

Reliability analysis for the online questionnaire responses

Table 4

Normality test for Gen Z answers (*Kolmogorov-Smirnov*)

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
<i>Decision-making Process</i>	0,197	420	0,000	0,872	420	0,000
<i>Trust of Instagram Influencer</i>	0,123	420	0,000	0,941	420	0,000
<i>Purchase Intention</i>	0,114	420	0,000	0,938	420	0,000
<i>a. Lilliefors Significance Correction</i>						