 35.1% (*n*=33) of the respondents use it less than one hour per day and 10.6% (*n*=10) of

the respondents use Twitter one to two hours per day. The remaining 10 respondents use Twitter at least more than two hours a day. One respondent did not indicate how often they use Twitter.

TikTok usage was analyzed next. 22.3% (*n*=21) of respondents use TikTok one to two hours per day, 19.1% (*n*=18) never use it, 14.9% (*n*=14) use it two to three hours per day, 12.8% (*n*=12) use TikTok less than one hour per day, 12.8% (*n*=12) also use TikTok more than five hours per day, 9.6% (*n*=9) use it three to four hours per day and 7.4% (*n*=7) use TikTok four to five hours per day. One respondent did not indicate how often they use TikTok.

The next analyzed social media was YouTube. 44.7% (*n*=42) of respondents use YouTube less than one hour per day, 18.1% (*n*=17) use it one to two hours a day, 13.8% (*n*=13) never use YouTube, 7.4% (n=7) use it two to three hours a day and another 7.4% (*n*=7) use it more than five hours a day followed by 5.3% (*n*=5) using it four to five hours a day and 2.1% (*n*=2) using it three to four hours a day. One respondent did not indicate how often they use YouTube.

Snapchat was analyzed next. 29.8% (*n*=28) use Snapchat less than one hour a day, 22.3% (*n*=21) use it one to two hours a day, 13.8% (*n*=13) use it four to five hours a day, 12.8% (*n*=12) use it three to four hours a day, 11.7% (*n*=11) use it two to three hours a day, 6.4% (*n*=6) never use Snapchat and 2.1% (*n*=2) use Snapchat more than five hours a day. One respondent did not indicate how often they use Snapchat.

Other social media were lumped together in an "other" category. 59.6% (*n*=56) never use other social media, 29.8% (*n*=28) use other social media less than one hour per day, 6.4% (*n*=6) use other social media one to two hours a day and 3.2% (*n*=3) use it two to three hours a day. One respondent did not indicate how often they use other social media. See *Figure 1*.

Figure 1

How many respondents use the following social media platforms?
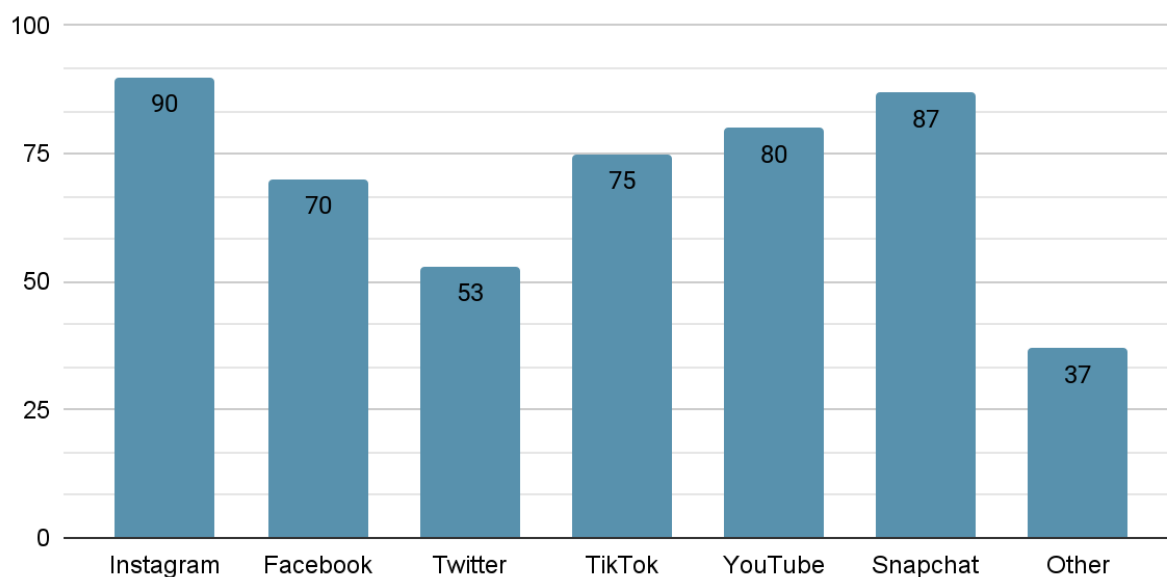
Of the 94 respondents, 82 (87.2%) reported they have purchased something they saw on social media. Seventy-eight (83%) report following social media influencers and 62 (66%) have purchased something they saw promoted by an influencer. So which platforms are Gen Z using to interact with influencers? Instagram was the platform most used for following and interacting with influencers among the sample. Eighty-one (86.2%) respondents reported interacting with influencers on Instagram, followed by 53 (56.8%) interacting with influencers on TikTok, 36 (38.3%) on YouTube, 21 (22.3%) on Twitter, seven (7.4%) on Snapchat, three (3.2%) on Facebook and six (6.4%) on other social media platforms. See *Figure 2*.

Figure 2

Do you interact with influencers on the following platforms?
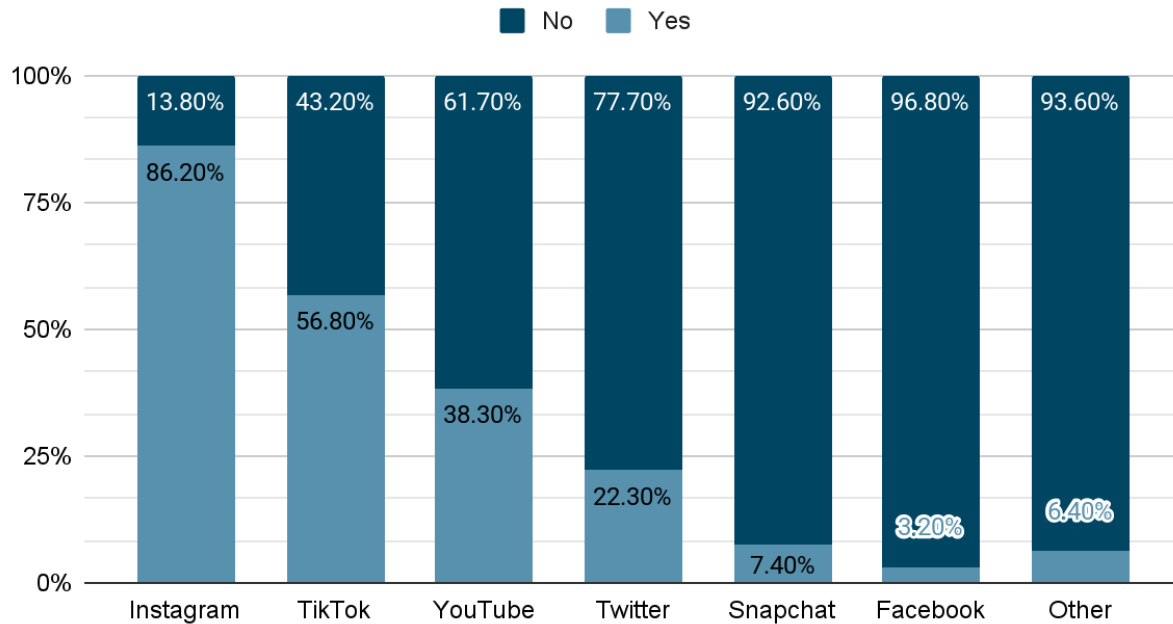
H1: The feeling of PSI will positively associate with the level of trust toward the influencer.

To test H1, a Pearson product-moment correlation coefficient was computed to assess the relationship between feelings of PSI and levels of trust toward the influencer. There was a positive correlation between the two variables ($r = 0.49$, $n = 86$, $p < 0.001$). This means as feelings of parasocial interaction with the influencer increase, so does the level of trust toward the influencer. Thus, H1 was supported by the results.

RQ2 asked if the influencer's disclosure strategy (sponsored and disclosed vs. sponsored and not disclosed vs. organic post) impacts perceived trust toward the influencer and purchase intentions?

The research question was answered by using a series of paired-sample t-tests. The first test was conducted to compare trust when there is disclosure of sponsorship and trust when there is no disclosure. There was a significant difference in the scores for trust when sponsorship was disclosed ($m= 4.73$, $SD= 1.42$) and not disclosed ($m=4.14$, $SD= 1.36$; $t(93)= 2.848$, $p< 0.005$). The next test was done between trust when there is disclosure of sponsorship and trust when the post is organic and not sponsored. There was a significant difference in the scores for trust when sponsorship is disclosed ($m= 4.73$, $SD= 1.42$) and trust when a post is organic ($m= 5.49$, $SD= 1.32$; $t(93)= -3.77$, $p< 0.001$). The last pair compared trust when no disclosure is made to trust when a post is organic. There was a significant difference in the scores for trust for a post with no disclosure ($m=4.14$, $SD= 1.36$) and trust when posts are organic ($m= 5.49$, $SD= 1.32$; $t(93)= -7.87$, $p< 0.001$).

This means the Gen Z respondents showed the most trust toward influencers when their posts were organic and the least trust toward influencers when they did not disclose sponsorship.

The next paired sample t-tests were done to evaluate purchase intentions based on the different disclosure strategies. The first test was done to compare purchase intention when a sponsorship is disclosed and when there is no disclosure. There was a significant difference between the scores for purchase intention when sponsorship is disclosed ($m= 3.04$, $SD= 1.537$) and when there is no disclosure ($m= 3.90$, $SD= 1.35$; $t(93)= -4.39$, $p< 0.001$). The next test compared purchase intentions when sponsorship is disclosed and when a post is organic. There is a significant difference between the scores when sponsorship is disclosed ($m= 3.04$, $SD= 1.54$) and when a post is organic ($m=5.00$, $SD=1.60$; $t(93)= -9.47$, $p< 0.05$). The last paired samples t-test was done to look at purchase intentions between posts with no disclosure and organic posts.

There was a significant difference between posts with no disclosure (*m*= 3.90, *SD*= 1.34) and organic posts (*m*= 5.00, *SD*= 1.60; *t*(93)= -7.997, *p*< 0.05) .

This means the Gen Z respondents have highest purchase intentions when a post is organic and lowest purchase intentions when a post is sponsored and disclosure is provided.

H2: There will be a positive association between perceived trust and purchase intention.

Purchase intentions were measured by asking how likely the respondent is to purchase a product recommended by an influencer if they indicate they are being paid to promote it, do not indicate or state they are not being paid, or indicate there is no sponsorship. This was measured with a seven-point Likert scale with one being "very unlikely" and seven being "very likely." Trust was measured using a six-point Likert scale with one being "very untrustworthy" and six being "very trustworthy," using influencers the sample follows as a basis for answering the scale.

To test this hypothesis, a Pearson correlation coefficient was computed to assess the relationship between perceived trust and purchase intention. There was a positive correlation between the two variables ($r = 0.36$, $n = 86$, $p < 0.001$). This means as perceived trust in the influencer increases, so do purchase intentions. Therefore, H2 is supported.

Discussion

Overall, this study explored Generation Z's response to different tactics used by social media influencers. The results illustrated Gen Z's social media usage and how they interact with social media influencers. Specifically, the results showed Instagram was the most used platform, followed by Snapchat then YouTube. Interestingly, the results showed the social media usage pattern differed from which platforms they used most for connecting with influencers. When connecting with influencers, Instagram is used the most platform followed by TikTok, with Snapchat rarely used for connecting with influencers despite being the second most used

platform. This data provides social media influencers with information about which platforms Generation Z is using most, and they can use this information to make informed decisions on which platforms to utilize for advertisements and promotions.

Moreover, the study assessed Gen Z's reactions to different types of ad disclosure tactics (i.e., disclosure or non-disclosure) used by social media influencers and how it was associated with their purchase intentions and trust toward the influencer.

Surprisingly, the findings show that while trust toward an influencer is higher when sponsorship is disclosed than when it is not disclosed, purchase intentions are lower when a sponsorship is disclosed. One explanation for this could be the activation of persuasion knowledge (Friestad & Wright, 1994). When the influencer discloses that they are sponsored, it shows they are being transparent and increases feelings of trust toward the influencer. However, because of the disclosure, the consumer may become aware that the influencer is trying to persuade them to think or act a certain way. This enables consumers to use their persuasion knowledge to evaluate the persuasive tactics and the effectiveness of the advertisements (Friestad & Wright, 1994). This could lead to a lower likelihood of purchasing the product, hence the results of the study.

The results of the study show feelings of parasocial interaction positively relate to feelings of trust toward the influencer. They also show that there is a positive correlation between trust toward an influencer and purchase intentions.

Implications

This study can be beneficial to both social media influencers and brands. The results contribute to research about Generation Z and delve further into their connection to social media influencers. The results show how social media influencers' efforts to produce parasocial

relationships impact the trust their followers feel toward the influencer. The results also show how social media influencers' advertising disclosure tactics impact trust and purchase intentions. This information can be used to guide strategies for influencers and can be used by brands for establishing advertising disclosure guidelines with their influencers.

Limitations

Due to the nature of the sample, there are a few limitations to this study. First, the sample size was fairly small. Second, the sample consisted primarily of females. Next, the sample consisted of people attending a university in Oklahoma and a majority of the respondents were white. As a result, the findings may not be generalizable across other cultures or nations. Future study can be replicated by recruiting more people by including diverse backgrounds to increase the generalizability. Future research could be conducted to further examine Generation Z and its response to social media influencers by conducting a focus group and asking deeper questions about trust and purchase intentions. A study could also be conducted to analyze differences amongst several generations.

Appendix

A. The Survey Questionnaire used for the study

Social media use

---

* Do you use social media daily?

○ Yes

○ No

* How often do you use the following social media platforms daily?

	Never	Less than 1 hour	1-2 hours	2-3 hours	3-4 hours	4-5 hours	More than 5 hours
Instagram	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
Facebook	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
Twitter	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
TikTok	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
YouTube	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
Snapchat	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
Other	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7

* Have you ever purchased something you saw on social media?

○ Yes

○ No

Influencer knowledge

* To your knowledge, do you follow any social media influencers?

- ( ) Yes
- ( ) No, and I do not see content from influencers
- ( ) No, but I still see content from influencers

* How many influencers do you follow?

- ( ) 1-5 influencers
- ( ) 6-10 influencers
- ( ) 11-15 influencers
- ( ) 16-20 influencers
- ( ) More than 20 influencers
- ( ) I do not follow any influencers

* On which platforms do you interact with influencers? Select all that apply.

- [ ] Instagram
- [ ] Facebook
- [ ] Twitter
- [ ] TikTok
- [ ] YouTube
- [ ] Snapchat
- [ ] Other

Purchase intentions

* Have you ever purchased something promoted by an influencer?

○ Yes

○ No

* How likely are you to purchase a product recommended by an influencer if...

	Very unlikely	Unlikely	Somewhat unlikely	Neither unlikely or likely	Somewhat likely	Likely	Very likely
The influencer indicates they ARE being paid to promote the product	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
If there is NO INDICATION the influencer is or is not being paid to promote the product	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
The influencer states they are NOT being paid to promote the producr	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7

Trustworthiness

* What is your perception of the following influencers' trustworthiness?

	Very trustworthy	Trustworthy	Somewhat trustworthy	Somewhat untrustworthy	Untrustworthy	Very untrustworthy	N/A
The influencers I follow	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ -

* How trustworthy does an influencer seem when...

	Very trustworthy	Trustworthy	Somewhat trustworthy	No impact on trustworthiness	Somewhat untrustworthy	Untrustworthy	Very untrustworthy
They indicate their post is sponsored by a brand	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
There is no indication if the post is sponsored content	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
They indicate their post is not sponsored by a brand	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7

Parasocial Interaction

* Evaluate the following statements.

	Strongly Disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly Agree
The influencers I follow seem to understand the things I want to know	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
I would like to meet the influencers I follow in person	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
When I see posts from the influencers I follow, I feel as if I am a part of the group	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
The influencers I follow feel like friends	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7
I like to compare my ideas with what the influencers I follow say	○ 1	○ 2	○ 3	○ 4	○ 5	○ 6	○ 7

References

Bleakley, A., & Hennessy, M. (2012). The quantitative analysis of Reasoned action theory. *The ANNALS of the American Academy of Political and Social Science*, *640*(1), 28–41. https://doi.org/10.1177/0002716211424265

Boerman, S. C. (2020). The effects of the standardized instagram disclosure for micro- and meso-influencers. *Computers in Human Behavior*, *103*, 199–207. https://doi.org/10.1016/j.chb.2019.09.015

Copeland, L., & Huang, O. (2020). Gen Z, Instagram influencers, and #OOTD hashtags' effect on purchase intention of apparel. *Pivoting for the Pandemic*. https://doi.org/10.31274/itaa.11906

Friestad, M., & Wright, P. (1994). The persuasion knowledge model: How people cope with persuasion attempts. *Journal of Consumer Research*, *21*(1), 1. https://doi.org/10.1086/209380

Goldring, D., & Azab, C. (2020). New rules of social media shopping: Personality differences of U.S. gen Z versus gen X market mavens. *Journal of Consumer Behaviour*, *20*(4), 884–897. https://doi.org/10.1002/cb.1893

Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, Tiktok, & Co.. *California Management Review*, *63*(1), 5–25. https://doi.org/10.1177/0008125620958166

Kim, D. Y., & Kim, H.-Y. (2021). Trust me, Trust Me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, *134*, 223–232. https://doi.org/10.1016/j.jbusres.2021.05.024

Kim, M., Lee, J. K., & Lee, K.-Y. (2019). Interplay of content type and product type in the consumer response to native advertising on social media. *Asian Journal of Communication*, *29*(6), 464–482. https://doi.org/10.1080/01292986.2019.1679852

Labrecque, L. I. (2014). Fostering consumer–brand relationships in social media environments: The role of parasocial interaction. *Journal of Interactive Marketing*, *28*(2), 134–148. https://doi.org/10.1016/j.intmar.2013.12.003

Qin, Y. S. (2020). Fostering brand–consumer interactions in social media: The role of social media uses and Gratifications. *Journal of Research in Interactive Marketing*, *14*(3), 337–354. https://doi.org/10.1108/jrim-08-2019-0138

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising*, *26*(2), 53–66. https://doi.org/10.1080/10641734.2004.10505164

Woodroof, P. J., Howie, K. M., Syrdal, H. A., & VanMeter, R. (2020). What's done in the dark will be brought to the light: Effects of influencer transparency on product efficacy and purchase intentions. *Journal of Product & Brand Management*, *29*(5), 675–688. https://doi.org/10.1108/jpbm-05-2019-2362