



ARTEVELDE UNIVERSITY OF APPLIED SCIENCES

*How do Instagram influencers affect the
consumer buying behaviour of Gen-Z?*

Jalean Wansi

International Office Management

BAP coach: Eef Scheerlinck, Elke Huyghebaert

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PREFACE

With this research paper, I am completing the study of International Office Management. Consequently, I would like to thank the individuals who have supported me during the process of developing this research paper. First and foremost, I would like to thank my coach, Eef Scheerlinck. In addition, I would like to thank my secondary coach Elke Huyghebaert. I could at all times rely on swift advice, guidance, and feedback. Even during the difficult circumstances of the current COVID-19 crisis, I felt supported at all times.

Next, I would like to thank IMA for welcoming me into the company and treating me as one of the team for the limited amount of time that I spent at the agency. Additionally, I want to thank Paulina Studniarek (Influencer Development Manager and Internship mentor) to allow me to join the world-leading Influencer Marketing Agency. Joining the Influencer Development team gave me the source of inspiration for my research question. With the support of Paulina and my buddy Maxime Van Bakel, I was able to work on my research during office hours and got the green light to finish my internship earlier than anticipated to focus on this research.

Ultimately, I would like to thank my at-home support system for motivating and encouraging me to keep going.

EXECUTIVE SUMMARY

The Influencer Marketing Agency (IMA) grew from a fashion inspiration platform to the leading global agency for influencer marketing that it is today. On a daily basis, the agency connects brands to the most influential bloggers, vloggers and social media influencers on a global level. With the aim of creating unique and creative influencer marketing campaigns, the agency strives to achieve the predetermined marketing goals of their clients. Therefore, market-wide expertise and knowledge is from the utmost importance. As the digital social media environment is fast-moving, it is highly important to stay informed about the changes in the industry. The agency is exceedingly educated about the Millennials (born from 1980-94), as their workforce are mainly members of that generation. Yet, as Generation-Z (born from 1995-2010) is growing older, and the eldest part of the generation is able to make consumer buying decisions, their importance is increasing.

The problem the agency was facing was the lack of knowledge concerning Generation-Z. With the aim of educating and building a greater understanding towards the generation, the research question: "How do Instagram influencers affect the consumer buying behaviour of Gen-Z?" was created. Through the means of researching the core of influencer marketing: how it originated, the rise of Instagram, how influencer marketing is conducted throughout the platform, breaking down the influencer tiers and taking a closer look at the future perspective of the social media tool, the basis of the research was built. Moreover, explaining the business strategy of the agency provides a clear depiction about the importance of knowing the market and audience in order to set up successful campaign's. The breakdown of Generation-Z, the influencer marketing methods towards the generation, the process of the consumer buying behaviour (of Gen-Z) and the differences with the Millennials formed the main pillar of the desk research.

The field research was conducted by the means of a qualitative research method. Namely, ten one on one interviews with members of Gen-Z who are able to make consumer buying decisions. Based on the findings of the desk and field research, the following advice can be given to the Influencer Marketing Agency:

- Authenticity is key when selecting influencers for influencer marketing campaigns.
- Continuously educate marketing teams about the wishes, needs and desires of the generation and mix generations within marketing teams
- Stimulate influencers to remain creative by personalising promotional content, producing true life content and creating more video content
- Create more meaningful campaigns who support social matters

To conclude, the Instagram influencers affect the consumer buying behaviour of Gen-Z by sparking the attention towards the product or service of a particular brand. Resulting into member of the generation going on the hunt for more information and starting their consumer buying behaviour journey.

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ABBREVIATIONS

IMA	Influencer Marketing Agency
K	The letter K stands for one thousand e.g. 10K means ten thousand
ROI	Return on Investment

PROCESS REFLECTION

Due to the recent events of the rapid development of the coronavirus disease, the process of writing this research paper took a slightly different turn than anticipated. Moreover, when the students were instructed to return to Belgium, I had various worries concerning the paper and my internship. Initially, since the media announced a two-week lockdown, I figured I would be able to return to Amsterdam and complete the remaining time of my internship and would work continuously on this bachelor paper.

Nevertheless, this was not the case and the external factors influenced my planning heavily. Being in lockdown whilst combining working from home for five days a week, completing additional internship tasks and writing my bachelor paper was more challenging than expected. As a result, I was running behind heavily on my original planning. Subsequently, I had a call with my coach, Eef Scheerlinck, to announce my concerns. She confirmed that due to the extraordinary circumstances, it is reasonable that everything does not go as planned. In addition, she stated that the circumstances contribute to a learning experience as well.

Not much later, Artevelde University College announced that students whom were executing internships abroad merely needed 35 days of internship to be able to graduate. After discussing the new guidelines with my internship coach, we came to the conclusion that I would work for a slightly longer amount of time since I wanted to end on good terms with my internship company. In the end, I had more time to work on my bachelor paper than I originally would have.

Concerning the field research of this bachelor paper, no changes were made to the original planning. Resulting in a great relief, since this aspect was one of my main concerns.

In conclusion, no major factors have influenced the process of this research paper. Solely the planning aspect.

INTRODUCTION

Growing up with the evolution of the Internet and the rise of various social media platforms, I am considered to be part of the digital generation. Influencer marketing is no new phenomenon. Nevertheless, in this digital era, it has grown tremendously and became a social media tool on its own. At this point, Instagram was named the most popular social media platform with more than one hundred million individuals using the platform globally. The platform which was designed for the purpose of free photo and video sharing has grown to become a place for storytelling and digital advertising. Users of the platform who gained a large number of followers are named “influencers”. These influencers are given a voice to tell their experiences with products or services in return for compensation by a brand. This trend will merely grow and develop further in the future.

Furthermore, this brings us to the objective of the project and the problem statement. How does the emerging social media tool impact the buying behaviour of Gen-Z in each aspect of the customer buying behaviour journey? In order to comprehend this research paper, it is an important factor to have basic knowledge on Gen-Z and understand why the generation differs from the Millennials. Generation-Z born between 1995 and 2010 are often referred to as the True Gen, Digital Natives, Zoomers and many more. They can be characterised by the fact that the generation no longer wants to be labelled. In their eyes, the uniqueness of an individual cannot be put into a box. Accordingly, they highly value authenticity. The authenticity forms the basis of reasoning and is a common thread throughout this research paper. For this research, the focus will be on the part of the generation that can make consumer buying decisions. Namely, between the ages of sixteen and twenty-five years old.

The goal of this research paper is to advise IMA. Although, the world-leading Marketing Agency is headquartered in Amsterdam, the rapidly growing organisation has offices spread all over the world. Founders Emilie Tabor and Maddie Raedts have with the help of Anneke Schogt and the entire team grown the agency to the point where it is today. Assisting well-known brands such as Booking.com, Polaroid, Coachella and many more in telling their stories through the means of marketing campaigns by the world’s top influencers who can reach millions of individuals. Nevertheless, the personnel consist mainly of Millennials, whom did not grow up with the evolution of the internet. Moreover, these days, their lives revolve around the internet. The way of thinking and acting is seemingly different than to Gen-Z. This research has the main purpose of understanding the generation. Discovering what will and will not work. When understanding them better, the agency will have a better chance of finding a perfect influencer match. Which ultimately, remains their primary activity. The research of how the influencers affect the consumer buying behaviour of Gen-Z will allow them to improve their knowledge and educate themselves.

1 INTRODUCTION TO INFLUENCER MARKETING

In this chapter, the main purpose is to thoroughly investigate the core of influencer marketing. Tapping into subjects such as the definition of influencer marketing, the evolution of the trend, and how it is working in today's society. Lastly, it consists of a view on the future perspective of influencer marketing.

1.1 What is influencer marketing

To comprehend the core of this research paper, it is utterly important to know the fundamentals of influencer marketing. According to the Cambridge Dictionary, an influencer is: *"someone who affects or changes the way other individuals behave"* (Cambridge Dictionary, 2020). Influencers are experts who contain the knowledge and know-how of the niche that they are specialised in.

As reported by IMA, the existence of influencer marketing dates since the beginning of time, merely in other configurations. For example, one of the earliest influencers were the members of the monarchy. Nonetheless, influencer marketing at IMA focusses on influencing via social media. This can be done on various platforms; Twitter, Facebook, Pinterest, YouTube, Snapchat, LinkedIn, TikTok and Instagram. The social media tool has evolved yet is proven to work in the view of the fact that individuals will simply always be influenced by other individuals.

In this form of marketing, word-of-mouth is key. In other words, based on the actuality that word-of-mouth is the most reliable source for recommendations. IMA has confirmed that in these modern times consumers are more inclined to listen to one another rather than trusting brands. This results in the fact that influencers have a powerful and trustful voice that is faithfully followed by many on various digital platforms.

The main goal is to find a perfect influencer brand match to then work out a content strategy that will achieve the desired engagement from the targeted audiences (IMA, 2020). A more into depth explanation regarding the Influencer Marketing Agency can be found in the second chapter. The first paragraph of the third chapter (3.1.1) touches base on more details regarding influencer marketing tactics towards Gen-Z.

1.1.1 History of influencer marketing

As previously stated, influencer marketing is not a new phenomenon. The form of marketing solely developed over time and has evolved with the needs, wants, and demands of the market. When taking a look back in time, it can be seen that well-known historic public figures were the influencers of their time. In recent years, influencer marketing has taken a whole new direction with the rise of social media platforms. The new form of advertising or preferably named storytelling has grown tremendously. As reported by Business Insider, based on MediaKix data, brands will spend up to 15 billion dollars on influencer marketing by 2022 (Business Insider, 2019).

According to various sources such as Grin and Social Media Today, in the early stages of influencer marketing, the monarchy and religious figures were the influencers of their time. In the **1700s**, advertising folklore stated that the Queen and the Pope endorsed medicine for the beneficial impact of the population (Grin, 2019). Sources agree on the earliest influencers. Yet, from there on, they are stating various milestones in the history of influencer marketing. Generally stated, from the **1890s until 1950s** diverse individuals became billboards for various brands (Social Media Today, 2019). In the **1920s**, the very first fashion icon, Coco Chanel, transformed the fashion industry with her famous little black dresses and trouser suits (Grin, 2019). In **1931**, Coca Cola introduced Father Christmas or better known as Santa Claus in their advertisements. Forming the basis of their influencer marketing history. In the **1980s** celebrity endorsements became even more prominent according to Social Media Today, in '84 Michael Jordan signed a 2.5-million-dollar deal with Nike which resulted in more than 70 million dollars of profit. In the **1990s** popular tv, stars got their first endorsements. Not much later in **2004** blogging became extremely popular. Bloggers were sharing their own experiences and thoughts of brands, products, or services which allowed them to have their voice to spread to their audience (Social Media Today, 2019).

2010 was the year that Instagram was founded. In addition, the year when influencer marketing rose on social media. However, this will be more thoroughly explained in another paragraph. Nevertheless, this resulted in the fact that users found a new way of sharing and communicating. After merely two months of being released, Instagram turned into a new platform for Micro bloggers and reached 1 million users after one month. One year later they hit 10 million users (Kinsta, 2019). In **2012** the platform became available for android. On top of that, Instagram was bought by Facebook for \$1 billion (Kinsta, 2019). Another year later, videos and direct messaging were introduced and further developed monetising the platform. Making the advertising feature available for everyone in **2015** (Kinsta, 2019). Later, the feed changed from being chronological to algorithmic. In June of the year **2016** Instagram rebranded and changed the logo. The final change Instagram made that year was introducing Instagram Stories (Kinsta, 2019). A year later, in June **2018**, Instagram reached 1 billion users according to Statista (Statista, 2019). Resulting in the fact that it became a whole new form of advertising on its own and being more effective than regular advertising. In addition, a new feature was added to the Instagram platform. The possibility was given to influencers to add shoppable tags, which allowed their followers to purchase directly through the social media platform, Social Media Today states (Social Media Today, 2019).

2019 was the year that the word “influencer” was officially added to the English dictionary.

1.1.2 Influencer jargon from A-Z

To understand the specific language used in this research paper, the following paragraph consists of relevant influencer marketing jargon explained from a-z in a short glossary.

As stated in the Cambridge Dictionary, **authenticity** equals: “the quality of being real or true”. (Cambridge Dictionary, 2020). This is an essential starting point. If an influencer does not align with the general vision of the brand, the collaboration will not seem genuine and therefore the desired message will not be attained.

Brand awareness is as specified by Track Maven “the level of consumer consciousness of a company”. This being said, not merely identifying the brand, moreover, connecting the products or services of a particular company (Track Maven, 2020).

Influencers create **content** that is spread over various social media platforms. Photos, videos, blog posts, and many more are produced by creators daily. Trying to stay unique and original is key to stay relevant in the market (IMA, 2020).

Deliverables are the outputs that social media marketing agencies provide at the termination of a campaign to companies or brands who decide to collaborate with an agency to set up their influencer marketing campaign (IMA, 2020).

When considering working together with an Influencer for an influencer marketing campaign, the number of followers is not the most important key metric. **Engagement** or **Engagement rate** is even more pertinent. Taking this into consideration, agencies can calculate the level of interaction between an influencer and their following (IMA, 2020).

Reach can be defined as the total amount of individuals who can see the content that is produced by the influencer (IMA, 2020).

As determined by Tintup, **User Generated Content** or **UGC** is content created by followers or fans who promote the brand without being paid (Tintup, 2020).

1.1.3 The rise of Instagram

All social media platforms have evolved and grown in recent years. Nevertheless, Instagram is to this day the fastest growing social media platform. According to Medium, the app that was developed in San Francisco by Kevin Systrom and Mike Krieger was a production of a previous prototype called Burbn. The prototype had another function than Instagram that you all know today. The main feature was to be able to check-in to various locations through your mobile phone. Nonetheless, many decisions later they decided to change the core feature of the app. Communicating through images, meaning being able to upload photos, posting, and liking (Medium, 2017).

As stated briefly before, the popular app was launched on the 6th of October in 2010 as a free photo and video sharing platform. Right from the start, the social media platform has known an unknown success with reaching over a million users, solely one month after the launch. Over the years, the app has continuously ameliorated itself. Starting with being available for android and not much later being bought by Facebook for 1 Billion dollars in 2012. From then on, its small and larger changes have sparked the rise of influencer marketing as the advertising industry jumped on this new way to reach millions of individuals worldwide according to Kinsta (Kinsta, 2019).

When taking a closer look at the demographics of Instagram, according to Kinsta, one in three internet users are Instagram users. As a result, in 2018, Instagram hit the mark of 1 billion active monthly users as depicted in Figure 2. Subsequently, the social media network officially has been named the fastest growing social media network at 5% growth per quarter as reported by Kinsta (Kinsta, 2019).

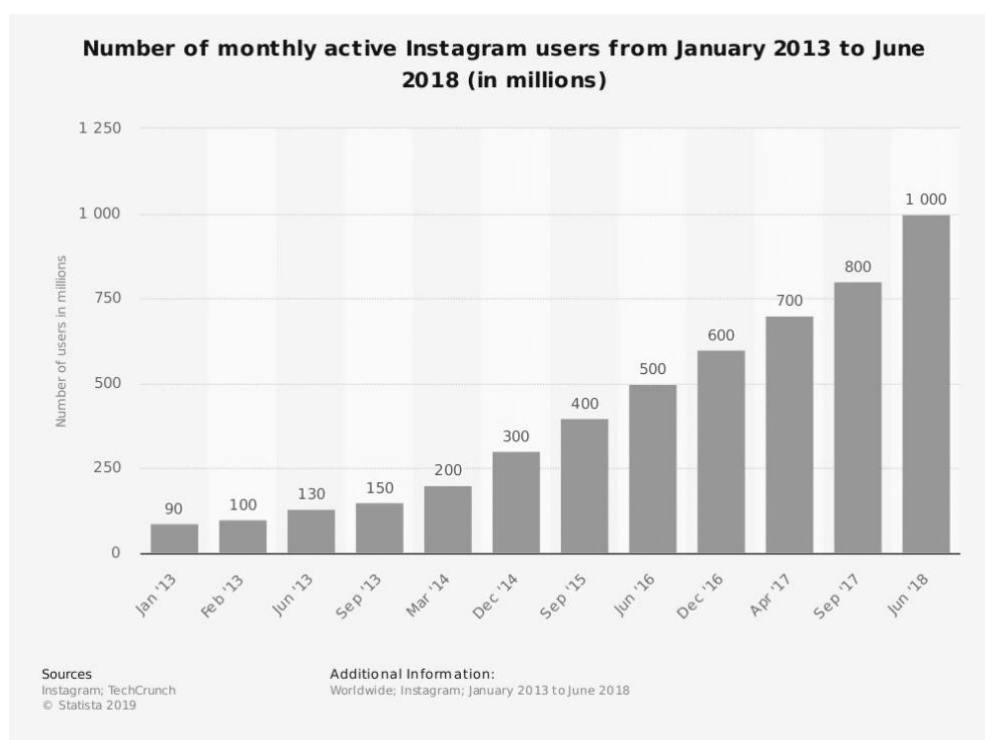


Figure 2: Number of monthly active Instagram users

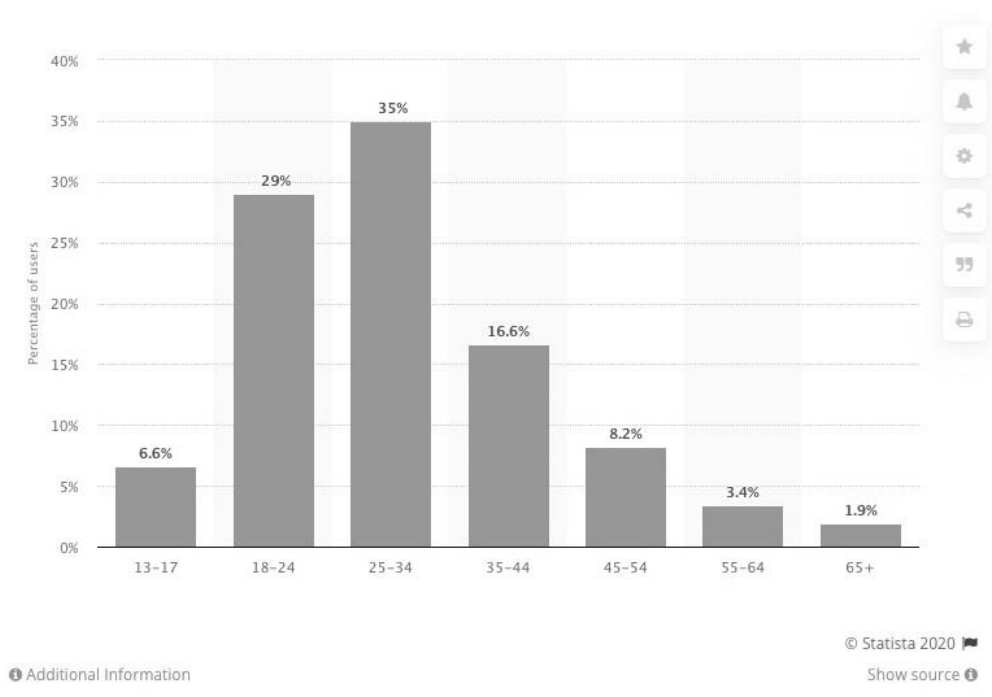


Figure 3: Distribution Instagram users worldwide

As depicted in Figure 3, according to Statista, when considering the distribution of Instagram users worldwide as of April 2020 by age group you can derive the following results: in total 35% of the users consist of 25 to 34-year olds. In addition, an interesting fact is that 71% of the billion monthly active users on the platform are under the age of 35 (Statista, 2019). This is a significant factor to keep in mind when considering the monetary importance in terms of marketing value as well as potential spending. The high presence of both 18-24-year olds and 25-34-year olds lies between the part of the generation (namely; 16 to 25-year olds) that can make consumer buying decisions. As a result, it is safe to say that focussing on a Generation-Z aimed marketing campaign will reap benefits. Additionally, since 2019, Generation-Z has become the largest generation according to the New York Post (New York Post, 2020). This will affect future numbers in various ways. Nonetheless, this will be discussed further into detail in the third chapter of the desk research that focuses on the generation.

1.1.4 Influencer marketing via Instagram

Instagram is the primary platform for many social media influencers. According to a 2019 Facebook Business survey, the following statistics provide propitious insights regarding the platform (Big Commerce, 2020):

- 83% discover new products and services on Instagram.
- 81% use the platform to research products or services.
- 80% engage with Instagram content to decide whether to purchase a product or service.

Taking these statistics into consideration as well as the increasingly large amount of Instagram users, Instagram turns out to be the hotspot for influencer marketing. In addition, influencers have various options to advertise the products or services on the platform. The two principal options to choose from first are to produce photo or video content. Statista stated that 86,4% of the content produced by influencers in 2018 was categorised as photo content (Big Commerce, 2020). Nevertheless, at this point influencers are mainly focusing on creating video content as it opens the doors to many opportunities (Marketing Tech News, 2020). To name a few; the content receives higher engagement, this has a positive effect on the algorithm which means that they are more likely to be discovered by other Instagram users (Marketing Tech News, 2020). The creation of video content and the recent gain of popularity is by virtue of the rise of Instagram stories and IGTV. The Instagram Stories allow the users to share photo and video content that is available for 24 hours. IGTV can be defined as: “Instagram’s way of disrupting the traditional TV experience and updating it for a modern, mobile experience” (Later, 2020).

Next, the importance of using relevant and targeted hashtags (#) for Instagram posts or stories remains. “Branded hashtags are designed to connect themes for you and your audience. They can be used to promote a campaign or collect user-generated content (UGC)” according to the ultimate guide to Instagram hashtags in 2020 (Later, 2020). Not merely that, but Instagram users can additionally follow a particular hashtag of their interest. Alongside the hashtags, regular tags (@tag) provide the window of opportunity to tag individuals and businesses (Instazood, 2018).

Prior to the shoppable tags, the “swipe up” option through Instagram Stories was introduced, giving influencers with over 10K following the option to redirect their followers to another website. Nevertheless, as previously stated, recently, shoppable tags and story stickers were added to the features of Instagram. Now, it is available in 44 countries. According to Later, the additional feature allows consumers to complete their buying journey “from discovery to checkout, without ever leaving the Instagram app” (Later, 2020). Which contributes a quick and easy user experience. Resulting in the fact that influencers can connect their audiences with the products or services that they promote for a particular brand directly. For example, Adexpresso states that by being early adaptors of the shoppable features Brazilian companies had a tremendous head start being the second-largest Instagram market on a global level (Adexpresso, 2018). Big Commerce states that the following businesses have had success with Instagram shopping; Natori: Increased Instagram traffic by 1,416% and Magnolia Boutique: 20% increase in Instagram revenue (Big Commerce, 2017). An example of a shoppable tag is depicted in Figure 4.

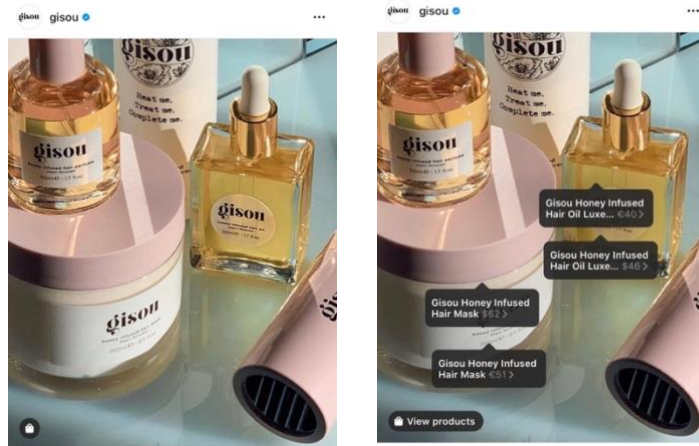


Figure 4: Examples shoppable tags

Moreover, Influencers are obliged to follow Instagram’s branded content policy. Further, the rule states the following: “when posting content that features or is influenced by a business partner for an exchange of value, creators must use the branded content tool to tag the featured product, brand, or business partner” (MediaKix, 2020). This can be done by applying the paid partnership tag (tool) who allows influencers to indicate branded content. I

In posts/stories or they can simply use the #ad. Although the rules concerning the depiction of promoted are clearly stated by Instagram, not all countries have equally strict legislation. In the Netherlands as well as in Belgium, undisclosed ads can often be noticed. This is due to the fact that there is no legally binding set of rules in the contrary to e.g. in the US or UK. Solely guidelines set up for the influencers to follow (Influencer Marketing: a guide to regulation across Europe, 2017).

In order to indicate to which extent influencer marketing campaigns can be successful, the next paragraph consists of an example of a prosperous influencer marketing campaign from 2019 can be titled to The Curacao Tourist Board. The New York market is no easy target market to reach for travel destinations. With three large airports and the sceptical nature of the New Yorker when it comes to deciding which destination is next, the brand realised working together with lifestyle and travel influencers would be the ideal way to reach New York-based travellers. Opting for 11 influencers with mostly New York following was the ultimate opportunity to lure new travellers to the island. The results were astounding. The campaign reached over 10 million New Yorkers on social media which resulted in an ROI of 82,648 per cent and an estimated media value of \$836,517 (Izea, 2019 & Shorty Awards 2020). Furthermore, in the yearly state of influencer marketing, a benchmark report of the Influencer Marketing Hub of 2020 noted that 4/5 of their respondents intend to dedicate a budget to influencer marketing in 2020. Around 91% believe in the effectiveness of the social media tool. The results additionally indicated that 78% of the respondents will be dedicating a budget to influencer marketing in the upcoming year. On top of that, 2/3 or 66% of respondents intend to expand their influencer marketing spend (Influencer Marketing Hub, 2020). Lastly, Business Insider confirms that 79% of brands principally use Instagram for influencer marketing campaigns (Business Insider, 2020). Finally, influencers can impact the purchase decisions of the targeted audience by building brand awareness, strengthening consumer relationships, and improving buying decisions with unbiased opinions according to Social Media Today (Social Media Today, 2020).

1.1.5 Influencer's breakdown

Influencer marketing has become the new normal. Various brands are tapping into the marketing strategy to reach their predetermined marketing goals. In order to reach their goals and hit the KPI's, they need to decide on the influencer tier that will fit for their campaign. Each tier has their own pros and con's taking into account their following and their engagement.

The standard influencer tiers as stated by MediaKix are:

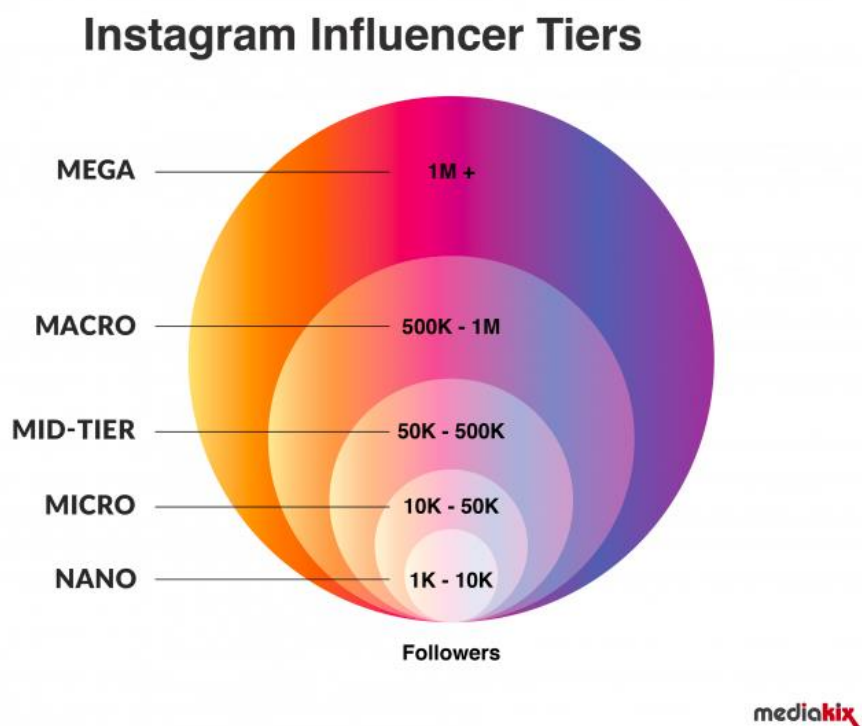


Figure 5: Instagram Influencer Tiers

According to MediaKix, the influencer tiers can be shortly explained as in the following paragraphs (Mediakix, 2020). In addition to the tiers, the average pricing per Instagram post according to the tiers will be stated (Mediakix, 2020).

Nano Influencers

The newest tier that was added is the Nano Influencers. Starting from 1K following until 10K, the influencers are most likely to **know their followers on a personal level**. Which makes the connection between the Nano influencer and their followers feel **authentic** and will result in **high engagement**. According to Sapna Maheshwari, "Their lack of fame is one of the qualities that makes them approachable". As a result, Sapna Maheshwari states "When they recommend a shampoo or a lotion or a furniture brand on Instagram, their word seems as genuine as advice from a friend" (The New York Times, 2018). For brands, they may be the first option that comes to mind when they are thinking of setting up a **low-budget** campaign. Nevertheless, brands should take into account that this will be highly time-consuming as they will require many more Nano influencers to acquire the reach of the average macro influencer (Mediakix, 2020).

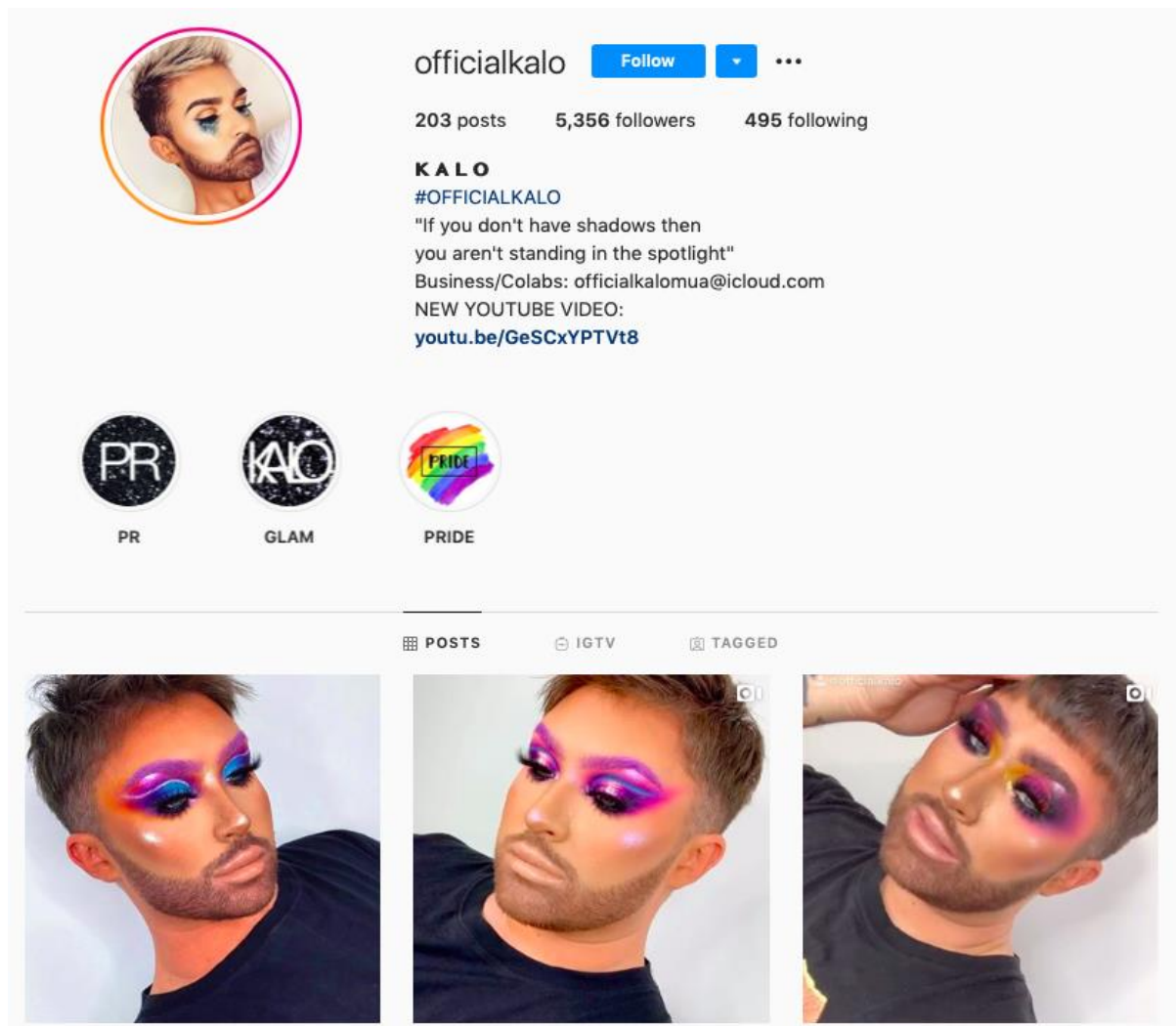


Figure 6: Example Nano influencer

Kalo: 5.356 followers

Newly YouTuber and makeup fanatic Kalo adores to create glamorous looks and share them with his following.

→ Nano Influencers receive free or gifted products or nominal amounts of money up to \$500 per post (Mediakix,2020)

Micro-Influencers

The influencer tier that starts from 10K following until 50K, gained tremendous popularity in 2018. The fundamentals of the tier are that Micro Influencers have very specific niche following in comparison to larger influencers who captivate the interests across various groups who have diverse interests. Correspondingly, when brands manage to perfectly tap into the ideas of the influencer, tailor-made campaigns can result in impressive results. **Principally, with their high engagement rates, they are the ideal match for brands trying to raise awareness for their new products.** Moreover, especially for beauty and fashion brands as the high visual nature of Instagram gives them the ideal floor to showcase the products creatively. (MediaKix, 2020)

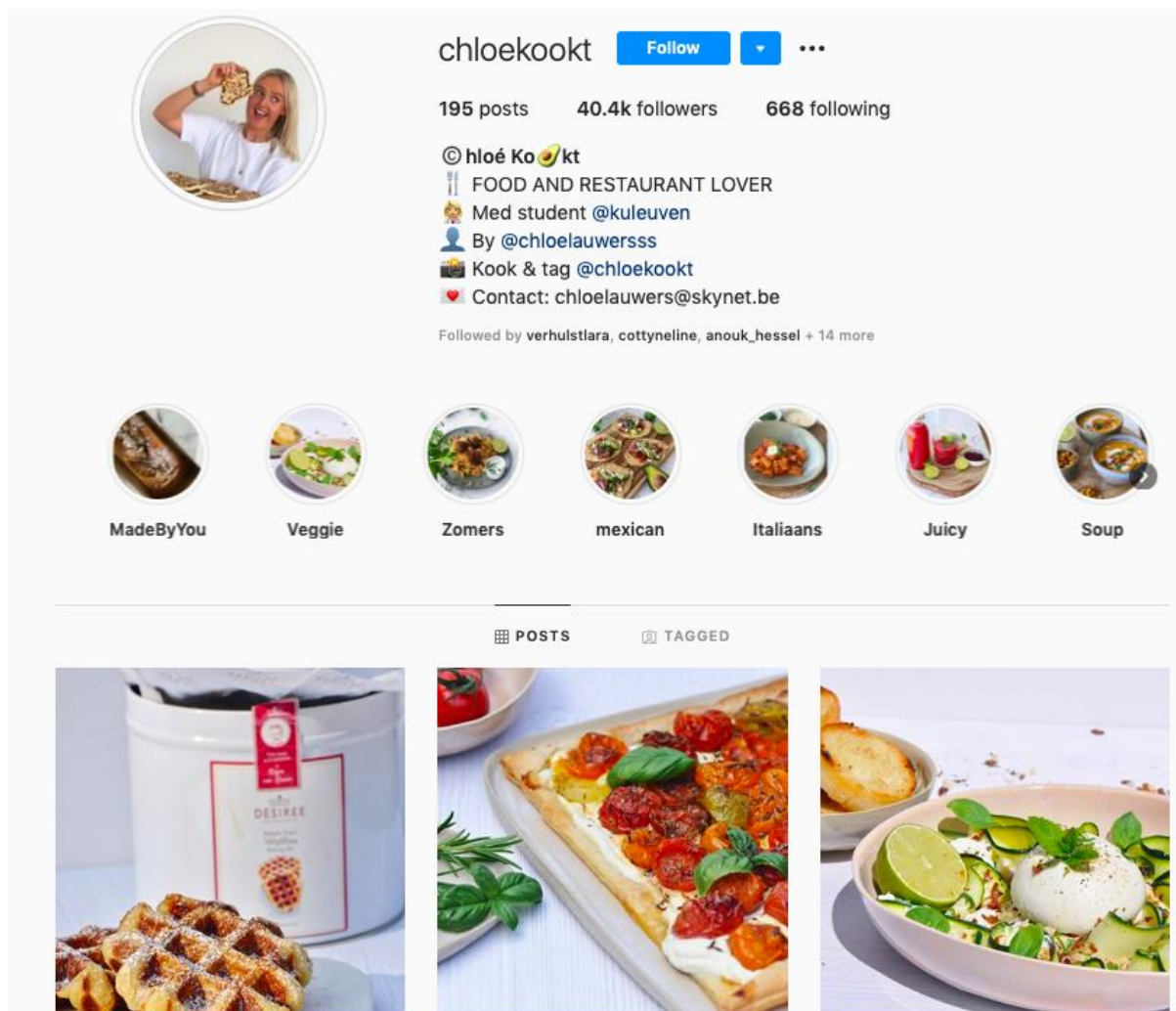


Figure 7: Example Micro influencer

Young Belgian student who shares delicious healthy recipes on her account, @Chloekookt.

→ Micro Influencers receive an average of \$200 to \$4000 per post (MediaKix, 2020).

Mid-Tier Influencers

The middle ground influencers whose following varies from 50K until 500K, are the ones who can make a reasonable income from the platform. By taking on various sponsorships, the mid-tier influencers are able to make Instagram to their full-time job. To marketers, they are the perfect option if they want to have a higher reach than the two previously mentioned influencer tiers. On top of that, the mid-tier influencers are more approachable and cost-effective than macro and mega influencers. As stated in MediaKix, “overall, mid-tier influencers represent a happy balance between intimate fan communities and scalable audience reach.”. (Mediakix,2020)

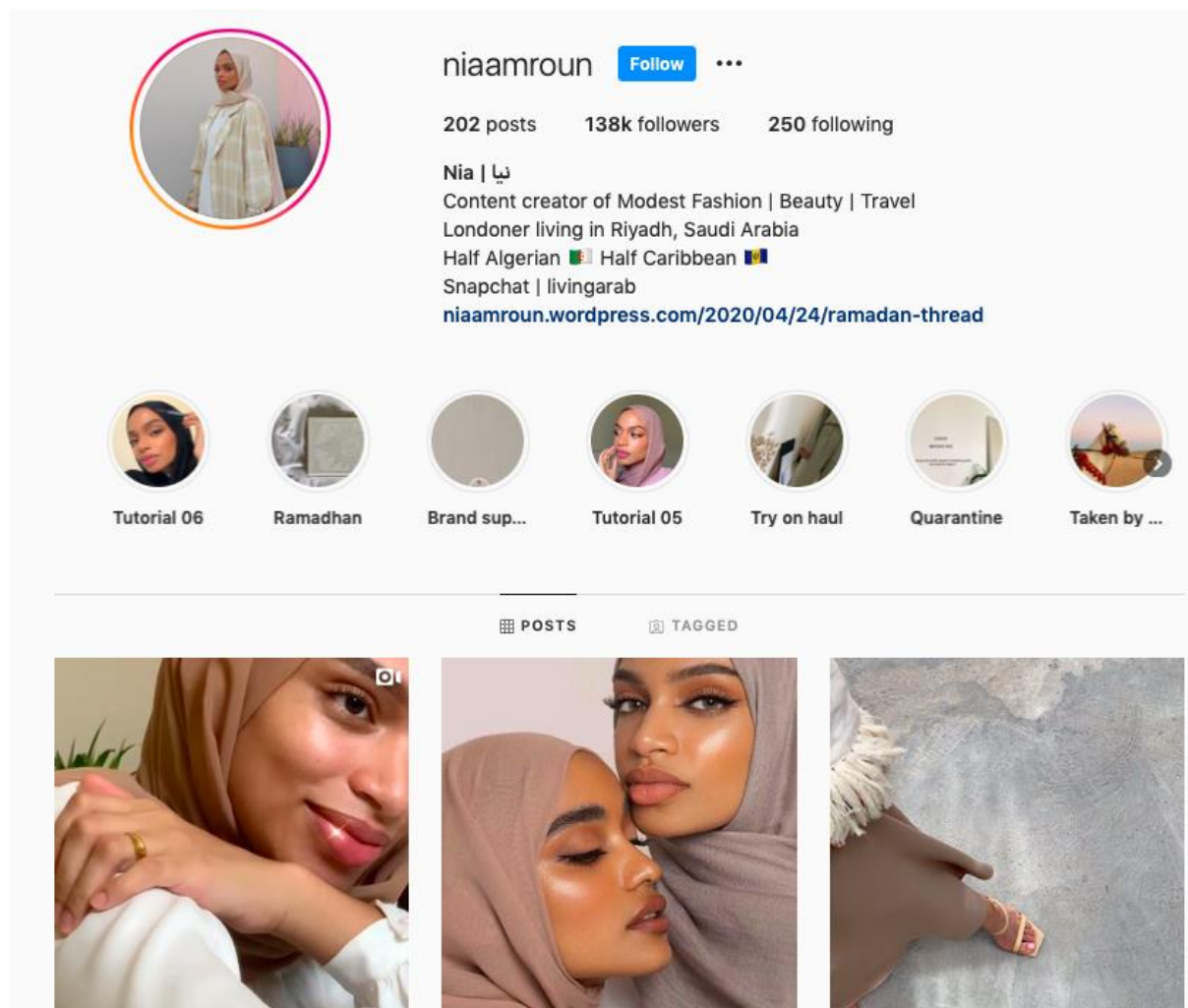


Figure 8: Example Mid-tier influencer

Nia Mroun: 138K followers
Saudi-Arabia based Nia is a half Algerian, Half Caribbean content creator of modest fashion.

→ Mid-Tier Influencers receive an average of \$2.000 to \$10.000 per post (Mediakix,2020)

Macro Influencers

The Instagram stars with a following starting from 500K up to 1M. In the majority of the cases, the social media platform fully provides their revenue stream. Otherwise, the influencers are well-known actors, models, athletes, or musicians. Based on data cited in Recode, mega influencers push the greatest offer with regard to CPM (cost per thousand impressions) (Vox, 2017). MediaKix states, "In other words, macro-influencers represent the "sweet spot" between cost and reach and may drive the most impactful ROI compared to other influencer tiers." (MediaKix,2020). In general, the **macro influencers are the ultimate mix between large scale and reach without allocating all the resources of the campaign to one mega influencer.** (MediaKix,2020)

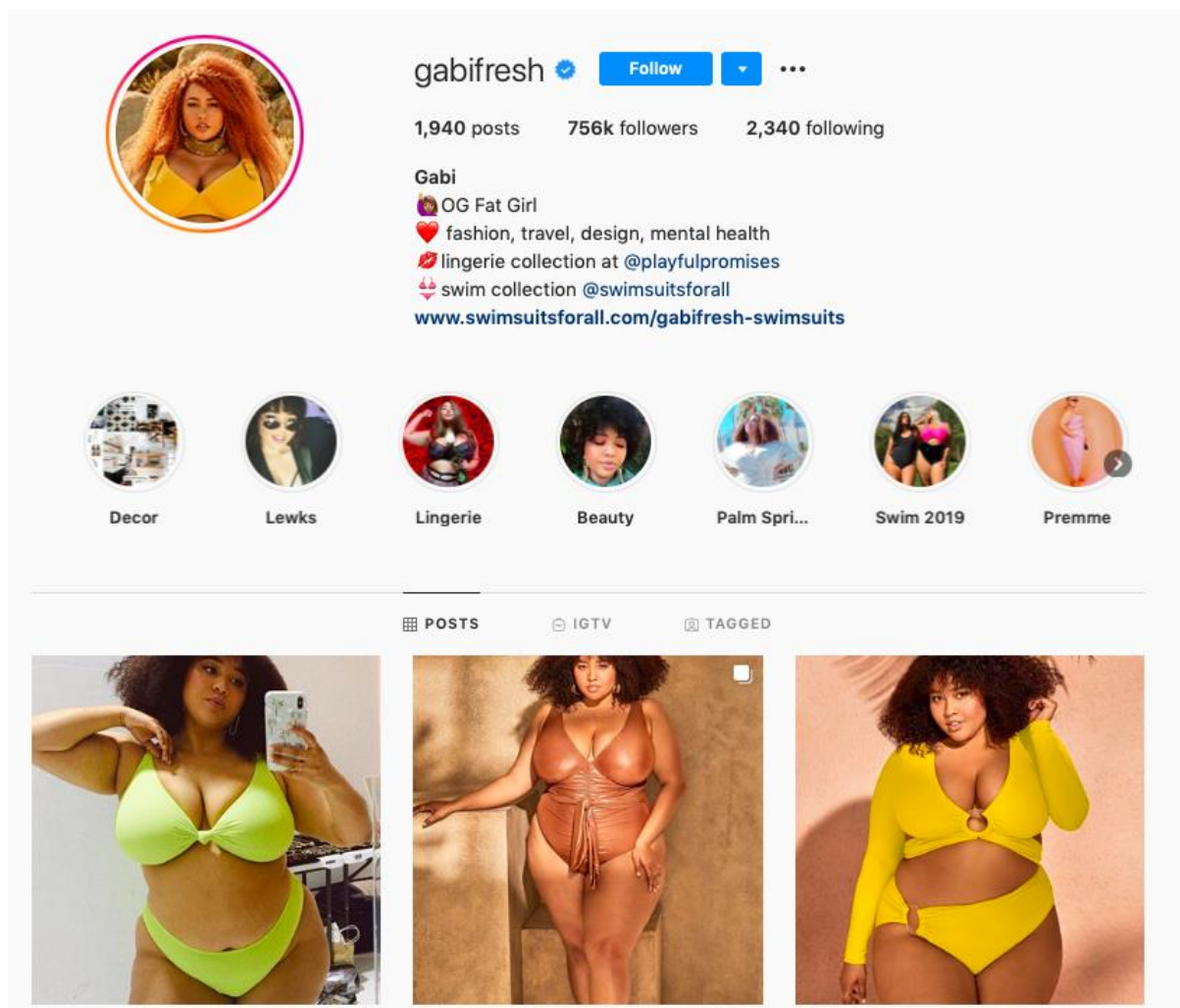


Figure 9: Macro influencer

Gabi: 756K followers

Plus size lingerie and bikini model identifies herself as a fashion, travel and design enthusiast. Besides, Gabi is a mental health advocate.

→ Macro Influencers receive an average of \$5.000 to \$25.000 per post (Mediakix, 2020)

Mega Influencers

The mega influencers are the celebrities amongst the influencers with a following starting from 1M. The celebrities are the trendsetters of hashtags, new travel destinations, creators of buzzes around products which lead to sell-outs and much more. As a result of their high status, merely brands with large budgets will be able to afford suchlike campaigns. As said by MediaKix: “The benefit of creating sponsored content with mega-influencers is that they offer the largest impact, highest brand lift, and greatest possible reach from a single sponsored post—without the time and management resources necessary to achieve the same results through hundreds of smaller influencers”. Nonetheless, the threat of working with mega influencers is the fact that the sponsored content can be perceived as inauthentic by the audience (MediaKix).

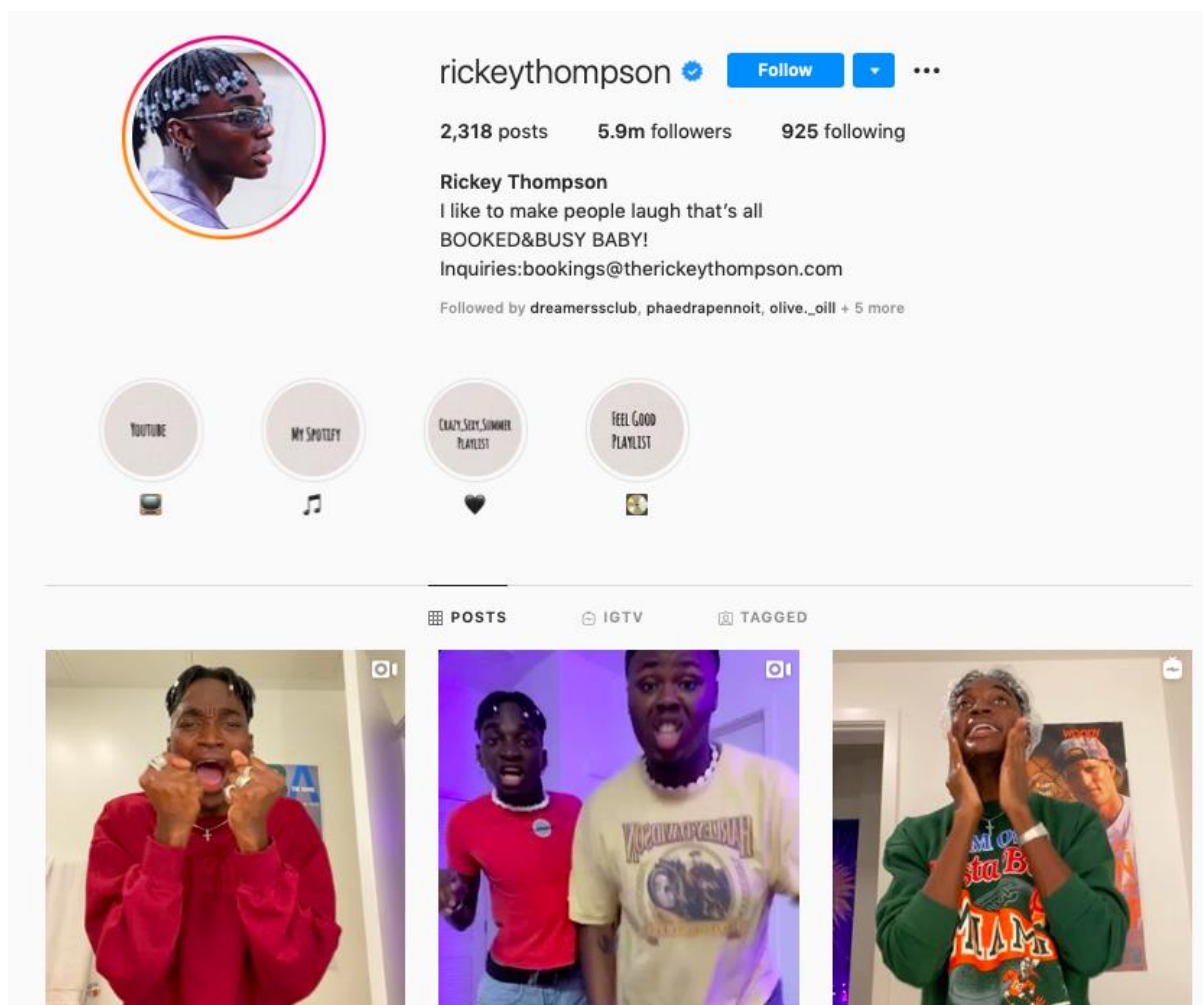


Figure 10: Example Mega influencer

Rickey Thompson: 5.9 Million followers

Queer comedian and actor Rickey Thompsons' aim is to make individuals smile with the content he creates.

→ Mega Influencers receive an average of \$10.000 to \$150.000 per post (Mediakix, 2020)

Celebrities

According to research of celebrity vs influencer endorsement it was found that: “influencers are deemed more trustworthy than celebrities, and that individuals feel more similar to influencers and identify more with them than celebrities. These processes, in turn, affect advertising effectiveness.” (Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit, 2019).

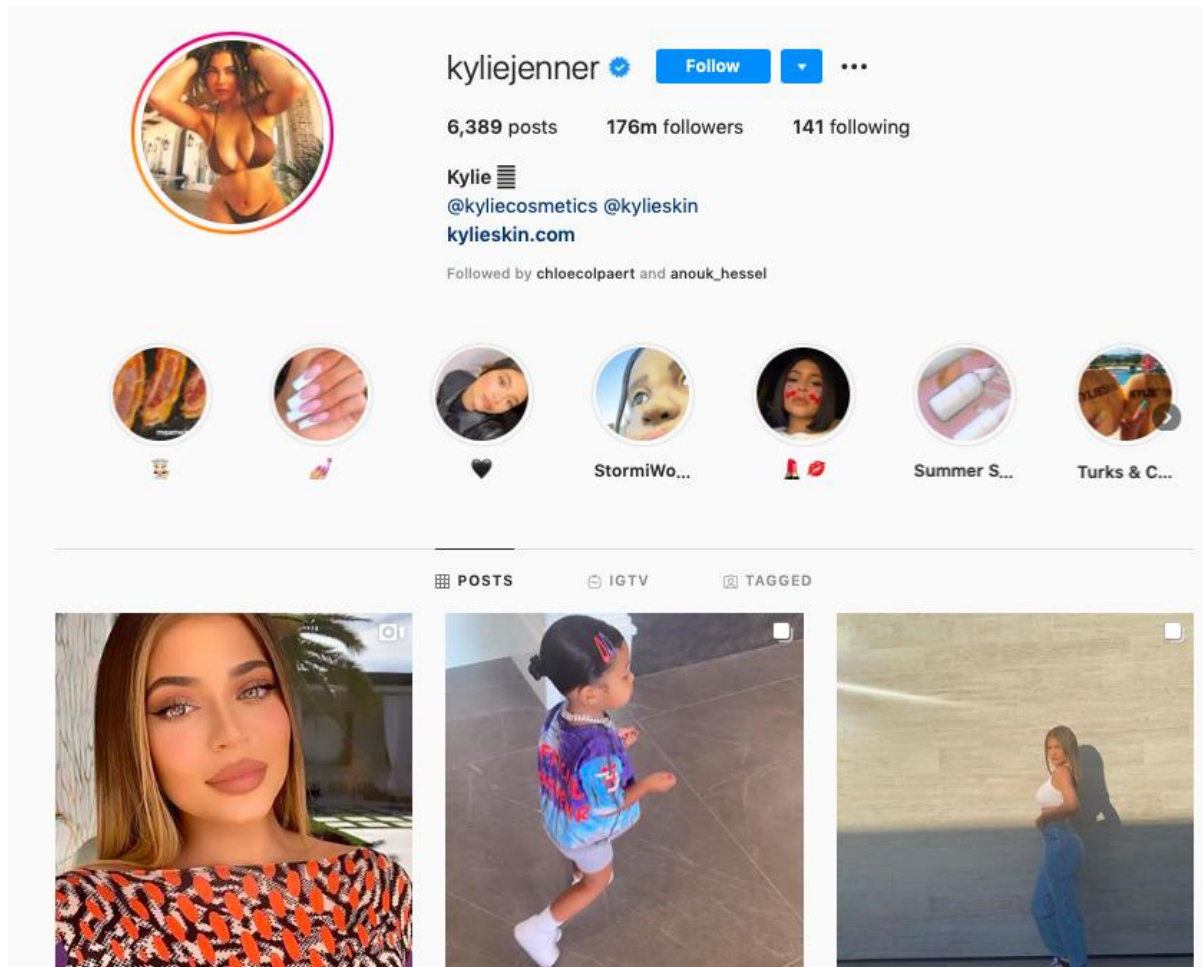


Figure 11: Example Celebrities

Kylie Jenner: 176 Million followers

Businesswoman, reality star and make-up mogul Kylie Jenner is one of the most followed profiles on Instagram. The well-known personality receives an estimated \$1 million dollars per sponsored post (CNBC, 2018).

→ Celebrities receive an average of \$20.000 to \$500.000 per post (Mediakix, 2020). Nevertheless, for top influencers these prices can increase to even higher amounts.

1.1.6 Future perspective of influencer marketing

Despite the tremendous growth of Instagram and therefore its Instagram influencers, some believe that influencer marketing will come to an end sooner or later. Neil Patel, an online marketing specialist, states that with the arrival of new marketing trends, researchers and marketers continuously question if the tool has peaked or already starts to lose its effectiveness (Neil Patel, 2020). According to Neil Patel, these are the following reasons why it could come to an end: “It’s becoming increasingly expensive, there’s no guarantee of results, it’s difficult to track the ROI of campaigns, and users are beginning to trust influencers less” (Neil Patel, 2020). Nevertheless, as previously mentioned in this research, it was found that 4/5 of the correspondents of 4000 marketing agencies, brands, and other industry professionals by the Influencer Marketing Hub would implement a budget for influencer marketing in 2020 (Influencer Marketing Hub, 2020).

Furthermore, in the research of Tom Walker, the ultimate influencer marketing guide, states that influencer marketing is here to stay for some time. Yet, it will need to change in order to keep up with the demands of the market (Tom Walker, n.d). Moreover, even more since researcher Brooke Donald of the Stanford graduate school of education found that students are more sensible to sponsored content than originally initiated (Stanford, 2016). In Gustava Brag’s inquiry of predicting the future of influencer marketing, her analysed data suggested two results. Quote: “the content analysis suggesting a rather positive overview of the future of Influencer Marketing and the semi-structured interviews suggesting a rather pessimistic vision and worry towards the future in this area” (Brag, 2019).

The results of the qualitative analysis demonstrated the significance of emotional branding and personalised approaches towards consumers. A key element was that the targeted audience has shifted from Millennials to the newest generation, namely: Generation-Z. The research stated: “PR firms see them as a generation that follows and enjoys brands that has a deeper meaning and takes a stand-point either politically, environmentally or any form of organization that focuses on improving society as a whole.” In addition, the analysis emphasises that the results strongly relied on the generation, yet it additionally depends on the brands itself (Brag, 2019).

An upcoming challenge that will surface according to Brag’s research is that at a certain point, due to the addicting and harming factor towards our health individuals will suffer from Social Media Fatigue. Resulting in the fact that individuals will be deleting their social media platforms (Brag, 2019). The social landscape is currently seeing a trend of individuals implementing digital detox strategies. As when considering Facebook, US users are leaving the platform by millions. Even though various platforms can fluctuate between growing or declining numbers of users, an overall decline in active users of any social media platform has been noted (Smart Insights, 2019).

In conclusion, the social media tool has potential to change and grow along with the wishes and preferences of the audience. As with opportunities, come along the challenges that can be conquered. Individuals have been influenced since the beginning of history and will be continued to be influenced. Hence why influencer marketing will remain an important tool the upcoming few years (Brag, 2019).

2 INFLUENCER MARKETING AGENCY EXPLAINED

This chapter will explain the ins and outs of the influencer marketing agency. How it started, the growth to the point where it is today and what business they conduct on a daily basis to attain their goals.

2.1 Who is IMA?

The story of IMA started in 2010 when two young founders saw an opportunity even prior to the social media platform that you all know today, Instagram, was launched. It originally started as a fashion inspiration platform. Yet, Maddie Raedts and Emilie Tabor became aware of the rising power of digital influencers. Soon, in 2013, Joost Nauta joined the young entrepreneurs and together they founded the company IMA. As the Influencer Marketing Agency states itself: **“the full-service agency for brands looking to communicate effectively through the world’s most influential bloggers, vloggers and social media influencers”** (IMA, 2020). In 2016, Maddie and Emilie were looking for a way to grow their company from a start-up to a scale-up. Anneke Schogt, an ambitious woman with an abundance of experience in digital advertising and media joined the team. Together, the three-woman run the leading global influencer agency (IMA, 2020).

Recently, the agency merged together with MediaMonks to become a part of the S4 Capital group. According to IMA, S4 can be described as a new beginning in the world of digital media. Its core is to provide an answer to embracing data, content, media and technology on a global level yet tailoring it to the needs of digital brands (IMA, 2020).

The company is the leading global agency for Digital Influencer Marketing. The agency focusses on creating unique and creative influencer marketing campaigns in order for brands to reach their predetermined goals. Using their market-wide expertise to find perfect matches between influencers and brands and continuously aim to build successful collaborations.

Nevertheless, with the aim of remaining the leading global agency, the agency provides top notch services within the industry. To them, it is not regular advertising, it is storytelling.

Everything starts with influencer brand matchmaking. The influencer marketing agency states that the core of their work starts with matching the perfect influencer fit for the brand. The next step is figuring out effective influencer marketing strategies and focusing on the relationship with the brand (IMA, 2020).

In addition, in order to provide authentic content, influencers are given the freedom to tell their own story or can additionally be referred as content strategy. By this time, the content is being created and produced. Providing transparent insights regarding the tracked and measured analytics is one of the agency’s strongest Unique Selling Propositions. The agency takes care of the entire process from A to B and makes sure it is successful.

Ultimately, amplifying the campaign to the best extent possible ensures effective and long-lasting client relationships (IMA, 2020).

3 GENERATION-Z

To start, the generation will be broken down, which will reveal facts and insights. The various identities of the generation will be discussed and how influencer marketing can be conducted towards them. In order to completely understand the consumer buying behaviour, the process will be thoroughly explained. Subsequently, the consumer buying behaviour journey of the generation will be broken down. Finally, this chapter consists of insights that concern the differences of the generation in comparison to the Millennials.

3.1 Gen-Z breakdown

True Gen, or the first generation of true digital natives are on the rise according to McKinsey & Company (McKinsey & Company, 2018). The management consulting company indicates that starting from 1995 – 2010, the members of the generation grew up with the expansion of the internet. On top of that, the escalating success of social networks and mobile devices. McKinsey states that this results in the fact that the generation is able to circulate smoothly across the internet, considering multiple sources at a time and combining online and offline experiences (McKinsey & Company, 2018).

	B Baby boomer 1940–59	X Gen X 1960–79	Y Gen Y (millennial) 1980–94	Z Gen Z 1995–2010
Context	<ul style="list-style-type: none"> • Postwar • Dictatorship and repression in Brazil 	<ul style="list-style-type: none"> • Political transition • Capitalism and meritocracy dominate 	<ul style="list-style-type: none"> • Globalization • Economic stability • Emergence of internet 	<ul style="list-style-type: none"> • Mobility and multiple realities • Social networks • Digital natives
Behavior	<ul style="list-style-type: none"> • Idealism • Revolutionary • Collectivist 	<ul style="list-style-type: none"> • Materialistic • Competitive • Individualistic 	<ul style="list-style-type: none"> • Globalist • Questioning • Oriented to self 	<ul style="list-style-type: none"> • Undefined ID • “Communaholic” • “Dialoguer” • Realistic
Consumption	<ul style="list-style-type: none"> • Ideology • Vinyl and movies 	<ul style="list-style-type: none"> • Status • Brands and cars • Luxury articles 	<ul style="list-style-type: none"> • Experience • Festivals and travel • Flagships 	<ul style="list-style-type: none"> • Uniqueness • Unlimited • Ethical

Figure 12: Breakdown of generations

“Generations are shaped by the context in which they emerged” (McKinsey & Company, 2018). As for Generation-Z, it is safe to say that they are always on the hunt for the honest truth. Frequently returning elements that puts the generation in some sort of box, which in fact they are desperately trying to avoid, are the following: authentic, open-minded and embracing diversity (McKinsey & Company, 2018). Based on a study conducted by McKinsey and Box1824, a research agency specialised in consumer trends, the generation can be subdivided into four groups. In order to come to that conclusion, they set up a survey that investigated the behaviours and its influence on consumption patterns in Brazil. The result revealed interesting insights spread over various socioeconomic classes. The aim of the research was to gain a better understanding how the generations perception might influence the broader population and consumption all in all (McKinsey & Company, 2018).

The search for the truth is at the root of all Generation Z's behavior.

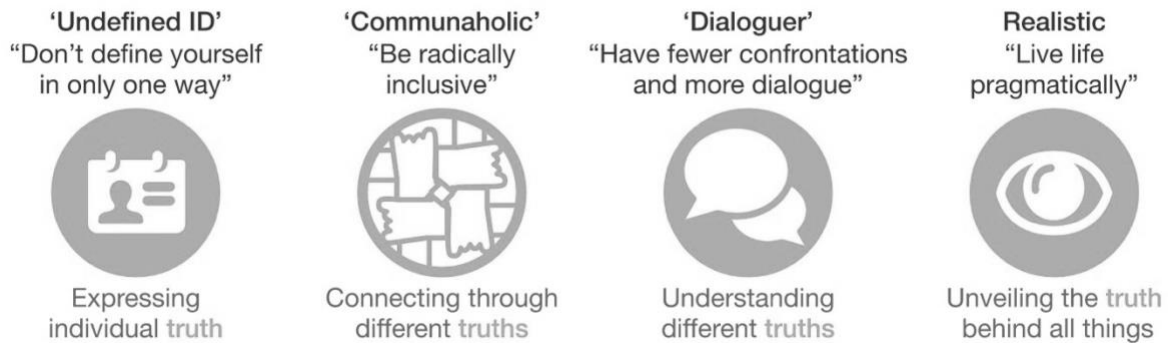


Figure 13: Identities of Generation-Z

As depicted in figure 13, the research provided various identities in order to define the generation who strives to not be defined in any way, shape or form. The frequently returning element and the pillar on which the generation is built, the truth.

The following descriptions are inspired on the whitepaper of anticipating culture & changing behaviour by IMA (Whitepaper: anticipating culture and the changing behaviour).

The Undefined ID

The undefined are the front runners of the identity nomads, their language is genderfluid and turn down on every occasion to identify themselves. No labels, no boxes. They despise to align with any stereotypes evolving around them. According to them, everyone is allowed to experiment with themselves and who they want to be without being judged. Living up to their own individual truth (IMA whitepaper, 2020).

Communaholic

Their value lies within connecting various truths. The pursuit for the truth and authenticity remains a vast worth, either in a personal or communal perspective. Openness to all different kinds of individuals unlocks increased freedom of thoughts, speech and expression (IMA whitepaper, 2020).

Dialoguer

The dialoguer can additionally be named as the social causes' activist since they strive for the greater good. Global warming, waste production, equality for the LGBTQ+ community... These are merely a couple of the top social causes that the dialoguer continuously strives for to ameliorate. They want to improve the world by starting conversations instead of confrontations to solve challenges (IMA whitepaper, 2020).

Realistic

Their analytical pragmatic and realistic views stems from being raised during global challenging economic times. Contrary of their predecessors, the Millennials whom were born in times of economic fortune which resulted in an idealistic approach. As a result, the generation lives in a pragmatic way where they make decisions and relate to institutions in an analytical way (IMA whitepaper, 2020).

3.1.1 Influencer marketing towards Gen-Z

Gen-Z, Zoomers or the Digital Nomads, there are many ways to describe the generation. According to Deloitte, the new generation will soon surpass the Millennials who are currently the most populous generation. In no time, the Digital Nomads will count for one third of the world's population (Deloitte, 2020). Hence, the importance of brands and influencer marketing agencies to gain knowledge regarding how to tap into the needs and desires of the generation.

In order to reach the Gen-Z crowd and successfully catch the attention of the generation, brands will need to realise that in order to stay relevant they will need to change their approaches. No generation is the same, yet, Forbes states that Gen-Z is redefining who is influential and who is not in today's marketplace (Forbes, 2019).

In the informative whitepaper that IMA has established, they discuss the anticipating culture and the changing behaviour of Gen-Z. The whitepaper confirms the challenges that brands are currently facing. How Gen-Z is currently shaping and redefining the societal culture. Based on a statement in Harvard Business Review, namely, Branding in The Age of Social Media: **"Individuals do not want to engage with companies as much as they want to engage with individuals."** This is an extremely important key take away. From this you can understand the utmost importance of collaborating with influential influencers with a loyal and interreacting following or community. Brands have to entirely immerse themselves into the world of the generation that highly values authenticity. Comprehending where they are coming from and understanding the roots of their beliefs. Unless being able to do so, they will continuously fail to reach their desired outcome. In line with what IMA states (Whitepaper: anticipating culture and the changing behaviour), the stumbling blocks that brands are facing are not creative or financial. It is solely structural, on how they chose to approach the Zoomers.

The pressing question that brands are desperately trying to find an answer to is how they can change the game and successfully set foot on the desires of the generation. Growing up with the world wide web accessible wherever and whenever, they know the ins and outs of the internet. However, it is important to keep in mind that there are differences within individuals of the same generation. Previously confirmed and as Influencer Marketing Hub states: **"values are the name of the game"** (Influencer Marketing Hub: Changing the game, 2020). The Digital Nomads live according to the Influencer Marketing hub, in multiple realities. The world, digital or real, local or global is their home. The multi-device and multi-tasking individuals are openminded which causes them to be tolerant to differences. Yet, the counterpart to this is that they are more concerned with the truth. Hence, they are always on the hunt for the best deals, their key values hold; inclusion, authenticity and pragmatism with a high concern of social activism (Influencer Marketing hub: changing the game, 2020).

As previously mentioned, the generation trusts individuals more than they trust brands. Thus, Gen-Z and influencer marketing seem to be the ideal match. As specified by Morning Consult, the generation is onboard with influencers. Approximately, two-thirds report following them and 50% declare that they trust their recommendations (Morning Consult, 2020). In addition, according to Forbes, Gen-Z strongly emphasizes to feature more relatable content creators and therefore no famous superstars. In agreement with the Influencer Marketing hub, it is safe to say that influencer marketing seems to be the ultimate way to connect with the Digital

Nomads. Taking into account their sympathy towards influencers, their high presence on social media and the importance of the social context of the products that they purchase.

As for influencer marketing on Instagram, the following key take-aways should be kept in mind when trying to reach the Zoomers as claimed by the Influencer Marketing Hub.

1. The aim of the collaborations should always be satisfying the needs of the generation. “They should either A) offer a bargain deal B) spark joy or constitute self-care C) align with their ideals on diversity or sustainability D) offer personalization. In a culture where radical inclusivity reigns, many youths feel pressured to define themselves as different in order to stand out” (Influencer Marketing hub: changing the game, 2020).
2. When taking into account sponsored content, less is always more. When an influencer collaborates with brands too often and therefore their feeds merely consists of sponsored content, they lose credibility. As a result, their community will no longer perceive them as trustworthy authentic. Opting for influencers who maintain a healthy balance is the way to go (Influencer Marketing Hub, 2020).
3. Quality over quantity is an important principle to keep in mind. This goes without saying that it lies in correlation with transparency. An influencer will be praised by the generation for being open and honest regarding the products or services that they are endorsing (Influencer Marketing Hub, 2020)

When considering another source, Forbes, they confirm in large lines what was stated before. Yet, they summed up some other mindful tips:

4. Raising voice on social matters. According to Forbes, over 50% of the generation have purchased products in order to show support for the issues that a brand stands for. To them, buying power is perfectly in sync with social activism. Seeing the world through their eyes and motivating on laying the emphasis on an honest testimonial rather than selling (Forbes, 2020)
5. Be able to catch their attention in a matter of seconds. As Digital Nomads, they navigate, click or swipe at a rocket phase. Therefore, it is from the utmost importance to catch their attention rapidly by the means of the following elements: “interactive elements like Instagram Stories stickers that let them engage. Try sharp, short videos with subtitles, and build a strong brand presence that cuts straight to the chase.” (Forbes, 2020)

3.1.2 Consumer buying behaviour

As specified by instructor Shawn Grimsley, the consumer buying behaviour can be defined as: **“the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service”** (Study.com, 2015).

The consumer behaviour consists of a methodical and structured process or the customer journey that forms the standard behavioural model (Study.com, 2015). In the following paragraph, the five steps within the process will be thoroughly explained in chronological order to comprehend the factors influencing the decision to a greater extent. The following process, namely; the consumer decision making buying process is explained on the basis of the findings of Marilyn Goodman, Marketing Instructor at the City College of San Francisco School of Marketing.

1. Need recognition & Problem awareness

The process starts with the first stage, the *recognition of need*. The consumer acknowledges a certain problem or need. Otherwise, the consumer answers to a marketing stimulus. Following the trigger of the recognition of need, the consumer is on the hunt for information if so is required. In addition, the consumer will need to decide how much information will be sufficient in order to make a decision. If there is a powerful need that meets the demands of the consumer at his or her fingertips, the purchase decision is made consequently (Goodman, 2020).

2. Information search

When the consumer buying decision was not made, the process of information search continues. Many sources can satisfy the need for information of the consumer. According to Goodman, there are four types of sources (Goodman, 2020):

- Personal sources: family, friends, acquaintances and more
- Commercial sources: packaging, point of sales displays, advertising and so on
- Public sources: the internet, television, radio, newspapers and so forth
- Experiential sources: experiences with product and or service

Every consumer will respond to these influences in another way. For some the impact of the usefulness and information will have a great impact and for some it may not. Word-of-mouth has proven many times to be one of the most reliable sources of information and is chosen over commercial information by consumers. According to Forbes, it is “the most important social media” (Forbes, 2014).

3. Evaluation stage

During the evaluation stage the consumer will weigh factors which will determine the product, service or brand that the consumer will opt for. According to Goodman, an important determining factor is the level of involvement the consumer has with the product. By this is meant: mean “the degree of perceived relevance and personal importance that accompanies the choice” (Goodman, 2020). High involvement purchases equal heavy expenses or risky expenditures such as buying a car. On the contrary, low involvement purchases such as buying toothpaste requires no difficult evaluation process.

4. Purchase

In the fourth stage the consumer has decided to purchase a product after researching information, applying and evaluating the information. The decision what to buy and where has been made. In general, the consumer has decided to buy the product or service that reached the highest level of satisfaction during the evaluation stage (Qazaffi, 2019). Furthermore, the purchase decision is influenced by environmental or external factors such as: cultural factors, social factors, individual factors and psychological factors.

5. Post purchase evaluation

The final stage concludes the evaluation of the purchase decision. As stated by Goodman, it is common for consumers to encounter concerns post purchase. This common experience emerges from the “cognitive dissonance”. Goodman describes it as the following: “The customer, having bought a product, may feel that an alternative would have been preferable. In these circumstances that customer will not repurchase immediately but is likely to switch brands next time” (Goodman, 2020). On the contrary, if the experience turns out to be positive, happy customers might turn into brand “ambassadors”.

3.1.3 Consumer buying behaviour of Gen-Z

How much financial influence does the generation have? Jeff Fromm, expert on Millennials, Generation-Z and the impact of purpose and sustainability spoke to with Steph Wissink, managing director and consumer research analyst at Jefferies, and Joe Cardador, PhD, VP of consumer intelligence at Barkley. The purpose was to gain better understanding of Gen-Z's influence in the modern households spending habits and what it means to brands (Forbes, 2018).

At the time, in 2018 Gen-Z was making good progress to become: "the largest generation of consumers by the year 2020" (Forbes,2018). The direct spending would be up to 143 Billion US dollars in the United States alone. This has been confirmed by Business Insider who reaffirmed that in the year of 2020, the generation will have a spending power of \$143 dollars and will sum up 40% of the global consumers (Business Insider, 2020). On top of that, the National Retail Federation (NRF) of the United States completed a three-part study on the generation in the year 2018. The purpose of the study was to find out how the parents of the young Zoomers impact the spending habits of the households.

The first one of the top three findings of the study was that the generation plays a **large role in family shopping**. According to NRF, the result concluded that 87% of the parents were influenced by their youngsters. Whereas 48% of the purchases for the particularly for the children are influenced by Gen-Zers. The other 36% of the purchases influenced by the generation were for the entire household (NRF, 2019). To them, the influence was the highest remarkable on apparel, playthings, excursions and food (NRF, 2019).

The second finding was that in the modern age of shopping, **the children are more than ever involved into the decision-making process** (NRF,2019). In general, parents stated that the involvement of the Gen-Zers happens in various ways. Yet, commonly, they help assist in researching products online or in a physical store. Collecting essential information and include them in the parent's shopping carts. As a result, "that might factor into why over four in five say they involve their children in purchases more than their own parents did with them" (NRF, 2019).

Lastly, Generation-Z is accountable for a **crucial shift in the way that families make purchases**. Parents find it very important that they include their children in the early stages of the shopping journey. Therefore, they highly appreciate brands making an effort to include an all-inclusive shopping experience (NRF, 2019).

Considering the current spending power of the generation and the influence they have on households, Joe Cardador states: "Marketers should focus on understanding Gen Z and the power they have in the market today to build loyalty for tomorrow" (Forbes, 2018).

Next to this, the managing director and consumer research analyst states that according to Mintel the spending of Gen Zers between the ages of 16 up until 21 often falls within the following classifications:

- “Car (including gas, insurance and taxes), Groceries, Entertainment and Hobbies, Studies (including textbooks, tuition and school fees), Mobile Phone, Bills, Appearance (hair appointments, clothes, cosmetics, etc.), Savings, Restaurants, Fast-Food, Debt Payments, and Public Transportation” (Forbes,2018).

For the Gen-Zers between the ages of 6 up until 11 Mintel found that they spend their alimony to:

- “Toys, Candy, Video Games, Clothing, Movies, Collecting Cards, Board Games, Magazines/Comics, and Restaurants “(Forbes, 2018).

To the analyst, these purchases within the listed categories are the result of the influence or inspiration of peers and can be linked to the connectedness with social media. An important remark made, considering the aim of this research, is the fact that the trust towards (YouTube) influencers additionally plays an important role Forbes, 2018).

The generation known as the digital nomads or the mobile generation has no struggles when it comes to the search of information on online platforms. Combining off- and online knowledge and the ability to filter out the fuss is one of their strongest powers. That factor has allowed them to gain an extreme abundance of influence at such a young age. Their strong emphatics towards social causes results in them speaking up towards brands who do not suffice to today’s norms of transparency and accountability. The strong mobile position that they obtained builds a strong foundation. Making an uninformed and impulsive decision is not up the ally of the generation (Forbes, 2018).

The spending’s of the Gen-Zers differ from the Millennials mostly from the spending categories. Nonetheless, the two generations have another view when it comes to their successes. The article suggests three examples, namely (Forbes, 2018):

- In comparison to other generations, Gen-Z is highly concerned regarding their personal successes and how their successes are viewed by the other generations
- The generation finds it important to purchase product who make them happy and which have a brand name
- Gen-Z lays high emphasis on products who are concerned regarding their right image

The similarities between the two generations are that they expect brands to deliver them the most satisfying brand experience and through that helping them discover new things. For Gen-Z it is highly important that the brands focus on helping to build and craft their own identities more than ever since the process is highly public due to social media (Forbes, 2018).

According to the analyst, there are several ways that brands can connect to the new generation. The Youth Mindsets, their own research, revealed that for example for the women’ gender and racial equality play a large role. On top of that, brands need to find ways in order to stay relevant and innovative both online and offline. The opposite sex, the Gen-Z males do share some of these aims. Moreover, accessibility and easiness additionally play a large importance (Forbes, 2018).

3.1.4 Differences between Millennials and Gen-Z

Although these two generations are extremely connected to the latest technology trends and the many things the internet has to offer, it may be misleading to think that they are the same. (Hubspot,2019)

The differences between the two generations and the importance of marketers knowing how to act on them is highly valuable for this research. Moreover, companies perceive both generations as a younger target audience who knows more regarding the digital evolution than any other generations. Yet, perceiving them as one large generation and therefore being more cost- efficient is not the way to go. It might have worked previously, nevertheless, a recent report of Morning Consult suggests otherwise.

In order to build the understanding, it is significant to consider the differences in age. First and foremost, the Millennials are born between 1980 – 1994 which makes the oldest Millennial 40 years old and the youngest 26 in 2020. As for Gen-Z, born between 1995 and 2011, the oldest Gen-Zers are 25 and the youngest 10 years old in 2020.

Based on the research of Morning Consult, an influencer report regarding engaging Gen-Z and the Millennials, six key factors could be described that differentiate the two generations.

1. Different attitudes regarding technology and money

As for the technology aspect, “While millennials watched innovation begin, Gen-Z was immersed in it from day one.” (Hubspot,2019). From DVD players in the era of the Millennials, to endless Wi-Fi in the era of the Gen Zers. The impact of the rapid technology evolution with the tremendous growth of social media, the generation has been called the loneliest socially conscious generation. Notwithstanding, the fact that the options of digital connectivity are endless. In addition, the negatives aspects that result from social media such as dealing with mental health, cyberbullying and a negative body image (Hubspot,2019).

When considering the economical factor, the different attitudes towards finances are additionally prominent. Improving financial habits seems to be key for both generations. Nevertheless, their focus of how they spend their money is different. Whereas the Millennial rather buys products or services that will give them an experience to remember, Gen-Z finds it more important to save money or buy practical products that they need in their daily lives. This can be relevant to keep in mind when drawing up marketing campaigns (Hubspot,2019).

2. Gen Z is more likely to make mobile purchases

“Millennials and Gen-Z go primarily online with mobile with mobile devices (Hubspot,2019). According to HubSpot, Millennials surfs around 7,5 hours online whilst Gen-Z surfs for almost up to 10 hours per day. As a result, Gen Zers are twice as likely to make a purchase using a mobile device then their counterpart, the Millennials. Nonetheless, the Millennials remain to shop or purchase a great deal of products or services online. Watching videos and spending time on social media is their favourite way of spending time online for both generations. Therefore, creating mobile video content, easy to use websites and stepping up any other kind of phone-based experiences taps into the needs of the generations (HubSpot, 2019).

3. Difference in usage of social media platforms

The World Economic Forum states that the social media use of Millennials is an average of two hours and 38 minutes per day whilst Gen-Z is online for two hours and 55 minutes a day (World Economic Forum, 2019). Yet, a difference in the use of platforms is significant. Millennials seem to thrive on platforms like Instagram, Facebook, Twitter and LinkedIn. On the other hand, Gen-Z prefers to log in to video-based platforms such as Instagram, YouTube, Snapchat for the oldest half of Gen-Z and TikTok is on its way to becoming increasingly popular. TikTok is an important platform to keep an eye on, the one-year old platform is one of the fastest growing social media apps. This is due to the fact that on a global scale, the app is booming among Gen-Zers (HubSpot, 2019).

4. Millennials have a longer attention span for ads

Gen-Z has an attention span for merely 8 seconds whilst the Millennial will focus up to 12 seconds (HubSpot, 2019). In addition, short video content will catch the eye of the Gen-Zers. Snapchat or Instagram Stories are ideal to display the quick and rapid content. On the contrary, Millennials appreciate more in-depth content than for instance comprehensive videos or podcasts. When it comes to branded content, there are several differences between the generations. According to HubSpot, Gen Z values and likes to learn more regarding products and services through social media-based videos and influencer marketing (HubSpot, 2019). They tend to shy away from traditional advertising. Emphasising the informative side of an ad and making it feel less like an ad is the right tactic. Important to keep in mind is that 65% of Gen Z has downloaded a certain sort of ad blocker (HubSpot, 2019). Furthermore, Millennials are more open to various promotional approaches. Traditional online ads, social media marketing and branded podcasts are methods that will reach the Millennial (HubSpot, 2019).

5. Gen-Z and Millennials purchase less than past generations

HubSpot describes that various studies have confirmed that both generations spend less than previous generations. Whilst the oldest Gen-Z members, who are old enough to make buying decisions seem to have a pragmatic and responsible attitude towards money. Ernest & Young states that 74% of Millennials and 49% of Gen-Z solely buys online products on a monthly basis (EY, 2018). As Gen-Z, tends to buy less online they highly value additional services or discounts. These criteria will additionally weigh in their buying decisions (HubSpot, 2019)

6. Diverse career incentives

The generations may have different career motivations, the common ground seems to be that they find it utterly important to invest in skills or school training. Whilst previous generations had no issues to combining investing in real estate and education, this is not the case for the latest two. The increasing costs of education definitely makes it more challenging. Gen Z is very financially motivated as they are driven to earn and save more money. As a result, persuading them into buying your product may be more difficult. Merely the “trendy” aspect of the product will not suffice. Highlight the importance of how it will benefit them and why it is worth the money.

Outline desk research

After tapping into the ins and outs of influencer marketing, learning more about the Influencer Marketing Agency and gaining a better understanding concerning the fundamentals of Gen-Z, their consumer buying decisions and the highly important differences with the Millennials, the theoretical framework of the research has been drawn. In the following chapter, the researched subjects will be put into practice. The research question, how Instagram influencers affect the consumer buying behaviour of Gen-Z will be further investigated on the basis of a small sample of ten Gen-Z members whom can make consumer buying decisions. The desk research and the additional information retrieved during the field research will to form the final conclusions and advice which is the aim of this research paper.

FIELD RESEARCH

3.2 Analysis of qualitative data

3.2.1 Methodology

In order to draw up a conclusion to the research question “How do Instagram Influencers affect the consumer buying behaviour of Gen-Z” a qualitative research method was applied. Namely by the means of an in-depth interview in order to form a thorough answer and advice to the research question and its sub-questions. The collection of information provides an opportunity to better understand the consumer buying behaviour decisions of the narrowed down Generation-Z, the part of the generation that is able to make consumer buying decisions. Namely, from 16 up to 25 years.

The aim was to interview 10 individuals, of 6 of them were women and 4 of them were male. The importance of having both genders participate was in order to see if there are differences or similarities between males and women. The interviewees were retrieved in two groups. The first group were fellow students of the study programme of International Office Management. The second group were fellow interns at the Influencer Marketing Agency. In order to be certain that the interviewees had enough buying power, opting for the older age group of Gen-Z was a logical choice. The ages of Gen-Z interviewees varied from 20 up to 23. Including diverse nationalities was a plus. Comparing the different responses of the various nationalities was interesting to see if there were large differences or surprising similarities. The interviewees had diverse European nationalities varying from; The Netherlands, Belgium, France and Russia. Below a table with an overview of the demographic characteristics of the respondents can be found.

Respondent 1	Female, Belgium, 20 years old
Respondent 2	Female, Belgium, 20 years old
Respondent 3	Female, Belgium, 22 years old
Respondent 4	Female, Belgium, 20 years old
Respondent 5	Female, Belgium, 21 years old
Respondent 6	Male, The Netherlands, 21 years old
Respondent 7	Male, The Netherlands, 21 years old
Respondent 8	Female, Russia, 20 years old
Respondent 9	Male, France, 21 years old
Respondent 10	Male, France, 21 years old

Figure 14: Demographic characteristics of respondents

The interview consisted of four parts and had a total of 21 questions. The interview guide consisting of an overview including all the questions of the sample can be found in the appendix under the title; II interview guide. The division of the parts was as following: the first part consisted of background questions such as; what is your age? where are you from? What are your hobbies? Moreover, to get a better idea of the profile of the interviewee, basic background questions were required. Additionally, the second part consisted of questions regarding their social media behaviour. This was aimed with the purpose of getting a better overview and understanding of their overall social media behaviour. To be more specific, how much time they spend on social media and Instagram in particular. Plus, questions regarding how many individuals they have as followers and how many of the individuals they follow were friends, family, brands/organisations or influencers were asked. Consequently, this information gave insight regarding their own social media profiles and the ones they follow. In addition, they were interviewed regarding the pros and cons of Instagram and how they perceive the presence of brands and services on the platform. Furthermore, the third part of the interview included their views on influencers and social media advertising. Ultimately, in the fourth and last part of the interview, questions regarding their consumer buying decisions were queried. The transcription of the interviews can be found in appendix III.

The interviews were conducted in English via the means of WhatsApp chat. No voice memos were used during the process, the entire interview was conducted via chat. Furthermore, the interviews took place on the 16th, 17th and 20th of April of 2020. The interviewees were informed regarding the aim of the interview via an email (see appendix I). In the email, the interview questions (see appendix II) were attached in order for the interviewee to be prepared when having to respond very rigorously to in-depth questions. Approximately five minutes prior to the interview would take place, the interviewee was informed that the interview was about to start.

As for the analysis of the interview, the following procedure was followed; each part was analysed separately. First and foremost, starting with reading through the answers of the particular part from each and every participant. Subsequently, reviewing question per question by noting down the most important aspects of each answer. After, analysing all the answers by seeing them next to each other gave the opportunity to have a full overview. The following step was to search for similarities and dissimilarities in the answers. Finding patterns and trying to find the reasoning behind certain patterns considering the various profiles and genders of the participants. Question per question going through the same process until the end of a particular part. During the analysis of a part or chapter, I additionally wrote down general findings that I would later combine in the conclusion of that particular part. As mentioned previously, the interview consisted of four parts. Therefore, the process mentioned in this paragraph was repeated four times.

3.2.2 Objective of the interview

The interview was conducted with the purpose of:

- Enlightening the Influencer Marketing Agency in order for them to better understand Gen-Z
- Provides understanding of underlying reasons, opinions, motivations and behaviour of Gen-Z

3.2.3 Part one: background information

In order to have a better understanding of the profiles of Gen-Z, a couple of questions regarding their background were conducted during the interview. For the purpose of understanding the analysis of the questions, the original question that was queried to the interviewee will be stated above the particular paragraph.

An overview of the demographic characteristics of the respondents is depicted in figure 14.

→ *Question: What are your hobbies?*

A few similarities or patterns can be found in how Gen-Z prefers to fill in their free time or as a hobby. The largest similarity and the most frequently returning aspect are sports. These sports vary from taking a walk, running, horseback riding, playing basket to other types of physical activities. It is included in the lifestyles of half of the interviewees.

Secondly, meeting up with friends and thirdly, music (listening, singing or even going to concerts/festivals) was mentioned. Next to this, being creative and trying out new things in various fields. Whereas they can create any kind of object from scratch and having a particular outcome such as a drawing, a painting, self-sewed clothes or even a cake. These were the main similarities that could be found within the interest field of the participants. Yet, it is important to keep in mind that the above was categorised. The participants each had their differences in interest though in order to get an overview in what main fields they keep interest in could be interesting during the further analysis. Other occupancies the interviewees had were interests such as fashion, scouting, social networks, culture, movies/tv shows and technology which couldn't not be placed in a certain category.

→ *Question: What study are you following? If you're not studying, what is your current occupation?*

In this case, all the interviewees were students who were studying a particular programme in higher education. Studies such as International Office Management, Human Resources, Marketing and Communication, Idea and Innovation Management, Hotel Management and International Communication & Media were followed at the time of the interview. Similarities between the studies are that three of the study programmes are based on the principles of management. Meaning that similar courses within this field were given. In addition, courses focussed on their specialisation are included in their programme. Moreover, studies within the field of communication were additionally prominent. Nonetheless, due to the fact that all the participants were students, the results are a little distorted. It would have been better if there was a mix between students and non-students.

3.2.4 Part two: social media behaviour

First and foremost, in order to be able to complete the profile of the interviewed Gen-Z, it was important to consider the social media behaviour of each participant. Taking this into account, it will be possible to see whether their social media behaviour has an influence on how they view influencers and social media advertising.

To start, the interviewees were interviewed regarding the average time they spend on a daily basis on social media.

→ *Question: How much time, on average, do you spend on a daily basis on social media?*

In total, the interviewees spend an average of 3 hours and 45 minutes per day social media. This calculation is based on considering the highest numbers of hours when the participants gave an estimate. Moreover, when taking a closer look at the estimates of the participants, there is a clear difference between males and women. Yet, it is important to keep in mind that the woman/male division is 6 women to 4 males. For the women, the average amount of time spend per day social media is 4 hours and 58 and minutes. Whereas the men, merely spend is 2 hours and 15 minutes. This concludes a difference of 2 hours and 43 minutes. From this can be deducted that it is safe to say that in this study, women spend more time visiting social media applications.

Following, for the purpose of gaining a better understanding of their own profiling on social media the interviewees were asked how many followers they at the time of their interview had on social media.

→ *Question: How many followers do you have on Instagram?*

An interesting fact is that one participant had a following of 17.000 which therefore which makes respondent number nine, a micro influencer. Besides, another fact that can be derived from the results are that the smaller profiles (up to seven hundred), all have one aspect in common, they are private accounts. In general, individuals who chose to have private accounts merely accept followers whom they know. In the case of this interview, merely one participant specifically mentioned this reason for having a private account. The larger profiles (starting from eight hundred), all have open profiles. Consequently, anyone on the internet can view their social media profile.

Respondent 1	743 followers (private account)
Respondent 2	293 followers (private account)
Respondent 3	695 followers (private account)
Respondent 4	793 followers
Respondent 5	810 followers
Respondent 6	1059 followers
Respondent 7	644 followers (private account)
Respondent 8	1347 followers
Respondent 9	17K followers
Respondent 10	268 followers (private account)

Figure 15: Number of followers of the respondents

Knowing how much time the interviewed generation spends in total on social media applications contributes to this research. Nonetheless, since this research is strongly focussed on Instagram, it is essential to have knowledge of how much time of the time spent on social media includes Instagram.

→ *Question: How much time do you spend per day on Instagram?*

In total, the interviewees spend an average of 2 hours and 41 minutes per day Instagram. This calculation is based on considering the highest numbers of hours when the participants gave an estimate. Again, it is important to keep in mind that the woman/male division is 6 women to 4 males. When comparing the total amount of 3 hours and 45 minutes that they spend on social media and the average of 2 hours and 41 minutes on Instagram it can be said with confidence that most of the time spent on social media is on Instagram. When considering the woman and male split, the women spend around 3 hours and 15 minutes on Instagram where the males spend 1 hour and 30 minutes on Instagram for this study.

With the objective of understanding the profiles the interviewees choose to follow on the social media platform the interviewees were asked how many individuals they followed at the time of their interview.

→ *Question: How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?*

Respondent 1	753 individuals
Respondent 2	244 individuals
Respondent 3	700 individuals
Respondent 4	340 individuals
Respondent 5	1515 individuals
Respondent 6	650 individuals
Respondent 7	1041 individuals
Respondent 8	750 individuals
Respondent 9	1000 individuals
Respondent 10	504 individuals

Figure 16: Number of individuals the respondents follow

Of the 10 individuals interviewed, five individuals responded that they follow a mix of friends, family, influencers or brands/organisations. Four individuals mentioned that they follow mostly friends and family and one individual follows mostly Instagram models which can be categorised as influencers.

Furthermore, the interviewees were asked to provide insights regarding how they perceive the platform. In other words, what they like regarding Instagram.

→ *Question: What do you like regarding Instagram?*

The most frequently returning aspects regarding what they appreciate about the platform are the following: five out of ten participants mentioned that keeping in touch with friends and interacting/communicating are one of the top aspects they like regarding the social media platform. Respondent 8 mentioned "I like that I can see how my friends from abroad are doing" Next to this, another five out of ten participants mentioned that the visual aspect of the platform. One of the participants described the platform in the following words: "Instagram is a way of discovering the world digitally". This statement can be applied to various individuals when they described what they appreciate regarding the platform. It gives them the opportunity to discover, stay up to date and track the life of their friends, family, influencers, celebrities or other niche pages.

In addition, they were asked regarding what they disliked regarding the platform.

→ *Question: What do you don't like regarding Instagram?*

When considering the aspects that the participants are not fond of there is the frequently returning aspect of the fake or orchestrated pictures. Many individuals merely show off their best moments and live a picture-perfect life on Instagram enhanced with photo manipulation and layers of filters. On top of that, three participants additionally mentioned that by creating this "perfect life" it can give a negative affect for followers. For example, fulfilling to the trends and norms in certain industries, individuals can feel insecure or look up to false ideals. Three individuals additionally indicated that individuals strive to have as many followers as possible which can result in dissatisfaction. One participant additionally stated the possibility of leaving hateful comments beneath Instagram posts as another downfall. Lastly, one other interesting comment was made regarding the algorithm of the platform. Instead of showing posts chronically, the platform does not allow individuals to be featured equally. Popular accounts appear more frequently than others.

Ultimately, the interviewees were being interviewed regarding how they feel regarding the presence of brands and services on social networks.

→ *Question: How do you feel regarding the presence of brands and services on social networks?*

Eight out of ten participants feel positive toward the presence of brands. From those eight individuals, five of them agreed that it is a way to stay up to date with the latest products and services of their favourite brands or trends in general. Following, two of those individuals stated interesting matters. One mentioned that when researching for example clothing brands, she goes through the tagged section in order to see how the clothes fit on individuals whom already have bought the products. Another intriguing remark that was made was that the participant does not rely on any other types of media such as television, magazines or newspapers to gain information. The other three individuals who had a positive attitude towards the presence of brands stated four different responses to explain their answer. To one, it feels like they have a larger opportunity to be transparent towards their audience. To someone else, the opportunity to receive pop up ads in between swiping from story to story is appealing. Furthermore, another interviewee mentioned that according to them, when it concerns services it is easier to get in contact with the brand in particular. Lastly, who participants had mixed feelings towards the concept. Each for different reasons. One individual found it positive that it gives brands the possibility to promote their products or services yet the fact that there is a reasonable amount of fake advertising results in not an entirely positive attitude. The other individual mentioned the attitude depends on whether she likes the brand.

Conclusion of social media behaviour

First and foremost, when taking a closer look to the social media behaviour of the interviewed group, the first aspect that became clear was that the participants spend regarding an average of 3 hours and 45 minutes on social media. Moreover, when comparing the results of the women to the ones of the males, it rapidly became clear that women tend to spend more time on social media than men. For the women it concluded a total of 4 hours and 58 and minutes and for the men a total of 2 hours and 15 minutes. Nevertheless, the research is Instagram focussed. Therefore, obtaining knowledge regarding how much time of the time spent on social media consist of Instagram was key for this research. The average of 2 hours and 41 minutes is spent on Instagram. From this can be concluded when comparing it to the 3 hours and 45 minutes they spend on social media, Instagram is the most frequently used social media platform.

Next, considering the following of the interviewees, it can be concluded that nine out of ten participants have a little too small following. Yet, three of them could be categorised as influencers. Two of them have a following above 1.000 which could make them Nano influencers. On top of that, one has a following of 17.000 individuals, which results in being a Micro influencer. When considering the number of individuals, they follow, the statistics are in lines with the number of individuals they are followed by. The results indicated that one individual mostly follows influencers, half of the interviewees follows a mix of friends, family, influencers or brands/organisations and the remaining four mostly followed friends and family. From this can be deducted that the generation makes careful choices regarding which influencers, brands or organisations they follow. In correlation, it is safe to say that the interviewed group has a positive attitude towards the presence of brands and services on the platform. It provides them an excellent window of opportunity to stay informed regarding trends, hot topics, new products, services and many more brands have to offer. The merely strongly negative remark that has been made by one individual is the presence of false advertising. To be more specific, by false advertising is meant promoting a product or service that does not fulfil the promised selling conditions.

Finally, there is a clear overview of the pro's and con's that the social media platform has according to the interviewees. Their favourite features of the platforms are that it gives the users the possibility to share photos, memories and interact with their friends and family by the means of showing what they have been up to. This goes hand in hand with the visual aspect of the platform that is highly appreciated. In general, Instagram offers the occasion to keep in touch with the life of friends, family, influencers or celebrities. It is a digital journey that allows them to discover, explore and research their interest in places, brands, services, excursions, events and many more. On the other hand, individuals are merely showing off their best moments. Instagram is the representation of the picture-perfect life that many want to live. Real life is often not portrayed. In addition, it often includes tweaking pictures in order to make it even more appealing. As a result, for many it is perceived as fake and orchestrated. Consequently, without noticing, the society is negatively influenced by the means of endlessly striving to receive more followers, likes, comments. It influences the way they look at themselves by trying to meet the ideals of the industry and how they view their life since there is always someone who seems to have a better one.

3.2.5 Part three: Influencers and social media advertising

Primarily, the viewpoint of the interviewees towards influencers and social media advertising will affect their online consumer buying behaviour. Consequently, the answers of the participants will result in the fact that the opportunity will be created to determine to which extent their positive or negative perception influences their decisions.

In order to gain a better view on how many influencers they follow, the participants were interviewed to describe an average of how many of the total individuals they follow were influencers.

→ *Question: How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)*

The results were the following:

- 1 participant → 50% (F)
- 2 participants → 25% (F/M)
- 1 participant → 20% (F)
- 2 participants → 15% (M/M)
- 2 participants → 12,5% (F/M)
- 1 participant → 5% (F)
- 1 participant → 0,1% (F)

In general, the data indicates of all the participants there is no one of whom their following consist of more than 50% of influencers. On top of that, there is merely one participant where half of the followers consists of influencers. As for the remaining participants it fluctuates between 25% and 0,1%. Apart from this, there is no other clear pattern that returns in the data. Solely the fact that is gripping that the data points out that the lowest percentages are not from men but from women.

For the purpose of gaining insights on how the interviewees view influencers they were queried regarding their perspective.

→ *Question: What is your perspective on influencers?*

The perspectives on what the participants have on influencers are divided. Three participants were very positive towards the influential figures. One of the participants with a positive perspective stated that since there are so many niches, there is content for everyone to enjoy if it lies within their interests. Another participant added that when being part of a minority group as for example; a bisexual black transwoman, individuals can find comfort and confidence in finding influencers who seem to fit into that category. Five participants had a more neutral view towards the influencers. They found it more difficult to categorise them as a positive or negative matter since they mentioned both to describe them in their own perspective. The similarities in their answers draws up the following conclusion: either way, influencers have a following that they influence to some extent. Some of the influencers decide to use their platform and voice to accomplish good things in the eyes of the participants. This includes staying true to themselves and being creative in their own way. On the other hand,

some take it too seriously and take every opportunity to cooperate with a brand and post sponsored content that they even might not support. Two participants had a rather negative view towards them, and they had their own reasons for it. According to them, they post too much ads and do not share their true and honest opinion regarding the product or service. Their motivation is merely the money they receive from the brand and to gain as much followers as possible. In addition, there is no need to over promote since good content will result in organic growth of their profile.

The participants of the interview all followed influencers; therefore, no participant could respond to the question why they chose not to follow any kind of influencer.

With the intention of sketching a good portraiture of the type of influencers they praise; the participants were interviewed regarding their favourite influencers. By answering to multiple questions, a bigger picture can be drawn regarding which type of influencers have an actual influence.

→ *Questions:*

Who is your favourite influencer? What do they do on a daily basis? What niche (travel, beauty, lifestyle, tech, etc) are they operating in? How many followers do they have?

What makes them stand out from other influencers based on personality? What kind of content do they create? Could you provide an example (screenshot) of your favourite type of content? What characteristics does an influencer need to have according to you?

For the female participants, there are several niches that are prominent. The top three niches that the women tend to follow often are: lifestyle, beauty and fashion. All women, except one indicated an influencer operating within one of these niches. Solely one of the favourite influencers was a politician who speaks up regarding subjects such as migration, woman's rights and many more. On the contrary to the other woman who on a daily basis share snippets of their everyday life and/or content related to the niche they are operating in. When taking a closer look to the number of followers in order to see if there are any returning patterns there is merely one particular conclusion to make. Every influencer tier was represented. Nevertheless, one influencer tier was more frequently mentioned than the other. Important is to keep in mind that several participants gave multiple examples of their favourite influencers. The mega tier was mentioned twice as well as the macro tier, the mid-tier six times and the nano tier once. When it comes to personality and what makes them stand out, keeping it real and being honest is most frequently mentioned. The runner up for the characteristics that the women participants want influencers to have is once more, honesty, transparency and staying true to themselves. Being connected to the audience, helping out and interacting is additionally widely appreciated. Finally, when considering the type of content, the influencers create two types of content are highly appreciated by the woman interviewees. On the one hand the picture-perfect, aesthetically pleasing photo's or videos and on the other hand real, raw and funny content.

For the male participants, the fashion niche was in addition the highest-ranking niche. Three out of four participants chose influencers who operated within the fashion niche. Respondent 10 chose an influencer who operated in a much smaller niche of skateboarding. On a daily basis the mentioned influencers create content specific to the niche they are operating in and mostly

have other occupancies within their fields of interests. Taking into account the influencer tiers, the mega tier is represented once, macro twice and the mid-tier once as well. According to the male participants, the following traits make their favourite influencers stand out from the others: open and true personality, friendly face, nice style and inspire others. To support his answer, respondent 6 added the following regarding the influencer: “very open to his audience, very nice style and looks like he is really himself”. When it comes to “the type of characteristics that an influencer needs to have the most desired characteristic is honesty. Respondent 9 stated that an influencer needs to be the following: “authentic and honest” Besides that, they need to be a relatable and trustworthy role model or someone to look up to. Respondent seven indicated the following regarding what he appreciates the most regarding his favourite influencer: “The way he talks on his story and how he tries to inspire his followers to train”. Taking the type of content into consideration, the need for the content to be inspiring and motivation is not that much reflected in the examples that the participants showed.

The trust of your audience or the target group you are trying to reach is an important asset to have. Therefore, the interviewees were question regarding where their loyalties lie. Do they have more trust towards an influencer promoting a product/service or a company promoting their own products/services? And why?

→ *Question: Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?*

The results were very diverse. To start, merely one participant stated that he “believes in both”. The reasoning behind this answer was the following “Brands/services come up with the most creative, believable commercials sometimes and they spread all over the world. Influencers who promote something, create in a completely different way” it was followed by “both are advertisements but in different ways”.

In order to understand where this answer originates from, it is key to know that this particular interviewee was currently interning at the Influencer Marketing Agency and has an interest in advertising. Following, three other participants acknowledged that they trust the Influencers over the brands. One stated “I’m more likely to believe to voice of the influencer”. Another participant mentioned “only if I consider them to be authentic”. One more added “if I follow the influencer, it means that I have more trust in them.” Yet, he added “that there are some influencers that he does not believe for the reason that of the fact that they are always promoting”. Additionally, three participants indicated that it depends. Each individual mentioned another criterion on which it depends on. First one individual noted that it “depends on the influencer”. If the particular influencer is not paid or has a history of having an honest reputation, she is more likely to believe the influencer. On top of that, according to her, since the brand is promoting their own product, they simply always have to say that it is good. The second individual mention that it depends on the product or service. She concluded: “I think it is good to use influencers, however it is very important to pick the right ones”.

Moreover, one participant mentioned that it depends on the advertisement and the influencer. She added that there is more trust towards influencers of whom their main income does not come from sponsorships. Ultimately, three participants mentioned that they have no trust towards influencers by virtue of various reasons. Two agreed on the fact that influencers are sponsored to post regarding the project and therefore will adjust their opinions to that. One of the participants who stated the previous opinion in addition agreed with another participant who indicated that that she checks the reviews of the brand, product or services.

Conclusion of influencers and social media advertising

In conclusion, it may safely be said that the interviewed group is careful with the choices they make on which influencers they decide to follow or not. The way the group perceives influencers are not to categorise in one certain way. Many have various opinions when it comes to explaining what their perspective on the influencers concludes. In general, three were strongly positive, five had a more neutral perspective and two had a mostly negative perspective. Positive aspects concluded that as influencers are operating in various niches, almost everyone can align with someone from the industry. That person then can be a source of inspiration or motivation. The key is for influencers to remain true to their authentic themselves and use their voice for a good cause. Not getting lost in the sea of sponsorships and becoming a billboard considering this will merely result in their audience losing the trust towards them. The following niches were very popular among the chosen influencers that were marked by the participants as their favourites. In general fashion, lifestyle and beauty were the most indicated niches. When taking a closer look into the number of followers the influencers had, every tier except for the micro tier was represented. Taking into account that the women gave multiple examples of influencers, the following statistics are the total amount of how many times each tier was represented: 2 times mega, 4 times macro, 6 times mid-tier and 1-time nano. From this can be deducted that the participants not often chose mega or nano influencers as their favourites. To the participants, it was highly important that influencers are honest, transparent and authentic. It builds a good foundation of a trustful relationship with the audience and it makes it easier to stay in touch and being connected to them as the relationship is sincere. This additionally needs to reflect in the type of content they make. High quality content which can be identified as aesthetically pleasing is appreciated. Nevertheless, they want to see raw and honest content as well. Not merely seeing the successes but additionally the challenges that life holds for them. This will automatically gain them more respect. Ultimately, when it comes to having more trust towards an influencer promoting a product/service or a company, opinions are subdivided. Solely three participants out of ten fully trust the influencers more. One has trust in both, three stated that it depends and two did not trust influencers at all since their opinions are money driven. The frequently returning factor that is mentioned is the fact that since the influencers receive a compensation, they often change their opinions and do not share what they really think of the product. Nevertheless, if the influencer stays true to his or herself, is authentic and has a good reputation the opinions are often more positive. Honesty remains key.

3.2.6 Part four: consumer buying decisions

In the previous part concerning influencers and social media behaviour the perspective the participants had on the phenomenon was discovered. Now, the following part will give the window of opportunity to see how their perception correlates or influences their consumer buying decisions.

First and foremost, the participants were asked to give a specific example of a brand that an influencer that they follow promotes.

→ *Question: Can you give me an example of a specific brand that an influencer that you follow promotes?*

Additional sub questions such as the following were asked:

Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?

Do you like or dislike the influencer? Why?

Who or what made you follow this influencer in particular?

How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?

Do you (dis)like the way that the influencer promotes the product? Why?

Did you know the brand prior to the influencer started promoting it?

What do you think of the brand?

Do they influence the image/attitude towards the brand positively or negatively? Explain why.

Did you buy the product yet?

If yes, did the influencer had a role in your decision?

What characteristics of the promoted content makes you consider to possibly buy the product?

Various brands were named by the participants. From an art brand to beauty brands, fitness brands to fashion brands and a car brand. The influencers whom represented the brands varied from micro influencers up to mega influencers. To be more specific; 1 mega influencer, 3 macro influencers, 5 mid-tier influencers and 1 micro. The following niches were represented among the influencers; beauty, lifestyle, fashion, modelling, skating and tv personalities. Nine out of ten participants liked the influencer that they indicated. Merely one participant stated that she used to like the mentioned influencer, yet it turned out that the mega influencer was insincere. Another participant who indicated that she liked the chosen influencer additionally mentioned that she likes the aesthetic of the feed, yet the influencer seems very disconnected with the audience.

Participants had various reasons to start following the mentioned influencers. From meeting the influencer in person, discovering them in the discovery feed or through an Instagram giveaway competition. Others stated they do not recall how they started following the influencer in particular. As it comes to how most influencers promote the brands, eight out of ten chose to pose with/or whilst trying out the product. A remark that was made regarding why a participant liked the promotional content was for the reason that of the “natural” way, it “fitted perfectly in the feed”. One out of those eight participants disliked the way the influencer promotes the product for the reason that it is; “too much sometimes or too pushy”. The two remaining influencers had a different way of promoting the product. One even chose not to even show the product in the promotional shot, merely merch of the brand that is not even for sale. This was greatly appreciated by the participant for the reason that according to her “she keeps her own personality in the promotional content and does not change for the brand”. The other influencer decided to merely display the products along with some additional decoration. The participant that chose this example liked the promotional content due to the fact that the shot was coherent with the rest of the feed. Five out of ten participants already knew the brand prior to the influencer started promoting for it and five participants did not. Nine out of ten had a positive attitude towards the brand, merely one was not convinced for the reason that of the fact that she, to the day of the interview, still did not really know the brand. In addition, eight out of ten participants were of the opinion that the influencer influences the image or attitude towards the brand positively. Two participants had a different answer. One of them mentioned it is not an easy question to give an answer to. She was not sure of the fact that when they do not like the influencer it could result in individuals not liking the brand. Another comment that was made by a participant was that she in particular, sees the brand and the influencer separately. The influencer will not affect the reputation of the brand. Finally, five out of ten bought the product that the influencer was promoting. In total, three participants stated that they were not influenced by the influencer to buy the products. Yet, one out of them did not know the brand beforehand. Further, one more of the three that declared they were not influenced partially said she was. She stated, “for the reason that of his post I started looking for other opinions”.

When finding a new product online, whether it is clothing, gadgets or other type of products, the participants were interviewed regarding how they use Instagram to make their final buying decision by the means of providing an example of their past.

→ *Question: For example: you found a new product online (clothing, gadgets, products, etc.) in what way do you use Instagram to make your final buying decision? Could you give an example from the past? What kind of role do influencers play in this decision?*

Five out of ten participants stated that they use Instagram as a platform to see how individuals use or style products. In addition, they often search via hashtags or tagged pics in order to look at how other individuals use/style the products and what their opinions of the products are. Nevertheless, one additional participant added that he mostly does not use Instagram to discover new products yet, when he does, he goes through the posts of influencers. Between the four remaining participants, when it comes to declaring in what way they use Instagram, there were no similarities to be found. The first participant out of four mentioned that after visiting a local store, she started to follow them on Instagram. Not much later, the store posted an item she liked, resulting in her buying the product. The second one stated; when he sees something on the web, and after he sees the same product on Instagram, he is more inclined to buy the product. The third one mentioned that he does not go on the Instagram application with the idea of buying something. The last remaining participant did not specify in what way he uses the platform, merely that he found a product online and the influencer helped choosing the product. Which brings us to the following question, what kind of role influencers played in the decision. As stated before, for one participant it meant that the influencer assisted in choosing the product. Yet, when looking at the answers of the other participants, there are many dissimilarities. Almost each participant described another way of being influenced. Namely: for one participant, the influencer was in the possession of a promo code which happened to be for the product that she wanted to buy. One individual stated that an influencer has less than 20% influence on her decision. Additionally, one stated that the influencer can spark the interest for some type of products and that results that he will visit the website and read reviews on the product or service. Furthermore, one specifically stated that an influencer does not impact her. Yet, on the contrary, she added that it depends on the product for the reason that of the fact that when she sees an outfit that she likes worn by an influencer, she will most likely buy it. On top of that, one participant mentioned that he bought music products following the release of the product from his favourite artist. Moreover, one participant did not specify in what way the influencer influenced him. Lastly, for three other participants, the influencer gives the opportunity to view the product as a whole, they show what you can do with the product and help their followers imagine what they would look like with the products.

Next, the participants were interviewed regarding if they have once bought a promoted product from an influencer.

→ *Question: Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?*

Additional sub questions such as the following were asked:

If yes, what did you buy? Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in? Can you provide a screenshot from their profile? How did the influencer promote the product? Can you provide screenshots of the promotional material? Why did you decide to buy it? What was the role of the influencer in your decision? If no, why not?

Six out of ten participants confirmed that they did buy a promoted product. Four out of ten were woman, two were men. The products varied from beauty products, fashion items, a health product and a technology product. The tiers of the influencer varied from mid-tier to mega. To be more specific, 3 times mid-tier, 2 times macro and 1 time mega. The represented niches were the following; beauty, fashion, lifestyle and tech. The influencers promoted the posts via photos, stories or video content. As it comes to the reason why the participants decided to buy it, three mentioned that they were already looking into the product beforehand. For two other participants, the promotion gave more details regarding the product and filled them in regarding the specialties of the product and brand. Remaining participant had trust towards the influencer for the reason that of the fact that the influencer merely uses high quality products and therefore if he approves of the product it must be good. For the four participants who did not buy a promoted product before the reasoning behind it is clear. They do not believe in the products that influencers are sponsored from. They merely consider it believable when the products are not sponsored. In addition, two of them mentioned that they simply did not found the promoted products interesting enough to buy. However, one respondent out of four mentioned not to buy any promoted products. The reasoning behind this statement is the following: he simply does not follow many individuals who promote products. Important to take into consideration is the fact that he did buy a musical product from an artist before, yet, since the artist did not promote the product for someone else, I did not take it as valid for this question and therefore counted him as someone who did not buy a promotional product from an influencer.

After questioning the interviewees regarding what can trigger them into buying promotional products, the interviewees were interviewed regarding which factors can play a role in them not buying the product after all.

→ *Question: An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?*

Five out of ten participants stated the price as final decision point not to buy the product. Four participants stated that the looks in combination with uniqueness of a product important. Next, three stated that shipping cost additionally play a role. Other common grounds were; bad website functionality, promotion on a regular basis from influencers, bad reviews.

Conclusion consumer buying behaviour

First and foremost, the participants are exceedingly careful with the influencers they follow. If they choose to follow them, they are in all likelihood fond of the influencer in particular. The influencers who were chosen as examples operated mostly within the beauty, fashion and lifestyle niche, which can confirm that they are one of the most popular niches on the platform. In this case, the macro and mid-tier influencers were chosen the most out of all tiers. The participants had various reasons to start following an influencer yet the returning factor that persuades them is if the influencer stays true to their own personality and when they chose to promote, it must have a natural feel to it. Regarding the manner of how the influencers promote the product, mostly, they choose to pose with or try out the product or service in a photograph. Frequently, the participants stated that the sponsorship must fit with the personality of the influencer. Fitting into the feed accordingly and the more the influencer puts his or her personality within the promotion, the more it feels like the genuinely like the product or service. In general, the participants did view the brands in a positive manner. There was no specific relation to be found between the influencer and the image of the brand. In this case, most of them follow the reasoning of one participant who specifically mentioned that she views the influencer and the brand separately and one does not affect the other. In the case of the first example, where all the participants had to indicate an example of a promotional product or service of an influencer that he or she follows. Five out of ten bought the product that the influencer was promoting, out of those five three already knew the brand beforehand. Additionally, out of those five, three to four participants indicated that they were not influenced by the influencer. To be more specific, three to four participants (all women) for the reason that of the fact that one participant did mention that the influencer played some part in her decision. Nonetheless, this leans certainly towards to the fact that she was influenced. Nevertheless, merely one participant said that the influencer did play a role in her decision. Even though participants state that the influencer did not play a role in their decision, if they knew the brand beforehand, they certainly relight the interest towards the product or brand. In the case that the participants do not know the product beforehand, the influencer is the first touch point for the participant to learn more regarding the brand. The platform certainly plays a role in the decision-making process in order for the interviewees to use Instagram in their final buying decision. For the participants it could mean different types of ways of using the platform yet for half of them it meant searching through hashtags or tagged pictures. Due to the fact that Instagram gives the opportunity to see how influencers or regular members of Instagram style fashion items the reasoning could be why the niche preforms greatly. Using another example of a product or service that the participant has bought by virtue of a promotional post of an influencer. From the responses the conclusion can be made that the influencer, in this case the participants, influences in some way. It may not always result in the participant eventually buying the product which was the case for six participants. Nevertheless, the influencer can be the first connection to the brand. Keeping in mind that with the previous question regarding an example of a promotional post of an influencer, two participants contested that they bought the product of a promotional post. However, regarding this example they stated that they do not believe in sponsored products. Again, the mid-tier influencers and macro influencers were represented the most. Moreover, the participant is familiar with the brand or the product, they are more inclined to eventually purchase the product or service. Notwithstanding the fact that some will simply not believe in sponsored products. One of the largest elements of consideration within the decision-making process is the price of the promoted item.

4 *ADVICE*

Primarily, it is from the uttermost importance that influencer marketing agencies set a high standard when it comes to contracting influencers for their marketing campaigns. The generation is set to be the largest generation of consumers. Nevertheless, they have many requirements when it comes to qualifying the good influencers from the bad. Quality and true-life content, trustworthiness, transparency and many more. In addition, they have a large amount of needs who need to be satisfied. As stated previously; authenticity turns out to be one of the most important aspects. Influencers should focus on strengthening consumer relationships, increasing brand awareness and spreading unbiased opinions when the aim is to influence the buying behaviour.

The elements that contribute in order for promotional post to be successful towards Gen-Z should comply to the following: the promotional content should catch the attention in a matter of seconds. The aim should be satisfying the needs of the generation, focussing on less sponsored content and choosing quality over quantity. In addition, social matters are the utmost important to the generation, therefore the focus should be on meaningful campaigns. In order to be successful, these findings should be applied in the field. The following facets should be kept in mind: when setting up an influencer marketing campaign, it is significant that the needs of the generation are kept in mind. As for sponsored content, less is always more, and quality goes above quantity. Have more trust towards the influencer and give them the freedom to be creative and put their own personality within the sponsored content. Eventually, this will result in the influencer coming across as more trustworthy as they give it a personal touch. The generation wants to hear a humanly voice and not a corporate instructed text. Offering discounts is another convincing factor for the generation.

Social matters are more important than ever to the generation and they are willing to pay more if a brand strives towards a certain social cause. For this reason, influencer marketing agencies should focus on creating more meaningful campaigns. Shift the focus from selling to emphasising social activism. In addition, spending more time into researching the social needs, anticipating & playing into them when the timing is right will lead to very successful campaigns. Reaching out to brands that represent a great social cause will merely gain praise.

As much as some prefer picture-perfect content that pleases the eye and the aesthetics enthusiasts, the generation is hungry for more true-life content. Influencers whom are merely showcasing the best version of their lives merely seem to hurt their “honest” reputation. The generation is on the hunt for individuals whom they can find themselves in and look up to. Being in touch and considerate of the audience provides opportunities to build a loyal following. Therefore, influencer marketing agencies should be on the lookout for influencers whom share bits and pieces of their personal life as well. In addition, they should encourage influencers to do so and emphasise the benefits it holds for them.

Stimulate influencers to create more video content as it is on the rise. It gives the ability to tap into the requirement catch the interest of the Gen Zers in a matter of seconds. Additionally, it creates the opportunity to give a great deal of information towards the targeted audience.

Moreover, it leaves an abundance of imagination of how the target audience would be able to use or experience the product or service themselves.

To conclude, the influencer marketing agencies should invest time into getting to know the generations they are targeting and need to stay up to date with the changes in the culture. Campaigns aimed at multiple generations might work, yet, the outcome will be more successful when it is generation focussed. Additionally, hiring individuals from different or specific generations in marketing departments with the purpose of representing specific generations across departments is advised. This will contribute in understanding the foundation of their beliefs will result in them being able to set up custom made Gen-Z marketing campaigns.

5 CONCLUSION

The aim of this research paper was to answer thoroughly to the question: “How do Instagram influencers affect the consumer buying behaviour of Gen-Z?”. With the purpose of formulating to formulate an extensive answer to this question, in depth knowledge regarding how the phenomenon established and developed to the social media tool it is today was required. From influential religious figures in the early ages to undefinable diverse personalities who were given a platform with the rise of Instagram. Furthermore, these influential personalities who either have a small community or millions of followers were given the possibility to use their voice to represent products, services or organisations. Additionally, when taking into account the needs of Gen-Z as well as their consumer buying behaviour of purchasing products who are concerned regarding their image and brand name. Moreover, the products or services need to have the ability to make them happy. Resulting most likely in a positive outcome. Knowing the ropes of the generation and how they differ from the Millennials. Speculation might suggest the social media tool will vanish over time. Nevertheless, if the tool anticipates change and adapts to the needs, wishes and preferences of the audience, research suggests that the social media tool will remain important in the future.

Taking into account the learnings of the desk research, the small sample of Gen-Z provided insights within the field research of this paper. Individuals confirm the fact that the generation has mostly positive yet critical view towards influencers. There is a strong need for the influencers to be authentic and stay true to what identifies them, even though they do not want to be identified. In addition, authenticity, honesty and transparency were the most named important aspects in the desk research and were confirmed in the field research of this paper. In the light of these characteristics, the influencers are set is to build a strong relationship with them on which trust is the foundation. Taking into account the research of HubSpot, where Gen-Z surfs for almost up to 10 hours a day (Hubspot,2019). The participants of the interviews had an average of three hours and 45 minutes per day which is significantly lower. The theory behind why the following numbers have a large contrast is due to the fact that the interviewed group is considerably smaller, and it concerns the upper half of the generation whom can make consumer buying decisions. Furthermore, most of the participants were students who were interning at the time of the interviews. As a result, the majority did not have the time to browse for lengthy periods of time. The presence of brands whom offer products or services does not bother the generation. It gives them the window of opportunity trend watch and explore the sea of possibilities.

The visual aspect of the platform is highly praised among the generation. It corresponds to the needs to see how other individuals, whether they are friends, family, influencers or celebrities are living their life. The counterpart to this is the fact that they merely perceive the better moments in life since individuals tend not to post regarding the setbacks they are facing. They strongly desire for the society to put a hold on the high norms of the social industry. As for the influencer tiers, throughout the interviews and taking into account the multiple examples, the macro and mid-tier influencers seem to perform the best amongst the participants.

Nevertheless, this is a remarkable fact since the generation strongly emphasizes that the influencer needs to build a true connection with the audience and seem to have less trust towards influencers whom solely have Instagram as their main source of income. Regarding the sponsored content, doing more with less is a conclusion that can be derived from analysing the view of social media advertising of the interviewed group.

Various factors come in to play when it comes to a member of the generation deciding whether to buy a product promoted by the influencers. Overall, the participants mentioned that they do not trust the voice of the influencer more than they do of a brand. In addition, they state that they are for the largest part not influenced by the words of the influencer. The era of buying something just for the reason that an influencer has it is over. Nonetheless, taking all the aspects of the desk research and field research into consideration, they are more influenced than they acknowledge or are aware of.

A pattern that can be seen along the analysis of the interviews, when the individual is already familiar with a brand (and interest to buy) or happens to be in need of the particular product or service means that they are already in the first phase of the consumer buying journey. At that point, the influencer is the first touch point and the start of the second phase of consumer buying behaviour journey. Namely; the information search. The influencer affects the consumer buying behaviour of Gen-Z by sparking the attention towards the product or service, and it results into the fact that the participant goes on the hunt for more information by the means of looking at the website for reviews or continues the search for comments, video content and more on Instagram. The generation does not perceive this as influence, yet, as a matter of fact, the influencer is the first link in the chain of making the final decision to buy a product or service.

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7 APPENDICES

I. Email to participants of the interview

Dear Interns,

In order to write my research paper about: "How do Instagram Influencers affect the consumer buying behaviour of Gen-z" I need to perform a couple of interviews with people from Gen Z. Fortunately, I have chosen 5 of you to do my interviews with via WhatsApp.

This means that everything will be the same as an ordinary interview, yet, it will be **all in writing**. So please, I kindly request you **not to answer in voice notes** to my questions. I am aware that it is a lengthy process to answer all the questions. Therefore preparing the questions in word in the document that can be found in the attachment will make it easier for you as you then only need to copy and paste during the interview. Unfortunately, it is **not possible to just send me the document with your answers**.

In the attachment you can find the questions that will be asked. In order to make it easier for you I **strongly suggest to prepare most of the questions** (+ screenshots) to be able finish the interview in a fast and good way as I am aware that you will have other work to do as well.

I have scheduled the interviews already. Some of you already accepted it (thank you!), I kindly request you to accept it if you haven't done so already. The schedule for me is very tight so I estimate if everything goes well, the interview will take 45min to 1hour max.

Thank you very much for participating, it will help me big time! 😊

Kind regards,

Jalean



Interview
consu...L.docx

II. Interview guide

Part 1: Background information

1. Which country are you from?
2. How old are you?
3. What is your gender?
4. What are your hobbies?
5. What study are you following? If you're not studying, what is your current occupation?

Part 2: Social media behavior

6. How much time, on average, do you spend on a daily basis on social media?
7. How many followers do you have on Instagram?
8. How much time do you spend per day on Instagram?
9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?
10. What do you like regarding Instagram?
11. What do you don't like regarding Instagram?
12. How do you feel regarding the presence of brands and services on social networks?

Part 3: Influencers and social media advertising

13. How many of the individuals you are following are influencers are on Instagram?
(E.g. ½, ¼, ...)
14. What is your perspective on influencers?
15. If you don't follow any influencers on Instagram why not?
16. Who is your favorite influencer?
 - a. What do they do on a daily basis?
 - b. What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
 - c. How many followers do they have?
 - d. What makes them stand out from other influencers based on personality?
 - e. What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
 - f. What characteristics does an influencer need to have according to you?
17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

Part 4: Consumer buying decisions

18. Can you give me an example of a specific brand that an influencer that you follow promotes?
 - a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
 - i. Do you like or dislike the influencer? Why?
 - ii. Who or what made you follow this influencer in particular?
 - b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
 - i. Do you (dis)like the way that the influencer promotes the product? Why?
 - c. Did you know the brand prior to the influencer started promoting it?
 - d. What do you think of the brand?
 - e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
 - f. Did you buy the product yet?
 - i. If yes, did the influencer had a role in your decision?
 - ii. What characteristics of the promoted content makes you consider to possibly buy the product?

19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?
 - a. Could you give me an example from the past?
 - b. What kind of role do influencers play in this decision?

20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?
 - a. If yes
 - iii. What did you buy?
 - b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
 - iv. Can you provide me a screenshot from their profile?
 - v. How did the influencer promote the product?
 1. Can you provide screenshots of the promotional material?
 - vi. Why did you decide to buy it?
 1. What was the role of the influencer in your decision?
 - c. If no, why not?

21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

III. Interviews

During the interviews, the participants were asked to give examples, these examples are from the following sources:

- www.instagram.com
- www.youtube.com

Interview 1:

[16/04/2020, 10:56:21] Jalean Wansi: Hi, are you ready to start the interview?

[16/04/2020, 10:57:19] Respondent 1: Hi Jalean! Yes, I am.

[16/04/2020, 10:57:38] Jalean Wansi: Great! Let's start!

[16/04/2020, 10:57:46] Jalean Wansi: Part 1: Background information

[16/04/2020, 10:58:00] Jalean Wansi: 1. Which country are you from?

[16/04/2020, 10:58:05] Respondent 1: Belgium

[16/04/2020, 10:58:13] Jalean Wansi: 2. How old are you?

[16/04/2020, 10:58:34] Respondent 1: 20. Soon 21, second of May is my birthday!!

[16/04/2020, 10:59:03] Jalean Wansi: 3. What is your gender?

[16/04/2020, 10:59:14] Respondent 1: F

[16/04/2020, 10:59:22] Jalean Wansi: 4. What are your hobbies?

[16/04/2020, 10:59:55] Respondent 1: Meeting up with friends, going for a walk, I work a lot (I see this as a hobby as I adore my job), ...

[16/04/2020, 11:00:22] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?

[16/04/2020, 11:00:48] Respondent 1: I study the program 'International Office Management' at Artevelde Hogeschool in Ghent, Belgium.

[16/04/2020, 11:01:24] Jalean Wansi: Great! We have finished the first part, let's move on to the second one: Part 2: Social media behaviour

[16/04/2020, 11:01:39] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?

[16/04/2020, 11:02:11] Respondent 1: My phone gives me the unfortunate update constantly of 4 hours & 30 min a day...

[16/04/2020, 11:03:00] Jalean Wansi: 7. How many followers do you have on Instagram?

[16/04/2020, 11:03:26] Respondent 1: 743 - Private account. Merely allow individuals I know.

[16/04/2020, 11:03:45] Jalean Wansi: 8. How much time do you spend per day on Instagram?

[16/04/2020, 11:04:32] Respondent 1: Most used app by far. So, I would say definitely 3/4 of my daily 4h30 screen time.

[16/04/2020, 11:04:45] Respondent 1: definitely**

[16/04/2020, 11:05:00] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[16/04/2020, 11:05:53] Respondent 1: 754. 3/4 Friends & Family. 1/4 Influencers. Not following a lot of brands.

[16/04/2020, 11:06:45] Jalean Wansi: 10. What do you like regarding Instagram?

[16/04/2020, 11:07:16] Respondent 1: The fact that it is merely based on pictures. Visuals tell you way more than texts. Easy to scroll through.

[16/04/2020, 11:07:48] Jalean Wansi: 11. What do you don't like regarding Instagram?

[16/04/2020, 11:09:54] Respondent 1: The algorithm that has changed. It doesn't give individuals equal chances to be featured in the 'home' section. The more popular your account is, the more rapidly it appears on individuals their feed, not fair. I was more a fan of the chronologically feed.

[16/04/2020, 11:10:44] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?

[16/04/2020, 11:11:49] Respondent 1: Very much present. I like the random pop-up by scrolling through my followers' stories & suddenly a brand i'm interested in shows a product I might like.

[16/04/2020, 11:12:49] Jalean Wansi: Thank you! We already finished the second part! Now we're going to continue with part 3: Influencers and social media advertising

[16/04/2020, 11:13:05] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)

[16/04/2020, 11:13:19] Respondent 1: 1/4

[16/04/2020, 11:14:32] Jalean Wansi: 14. What is your perspective on influencers?

[16/04/2020, 11:16:09] Respondent 1: Very nice how the influencer-world evolved. Nowadays you have many different sections between influencers: food, fashion, travel, There's for everyone something!

[16/04/2020, 11:17:56] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - Not applicable in your case

[16/04/2020, 11:18:06] Jalean Wansi: 16. Who is your favourite influencer?

- a. What do they do on a daily basis?
- b. What niche (travel, beauty, lifestyle, tech, etc.) are they operating in?
- c. How many followers do they have?
- d. What makes them stand out from other influencers based on personality?
- e. What kind of content do they create? Could you provide an example (screenshot) of your favourite type of content?
- f. What characteristics does an influencer need to have according to you?

[16/04/2020, 11:23:38] Respondent 1: 16. Who is your favourite influencer? An-Katrien Casselman, Camille Botten & Céline van Ouytsel

- a. What do they do on a daily basis? Just being themselves, which I like. They share a lot of their life & lifestyle. Nothing specific or focused, I like to see a little bit of everything. (Especially An-Katrien her little baby is so cute to follow!)
- b. What niche (travel, beauty, lifestyle, tech, etc.) are they operating in? Lifestyle
- c. How many followers do they have? An-Katrien 160K- Camille Botten 76.2K- Céline Van Ouytsel 83.4K
- d. What makes them stand out from other influencers based on personality? VERY honest. Especially An-Katrien & Céline, they sometimes admit that they have a bad day, or been through a hard period. They do not merely share the nice part of their lives.
- e. What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content? Nice shot pictures, picture perfect!
- f. What characteristics does an influencer need to have according to you? Nice voice to keep me listening (idk if that is a characteristic...), HONESTY

[16/04/2020, 11:24:56] Respondent 1: E: https://www.instagram.com/p/B4dF0tHg_4A/

[16/04/2020, 11:25:30] Respondent 1: <https://www.instagram.com/p/B96q5ooplk3/>

[16/04/2020, 11:26:00] Respondent 1: <https://www.instagram.com/p/B-HQTegpCC-/>

[16/04/2020, 11:26:20] Jalean Wansi: Thank you very much for your thorough answers & examples!

[16/04/2020, 11:26:35] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[16/04/2020, 11:27:22] Respondent 1: No, not really. I know that they're sponsored, so I don't immediately believe it. Would never buy a product just for the reason that my favorite influencer uses it.

[16/04/2020, 11:28:44] Jalean Wansi: Thank you! This concludes the third part. Now we will proceed with the fourth and last part of the interview.

[16/04/2020, 11:28:52] Jalean Wansi: Part 4: Consumer buying decisions

[16/04/2020, 11:29:57] Jalean Wansi: Take your time to answer these lengthy questions, do not feel pressured in any way shape or form!

[16/04/2020, 11:30:21] Jalean Wansi: We are proceeding quicker than I anticipated!

[16/04/2020, 11:30:31] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
- i. Do you like or dislike the influencer? Why?
- ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
- i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- a. What do you think of the brand?
- b. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- c. Did you buy the product yet?
- i. If yes, did the influencer had a role in your decision?
- ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[16/04/2020, 11:30:35] Respondent 1: Nice huh!

[16/04/2020, 11:41:02] Respondent 1: 18. Can you give me an example of a specific brand that an influencer that you follow promotes? Desenio

a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis? Justine Dejonckheere - 81K - Modeling, presenting

i. Do you like or dislike the influencer? Why? Like her. She's a model, so she posts a lot of pictures of shoots & magazines she's featured in & I like looking at that.

ii. Who or what made you follow this influencer in particular? She's from West-Flanders, where I live. I met her a couple of times during events (I work in a catering organisation), she's always so nice, friendly & thankful, really down to earth.

b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts? Nicely posing in front of her posters. <https://www.instagram.com/p/B9j-GAcpe57/>

i. Do you (dis)like the way that the influencer promotes the product? Why? No, it's always picture-perfect done & it gives me room inspiration as well, so nice!

c. Did you know the brand prior to the influencer started promoting it? I did.

a. What do you think of the brand? Very easy way to give your room a touch up, additionally very wide range of choice!! Mostly 'Vogue' & 'Chanel' inspired, which I adore.

b. Do they influence the image/attitude towards the brand positively or negatively? Explain why. Positively, she looks extremely good as well, so this adds value to the pictures, she 'fits' in the mood of the posters.

c. Did you buy the product yet? I did.

i. If yes, did the influencer had a role in your decision? No, I made my own choice scrolling through the website.

ii. What characteristics of the promoted content makes you consider to possibly buy the product? I like the black-themed colours & image it has. These kinds of posters fit in every room & are easy to decorate. Always a winner, you cannot buy it & be dissapointed afterwards that it doesn't fit in your room (colour-wise, style-wise).

[16/04/2020, 11:42:43] Jalean Wansi: Thank you very much!

[16/04/2020, 11:42:56] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?

a. Could you give me an example from the past?

b. What kind of role do influencers play in this decision?

[16/04/2020, 11:45:15] Respondent 1: 19. Searching #*brandname* & see how individuals decorate it, style it, ...

A. Eline Rosina - earrings, searched for inspiration & see what earrings fitted nicely together & made decision from there on.

B. Their nice way of photographing it & see it as a whole.

[16/04/2020, 11:46:49] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

d. If yes

i. What did you buy?

a. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?

ii. Can you provide me a screenshot from their profile?

iii. How did the influencer promote the product?

1. Can you provide screenshots of the promotional material?

iv. Why did you decide to buy it?

1. What was the role of the influencer in your decision?

e. If no, why not?

[16/04/2020, 11:51:13] Respondent 1: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it? No not really.

d. If yes

i. What did you buy?

a. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?

ii. Can you provide me a screenshot from their profile?

iii. How did the influencer promote the product?

1. Can you provide screenshots of the promotional material?

iv. Why did you decide to buy it?

1. What was the role of the influencer in your decision?

e. If no, why not?

[16/04/2020, 11:51:54] Respondent 1: E: For the reason that I never believe in things individuals are being sponsored from. They receive money from it, so it isn't for the reason that THEY like it. Merely when they mention '#nospon' I believe it.

[16/04/2020, 11:52:23] Jalean Wansi: Last question!

[16/04/2020, 11:52:30] Respondent 1: oh waw!

[16/04/2020, 11:52:38] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[16/04/2020, 11:55:36] Respondent 1: Promoting it on a regular basis. Then it's pretty obvious they have a strict contract, the organisation requiring the influencer to post regularly in order to receive their money. I like having/using things that are unique, so when suddenly a lot of individuals wearing/buying/using it, that is a factor that turns me off.

[16/04/2020, 11:56:13] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

Interview 2

- [16/04/2020, 11:58:46] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?
- [16/04/2020, 11:59:04] Respondent 2: Yes, I'm here
- [16/04/2020, 11:59:31] Jalean Wansi: Great! We're going to start with the first part.
- [16/04/2020, 11:59:37] Jalean Wansi: Part 1: Background information
- [16/04/2020, 11:59:43] Jalean Wansi: 1. Which country are you from?
- [16/04/2020, 11:59:49] Respondent 2: Belgium
- [16/04/2020, 12:00:24] Jalean Wansi: 2. How old are you?
- [16/04/2020, 12:00:38] Respondent 2: 20 years old at the moment
- [16/04/2020, 12:00:53] Jalean Wansi: 3. What is your gender?
- [16/04/2020, 12:00:58] Respondent 2: Female
- [16/04/2020, 12:01:07] Jalean Wansi: 4. What are your hobbies?
- [16/04/2020, 12:01:16] Respondent 2: Cooking, baking, reading, have a drink with friends
- [16/04/2020, 12:01:37] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?
- [16/04/2020, 12:01:42] Respondent 2: International Office Management, 3rd year
- [16/04/2020, 12:02:34] Jalean Wansi: Thank you! That sums up the first part. Let's move on to the second part.
- [16/04/2020, 12:02:40] Jalean Wansi: Part 2: Social media behavior
- [16/04/2020, 12:02:47] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?
- [16/04/2020, 12:02:49] Respondent 2: 4-6hrs, depends on the day
- [16/04/2020, 12:03:06] Jalean Wansi: 7. How many followers do you have on Instagram?
- [16/04/2020, 12:03:12] Respondent 2: 293 individuals
- [16/04/2020, 12:03:26] Jalean Wansi: 8. How much time do you spend per day on Instagram?
- [16/04/2020, 12:03:29] Respondent 2: 2-4hrs
- [16/04/2020, 12:03:41] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?
- [16/04/2020, 12:03:45] Respondent 2: 244, mostly friends, merely a couple of influencers and brands
- [16/04/2020, 12:03:58] Jalean Wansi: 10. What do you like regarding Instagram?
- [16/04/2020, 12:04:10] Respondent 2: That you can share pictures of great memories you have/ had with other individuals.
- [16/04/2020, 12:04:35] Jalean Wansi: 11. What do you don't like regarding Instagram?
- [16/04/2020, 12:04:40] Respondent 2: That it's often very fake and orchestrated, and that the essence of Instagram (sharing a snap of the moment itself) went lost beneath all of the editing and filters.
- [16/04/2020, 12:04:51] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?
- [16/04/2020, 12:04:55] Respondent 2: I think it's definitely a plus, I love researching for example clothing brands, to see their newest arrivals or to see how individuals style their items (in the 'tagged' section).
- [16/04/2020, 12:05:28] Jalean Wansi: That was the end of the second part already! Moving on to the third part.
- [16/04/2020, 12:05:34] Jalean Wansi: Part 3: Influencers and social media advertising
- [16/04/2020, 12:05:42] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)
- [16/04/2020, 12:05:47] Respondent 2: 10 individuals at most
- [16/04/2020, 12:05:57] Jalean Wansi: 14. What is your perspective on influencers?
- [16/04/2020, 12:06:15] Respondent 2: I think most of them take the job too seriously and are all regarding sponsorships and ad-campaigns. I mostly lose interest if every post or every two posts are sponsorships, for the reason that even though they claim that all opinions are their own, they do it for the money.
- [16/04/2020, 12:06:37] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you
- [16/04/2020, 12:06:47] Jalean Wansi: 16. Who is your favorite influencer?
- What do they do on a daily basis?
 - What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
 - How many followers do they have?
 - What makes them stand out from other influencers based on personality?
 - What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?

f. What characteristics does an influencer need to have according to you?

[16/04/2020, 12:07:00] Respondent 2: Elodie Gabias, Ambar Driscoll, Zoe Sugg

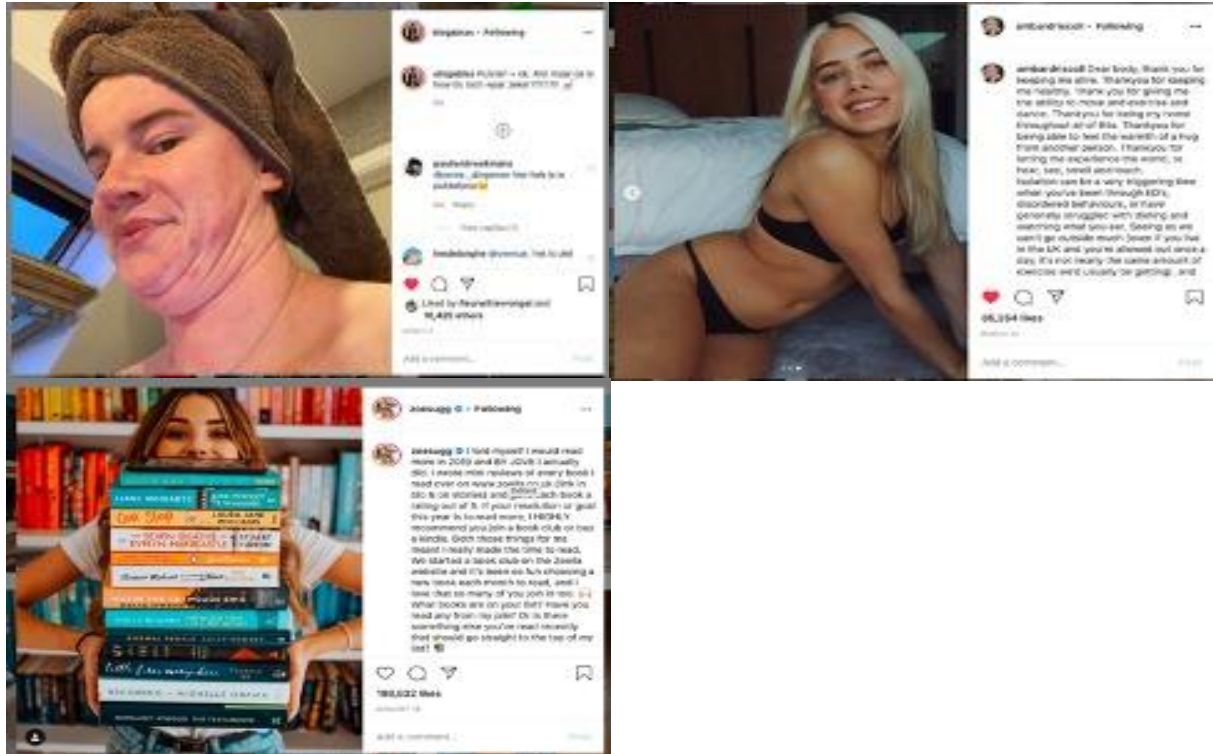
[16/04/2020, 12:07:08] Respondent 2: Just share snippets of their day to day lives in a very real and down to earth way

[16/04/2020, 12:07:17] Respondent 2: Lifestyle & beauty

[16/04/2020, 12:07:24] Respondent 2: Respectively 81.300, 242.000 & 9,4 million followers

[16/04/2020, 12:07:33] Respondent 2: As mentioned prior to, they don't sugarcoat life and everything regarding it. They keep it real and honest.

[16/04/2020, 12:07:48] Respondent 2: <attached >



[16/04/2020, 12:08:08] Respondent 2: Honest, down-to-earth, fun, passionate.

[16/04/2020, 12:09:22] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[16/04/2020, 12:09:31] Respondent 2: Companies promoting their own products for me, for the reason that then you can still look at the comments and see normal individuals's thoughts and reactions to the products. Influencers promoting products doesn't seem very real to me as they still get paid, and often adjust their opinions to that.

[16/04/2020, 12:10:41] Jalean Wansi: That finishes up the third part of the interview! Let's move ahead to the fourth and final part of the interview!

[16/04/2020, 12:10:47] Jalean Wansi: Part 4: Consumer buying decisions

[16/04/2020, 12:11:05] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
- i. Do you like or dislike the influencer? Why?
- ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
- i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- a. What do you think of the brand?
- b. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- c. Did you buy the product yet?
- i. If yes, did the influencer had a role in your decision?

- ii. What characteristics of the promoted content makes you consider to possibly buy the product?
 [16/04/2020, 12:11:47] Respondent 2: Bavet, promoted by Elodie Gabias again (I don't follow many others sorry!) with 81.300 followers
 [16/04/2020, 12:11:51] Respondent 2: I love her, for the reason that she makes a fool of herself, but always in a positive way. I think she's hilarious.
 [16/04/2020, 12:12:02] Respondent 2: The answer above.
 [16/04/2020, 12:12:20] Respondent 2: B. This is before she started doing her internship there. Now she really is working for them and promotes them mostly on her Instagram stories.
 [16/04/2020, 12:12:26] Respondent 2: <attached>
 [16/04/2020, 12:12:44] Respondent 2: I like it, she keeps it very "Elodie" and doesn't change for the brand, which



- I really like.
 [16/04/2020, 12:12:54] Respondent 2: C. Yes, I have eaten there before
 [16/04/2020, 12:13:06] Respondent 2: Absolutely love it
 [16/04/2020, 12:13:16] Respondent 2: Difficult question, for the reason that she just stays who she is, and individuals who don't like her may dislike the brand then. But her followers will be more likely to go there.
 [16/04/2020, 12:13:30] Respondent 2: Yes, bought the product
 [16/04/2020, 12:13:42] Respondent 2: No influence from influencer
 [16/04/2020, 12:13:52] Respondent 2: It looks delicious
 [16/04/2020, 12:14:14] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?
 a. Could you give me an example from the past?
 b. What kind of role do influencers play in this decision?
 [16/04/2020, 12:14:30] Respondent 2: I look at pictures of individuals who bought that product through 'tagged' or hashtags and see what their opinions are.
 [16/04/2020, 12:14:36] Respondent 2: A bikini from H&M where there was no picture on the website, I found a girl wearing it and decided to buy it after all.
 [16/04/2020, 12:14:48] Respondent 2: Influencers can additionally share pictures of them wearing the clothes.
 [16/04/2020, 12:15:28] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?
 d. If yes
 i. What did you buy?
 a. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
 ii. Can you provide me a screenshot from their profile?
 iii. How did the influencer promote the product?
 1. Can you provide screenshots of the promotional material?
 iv. Why did you decide to buy it?
 1. What was the role of the influencer in your decision?
 e. If no, why not?
 [16/04/2020, 12:15:42] Respondent 2: d. If no, why not? The merely thing I really buy is clothes that influencers are wearing without promoting the brand (just normal haul videos or their OOTD's). I just never found an object that they promoted interesting enough to buy.

[16/04/2020, 12:16:49] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[16/04/2020, 12:16:54] Respondent 2: When the text they use underneath, the picture is a very standard generated text, which does not really contain the influencer's true opinion. If they additionally share 3 posts and 2 stories of the product, I know it's all for show.

[16/04/2020, 12:17:36] Jalean Wansi: That was the last question! Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

[16/04/2020, 12:18:04] Respondent 2: Good luck with your report! If i can help you with anything else, please let me know!!

Interview 3

- [16/04/2020, 13:54:09] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?
- [16/04/2020, 13:58:01] Respondent 3: Hi! Yes, I am
- [16/04/2020, 13:58:23] Jalean Wansi: Great! We are going to start with the first part.
- [16/04/2020, 13:58:29] Jalean Wansi: Part 1: Background information
- [16/04/2020, 13:58:35] Jalean Wansi: 1. Which country are you from?
- [16/04/2020, 13:58:56] Respondent 3: I'm from Belgium
- [16/04/2020, 13:59:04] Jalean Wansi: 2. How old are you?
- [16/04/2020, 13:59:58] Respondent 3: 22, I'm turning 23 this summer
- [16/04/2020, 14:00:28] Jalean Wansi: 3. What is your gender?
- [16/04/2020, 14:00:50] Respondent 3: Female
- [16/04/2020, 14:01:02] Jalean Wansi: 4. What are your hobbies?
- [16/04/2020, 14:01:22] Respondent 3: I am active in scouting and I additionally like to meet with my friends
- [16/04/2020, 14:02:23] Jalean Wansi: Great! That's already the end of part one. Now we are going to proceed with part 2.
- [16/04/2020, 14:02:28] Jalean Wansi: Part 2: Social media behavior
- [16/04/2020, 14:02:33] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?
- [16/04/2020, 14:03:09] Respondent 3: I think it is regarding 8 hours a day
- [16/04/2020, 14:03:21] Jalean Wansi: 7. How many followers do you have on Instagram?
- [16/04/2020, 14:04:22] Respondent 3: 695
- [16/04/2020, 14:04:37] Jalean Wansi: 8. How much time do you spend per day on Instagram?
- [16/04/2020, 14:05:08] Respondent 3: regarding 5 hours think
- [16/04/2020, 14:05:12] Respondent 3: I think*
- [16/04/2020, 14:05:23] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?
- [16/04/2020, 14:06:17] Respondent 3: 700 individuals, it is kinda of a mix of all of the above. Mostly friends though
- [16/04/2020, 14:06:51] Jalean Wansi: 10. What do you like regarding Instagram?
- [16/04/2020, 14:08:07] Respondent 3: keeping in touch with my friends and seeing what they are up to, following updates of my favourite brands
- [16/04/2020, 14:08:35] Jalean Wansi: 11. What do you don't like regarding Instagram?
- [16/04/2020, 14:09:57] Respondent 3: Many individuals use Instagram to pretend that their life is perfect, while that is not the case. It can be very fake sometimes
- [16/04/2020, 14:10:12] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?
- [16/04/2020, 14:11:08] Respondent 3: I have mixed feelings; it can be useful to promote your brand and keep your customers updated but it can additionally be used for fake advertising
- [16/04/2020, 14:11:53] Jalean Wansi: That already sums up part 2. Moving on to the third part of this interview.
- [16/04/2020, 14:12:01] Jalean Wansi: Part 3: Influencers and social media advertising
- [16/04/2020, 14:12:10] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)
- [16/04/2020, 14:13:04] Respondent 3: I think it will be around 1/8
- [16/04/2020, 14:13:28] Jalean Wansi: 14. What is your perspective on influencers?
- [16/04/2020, 14:16:19] Respondent 3: I do not have a positive or negative perspective on them, it is fairly neutral. I like following them but I keep in mind that not everything they share is as real/spontaneous as it seems
- [16/04/2020, 14:16:45] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you
- [16/04/2020, 14:16:59] Jalean Wansi: 16. Who is your favorite influencer?
- What do they do on a daily basis?
 - What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
 - How many followers do they have?
 - What makes them stand out from other influencers based on personality?
 - What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
 - What characteristics does an influencer need to have according to you?
- [16/04/2020, 14:21:30] Respondent 3: Jackie Aina

- a. She makes YouTube videos and vlogs on Instagram
 - b. beauty
 - c. 1.5 M
 - d. She is funny and down to earth. She additionally seems honest in her reviews and keeps things real
 - e. She does a lot of make-up tutorials, which I enjoy watching
- [16/04/2020, 14:21:50] Respondent 3: <attached>



- [16/04/2020, 14:22:08] Respondent 3: f. Funny, easy going, spontaneous
- [16/04/2020, 14:22:18] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?
- [16/04/2020, 14:23:50] Respondent 3: Depends on the influencer but I would say that if they are not getting paid for it, I would trust the influencer. However, if the infuencer does get paid but has a reputation of being honest, I would trust them as well. The brand has to promote its product so they will always say that it's good
- [16/04/2020, 14:25:35] Jalean Wansi: That's already the end of the third part! Let's go on with the fourth and last part of this interview!
- [16/04/2020, 14:25:41] Jalean Wansi: Part 4: Consumer buying decisions
- [16/04/2020, 14:26:28] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?
- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
 - i. Do you like or dislike the influencer? Why?
 - ii. Who or what made you follow this influencer in particular?
 - b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
 - i. Do you (dis)like the way that the influencer promotes the product? Why?
 - c. Did you know the brand prior to the influencer started promoting it?
 - d. What do you think of the brand?
 - e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
 - f. Did you buy the product yet?
 - i. If yes, did the influencer had a role in your decision?
 - ii. What characteristics of the promoted content makes you consider to possibly buy the product?
- [16/04/2020, 14:30:38] Respondent 3: Morphe
- a. MannyMUA, 4.3M. He is a makeup artist and posts beauty related content
 - b. I used to like him a lot but he turned out to be insincere.
 - c. While browsing through Youtube and seeing him on the channel of other influencers.
- [16/04/2020, 14:31:14] Respondent 3: (b&c were supposed to be i & ii)
- [16/04/2020, 14:32:43] Respondent 3: <attached>



[16/04/2020, 14:33:19] Respondent 3: i. It is a bit too much sometimes, can come across as pushy

[16/04/2020, 14:36:50] Respondent 3: c. I did not know the brand

d. I like it a lot, very good quality and not too expensive

e. I see the brand separate of the influencer, so my opinion of the brand did not change after my opinion of the influencer changed

[16/04/2020, 14:39:55] Respondent 3: f. I have purchased products from them

i. Yes and no, I researched other opinions as well as theirs but i merely started to look for other opinions for the reason that he was so enthusiastic regarding the product.

ii. If the influencer seems truly happy with the product

[16/04/2020, 14:40:42] Jalean Wansi: For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?

a. Could you give me an example from the past?

b. What kind of role do influencers play in this decision?

[16/04/2020, 14:44:01] Respondent 3: I often use Instagram to see what the general opinion on the product is and if it is a business that I do not know, to see if it is legit. If individuals are happy with the product, this will probably convince me to buy the product too.

a. Daniel Wellington watch

b. One of the influencers I followed at the time had a discount code.

[16/04/2020, 14:45:19] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

a. If yes

iii. What did you buy?

b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?

iv. Can you provide me a screenshot from their profile?

v. How did the influencer promote the product?

1. Can you provide screenshots of the promotional material?

vi. Why did you decide to buy it?

1. What was the role of the influencer in your decision?

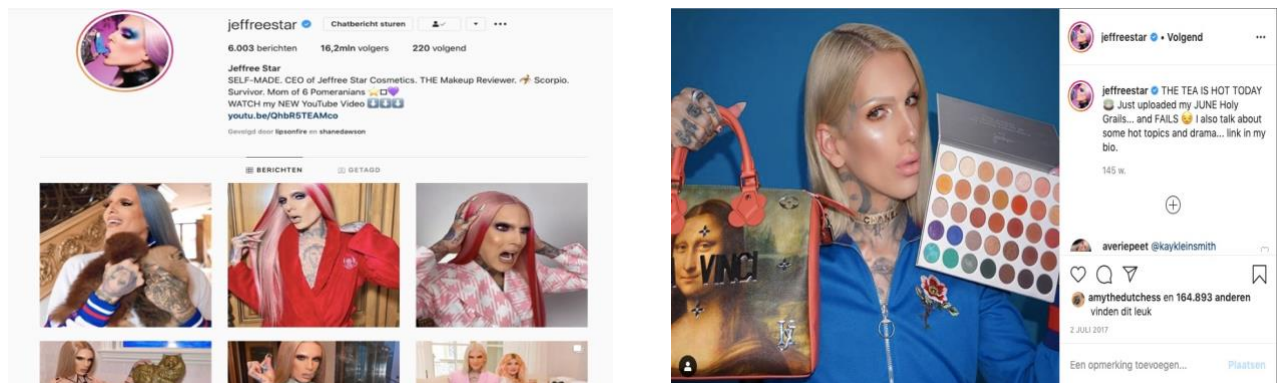
c. If no, why not?

[16/04/2020, 14:48:44] Respondent 3: Yes

iii. Morphe x Jaclyn Hill Palette

b. Jeffree Star; 16.2M; He makes Youtube video's and has a cosmetics company himself.; Beauty

[16/04/2020, 14:49:00] Respondent 3: <attached>



[16/04/2020, 14:49:39] Respondent 3: v. he mentioned it in several video's on youtube and additionally posted it on his Instagram

[16/04/2020, 14:51:40] Respondent 3: vi. I decided to buy it for the reason that it is a very beautiful palette and has a lot of variation. The influencer has a high standard for the products he uses, so if he approves of it, I can be sure it is of good quality

[16/04/2020, 14:52:06] Jalean Wansi: Final question!

[16/04/2020, 14:52:17] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[16/04/2020, 14:55:08] Respondent 3: The price, if I find it too expensive or cannot afford it. Maybe additionally if I already own a similar product. The location of the store can additionally influence my decision. For example if they are located in the USA, I would have to pay a lot of shipping and import costs.

[16/04/2020, 14:55:24] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

[16/04/2020, 14:55:57] Respondent 3: You're welcome! Good luck with your research!

Interview 4

[16/04/2020, 15:02:20] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?

[16/04/2020, 15:02:28] Respondent 4: Yes!

[16/04/2020, 15:02:47] Jalean Wansi: Great! Let's start with the first part of the interview!

[16/04/2020, 15:02:53] Jalean Wansi: Part 1: Background information

[16/04/2020, 15:02:58] Jalean Wansi: 1. Which country are you from?

[16/04/2020, 15:03:12] Respondent 4: I'm born and raised in Belgium.

[16/04/2020, 15:03:37] Jalean Wansi: 2. How old are you?

[16/04/2020, 15:03:53] Respondent 4: I'm 20 years old.

[16/04/2020, 15:04:14] Jalean Wansi: 3. What is your gender?

[16/04/2020, 15:04:23] Respondent 4: I'm female.

[16/04/2020, 15:05:15] Jalean Wansi: 4. What are your hobbies?

[16/04/2020, 15:05:27] Respondent 4: I don't have particular hobbies, however I am interested in fashion and enjoy reading fashion magazines or sewing with my sewing machine.

[16/04/2020, 15:05:54] Jalean Wansi: That already sums up the first part of the interview! Let's proceed with the second part.

[16/04/2020, 15:05:59] Jalean Wansi: Part 2: Social media behavior

[16/04/2020, 15:06:06] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?

[16/04/2020, 15:06:21] Respondent 4: If I look at the screentime on my iPhone I'd say 3 to 4 hours each day (27h 26min every week).

[16/04/2020, 15:06:40] Jalean Wansi: 7. How many followers do you have on Instagram?

[16/04/2020, 15:10:26] Respondent 4: I have 793 followers.

[16/04/2020, 15:11:00] Jalean Wansi: 8. How much time do you spend per day on Instagram?

[16/04/2020, 15:11:15] Respondent 4: Between one and two hours a day.

[16/04/2020, 15:11:35] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[16/04/2020, 15:11:51] Respondent 4: I follow 340 individuals, they're a mix of friends, influencers, brands, entertainment pages and fashion designers.

[16/04/2020, 15:12:09] Jalean Wansi: 10. What do you like regarding Instagram?

[16/04/2020, 15:12:31] Respondent 4: I like looking at things and seeing nice things, so Instagram is a more valuable platform to me than for example Facebook. I additionally have a visual memory and therefore it's easier to keep up with the latest trends if I can see them on Instagram. I additionally just love looking at things that are aesthetically pleasing, but not if you can see that the picture is too posed or too "organised".

[16/04/2020, 15:13:34] Jalean Wansi: 11. What do you don't like regarding Instagram?

[16/04/2020, 15:13:55] Respondent 4: The lack of creativity of some individuals. I feel like some individuals post the same selfie a million times with merely small changes. That really bothers me and those are the kind of individuals I want to unfollow, however when it's a friend I never unfollow them for the reason that I don't want them to take it personally.

[16/04/2020, 15:14:44] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?

[16/04/2020, 15:15:12] Respondent 4: I don't mind for the reason that I see social networks as information sources as well, so I feel like it's important that brands use their social network to introduce their new products or services. I honestly wouldn't know regarding any new products or services if it wasn't for social media, as I don't watch television or read any magazines or papers other than fashion magazines.

[16/04/2020, 15:15:52] Jalean Wansi: That concludes part 2 of this interview. Let's proceed with the third part.

[16/04/2020, 15:15:57] Jalean Wansi: Part 3: Influencers and social media advertising

[16/04/2020, 15:16:04] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. $\frac{1}{2}$, $\frac{1}{4}$, ...)

[16/04/2020, 15:16:27] Respondent 4: 20 out of 340, so 5% to 6% of all the individuals I follow are influencers in Instagram.

[16/04/2020, 15:16:36] Respondent 4: *on

[16/04/2020, 15:16:52] Jalean Wansi: 14. What is your perspective on influencers?

[16/04/2020, 15:17:10] Respondent 4: I don't always like it when you can see that someone is just doing influencer stuff to gain followers. Individuals with good content will automatically gain followers so there's no need to over-promote yourself.

[16/04/2020, 15:17:44] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you

[16/04/2020, 15:17:59] Jalean Wansi: 16. Who is your favorite influencer?

- a. What do they do on a daily basis?
- b. What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
- c. How many followers do they have?
- d. What makes them stand out from other influencers based on personality?
- e. What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
- f. What characteristics does an influencer need to have according to you?

[16/04/2020, 15:18:32] Respondent 4: 16. Who is your favorite influencer?

Sofia Coelho

- a. What do they do on a daily basis?

She's a girl from Portugal that moved to London this year to study fashion.

- b. What niche (travel, beauty, lifestyle, tech, etc) are they operating in?

Fashion.

- c. How many followers do they have?

322K

- d. What makes them stand out from other influencers based on personality?

She's very connected with her followers. I once sent her a DM with some questions regarding finding a place to live in London and she replied quite fast and sent me some voice messages to help me with my question. Additionally, whenever I have a question regarding a clothing item she recently wore, she's always happy to help.

- e. What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?

- f. What characteristics does an influencer need to have according to you?

They need to remain modest and connected. I feel like I will always give the "shy" or "quiet" influencers more of a shot than those influencers who seem ready to take on the world. I love seeing that not everything comes easy and I like it when influencers try to stay real with you.

I additionally love it when they don't place any filters over their Instagram pictures so that we really see the "real deal" in the picture. It creates a bond of trust.

[16/04/2020, 15:19:04] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[16/04/2020, 15:19:58] Respondent 4: <attached>



[16/04/2020, 15:20:02] Respondent 4: This really depends on which kind of product/service. I, for example, bought a vintage designer backpack from someone that was recommended by an influencer. But the merely reason I did so is for the reason that I was already planning on buying an item like this, and the influencer is focused on combining vintage fashion with fast fashion. I even sent a DM to this influencer regarding this seller they recommended, to verify if they really like the product (and the quality of it) and whether it is safe to buy from this person. When they confirmed that everything was legitimate, I ordered the backpack and I'm still very happy with it today.

So I would conclude that I think it's good to use influencers, however it's very important to pick the right ones.

[16/04/2020, 15:22:03] Jalean Wansi: That is already the end of part 3! Let's move on to the 4th and last part of the interview.

[16/04/2020, 15:22:08] Jalean Wansi: Part 4: Consumer buying decisions

[16/04/2020, 15:22:23] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
- i. Do you like or dislike the influencer? Why?
- ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
- i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- d. What do you think of the brand?
- e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- f. Did you buy the product yet?
- i. If yes, did the influencer had a role in your decision?
- ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[16/04/2020, 15:23:16] Respondent 4: 18. Can you give me an example of a specific brand that an influencer that you follow promotes? Gisou

a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis? Marie-Lou Duvillier, 116K followers, she's a rich girl living in London and studying there as well.

- i. Do you like or dislike the influencer? Why?

I kind of like her for the aesthetics in her pictures, but I do think that she's too much of an influencer who's disconnected or who overdoes the things she does "for the gram".

ii. Who or what made you follow this influencer in particular?

I'm not sure, I think I started following her for the reason that I had to, to participate in this Instagram competition.

b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?

i. Do you (dis)like the way that the influencer promotes the product? Why?

I like the way she promotes it for the reason that it's just through aesthetically pleasing pictures, so I'm not bothered with the promoting.

c. Did you know the brand prior to the influencer started promoting it?

No

a. What do you think of the brand?

I still don't really know the brand, I merely know its name for the reason that I've seen it on Instagram but I don't really know what they do or sell.

b. Do they influence the image/attitude towards the brand positively or negatively? Explain why.

I would say positively, something that looks good, gives you a good feeling regarding it as well.

c. Did you buy the product yet?

No

i. If yes, did the influencer had a role in your decision?

ii. What characteristics of the promoted content makes you consider to possibly buy the product?

I would buy something that is promoted if it's something that I already wanted in the first place and I additionally always do additional research prior to buying something.

[16/04/2020, 15:23:57] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?

a. Could you give me an example from the past?

b. What kind of role do influencers play in this decision?

[16/04/2020, 15:24:34] Respondent 4: <attached>



[16/04/2020, 15:24:52] Respondent 4: 19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?

a. Could you give me an example from the past?

If it's clothes, I always love to see how individuals style a specific item. If I see there are a lot of styling options, I'm way more likely to purchase that item.

b. What kind of role do influencers play in this decision?

They show what you can do with the product. By using their own creativity they can inspire their followers, and help their followers imagine themselves with the product.

[16/04/2020, 15:26:48] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

a. If yes

iii. What did you buy?

b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?

iv. Can you provide me a screenshot from their profile?

v. How did the influencer promote the product?

1. Can you provide screenshots of the promotional material?

vi. Why did you decide to buy it?

1. What was the role of the influencer in your decision?

c. If no, why not?

[16/04/2020, 15:27:30] Respondent 4: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

d. If yes

i. What did you buy?

A vintage Prada backpack

a. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?

I didn't buy it from an influencer, but I did buy it for the reason that of an influencer.

It's Sofia Coelho, I mentioned her details earlier.

ii. Can you provide me a screenshot from their profile?

Already did this.

iii. How did the influencer promote the product?

1. Can you provide screenshots of the promotional material?

One of the ways she mainly promoted it was through her Instagram stories at the time.

iv. Why did you decide to buy it?

I already was interested in this kind of product.

1. What was the role of the influencer in your decision?

Seeing how well it goes on outfits made me decide to just buy it.

e. If no, why not?

[16/04/2020, 15:29:43] Jalean Wansi: Last question!

[16/04/2020, 15:29:45] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[16/04/2020, 15:29:59] Respondent 4:

- the price
- the shipping costs (or possibility to ship to Belgium)
- other bad reviews
- limited sizes
- limited payment options (f.ex. merely credits cards, which I don't own)
- long delivery terms
- no (free) return options

[16/04/2020, 15:30:54] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

[16/04/2020, 15:31:08] Respondent 4: You're welcome, have a great day!

Interview 5

[16/04/2020, 16:59:35] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?

[16/04/2020, 17:01:02] Respondent 5: Hi! Yes ofcourse!

[16/04/2020, 17:03:00] Jalean Wansi: Great! We're going to start with the first part of the interview.

[16/04/2020, 17:03:05] Jalean Wansi: Part 1: Background information

[16/04/2020, 17:03:16] Jalean Wansi: 1. Which country are you from?

[16/04/2020, 17:03:37] Respondent 5: Belgium

[16/04/2020, 17:03:45] Jalean Wansi: 2. How old are you?

[16/04/2020, 17:03:50] Respondent 5: 21

[16/04/2020, 17:04:51] Jalean Wansi: 3. What is your gender?

[16/04/2020, 17:05:19] Respondent 5: Female

[16/04/2020, 17:05:35] Jalean Wansi: 4. What are your hobbies?

[16/04/2020, 17:06:00] Respondent 5: Walking, sewing, horse riding

[16/04/2020, 17:06:36] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?

[16/04/2020, 17:06:45] Respondent 5: Idea and innovation management

[16/04/2020, 17:07:03] Jalean Wansi: That already finishes up the first part of the interview! Let's move on the the second part.

[16/04/2020, 17:07:09] Jalean Wansi: Part 2: Social media behavior

[16/04/2020, 17:07:14] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?

[16/04/2020, 17:07:23] Respondent 5: 3-4 hours

[16/04/2020, 17:07:42] Jalean Wansi: 7. How many followers do you have on Instagram?

[16/04/2020, 17:07:49] Respondent 5: 810

[16/04/2020, 17:08:11] Jalean Wansi: 8. How much time do you spend per day on Instagram?

[16/04/2020, 17:08:53] Respondent 5: 1-2 hours

[16/04/2020, 17:09:04] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[16/04/2020, 17:09:33] Respondent 5: 1515, all friends, influencers and brands/ organizations

[16/04/2020, 17:09:52] Jalean Wansi: 10. What do you like regarding Instagram?

[16/04/2020, 17:10:07] Respondent 5: Content creation with pictures and the 24h stories

[16/04/2020, 17:10:55] Jalean Wansi: 11. What do you don't like regarding Instagram?

[16/04/2020, 17:11:17] Respondent 5: I can't really think regarding something right now

[16/04/2020, 17:11:48] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?

[16/04/2020, 17:12:26] Respondent 5: I like it, for the reason that for me it's a sort of transparency to the "world"

[16/04/2020, 17:12:54] Jalean Wansi: Thank you! That was part 2, moving on to part three.

[16/04/2020, 17:13:00] Jalean Wansi: Part 3: Influencers and social media advertising

[16/04/2020, 17:13:08] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)

[16/04/2020, 17:13:32] Respondent 5: I think more like 1/5 or 1/6

[16/04/2020, 17:14:03] Jalean Wansi: 14. What is your perspective on influencers?

[16/04/2020, 17:15:48] Respondent 5: I love influencers with funny content, for example some of the influencers from Tagmag... But like models who are always very serious with perfect skin, is not really in my interest

[16/04/2020, 17:16:56] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable for you

[16/04/2020, 17:17:08] Jalean Wansi: 16. Who is your favorite influencer?

- What do they do on a daily basis?
- What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
- How many followers do they have?
- What makes them stand out from other influencers based on personality?
- What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
- What characteristics does an influencer need to have according to you?

[16/04/2020, 17:22:52] Respondent 5: At the moment, I like Sihame El Kaoiabi, she is a politician for Open Vld, and talks regarding topics like migration, woman rights, talent...

She has 7821 followers,

I like her personality for the reason that she doesn't judge, she deals with topics relevant to daily worldwide situations additionally the ones that some would keep quiet

[16/04/2020, 17:23:09] Respondent 5: <attached>



[16/04/2020, 17:24:49] Jalean Wansi: You deleted this message.

[16/04/2020, 17:24:52] Respondent 5: Here you have an example of her where she tells in a video that she gets a lot of negative comments on her , but that she doesn't keep quiet anymore

[16/04/2020, 17:26:02] Respondent 5: I personally think most influencers get paid to promote and tell the good things regarding a product, so I mostly look at reviews of the product

[16/04/2020, 17:27:12] Jalean Wansi: Take your time, I'm sorry I was proceeding to quickly.

[16/04/2020, 17:27:21] Jalean Wansi: *Too

[16/04/2020, 17:27:29] Respondent 5: No problem!

[16/04/2020, 17:31:16] Jalean Wansi: I think I'm not sure if you answered this question :What characteristics does an influencer need to have according to you? With this I mean, what is important to you, honesty, transparency, ...?

[16/04/2020, 17:32:16] Respondent 5: Ah yes! I forgot that one, for me it's being their self and be honest

[16/04/2020, 17:32:45] Jalean Wansi: No worries!

[16/04/2020, 17:33:00] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[16/04/2020, 17:33:20] Respondent 5: I personally think most influencers get paid to promote and tell the good things regarding a product, so I mostly look at reviews of the product

[16/04/2020, 17:34:21] Jalean Wansi: Thank you! That already sums up the third part of the interview. Let's move on to the fourth and last part of the interview.

[16/04/2020, 17:34:27] Jalean Wansi: Part 4: Consumer buying decisions

[16/04/2020, 17:38:53] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
- i. Do you like or dislike the influencer? Why?
- ii. Who or what made you follow this influencer in particular?

- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
- i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- d. What do you think of the brand?
- e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- f. Did you buy the product yet?
- i. If yes, did the influencer had a role in your decision?
- ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[16/04/2020, 17:40:40] Respondent 5: Patser (brand for fitness supplements)

The influencer is Pommeline Telliere' I like her personality but sometimes it's too much
I followed her since she was on a program "temptation island"

[16/04/2020, 17:41:02] Respondent 5: <attached>



[16/04/2020, 17:41:39] Respondent 5: I like the way she promotes health with the products

[16/04/2020, 17:42:05] Respondent 5: I didn't know the brand until Pommeline joined it

[16/04/2020, 17:42:56] Respondent 5: It's creative, nice and inviting brand, it's not a high threshold

[16/04/2020, 17:44:39] Respondent 5: Positively, they promote the products and show results from buyers

[16/04/2020, 17:44:52] Respondent 5: I did buy a product of them

[16/04/2020, 17:45:41] Respondent 5: And for the reason that I know the products of Patser from Pommeline, she had a role in my decision

[16/04/2020, 17:46:49] Respondent 5: And the characteristics that let me buy the product were the results from other buyers

[16/04/2020, 17:48:15] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?

a. Could you give me an example from the past?

b. What kind of role do influencers play in this decision?

[16/04/2020, 17:52:38] Respondent 5: Once I got an ad from a local clothing store, I liked the brand immediately, and started following them, a few days later they put a beautiful blouse on Instagram and the next day I went buying it

[16/04/2020, 17:53:12] Respondent 5: But for me, influencers have less than 20% influence on my buying behaviour

[16/04/2020, 17:53:58] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

- a. If yes
- iii. What did you buy?
- b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
- iv. Can you provide me a screenshot from their profile?
- v. How did the influencer promote the product?
1. Can you provide screenshots of the promotional material?
- vi. Why did you decide to buy it?
1. What was the role of the influencer in your decision?
- c. If no, why not?

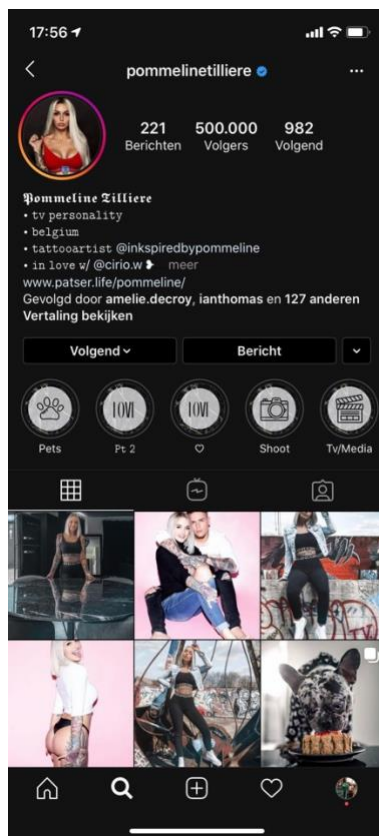
[16/04/2020, 17:54:32] Respondent 5: Yes, a fatburning product from Patser

[16/04/2020, 17:54:52] Respondent 5: The influencer was Pommeline

[16/04/2020, 17:55:26] Respondent 5: She has 500k influencers

[16/04/2020, 17:55:42] Respondent 5: She is a tattoo artist

[16/04/2020, 17:56:12] Respondent 5: <attached>



[16/04/2020, 17:56:42] Respondent 5: She promotes it with pictures from the product and shares it on her story when she uses it

[16/04/2020, 17:57:27] Respondent 5: I decided to buy it to try if it would help me get skinnier, but no real results came out... :(

[16/04/2020, 17:58:10] Respondent 5: The role was that she promotes it and so I discovered the brand

[16/04/2020, 17:58:31] Jalean Wansi: Last question!

[16/04/2020, 17:58:36] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[16/04/2020, 18:04:57] Respondent 5: I would look on other websites for a review, prior to I would buy it

[16/04/2020, 18:06:00] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

Interview 6

[17/04/2020, 10:38:44] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?

[17/04/2020, 10:39:19] Respondent 6: ready

[17/04/2020, 10:39:41] Jalean Wansi: Great! We will start with the first part of the interview.

[17/04/2020, 10:39:47] Jalean Wansi: Part 1: Background information

[17/04/2020, 10:39:52] Jalean Wansi: 1. Which country are you from?

[17/04/2020, 10:40:14] Respondent 6: The Netherlands

[17/04/2020, 10:40:20] Jalean Wansi: 2. What is your gender?

[17/04/2020, 10:40:41] Respondent 6: male

[17/04/2020, 10:41:04] Jalean Wansi: 3. What are your hobbies?

[17/04/2020, 10:41:17] Respondent 6: Running, hanging out with friends and cooking

[17/04/2020, 10:41:28] Jalean Wansi: 4. What study are you following? If you're not studying, what is your current occupation?

[17/04/2020, 10:41:39] Respondent 6: Hotel management

[17/04/2020, 10:42:03] Jalean Wansi: That already sums up the first part of the interview. Let's move on to the second part.

[17/04/2020, 10:42:08] Jalean Wansi: Part 2: Social media behavior

[17/04/2020, 10:42:14] Jalean Wansi: 5. How much time, on average, do you spend on a daily basis on social media?

[17/04/2020, 10:42:47] Respondent 6: 2,5 hours

[17/04/2020, 10:42:59] Jalean Wansi: 6. How many followers do you have on Instagram?

[17/04/2020, 10:43:20] Respondent 6: 1059

[17/04/2020, 10:43:31] Jalean Wansi: 7. How much time do you spend per day on Instagram?

[17/04/2020, 10:43:39] Respondent 6: 1,5 hours

[17/04/2020, 10:43:46] Jalean Wansi: 8. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[17/04/2020, 10:43:52] Respondent 6: 650, friend, family, influencers, brand and celebrities

[17/04/2020, 10:44:14] Jalean Wansi: 9. What do you like regarding Instagram?

[17/04/2020, 10:44:25] Respondent 6: Interacting with individuals, learning regarding new things in the world, discovering new brands, clothes, things to do etc. Discovering the world but then digitally

[17/04/2020, 10:44:53] Jalean Wansi: 10. What do you don't like regarding Instagram?

[17/04/2020, 10:45:03] Respondent 6: Almost everyone wants to be perfect and wants to have a lot of followers. This makes a lot of individuals insecure.

[17/04/2020, 10:45:36] Jalean Wansi: 11. How do you feel regarding the presence of brands and services on social networks?

[17/04/2020, 10:45:52] Respondent 6: I like it, mainly for the reason that I currently work in marketing, I find advertisements interesting. As said prior to I love discovering new trends, clothes, brands, etc. Moreover, see different ways of advertisement and sorts of campaigns.

[17/04/2020, 10:46:25] Jalean Wansi: Thank you! That a wrap for part 2. Let's proceed to the third part.

[17/04/2020, 10:46:32] Jalean Wansi: Part 3: Influencers and social media advertising

[17/04/2020, 10:46:44] Jalean Wansi: 12. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)

[17/04/2020, 10:46:53] Respondent 6: I honestly do not know but I think around ⅙

[17/04/2020, 10:47:04] Jalean Wansi: 13. What is your perspective on influencers?

[17/04/2020, 10:47:18] Respondent 6: I like them. They are open and show you their opinion regarding certain products, happenings, etc. But I can additionally understand that a lot of individuals are jealous of them and that they make individuals insecure.

[17/04/2020, 10:48:57] Jalean Wansi: 16. Who is your favorite influencer?

- What do they do on a daily basis?
- What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
- How many followers do they have?
- What makes them stand out from other influencers based on personality?
- What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
- What characteristics does an influencer need to have according to you?

[17/04/2020, 10:49:14] Respondent 6: dennisvanpeel

[17/04/2020, 10:49:20] Respondent 6: Digital creator, founder of Tawo Antwerp and editor at mattgstyle

[17/04/2020, 10:49:31] Respondent 6: fashion and lifestyle

[17/04/2020, 10:49:34] Respondent 6: 140K

[17/04/2020, 10:49:43] Respondent 6: very open to his audience, very nice style and looks like he is really himself

[17/04/2020, 10:51:24] Respondent 6: <attached>



[17/04/2020, 10:51:34] Respondent 6: Trustworthy, social, helpful, happy, confident, creative, polite

[17/04/2020, 10:52:10] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[17/04/2020, 10:52:19] Respondent 6: I honestly 'believe' in both. Brands/service come up with the most creative, believable commercials sometimes and they spread all over the world. Influencers who promote something, create in a completely different way. I additionally think that they reach a completely different audience. Both are advertisements but in different ways.

[17/04/2020, 10:53:16] Jalean Wansi: That is already the end of part 3! Let's proceed to the fourth and last part of the interview.

[17/04/2020, 10:53:25] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
 - i. Do you like or dislike the influencer? Why?
 - ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
 - i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- d. What do you think of the brand?
- e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- f. Did you buy the product yet?
 - i. If yes, did the influencer had a role in your decision?
 - ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[17/04/2020, 10:54:10] Respondent 6: Gant

[17/04/2020, 10:54:23] Respondent 6: Rubenvandesande, 21K, digital creator

[17/04/2020, 10:54:39] Respondent 6: Love his content and does not have a huge audience.

[17/04/2020, 10:54:47] Respondent 6: Saw his content in my discovery feed.

[17/04/2020, 10:55:23] Respondent 6: <attached>



[17/04/2020, 10:56:02] Respondent 6: Like it for the reason that it is natural. If you don't read the text or see who he tags, you do not know that he works together with Gant. The post additionally does not include sponsored by or #ad. It just perfectly fits with his feed.

[17/04/2020, 10:56:12] Respondent 6: Yes

[17/04/2020, 10:56:19] Respondent 6: It's a nice clothing brand but I do not have any clothes from Gant.

[17/04/2020, 10:56:32] Respondent 6: Positively, they just pose in the clothing of the brand with a nice background.

[17/04/2020, 10:56:37] Respondent 6: No

[17/04/2020, 10:57:30] Respondent 6: The quality of the image and the clothes

[17/04/2020, 10:58:47] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc..) in what way do you use Instagram to make your final buying decision?

- a. Could you give me an example from the past?
- b. What kind of role do influencers play in this decision?

[17/04/2020, 11:05:31] Respondent 6: If I find a product on the internet, I most likely do not check Instagram after finding it. I do go to the websites of products through the posts of influencers.

[17/04/2020, 11:05:44] Respondent 6: visiting the website of the product or reviewing a product

[17/04/2020, 11:06:52] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

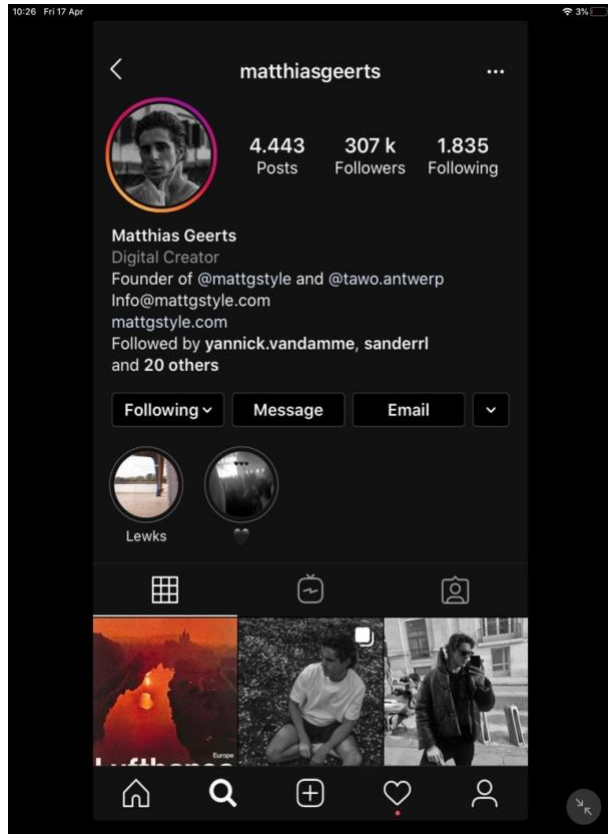
- a. If yes
- iii. What did you buy?
- b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
- iv. Can you provide me a screenshot from their profile?
- v. How did the influencer promote the product?
1. Can you provide screenshots of the promotional material?
- vi. Why did you decide to buy it?
1. What was the role of the influencer in your decision?
- c. If no, why not?

[17/04/2020, 11:07:11] Respondent 6: I bought a bracelet from Tawo Antwerp. This is the jewelry brand of dennisvanpeel and mattiasgeerts.

[17/04/2020, 11:07:21] Respondent 6: Mattiasgeerts, 307K, digital creator, founder of Tawo Antwerp and mattgstyle

[17/04/2020, 11:07:28] Respondent 6: Fashion

[17/04/2020, 11:07:51] Respondent 6: <attached>



[17/04/2020, 11:10:23] Respondent 6: I currently cannot find the post where they promote the bracelet. I think it was in his Instagram story

[17/04/2020, 11:10:48] Respondent 6: I bought it for the reason that I was already looking for a long time for a small subtle silver bracelet

[17/04/2020, 11:16:24] Respondent 6: I forgot to answer the question what the role of the influencer was. He promoted it; he was promoting exactly what I was looking for. Something that had did not found prior to in the internet

[17/04/2020, 11:16:31] Respondent 6: *On the internet

[17/04/2020, 11:16:45] Jalean Wansi: No worries!

[17/04/2020, 11:16:52] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[17/04/2020, 11:18:06] Respondent 6: If the link is included, the functionality of the website, looks of website, product information, price of product, shipping method, where to buy it, everything needs to be easy

[17/04/2020, 11:18:49] Jalean Wansi: Thank you so much! I merely forgot what your age was in the first part of the interview.

[17/04/2020, 11:19:09] Respondent 6: no problem! I'm 21

[17/04/2020, 11:19:18] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

Interview 7

[17/04/2020, 11:31:39] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?

[17/04/2020, 11:33:56] Respondent 7: Hi friend, yes

[17/04/2020, 11:34:18] Jalean Wansi: Great! Let's start with the first part of the interview.

[17/04/2020, 11:34:23] Jalean Wansi: Part 1: Background information

[17/04/2020, 11:34:28] Jalean Wansi: 1. Which country are you from?

[17/04/2020, 11:34:57] Respondent 7: I'm from The Netherlands.

[17/04/2020, 11:35:11] Jalean Wansi: 2. How old are you?

[17/04/2020, 11:35:31] Respondent 7: I am 21 years old.

[17/04/2020, 11:35:47] Jalean Wansi: 3. What is your gender?

[17/04/2020, 11:36:00] Respondent 7: I am male

[17/04/2020, 11:36:09] Jalean Wansi: 4. What are your hobbies?

[17/04/2020, 11:36:37] Respondent 7: I like listening to music and watching movies and tv-shows.

[17/04/2020, 11:37:34] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?

[17/04/2020, 11:37:45] Respondent 7: I study Human Resources.

[17/04/2020, 11:38:21] Jalean Wansi: That's already a wrap for the first part of the interview! Let's proceed to the second one!

[17/04/2020, 11:38:26] Jalean Wansi: Part 2: Social media behavior

[17/04/2020, 11:38:33] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?

[17/04/2020, 11:38:41] Respondent 7: I would say an hour or so a day.

[17/04/2020, 11:39:13] Jalean Wansi: 7. How many followers do you have on Instagram?

[17/04/2020, 11:39:25] Respondent 7: I currently have 644 followers.

[17/04/2020, 11:39:42] Jalean Wansi: 8. How much time do you spend per day on Instagram?

[17/04/2020, 11:40:08] Respondent 7: Around 20 minutes.

[17/04/2020, 11:40:41] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[17/04/2020, 11:41:04] Respondent 7: I follow 1041 individuals of whom mostly are models and some family and friends.

[17/04/2020, 11:41:15] Jalean Wansi: 10. What do you like regarding Instagram?

[17/04/2020, 11:41:28] Respondent 7: Mostly the food and model pages.

[17/04/2020, 11:41:58] Jalean Wansi: 11. What do you don't like regarding Instagram?

[17/04/2020, 11:42:09] Respondent 7: The hate comments individuals put on under posts.

[17/04/2020, 11:42:25] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?

[17/04/2020, 11:43:37] Respondent 7: If it's something interesting that I like it's okay. Otherwise not.

[17/04/2020, 11:44:54] Jalean Wansi: That already is the end of the second part. Let's proceed with the third part.

[17/04/2020, 11:44:59] Jalean Wansi: Part 3: Influencers and social media advertising

[17/04/2020, 11:45:37] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)

[17/04/2020, 11:46:29] Respondent 7: I think around 15%

[17/04/2020, 11:47:17] Jalean Wansi: 14. What is your perspective on influencers?

[17/04/2020, 11:47:50] Respondent 7: Especially when they are a minority, they can do a lot for individuals's confidence who look like them.

[17/04/2020, 11:48:55] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you

[17/04/2020, 11:49:04] Jalean Wansi: 16. Who is your favorite influencer?

- What do they do on a daily basis?
- What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
- How many followers do they have?
- What makes them stand out from other influencers based on personality?
- What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
- What characteristics does an influencer need to have according to you?

[17/04/2020, 11:54:02] Respondent 7: 16 Addis Miller.

a He is a model.

b He works for the model agency Asos and additionally works with this online fitness company on Instagram called Lifestyle Limitless.

c 606.000.

d The way he talks on his story and how he tries to inspire his followers to train.

f He or she needs to be both relatable and someone to look up to for their followers.

[17/04/2020, 11:54:20] Respondent 7: <attached>



[17/04/2020, 11:54:56] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[17/04/2020, 11:55:33] Respondent 7: Towards an influencer, for the reason that if you see someone using something themselves you are more likely to believe the authenticity of the product.

[17/04/2020, 11:56:18] Jalean Wansi: That's already the end of the third part! Let's move on to the fourth and final part of the interview!

[17/04/2020, 11:56:25] Jalean Wansi: Part 4: Consumer buying decisions

[17/04/2020, 11:56:41] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
 - i. Do you like or dislike the influencer? Why?
 - ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
 - i. Do you (dis)like the way that the influencer promotes the product? Why?
 - c. Did you know the brand prior to the influencer started promoting it?
 - d. What do you think of the brand?
 - e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
 - f. Did you buy the product yet?
 - i. If yes, did the influencer had a role in your decision?
 - ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[17/04/2020, 12:09:09] Respondent 7: 18 A fitness plan

a Addis Miller, a model with 606.000 followers.

i like him, for the reason that of the way he looks.

ii The way he looks.

b

- i I like it for the reason that he looks good in the posts.
 - c No
 - d I think it's nice for the individuals that are trying to get fit.
 - e Positively for the reason that
 - f No
 - ii I won't buy it.
- [17/04/2020, 12:09:17] Respondent 7: <attached>



- [17/04/2020, 12:10:30] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?
- a. Could you give me an example from the past?
 - b. What kind of role do influencers play in this decision?
- [17/04/2020, 12:13:38] Respondent 7: 19 if I see something on another site and I am in doubt of buying it and I see it again on Instagram, then I might buy it quicker.
- [17/04/2020, 12:13:51] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?
- a. If yes
 - iii. What did you buy?
 - b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
 - iv. Can you provide me a screenshot from their profile?
 - v. How did the influencer promote the product?
 - 1. Can you provide screenshots of the promotional material?
 - vi. Why did you decide to buy it?
 - 1. What was the role of the influencer in your decision?
 - c. If no, why not?
- [17/04/2020, 12:15:46] Respondent 7: 20 I never did that before
- [17/04/2020, 12:17:01] Jalean Wansi: Why not?
- [17/04/2020, 12:18:15] Respondent 7: e I never saw anything on an influencer page that I wanted to buy
- [17/04/2020, 12:19:44] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?
- [17/04/2020, 12:20:10] Respondent 7: The price and the way it looks.

[17/04/2020, 12:21:37] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

Interview 8

[17/04/2020, 12:56:34] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?

[17/04/2020, 12:57:00] Respondent 8: Hi Jalean! yes, sure. thanks for having me today!

[17/04/2020, 12:57:31] Jalean Wansi: Great! Let's start with the first part of the interview!

[17/04/2020, 12:57:36] Jalean Wansi: Part 1: Background information

[17/04/2020, 12:57:41] Jalean Wansi: 1. Which country are you from?

[17/04/2020, 12:58:40] Respondent 8: I am from Russia, St. Petersburg

[17/04/2020, 12:58:58] Jalean Wansi: 2. How old are you?

[17/04/2020, 12:59:13] Respondent 8: 20!

[17/04/2020, 12:59:35] Jalean Wansi: 3. What is your gender?

[17/04/2020, 12:59:46] Respondent 8: Female

[17/04/2020, 13:00:00] Jalean Wansi: 4. What are your hobbies?

[17/04/2020, 13:01:01] Respondent 8: I love fashion, music (listening to and singing) and drawing

[17/04/2020, 13:01:17] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?

[17/04/2020, 13:02:15] Respondent 8: I'm studying International Communication and Media or Creative Business at HU Utrecht. and currently doing my internship at IMA, Amsterdam

[17/04/2020, 13:03:00] Jalean Wansi: That already wraps up the first part of the interview! Let's proceed to the second part!

[17/04/2020, 13:03:07] Jalean Wansi: Part 2: Social media behavior

[17/04/2020, 13:03:11] Respondent 8: Great!

[17/04/2020, 13:03:12] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?

[17/04/2020, 13:03:45] Respondent 8: I just checked my phone statistics, so it says i spend around 3 hours a day

[17/04/2020, 13:04:00] Jalean Wansi: 7. How many followers do you have on Instagram?

[17/04/2020, 13:04:21] Respondent 8: 1347

[17/04/2020, 13:04:47] Jalean Wansi: 8. How much time do you spend per day on Instagram?

[17/04/2020, 13:05:28] Respondent 8: As it's 3 hours per day on social media, it should be around 2.5 hours on IG!

[17/04/2020, 13:05:54] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[17/04/2020, 13:06:26] Respondent 8: I follow 750 individuals, both friends and influencers/brands

[17/04/2020, 13:06:41] Respondent 8: additionally celebrities

[17/04/2020, 13:06:54] Jalean Wansi: 10. What do you like regarding Instagram?

[17/04/2020, 13:08:18] Respondent 8: I like that I can see how my friends from abroad are doing, can get inspired by fashion and traveling accounts. I additionally love aesthetics of the pages i follow! and you can, of course, just kill your free time

[17/04/2020, 13:08:34] Respondent 8: and I can get more info regarding celebs personal life!

[17/04/2020, 13:08:43] Jalean Wansi: 11. What do you don't like regarding Instagram?

[17/04/2020, 13:11:29] Respondent 8: Instagram set trends nowadays. and sometimes they're not right.. it additionally sets norms, for example, for beauty industry, and many individuals, especially girls, get less self-confident cause they don't look like their idols. But many influencers use photoshop, fake their activities and cover their problems, so they life looks flawless, while their followers are struggling. For me it's the worst part: it's a pretty dishonest platform, where we all try to display merely best parts of our life.. if speaking shortly!

[17/04/2020, 13:11:51] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?

[17/04/2020, 13:12:54] Respondent 8: For me personally it's nice! I follow mostly luxury brands, and their feed inspires. For services it's additionally beneficial, cause you can get in touch with the clients easier or get feedback

[17/04/2020, 13:13:17] Jalean Wansi: That sums up part 2! Let's proceed with the third part.

[17/04/2020, 13:13:23] Jalean Wansi: Part 3: Influencers and social media advertising

[17/04/2020, 13:13:32] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)

[17/04/2020, 13:13:43] Respondent 8: I guess half of them. 1/2

[17/04/2020, 13:14:35] Jalean Wansi: 14. What is your perspective on influencers?

[17/04/2020, 13:16:16] Respondent 8: It's hard to say accurately. There are different types of influencers. Some of them are definitely promoting wrong norms and wrong ideas, others - inspire and create quality content. Controversial! can't give a precise answer. but they all definitely have a huge influence on their audience

[17/04/2020, 13:17:29] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you

[17/04/2020, 13:17:37] Jalean Wansi: 16. Who is your favorite influencer?

- What do they do on a daily basis?
- What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
- How many followers do they have?
- What makes them stand out from other influencers based on personality?
- What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
- What characteristics does an influencer need to have according to you?

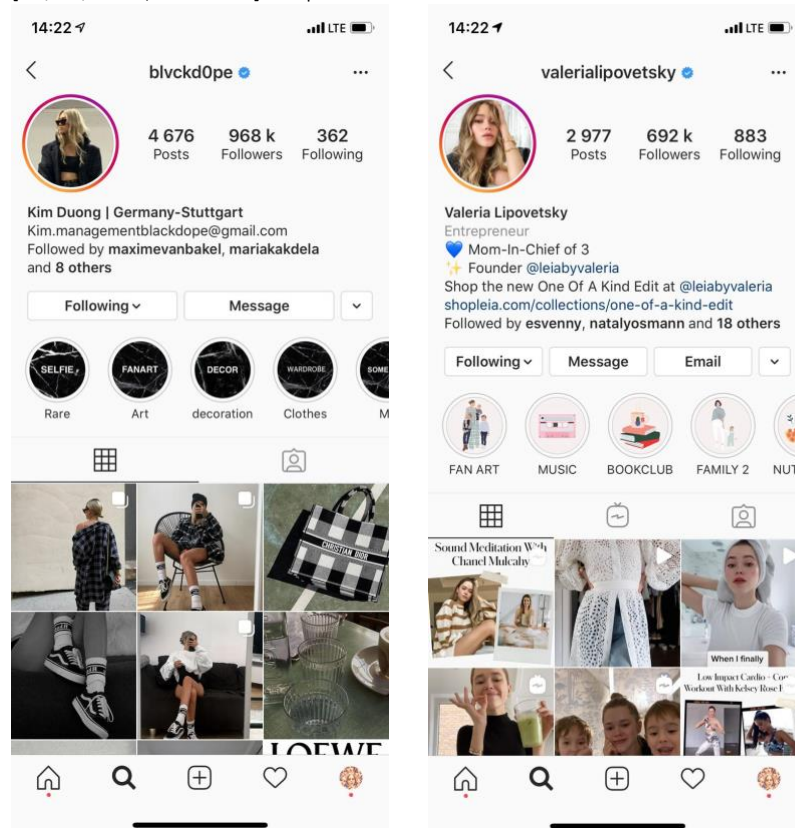
[17/04/2020, 13:21:59] Respondent 8: I follow different influencers. Absolutely different topics they discuss and adress. some of them are more personal, others - more entertaining.

It's hard to choose one, so i would like to share 2 from different fields.

First - Valeria Lipovetsky, she's a young mom (29 years old, 3 boys), sharing fashion, beauty, life hacks and just lifestyle content. I love following her both on IG and YT. She's super honest, even transparent, supporting women, moms, promoting self-love and self-development. And she additionally interacts with her audience actively!

Other one - Kim Duong. It's a completely different story, she's a German fashion blogger, just posting her edgy outfits. I love her feed, it's just super-aesthetic! completely different approach, but fits my interests!

[17/04/2020, 13:22:15] Respondent 8: <attached>



[17/04/2020, 13:23:48] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[17/04/2020, 13:26:26] Respondent 8: for me, there's no perfect influencer. it depends on my mood and free time. I try to bow follow ones whom i don't really understand, especially if we don't share same norms and values..

Regarding the promotion, it's hard to say. it really depends on a commercial and on an influencer. i totally trust Valeria, cause blog is not her main income and she's not a blogger who will promote just to earn money. she merely works with brands she love or try new ones out first to promote.

[17/04/2020, 13:27:28] Jalean Wansi: Now let's get to the fourth and last part of the interview!

[17/04/2020, 13:27:46] Jalean Wansi: Part 4: Consumer buying decisions

[17/04/2020, 13:28:20] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
- i. Do you like or dislike the influencer? Why?
- ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
- i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- d. What do you think of the brand?
- e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- f. Did you buy the product yet?
- i. If yes, did the influencer had a role in your decision?
- ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[17/04/2020, 13:33:31] Respondent 8: I can give you an example of an different influencer - Lydia Millen. She's a british fashion and beauty blogger. I am used to buying not really cheap products (especially skin care and cosmetics), so i tend to buy more like luxury brands. And she works with some of them, for example, with Dior. But for the reason that of her, i already bought a 'ghd' hairdryer and straightner, cause i saw her video-add and saw and amazing result on how to curl or straighten hair, so it really worked in her hair. I think i would not buy a skin care product that quick, cause she can't really prove the result she got and prove if she got it for the reason that of the specific products, but with such things as hairdryer you can see the result immediately. so i bought it and never regretted! And what i love regarding Lydia is that she always put hashtag AD if it's an ad, so i wasn't confused regarding it and knew it was a promotion from the very beginning! I don't think an influencer had a role in my buying decision in term of "oh i want to be like her", it was more of a real person result demonstration! that's why i bought it.

[17/04/2020, 13:34:46] Respondent 8: sorry for my spelling mistakes, it's not easy to write

[17/04/2020, 13:35:50] Jalean Wansi: No worries at all!

[17/04/2020, 13:36:06] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc..) in what way do you use Instagram to make your final buying decision?

- a. Could you give me an example from the past?
- b. What kind of role do influencers play in this decision?

[17/04/2020, 13:38:00] Respondent 8: if i find a product online, i usually use IG as a feedback/reviews platform, so i check comments regarding the product. So an influencer doesn't have an impact on my decision in this case, to be honest. but sometimes i like an outfit of the influencer, so i might buy it cause i liked it. so it depends on the product!

[17/04/2020, 13:40:00] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

- a. If yes
- iii. What did you buy?
- b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
- iv. Can you provide me a screenshot from their profile?
- v. How did the influencer promote the product?
1. Can you provide screenshots of the promotional material?
- vi. Why did you decide to buy it?
1. What was the role of the influencer in your decision?
- c. If no, why not?

[17/04/2020, 13:41:59] Respondent 8: yes, as i already said, i bought a set for hair by ghd, promoted by Lydia Millen. i bought it cause i saw a good result in her video promotion. and i needed such a set, cause my hairdryer was broken. Influencers didn't influence my buying decision, in this cause she just demonstrated a product really well!

[17/04/2020, 13:42:07] Respondent 8: wait, i'm gonna screenshot/send the link

[17/04/2020, 13:42:55] Respondent 8: it's not regarding the product i bought but it's the same idea and the product from ghd

[17/04/2020, 13:42:57] Respondent 8: https://youtu.be/bpsAx_TgzBM

[17/04/2020, 13:43:07] Respondent 8: so she gives her personal opinion and demonstrates it!

[17/04/2020, 13:45:06] Jalean Wansi: Last question!

[17/04/2020, 13:45:08] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[17/04/2020, 13:46:54] Respondent 8: As i already said, influencers don't have an impact on my decision. they are notifying me regarding the product and demonstrating it. so usually, prior to i buy skincare, cosmetics or tech, i go on google and read reviews regarding it. cause you never know if this 'perfect cream' fits you, personally! it might be good for an influencer's skin type, but not for mine. So that's why i double check everything online. If we're talking regarding clothes, i can buy something i saw the influencer was wearing without double checking, cause on this case i just judge and buy it based in the appearance. But i don't have a behavior of "oh this blogger has it, i want it as well", it's just not me! i prefer to feel special, not mainstream! but again, it depends on the type of the product a lot.

[17/04/2020, 13:47:49] Jalean Wansi: Thank you very much for your lengthy and thorough answers & participating in this interview! Your thorough answers will help me tremendously in my research!

Interview 9

[20/04/2020, 13:01:05] Jalean Wansi: Hi, the interview is regarding to start. Are you ready?
[20/04/2020, 13:01:26] Respondent 9: Ready
[20/04/2020, 13:02:06] Jalean Wansi: Great! Let's start with the first part of the interview.
[20/04/2020, 13:02:11] Jalean Wansi: Part 1: Background information
[20/04/2020, 13:02:19] Jalean Wansi: 1. Which country are you from?
[20/04/2020, 13:02:26] Respondent 9: France
[20/04/2020, 13:02:40] Jalean Wansi: 2. How old are you?
[20/04/2020, 13:02:53] Respondent 9: 21 years old
[20/04/2020, 13:03:20] Jalean Wansi: 3. What is your gender?
[20/04/2020, 13:03:28] Respondent 9: M
[20/04/2020, 13:03:38] Jalean Wansi: 4. What are your hobbies?
[20/04/2020, 13:03:46] Respondent 9: Sport, social networks and technologies
[20/04/2020, 13:04:11] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?
[20/04/2020, 13:04:28] Respondent 9: ISCOM (Communication and marketing school)
[20/04/2020, 13:04:52] Jalean Wansi: Thanks! Let's proceed to the second part.
[20/04/2020, 13:04:56] Jalean Wansi: Part 2: Social media behavior
[20/04/2020, 13:05:01] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?
[20/04/2020, 13:05:06] Respondent 9: 2 hours
[20/04/2020, 13:05:21] Jalean Wansi: 7. How many followers do you have on Instagram?
[20/04/2020, 13:05:25] Respondent 9: 17K
[20/04/2020, 13:05:35] Jalean Wansi: 8. How much time do you spend per day on Instagram?
[20/04/2020, 13:05:45] Respondent 9: 1h30
[20/04/2020, 13:06:05] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?
[20/04/2020, 13:06:43] Respondent 9: 1000 individuals (majority friends but additionally influencers and some brands)
[20/04/2020, 13:07:02] Jalean Wansi: 10. What do you like regarding Instagram?
[20/04/2020, 13:07:17] Respondent 9: See what my friends are doing and communicate with them
[20/04/2020, 13:07:31] Jalean Wansi: 11. What do you don't like regarding Instagram?
[20/04/2020, 13:07:41] Respondent 9: Individuals are too focused on the number of likes
[20/04/2020, 13:07:56] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?
[20/04/2020, 13:08:27] Respondent 9: I like it for the reason that I can follow my favourite brands and see their products
[20/04/2020, 13:09:09] Jalean Wansi: That already concludes the second part! Let's move on to the third part.
[20/04/2020, 13:09:21] Jalean Wansi: Part 3: Influencers and social media advertising
[20/04/2020, 13:09:25] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)
[20/04/2020, 13:09:29] Respondent 9: 15% are influencers
[20/04/2020, 13:09:43] Jalean Wansi: 14. What is your perspective on influencers?
[20/04/2020, 13:10:00] Respondent 9: Usually influencers are individuals who stand out from the crowd and offer us quality content.
[20/04/2020, 13:10:16] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you
[20/04/2020, 13:10:26] Jalean Wansi: 16. Who is your favorite influencer?
a. What do they do on a daily basis?
b. What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
c. How many followers do they have?
d. What makes them stand out from other influencers based on personality?
e. What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
f. What characteristics does an influencer need to have according to you?
[20/04/2020, 13:10:43] Respondent 9: LenaSituation

[20/04/2020, 13:10:44] Respondent 9: Works in fashion
 [20/04/2020, 13:10:51] Respondent 9: Lifestyle and fashion
 [20/04/2020, 13:10:54] Respondent 9: 1.5M
 [20/04/2020, 13:11:02] Respondent 9: She has her own personality
 [20/04/2020, 13:11:13] Respondent 9: Pictures and videos
 [20/04/2020, 13:11:27] Respondent 9: Be authentic and honest
 [20/04/2020, 13:13:13] Jalean Wansi: Would you be able to provide me an example of your favorite type of content?
 [20/04/2020, 13:14:54] Respondent 9: <attached>



[20/04/2020, 13:15:16] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?
 [20/04/2020, 13:15:28] Respondent 9: I have more confidence in the influencers merely if I consider them authentic
 [20/04/2020, 13:16:16] Jalean Wansi: That's the end of part 3! Now we will continue with the fourth and last part of the interview.
 [20/04/2020, 13:16:21] Jalean Wansi: Part 4: Consumer buying decisions
 [20/04/2020, 13:16:30] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?
 a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
 i. Do you like or dislike the influencer? Why?
 ii. Who or what made you follow this influencer in particular?
 b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
 i. Do you (dis)like the way that the influencer promotes the product? Why?
 c. Did you know the brand prior to the influencer started promoting it?
 d. What do you think of the brand?
 e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
 f. Did you buy the product yet?
 i. If yes, did the influencer had a role in your decision?
 ii. What characteristics of the promoted content makes you consider to possibly buy the product?
 [20/04/2020, 13:16:38] Respondent 9: @mini_fr
 [20/04/2020, 13:16:44] Respondent 9: @Enzo_carini and 744K
 [20/04/2020, 13:16:51] Respondent 9: Photographer and traveler
 [20/04/2020, 13:16:57] Respondent 9: I like his account for the reason that he has a beautiful Instagram feed
 [20/04/2020, 13:17:05] Respondent 9: His Instagram feed
 [20/04/2020, 13:17:40] Respondent 9: <attached>



[20/04/2020, 13:17:47] Respondent 9: Yes, for the reason that he is in the picture with the car.

[20/04/2020, 13:18:18] Respondent 9: Yes, I knew this brand

[20/04/2020, 13:18:24] Respondent 9: Their cars are nice, confortable and of high quality

[20/04/2020, 13:18:32] Respondent 9: Positively for the reason that he's putting the car out front

[20/04/2020, 13:18:47] Respondent 9: No I didn't buy it

[20/04/2020, 13:18:55] Respondent 9: -

[20/04/2020, 13:19:02] Respondent 9: The beauty of the car

[20/04/2020, 13:19:54] Jalean Wansi: For example: you found a new product online (clothing, gadgets, products, etc.,) in what way do you use Instagram to make your final buying decision?

a. Could you give me an example from the past?

b. What kind of role do influencers play in this decision?

[20/04/2020, 13:20:41] Respondent 9: My iPhone X

[20/04/2020, 13:20:46] Respondent 9: He helped me to choose my phone

[20/04/2020, 13:22:45] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

a. If yes

iii. What did you buy?

b. Who is the influencer you bought the product from? How many followers does the influencer have?

What do they do on a daily basis? What niche are they operating in?

iv. Can you provide me a screenshot from their profile?

v. How did the influencer promote the product?

1. Can you provide screenshots of the promotional material?

vi. Why did you decide to buy it?

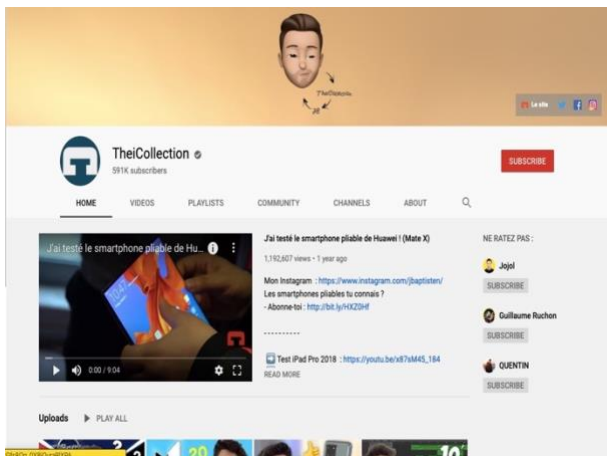
1. What was the role of the influencer in your decision?

c. If no, why not?

[20/04/2020, 13:23:19] Respondent 9: iPhone X

[20/04/2020, 13:23:20] Respondent 9: Theycollection on Youtube. He has 589k followers and he is influencer in the field of technologies.

[20/04/2020, 13:23:56] Respondent 9: <attached>



[20/04/2020, 13:23:57] Respondent 9: He gave details regarding the phone characteristic

[20/04/2020, 13:24:37] Respondent 9: <attached>



[20/04/2020, 13:24:43] Respondent 9: For the reason that the iPhone X was the best smartphone on the global market

[20/04/2020, 13:24:49] Respondent 9: He filled me in.

[20/04/2020, 13:25:21] Jalean Wansi: Last question!

[20/04/2020, 13:25:23] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[20/04/2020, 13:25:38] Respondent 9: If the influencer gives a bad opinion of the product

[20/04/2020, 13:26:33] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

Interview 10

[20/04/2020, 14:01:37] Jalean Wansi: Hi, the interview is regarding to start. I will start with the first set of questions.

[20/04/2020, 14:01:44] Jalean Wansi: Part 1: Background information

[20/04/2020, 14:01:50] Jalean Wansi: 1. Which country are you from?

[20/04/2020, 14:02:10] Respondent 10: France

[20/04/2020, 14:02:25] Jalean Wansi: 2. How old are you?

[20/04/2020, 14:02:31] Respondent 10: 21

[20/04/2020, 14:02:40] Jalean Wansi: 3. What is your gender?

[20/04/2020, 14:02:44] Respondent 10: Male

[20/04/2020, 14:02:55] Jalean Wansi: 4. What are your hobbies?

[20/04/2020, 14:03:19] Respondent 10: Basketball, culure, painting, sports in general, music, concerts, festivals

[20/04/2020, 14:03:34] Jalean Wansi: 5. What study are you following? If you're not studying, what is your current occupation?

[20/04/2020, 14:04:00] Respondent 10: Communication study

[20/04/2020, 14:05:03] Jalean Wansi: Thats already the end of the first part of the interview. Let's proceed with the second part.

[20/04/2020, 14:05:08] Jalean Wansi: Part 2: Social media behavior

[20/04/2020, 14:05:14] Jalean Wansi: 6. How much time, on average, do you spend on a daily basis on social media?

[20/04/2020, 14:05:19] Respondent 10: 2 hours i think if you count the time when you are answering to texts, but i try not to spend to many times on it

[20/04/2020, 14:06:08] Jalean Wansi: 7. How many followers do you have on Instagram?

[20/04/2020, 14:06:14] Respondent 10: 268

[20/04/2020, 14:06:22] Jalean Wansi: 8. How much time do you spend per day on Instagram?

[20/04/2020, 14:06:36] Respondent 10: Half an hour or an hour

[20/04/2020, 14:06:58] Jalean Wansi: 9. How many individuals do you follow on Instagram? Are they friends, influencers or brands/organizations?

[20/04/2020, 14:07:02] Respondent 10: 504

[20/04/2020, 14:07:36] Respondent 10: Most of them are friends, but i do follow some brands and a lot of basketball players, skaters, music artists and some painters

[20/04/2020, 14:07:49] Jalean Wansi: 10. What do you like regarding Instagram?

[20/04/2020, 14:08:41] Respondent 10: It can be a good way to be aware of concerts, see some cool pictures of a lot of stuff it can be from fashion to a painting

[20/04/2020, 14:08:46] Respondent 10: I additonally like the nba games resume

[20/04/2020, 14:08:54] Respondent 10: and a lot of skate videos

[20/04/2020, 14:09:02] Jalean Wansi: 11. What do you don't like regarding Instagram?

[20/04/2020, 14:09:39] Respondent 10: Maybe that some individuals fake their lives or are really into having followers just to have followers

[20/04/2020, 14:10:11] Jalean Wansi: 12. How do you feel regarding the presence of brands and services on social networks?

[20/04/2020, 14:10:13] Respondent 10: I'm aware of the

[20/04/2020, 14:10:18] Respondent 10: oups sorry

[20/04/2020, 14:10:24] Jalean Wansi: No worries!

[20/04/2020, 14:11:26] Respondent 10: I think its not a bad thing, brands are where the targets are, and sometimes it can get helpfull you can be aware of when a new collection drops or a brand event that can interest you

[20/04/2020, 14:12:05] Jalean Wansi: That sums up the second part of the interview! Let's move on to the third part of the interview.

[20/04/2020, 14:12:10] Jalean Wansi: Part 3: Influencers and social media advertising

[20/04/2020, 14:12:14] Jalean Wansi: 13. How many of the individuals you are following are influencers are on Instagram? (E.g. ½, ¼, ...)

[20/04/2020, 14:14:01] Respondent 10: Very few. I don't think they can be called influencer in the marketing sens for the reason that they get their followers for the reason that of their activities and not just for the reason that of being someone that went on a tv reality show. And most of the time they don't post partnerships with brands but more their last game performance, last skate trick...

[20/04/2020, 14:14:05] Respondent 10: So i would say 1/4

[20/04/2020, 14:14:29] Jalean Wansi: 14. What is your perspective on influencers?

[20/04/2020, 14:15:16] Respondent 10: What do you mean by perspective?

[20/04/2020, 14:15:31] Jalean Wansi: What is your view on influencers

[20/04/2020, 14:16:15] Respondent 10: Well some are doing really nice things for the reason that they use their visibilty to do good things

[20/04/2020, 14:16:34] Respondent 10: But some are just individuals that promotes stuff without having anything interesting to say

[20/04/2020, 14:19:05] Jalean Wansi: 15. If you don't follow any influencers on Instagram why not? - not applicable to you

[20/04/2020, 14:19:11] Jalean Wansi: 16. Who is your favorite influencer?

- a. What do they do on a daily basis?
- b. What niche (travel, beauty, lifestyle, tech, etc) are they operating in?
- c. How many followers do they have?
- d. What makes them stand out from other influencers based on personality?
- e. What kind of content do they create? Could you provide an example (screenshot) of your favorite type of content?
- f. What characteristics does an influencer need to have according to you?

[20/04/2020, 14:20:47] Respondent 10: I would say Boo Johnson

[20/04/2020, 14:21:06] Respondent 10: He is a skater living in Los Angeles

[20/04/2020, 14:21:43] Respondent 10: 603 K followers

[20/04/2020, 14:23:02] Respondent 10: I like him for the reason that i like his style, he has a friendly face and he is really good at skateboarding, and he shows a bit of the los angeles dream life with venice beach, luxurys villa...

[20/04/2020, 14:24:14] Respondent 10: He is posting a lot of skate clips, but additonally his training which give you some motivation for sports, additonally a few products like his new pro model shoes or board and some brands partneships with Raw but very occasionnaly

[20/04/2020, 14:24:57] Respondent 10: An influencer needs to be a model and a motivation in what he is doing and promotes good stuffs

[20/04/2020, 14:25:28] Jalean Wansi: 17. Do you have more trust towards an influencer promoting a product/service or a company or service promoting their products/services itself? Why?

[20/04/2020, 14:26:07] Respondent 10: I will have more truts towards an influencer for the reason that if i follow him i trust him

[20/04/2020, 14:26:15] Respondent 10: But there are some influenceur that i don't belive

[20/04/2020, 14:26:38] Respondent 10: Like the ones who are alwaaaaaays promoting beauty products in them snapchat storys

[20/04/2020, 14:27:33] Jalean Wansi: That concludes the third part. Let's proceed with the fourth and final part of the interview.

[20/04/2020, 14:27:37] Jalean Wansi: Part 4: Consumer buying decisions

[20/04/2020, 14:27:45] Jalean Wansi: 18. Can you give me an example of a specific brand that an influencer that you follow promotes?

- a. Who is the influencer? How many followers does the influencer have? What do they do on a daily basis?
- i. Do you like or dislike the influencer? Why?
- ii. Who or what made you follow this influencer in particular?
- b. How exactly does the influencer promote that brand? Could you send me some screenshots of the posts?
- i. Do you (dis)like the way that the influencer promotes the product? Why?
- c. Did you know the brand prior to the influencer started promoting it?
- d. What do you think of the brand?
- e. Do they influence the image/attitude towards the brand positively or negatively? Explain why.
- f. Did you buy the product yet?
- i. If yes, did the influencer had a role in your decision?
- ii. What characteristics of the promoted content makes you consider to possibly buy the product?

[20/04/2020, 14:28:24] Respondent 10: Yes, Blondey who is promoting adidas for the reason that he skates for the adidas skateboarding team

[20/04/2020, 14:28:46] Respondent 10: 317K

[20/04/2020, 14:29:21] Respondent 10: I like him for the reason that his style his very different and he is an artist and a professionn skater

[20/04/2020, 14:29:45] Respondent 10: He just promotes his new pro model products

[20/04/2020, 14:30:20] Respondent 10: I like the way he promotes his products for the reason that he always tries to be very creative

[20/04/2020, 14:31:03] Respondent 10: Yes, i already knew the brand and i was already liking some of their products

[20/04/2020, 14:31:40] Respondent 10: he influences the brands very positively for the reason that he is young, fun, creative

[20/04/2020, 14:32:24] Jalean Wansi: 19. For example: you found a new product online (clothing, gadgets, products, etc..) in what way do you use Instagram to make your final buying decision?

- a. Could you give me an example from the past?
- b. What kind of role do influencers play in this decision?

[20/04/2020, 14:33:27] Respondent 10: I don't go on Instagram with the idea of buying something but sometimes you just scroll and you get a nice add so you click

[20/04/2020, 14:34:03] Respondent 10: But last time i bought something on Instagram was an album release packaging

[20/04/2020, 14:34:58] Respondent 10: I saw it on the story of the artist and it's one of my favorite artist so when i saw the packaging i decided to bought it to support the artist for the reason that he deserves it

[20/04/2020, 14:36:13] Jalean Wansi: 20. Can you give an example of a product/service that you have ever bought for the reason that of an influencer promoted it?

- a. If yes
 - iii. What did you buy?
 - b. Who is the influencer you bought the product from? How many followers does the influencer have? What do they do on a daily basis? What niche are they operating in?
 - iv. Can you provide me a screenshot from their profile?
 - v. How did the influencer promote the product?
 1. Can you provide screenshots of the promotional material?
 - vi. Why did you decide to buy it?
 1. What was the role of the influencer in your decision?
- c. If no, why not?

[20/04/2020, 14:36:44] Respondent 10: I think i just answered to this question prior to haha

[20/04/2020, 14:37:17] Respondent 10: Otherwise i don't have other examples

[20/04/2020, 14:38:14] Jalean Wansi: It is a different question, but you can use the same example

[20/04/2020, 14:38:23] Respondent 10: I've never really bought a product from an influencer for the reason that the individuals that i follow don't really promotes a lot of stuff

[20/04/2020, 14:38:45] Respondent 10: okay

[20/04/2020, 14:39:13] Respondent 10: I bought the album package including the album and a t shirt

[20/04/2020, 14:39:21] Respondent 10: From Laylow

[20/04/2020, 14:39:38] Respondent 10: He is a french rapper

[20/04/2020, 14:39:47] Jalean Wansi: Thank you!

[20/04/2020, 14:39:51] Jalean Wansi: Last question!

[20/04/2020, 14:39:58] Jalean Wansi: 21. An influencer that you follow is promoting a product that seems to be of your interest. What factors could play a role in you deciding not to buy the product after all?

[20/04/2020, 14:40:36] Respondent 10: If the website is not user friendly

[20/04/2020, 14:40:43] Respondent 10: If it's too expensive

[20/04/2020, 14:41:08] Respondent 10: If i read bad reviews of the product

[20/04/2020, 14:41:48] Jalean Wansi: Thank you very much for participating in this interview! Your thorough answers will help me tremendously in my research!

[20/04/2020, 14:42:05] Respondent 10: you're welcome