

## ANNEX

Figure 1 : Tony the Tiger Kellogs (Kellog's, 2021)



Figure 2 : Ronald McDonald (McDonald's, 2021)



Figure 3 : Instagram Giveaway/Contest (@iambrianadai's Instagram, 2020)



Figure 4 : Instagram sponsored content (@ridhimakhanna\_'s Instagram, 2021)



Figure 5 : How to spot fake followers (WARC, 2019)

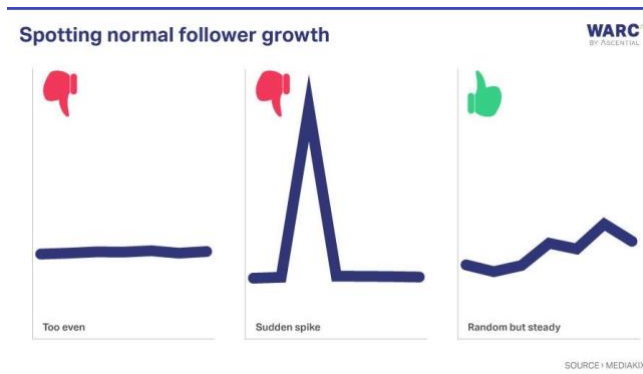


Figure 6 : Distribution of Instagram users worldwide as of July 2021, by age and gender (Statista, 2021)

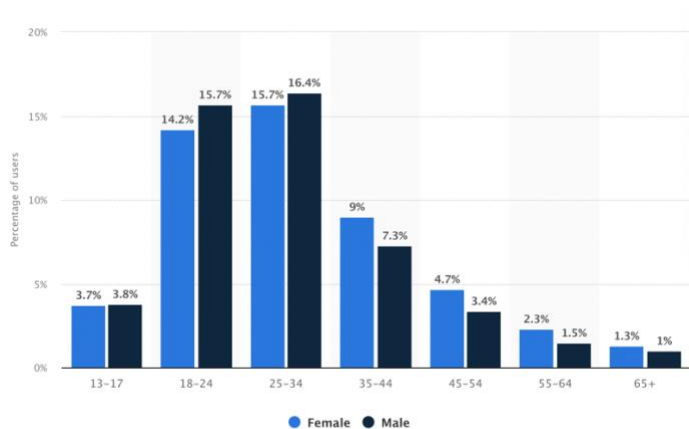


Figure 7 : Test for homoscedasticity for “Engagement” on YouTube

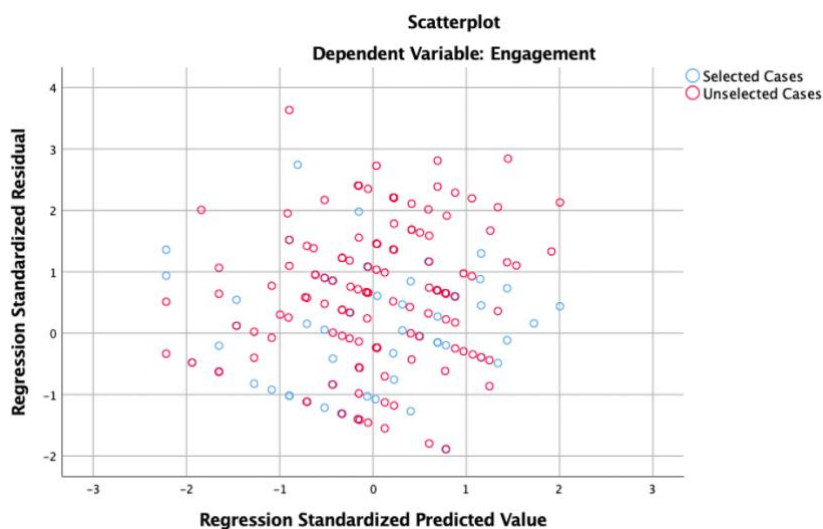


Figure 8 : Summary of “engagement on YouTube”’s model

**Model Summary<sup>b,c</sup>**

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Statistic	
	Selection = YouTube (Selected)	Selection ~ = YouTube (Unselected)				Selection = YouTube (Selected)	Selection ~ = YouTube (Unselected)
1	.467 <sup>a</sup>	.475	.218	.188	.788	1.653	1.150

Figure 9 : Correlations between engagement on YouTube, PSI and PI

**Correlations<sup>a</sup>**

		Engagement	PSI	PI
Pearson Correlation	Engagement	1.000	.415	.395
	PSI	.415	1.000	.507
	PI	.395	.507	1.000
Sig. (1-tailed)	Engagement	.	.001	.001
	PSI	.001	.	.000
	PI	.001	.000	.
N	Engagement	55	55	55
	PSI	55	55	55
	PI	55	55	55

Figure 10 : Test of homoscedasticity for engagement on TikTok

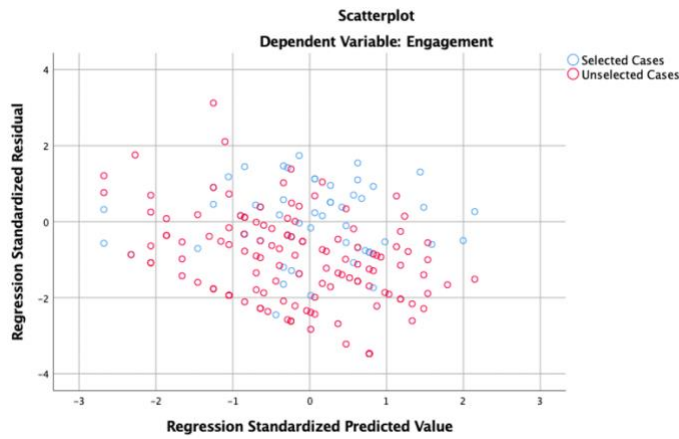


Figure 11 : Summary of engagement on TikTok's model

Model	R		R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson Statistic	
	Selection = TikTok (Selected)	Selection ~= TikTok (Unselected)				Selection = TikTok (Selected)	Selection ~= TikTok (Unselected)
1	.651 <sup>a</sup>	.371	.423	.401	.750	1.938	1.066

Figure 12 : Correlations between engagement on TikTok, PSI and PI

		Engagement	PSI	PI
Pearson Correlation	Engagement	1.000	.544	.458
	PSI	.544	1.000	.200
	PI	.458	.200	1.000
Sig. (1-tailed)	Engagement	.	.000	.000
	PSI	.000	.	.072
	PI	.000	.072	.
N	Engagement	55	55	55
	PSI	55	55	55
	PI	55	55	55

Figure 13 : Test of Homogeneity of variances for “correspondence bias”

		Levene Statistic	df1	df2	Sig.
CB	Based on Mean	.609	2	177	.545
	Based on Median	.468	2	177	.627
	Based on Median and with adjusted df	.468	2	167.882	.627
	Based on trimmed mean	.645	2	177	.526

Figure 14 : Instagram's stories usage versus feed usage (BlockParty, 2018)

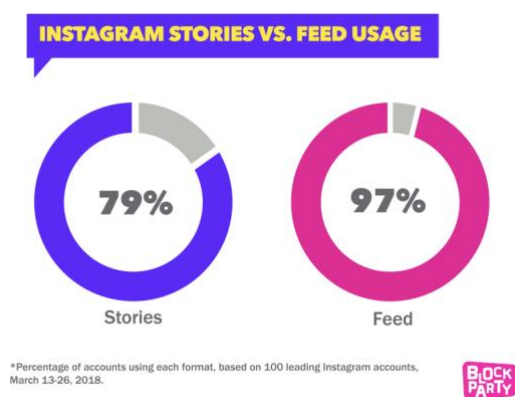


Figure 15 : Table of question types and number of items for the questionnaire

Question	Question type		Number of items
1.	Nominal variable	Dichotomous question	2
2.	Nominal variable	Dichotomous question	2
3.	Nominal variable	Dichotomous question	2
4.	Nominal variable	Dichotomous question	2
5.	Nominal variable	Multiple choice	7
6.	Nominal variable	Multiple choice	3
7.	Interval scale	Likert scale (5 points)	5
8.	Interval scale	Likert scale (5 points)	5
9.	Interval scale	Likert scale (5 points)	5
10.	Interval scale	Likert scale (5 points)	5
11.	Interval scale	Likert scale (5 points)	5
12.	Interval scale	Likert scale (5 points)	5
13.	Interval scale	Likert scale (5 points)	5
14.	Interval scale	Likert scale (5 points)	5
15.	Interval scale	Likert scale (5 points)	5
16.	Interval scale	Likert scale (5 points)	5
17.	Interval scale	Likert scale (5 points)	5
18.	Interval scale	Likert scale (5 points)	5
19.	Nominal variable	Multiple choice	3
20.	Nominal variable	Multiple choice	4

Figure 16 :Table linking variables to questions

<b>Variables</b>	<b>Questions</b>
Engagement	I comment on TikTok/ Instagram/ YouTube influencers' content
	I like TikTok/ Instagram/ YouTube influencers' content
	I share TikTok/ Instagram/ YouTube influencers' content
Parasocial interaction	I have a lot in common with the TikTok/ Instagram/ YouTube influencers I follow
	I have the same tastes as the TikTok/ Instagram/ YouTube influencers I follow
	I have the same hobbies as the TikTok/ Instagram/ YouTube influencers I follow
	I relate to TikTok/ Instagram/ YouTube influencers I follow
	TikTok/ Instagram/ YouTube influencers I follow are trustworthy
	I know the kind of person TikTok/ Instagram/ YouTube influencers are
Perceived interactivity	The TikTok/ Instagram/ YouTube influencer is going to respond to my comment
	I can talk directly with the influencer
Openness	The influencer is open in sharing personal information
	The influencer does not hold back personal information
Persuasion knowledge	TikTok/ Instagram/ YouTube influencers have sincere intentions
	TikTok/ Instagram/ YouTube influencers convince me to buy products I don't really need
	TikTok/ Instagram/ YouTube influencers are more interested in sharing trustworthy information than making a huge profit out of an unreliable information
	A product recommended by TikTok/ Instagram/ YouTube influencers will often be of better quality than one that is rarely recommended by them
	TikTok/ Instagram/ YouTube influencers try to manipulate me by not clearly stating that a post/video is an ad and sponsored
Correspondence bias	TikTok/ Instagram/ YouTube influencers use the products/services they share
	TikTok/ Instagram/ YouTube influencers recommend products/services to communicate their trust in the brand
	TikTok/ Instagram/ YouTube influencers view the brand they promote as a good brand
	TikTok/ Instagram/ YouTube influencers talk about the brand from an actual personal experience and knowledge
	TikTok/ Instagram/ YouTube influencers don't like the products/services they promote

*Figure 17: Questionnaire distributed*

**Start of Block: Default Question Block**

Q1

Hello,

As part of my final year thesis at the Université Catholique of Louvain-la-Neuve, I am comparing influencer marketing on three platforms: YouTube, Instagram and TikTok.

This study is to look at what, as a consumer, are your social media habits and what you like and dislike. There is no commercial intent behind this study.

You use Instagram, TikTok or YouTube? Several? All of them? Then I need you!

Answering the questions will take 7 minutes maximum. There is no good or bad answer, I'm only interested in your honest opinions.

The answers to the questions are ANONYMOUS, they will be treated confidentially in accordance with the Privacy Act (RGPD). I will NEVER be able to link the answers to you.

Please, pay attention to save your answers at the end of the questionnaire.

Thank you in advance for your time. Thank you for your help, I am very grateful.

Merci, Dank u, Thank you 😊

I declare that I have read and understood this survey's objective and the nature and extent of my participation

Yes (1)

No (2)

*Skip To: End of Survey If Hello, As part of my final year thesis at the Université Catholique of Louvain-la-Neuve, I am com... = No*

**End of Block: Default Question Block**

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**Start of Block: Social networks usage**

Q2 Do you use Instagram?

Yes (1)

No (2)

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Q3 Do you use Youtube?

Yes (1)

No (2)

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Q4 Do you use TikTok?

Yes (1)

No (2)

**End of Block: Social networks usage**

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**Start of Block: Block 7**

Q5 How often do you use social media?

Daily (1)

A few times per week (2)

Weekly (3)

A few times per month (4)

Monthly (5)

Rarely (6)

Never (7)

End of Block: Block 7

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Start of Block: Block 8

Q23 Influencers are regular people who managed to get a following on social networks. They share content about their lives or interests to their followers. At first it was said that they needed to have a relatively large following but this notion has changed. Someone with a very small following can still be considered an influencer.

End of Block: Block 8

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Start of Block: Selection

Q6 Which of these social networks do you use the most?

- YouTube (1)
- Instagram (2)
- TikTok (3)

End of Block: Selection

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Start of Block: TikTok

Q7 You are now going to answer questions related to influencers on TikTok and TikTok ONLY. On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
I comment on TikTok influencers' content (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like TikTok influencers' content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share TikTok influencers' content (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The TikTok influencer is going to respond to my comment (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can talk directly with the influencer (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer is open in sharing personal information (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer does not hold back personal information (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q8 You will continue answering questions related to influencers on TikTok and TikTok ONLY. On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
I have a lot in common with the TikTok influencers I follow (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the same tastes as the TikTok influencers I follow (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the same hobbies as the TikTok influencers I follow (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I relate to TikTok influencers I follow (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers I follow are trustworthy (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know the kind of person TikTok influencers are (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q9 You will continue answering questions related to influencers on TikTok and TikTok ONLY. On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
TikTok influencers have sincere intentions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers convince me to buy products I don't really need (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers are more interested in sharing trustworthy information than making a huge profit out of an unreliable information (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A product recommended by TikTok influencers will often be of better quality than one that is rarely recommended by them (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers try to manipulate me by not clearly stating that a post/video is an ad and sponsored (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10 You will continue answering questions related to influencers on TikTok and TikTok ONLY. On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
TikTok influencers use the products/services they share (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers recommend products/services to communicate their trust in the brand (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers view the brand they promote as a good brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers talk about the brand from an actual personal experience and knowledge (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok influencers don't like the products/services they promote (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: TikTok

Start of Block: Instagram

Q11 You are now going to answer questions related to influencers on Instagram and Instagram ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
I comment on Instagram influencers' content (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like Instagram influencers' content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share Instagram influencers' content (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The instagram influencer is going to respond to my comment (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can talk directly with the influencer (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer is open in sharing personal information (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer does not hold back personal information (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q12 You will continue answering questions related to influencers on Instagram and Instagram ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
I have a lot in common with the Instagram influencers I follow (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the same tastes as the Instagram influencers I follow (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the same hobbies as the Instagram influencers I follow (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I relate to Instagram influencers I follow (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers I follow are trustworthy (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know the kind of person Instagram influencers are (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q13 You will continue answering questions related to influencers on Instagram and Instagram ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
Instagram influencers have sincere intentions. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers convince me to buy products I don't really need (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers are more interested in sharing trustworthy information than making a huge profit out of an unreliable information (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A product recommended by Instagram influencers will often be of better quality than one that is rarely recommended by them (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers try to manipulate me by not clearly stating that a post/video is an ad and sponsored (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q14 You will continue answering questions related to influencers on Instagram and Instagram ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
Instagram influencers use the products/services they share (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers recommend products/services to communicate their trust in the brand (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers view the brand they promote as a good brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers talk about the brand from an actual personal experience and knowledge (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram influencers don't like the products/services they promote (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Instagram

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Start of Block: YouTube

Q15 You are now going to answer questions related to influencers on YouTube and YouTube ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
I comment on YouTube influencers' content (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like YouTube influencers' content (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I share YouTube influencers' content (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The YouTube influencer is going to respond to my comment (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can talk directly with the influencer (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer is open in sharing personal information (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The influencer does not hold back personal information (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 You will continue answering questions related to influencers on YouTube and YouTube ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
I have a lot in common with the YouTube influencers I follow (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the same tastes as the YouTube influencers I follow (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have the same hobbies as the YouTube influencers I follow (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I relate to YouTube influencers I follow (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers I follow are trustworthy (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know the kind of person YouTube influencers are (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 You will continue answering questions related to influencers on YouTube and YouTube ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
YouTube influencers have sincere intentions (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers convince me to buy products I don't really need (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers are more interested in sharing trustworthy information than making a huge profit out of an unreliable information (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A product recommended by YouTube influencers will often be of better quality than one that is rarely recommended by them (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers try to manipulate me by not clearly stating that a post/video is an ad and sponsored (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 You will continue answering questions related to influencers on YouTube and YouTube ONLY.

On a scale from completely disagree to completely agree, show how you feel about the following statements.

	Completely disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Completely agree (5)
YouTube influencers use the products/services they share (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers recommend products/services to communicate their trust in the brand (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers view the brand they promote as a good brand (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers talk about the brand from an actual personal experience and knowledge (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube influencers don't like the products/services they promote (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: YouTube

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Start of Block: Personal information

Q19 You are

- a woman (1)
  - a man (2)
  - other/prefer not to specify (3)
- 

Q20 How old are you?

- 18 to 24 years old (1)
- 25 to 39 years old (2)
- 40 to 54 years old (3)
- 55 or older (4)

**End of Block: Personal information**

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# Survey Flow

Standard: Default Question Block (1 Question)  
Standard: Social networks usage (3 Questions)

Branch: New Branch

If

If Do you use Instagram? No Is Selected  
And Do you use Youtube? No Is Selected  
And Do you use TikTok? No Is Selected

**EndSurvey:**

Standard: Block 7 (1 Question)  
Standard: Block 8 (1 Question)  
Standard: Selection (1 Question)

Branch: New Branch

If

If Which of these social networks do you use the most? TikTok Is Selected

Standard: TikTok (4 Questions)

Branch: New Branch

If

If Which of these social networks do you use the most? Instagram Is Selected

Standard: Instagram (4 Questions)

Branch: New Branch

If

If Which of these social networks do you use the most? YouTube Is Selected

Standard: YouTube (4 Questions)

Standard: Personal information (2 Questions)

Page Break

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