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The role of influencers on consumer involvement, belief and purchase intent in the healthy food industry

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Master in Marketing

Supervisor:

Prof. Miguel Jorge da Cruz Lage, invited senior assistant
ISCTE Business School

June, 2021



**BUSINESS
SCHOOL**

Departamento de Marketing, Operações e Gestão Geral

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Abstract

This dissertation aims to understand the impact of influencers on involvement, belief and purchase intention in the healthy food industry. The research explores in detail the extent to which two main factors of influencer perceived credibility and their ability to engage the consumer, have an impact on the variables analyzed: involvement with healthy choices, positive beliefs about healthy choices and purchase intention related to healthy food choices. The study follows an experimental design with results analyzed between two groups of subjects: one exposed to an influencer post on the social network Instagram and another one who was not subjected to any post. The results analysis between the two groups reveals, first, that influencers have a statistically significant impact on the consumer's involvement, belief and purchase intention in healthy food choices. The analysis also confirms that the perceived credibility of the influencer and its ability to engage the consumer both have an impact on the consumer's involvement, belief and purchase intention in the healthy food industry.

Key words: social media influencers, healthy food, consumer involvement, belief, purchase intention.

JEL: M31; M37

Resumo

A presente dissertação tem como objetivo compreender o impacto dos influenciadores no envolvimento, crença e intenção de compra na indústria de alimentos saudáveis. A pesquisa explora detalhadamente até que ponto dois fatores principais - a credibilidade percebida e a aptidão para envolver o consumidor, por parte do influenciador - têm impacto nas variáveis analisadas: envolvimento com escolhas saudáveis, crenças positivas sobre escolhas saudáveis e intenção de compra em relação a escolhas alimentares saudáveis. O estudo segue um desenho experimental com resultados analisados entre dois grupos de sujeitos: um que foi exposto a um post de um influenciador na rede social Instagram e outro que não foi sujeito a qualquer post. A análise dos resultados entre os dois grupos revela, em primeiro lugar, que os influenciadores têm impacto estatisticamente significativo no envolvimento, na crença e na intenção de compra do consumidor em alimentos saudáveis. A análise confirma também que a credibilidade percebida do influenciador e a aptidão para envolver o consumidor têm um impacto no envolvimento, na crença e na intenção de compra do consumidor na indústria de alimentos saudáveis.

Palavras-chave: influenciadores de social media, alimentação saudável, envolvimento do consumidor, crença, intenção de compra.

JEL: M31; M37

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1. Introduction

Nowadays, marketing managers are facing a huge evolution regarding their communication strategies to promote their brands and their products. Indeed, today and more than ever, social media are continuously growing in our society, impacting most people in their daily life and especially affecting the new generation of consumers. The internet democratization and the booming of social media have created ultra-connected generations. Thus, consumer behavior has changed a lot in recent years. More and more new consumers use internet and are looking at reviews before purchasing any product. Because trends go much faster due to people interaction and high visibility offered by social networks, business on these platforms has increasingly developed. That is why, many brands from most every sector is now using social media as an efficient tool to promote their products, to communicate their brand and to increase their visibility online. Now, most of them orientate their marketing and communication strategy accordingly with the objective of engaging people to create a real community.

Furthermore, from the booming of social media, new jobs have emerged with new ways of making moneys via these online platforms. Indeed, some people have benefited from the visibility offered by social media to become real “prescribers” by, promoting a certain lifestyle, some tips regarding a subject (food, fashion, fitness etc.) or by endorsing products for a brand, creating new trends. Those people have become opinion leaders, trusted by others social media users.

Hence, this interconnection has developed a real relationship between the two parties. Many brands have taken advantage of it, developing their entire marketing and communication strategy using social media supports and collaborating with those “prescribers”, formally known today as “influencers”. Influencers can be considered as opinion leaders who share content related to a subject or a field to a community of engaged individuals, sharing the same interest. By contrast to traditional celebrities who use social media to strengthen their existing reputation, influencers become famous only by their online content on social media. Today, the impact of influencers is becoming even more intense as social media platforms are increasingly used in our modern and connected society. Therefore, it is relevant to pay attention to the real power of influencers and their impact on consumer attitude and purchase intent, nowadays.

If trends occur rapidly, some sectors stand out from others. The healthy lifestyle has emerged the past decades, firstly because of a more intensive public awareness about health concerns in modern societies. But this issue has quickly become a trend, particularly present on

social media. Today, many influencers orientate their editorial line towards healthy lifestyles, by creating fitness or healthy food content. Thus, it leads to increase consumers interest even better about this subject, very little showcased before the emergence of social media. Many food brands have developed new product ranges to take advantage of this new trend. The power of influencers is becoming even more significant as healthy food brands are increasingly collaborating with influencers to promote their brand and their products. Hence, the healthy food industry on social media has acquired a major place and today represents a big marketing implication for healthy food brands.

As influencers are highly considered as an efficient tool to communicate on social media, it can be interesting to investigate the real impact of those opinion leaders on consumer attitude and behavior towards healthy food product. Therefore, the research conducted addresses the following research questions.

First of all, do influencers posts advertising enhance consumer involvement, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

Then, the research interests more deeply in two specific influencers factors. Does the perceived credibility of influencer enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

Additionally, does the influencer engagement aptitude enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

Those related research questions aim to answer the research objective of studying the impact of influencers advertising and their perceived credibility and engagement aptitude on consumer involvement, belief and purchase intention towards healthy food products.

2. Literature review

2.1. Attitude formation

2.1.1. General attitude formation studies: how consumers form their attitude and behavior

First of all, in order to study the relationship between social media influencers and their followers in the healthy food industry, it is necessary to understand how consumers form their attitude and what are the factors influencing their behavior towards healthy food products. Nevertheless, attitude formation is a broad complex and multifaced phenomenon and is related to various disciplines.

The literature reveals that an attitude is “acquired and accumulated in individual memory and represents a summarized positive or negative evaluation of certain objects of observation (people, events, products, services, ideas, social phenomena.” (Bakanauskas et al., 2020, pp. 15-36) More precisely, the paper defines the attitude formation as the expression of psychological aspects of an individual. According to the paper, it is expressed through “beliefs, feelings, emotions, knowledge, experience, expectations, decisions, values, ethical, moral, social and other principles formed on the basis of emotional, behavioral or cognitive fields”. All of those aspects lead to a positive or negative belief and reaction to the evaluated object, and un/willingness to act in relation to the evaluated objects in certain situations.

Additionally, the term of belief can be defined as “information, knowledge, or opinions about a particular object of observation” (Tomše et al., 2015, p. 286). Furthermore, some authors such as Edwards, (1990) and Van Kleef et al. (2011) extends the definition of attitude to cognitive and affective aspects. Similarly, Breckler (1984), Edwards (1990), Eagly and Chaiken (1993) and many other studies summarize the previous definition of attitude formation in a three-component model: the ABC model. It considers a cognitive (experience, cognition), an affective (emotional) and a conative (behavioral) level composing the attitude formation process.

Concretely, at the cognitive level, the attitude formation process is influenced by the individual’s internal evaluations. It refers to individual experiences, knowledge, information gained over time and external factual evaluation of the object of attitude. Here, the attitude formation is the result of individual’s socialization and reaction to external stimuli. At the

affective level, according to the literature, attitude formation is influenced by emotions. At the behavioral level, attitude formation is a verbal or non-verbal expression of an individual's emotional reaction to the object of attitude. Those reactions come from the observation of others' behavior or arise from the influence of past behavior.

2.1.2. Marketing communication on social media and their impact on consumers

After having depicted the theoretical attitude formation process, a focus on marketing communication on social media should be investigated to concretely apply those theoretical concepts.

2.1.2.1 Communication on social media: from the traditional model to the multiple senders and receivers' communication model

First of all, many different approaches exist about the integrated marketing communication (IMC) concept, highly used for social media communication, impacting consumers beliefs, attitudes and behaviors. Clow (2010) paper integrates every elements of the marketing mix (product, price, distribution, marketing communications) when exposing the IMC concept. Mihart (2012) review also argues that an integrated marketing communication involves more than just one action of marketing communication tools. The literature considers the IMC as a complex system considering the various communication potentials of the marketing mix elements to study the consumer response.

Thus, studying consumers helps organizations to improve their marketing and communication strategies by understanding issues such as the psychology aspect of how consumers think, feel, reason, and select between different alternatives. Furthermore, understanding consumers response allows marketers to know what need to be adapted and improved in their marketing campaigns and marketing strategies to more effectively reach the consumer.

It is even more important to fully integrate those considerations as the role of consumers is way more than just a passive message receiver. Waller et al. (1998) paper considers a different approach of the traditional communication model. According to the review, the traditional model of communication describes the process whereby “a single message is encoded and sent by a source (S) or sender, via a message channel (C), or a medium, to a receiver (R) who

decodes the message and responds by some form of feedback (F).” However, the review also suggest that not only one message is sent by a single sender and is interpreted by a single receiver. Thus, other different approaches have been considered in order to better reflect the reality of business communication. The assumption of a single unique message cannot hold. Indeed, many organizations communicate to reach several different targets. Also, unplanned or unintentional communications frequently occur between these senders and the target audience. Advertising, press releases or leaked information, especially very frequent with the booming of internet and social media, are various examples. Therefore, the literature extends the traditional communication model incorporating the concept of multiple senders and receivers, as well as formally including influencers into the process. According to Waller et al. (1998, pp. 83-91), those influencers are those who “directly and indirectly influence the final "outcome" or response.” According to the authors, they can be perceived as a person or a group who makes recommendations for or against the decision and establishes different criteria influencing the decision. Thus, the influencer is an important component in the communication process, playing a crucial role, both formally as a target of the business communication process or informally (Waller et al., 1998). According to Waller et al. (1998), the two roles are important because the influencer can encourage and facilitate the process by advancing the message or, on the contrary he can obstruct the process, distorting or destroying the message.

2.1.2.2 Focus on customers attitudes, beliefs and behaviors towards marketing communication on social media

Additionally, it is important to focus on consumers beliefs, attitudes and behaviors towards marketing communication on social media. Social trends and technological progress have opened the way for the ubiquitous use of social media. A further important growth is predicted (Breves et al., 2019).

Tomše et al. (2015) and other papers investigate the topic of consumers attitudes, beliefs and behaviors on social media. First of all, it is important to well define the following terms used in the study. As previously said in the literature, Tomše et al. (2015, p.286) paper defines the terms of beliefs as “information, knowledge, or opinions about a particular object of observation.” Also, as previously mentioned in the literature, attitude relates to “the positive or negative evaluation of this object of observation.” Furthermore, according to the same review, behavioral intention refers to “the intention of the individual to perform a certain action related to the object of observation.” Finally, the term of behavior can be summarized as “a clearly

observed reaction of the individual related to the object of observation’.” (Tomše et al., 2015, p.286). Tomše et al. (2015) investigate different beliefs and key factors influencing attitude and behavior towards marketing communication on social media. As many other papers, the review highlights the importance of having a good knowledge about users' psychological characteristics in order to develop an efficient marketing communication on social networks.

Several conclusions came up from this analysis. First of all, from the different factors explored in the study, the personal belief factors “product information”, “entertainment” “good for individual” and also the social belief factor “good for economy”, have positive influence on users' attitudes towards marketing communication on social media. However, social belief factors “falsity/nonsense”, “materialism” and “value corruption” have negative influence on users' attitudes towards marketing communication on social networks. Also, according to the review, the belief factor “social role/image” in the model used does not have a significant influence on users' attitudes towards marketing communication on social media. In addition to that, the belief factors “users’ gender and education” also have statistically significant influence on their attitudes towards marketing communication on social media. More precisely, Tomše et al. (2015, p.286) point out that “male users have more negative attitudes towards marketing communication on social media than female users.” Furthermore, the study demonstrates that “users with higher education have more negative attitudes towards marketing communication on social media.” Also, according to the study, it is pointed out that users' attitudes towards marketing communication positively influence their behavior towards social media marketing communication. Furthermore, the review suggests that the level of education has a negative effect on behavior towards marketing communication on social media. In other words, users with higher level of education develop more negative behaviors towards social media communication than users with lower level of education.

According to the results of this research, it is demonstrated that age, income, and gender of social networks users do not influence their behavior towards marketing communication on social networks.

Thus, from the results, Tomše et al. (2015, p.286) recommend for companies to focus on “useful information while creating messages.” Also, Tomše et al. (2015, p.286) suggest to “offer entertaining content in which users will find personal benefit.” Integrating to the content benefits for economy as well as for society is also relevant to meet users’ expectations, according to the authors. From the analysis, it is agreed to not spread messages related to materialism, that can be perceived as misleading or value corruptive. Furthermore, marketing communication on social media should be accustomed according to the gender and educational

level of the target population, as male and more educated users have more negative attitudes towards marketing communication on social media.

2.2. Group influence and opinion leaders on social media: consumer attitude and behavior towards influencers

2.2.1. Influencers on social media

In addition to general marketing communication studies on social media, other works have specifically investigated the impact of influencers on consumers attitude and behavior on social media. Indeed, with the recent booming of social media, the role of opinion leader has increased. Nowadays, many consumers request peer's opinion and are looking for others approval when making purchase decisions (Audrezet, 2018).

Influencers are part of brands marketing activities through sponsored content. Influencer marketing consists of identifying and using opinion leaders who might influence potential buyers and who might change their initial opinion (Scott, 2015). According to Weismueller et al. (2020, pp. 1441-3782) a social media influencer “creates and shares content related to niche areas of interest or expertise (e.g. fitness, food, video games)” using different social media such as Instagram, Facebook, YouTube and Twitter. To see the influencer's actuality and to keep up with the latest trends and news, individuals interested in the specific area can follow and interact with the influencer. If the opinion leader acquires a sufficient large community of engaged individuals towards the same interest, he becomes interesting for brand marketers. Indeed, the influencer can become an efficient brand communication tool, and a relevant brand representative (Hall, 2016). Lou and Yuan (2019, pp. 58-73) paper defines a social media influencer as “a first and foremost content generator: one who has a status of expertise in a specific area, who has cultivated a sizable number of captive followers, who are of marketing value to brand by regularly producing valuable content via social media”.

Influencer marketing consists of using influencers to push the brand message in order to reach the target segment (Smart Insights, 2017). However, it is important to distinguish influencers from traditional celebrities. Influencers develop their fame and reputation only by creating content on social media. In contrast, traditional celebrities built their fame in traditional channels and then use social media as an extra source to connect with their fans and to create an interacted community (Lee, 2018). Djafarova and Rushworth (2017) point out that social media influencers (e.g. Youtubers, Instagram celebrities) have more impact influencing

customers than traditional celebrities. According to Lim et al. (2017), social media influencers are “first explored in the advertising field, particularly to create buzz in the younger markets and further expand social media coverage in businesses.” Also, the same study points out that social media influencers have recently increase their impact and can now be considered as “potential endorsers” by creating content to generate buzz and to quickly create new trends as compared to other marketing strategies (Lim et al., 2017). They are considered as the most “cost efficient and effective marketing trends” (Harrison, 2017; Patel, 2016; Talaverna, 2015). Lim et al. (2017) ad that according to a Nielsen marketing survey, “influencer marketing yields returns on investments” (ROI) 11 times higher as compared to digital marketing” (Tapinfluence). Influencers are better perceived than other celebrity endorsement strategy. Indeed, social media influencers are especially considered as “credible, trustworthy and knowledgeable” (Lim et al., 2017). It is mainly due to their proximity with their followers and their friendliness in building relationship with consumers (Lim et al., 2017; Berger et al., 2016). Lim et al. (2017) ad that it is especially the case for brands that target the younger generations. Nevertheless, research on social media influencers is still relatively limited.

2.2.2. Influencer impact on consumer attitude formation and beliefs

First of all, several studies in the literature review have investigated the relationship between brands, influencers, and consumer attitude on social media.

The research conducted by Taillon et al. (2020) explores the way consumer attitude is formed through social media when exposed to influencers. In order to analyze the relationship between influencers and consumers on social media, the study examines some general questions about the main reason why consumers follow or like an influencer on social media. From the different criterion available, most of them enjoy following their day-to-day activities and lifestyle. The type of content produced by the influencer is another important criterion. Influencers are also followed because of trends. Others followers mainly value entertainment as the main criteria of choice. Finally, some influencers are perceived as a source of motivation from their followers.

In line with Tomše et al. (2015) study results, an appropriate, entertaining content and relevant to consumer expectations are significant factors explaining positive consumer attitude towards influencers. In addition, Taillon et al. (2020) study interests in how consumers identify an influencer on social media. The research shows that a significant number of followers is a

great indicator, as well as the verified blue check mark next to the person name on Instagram. The advertising of various products on Instagram stories represents a key indicator. Other followers identify influencers because of the use of "#ad" under a post. Others refer to their friends to identify influencers. The relationship between influencers and their followers has also been studied. The same research investigates how followers define their relationship with influencers. Some of them consider themselves only as followers, perceive their relationship as impersonal and one sided because the influencer does not know about its followers as much as they do. Some has responded that they are not committed to influencers, they just watch their content. On the other side, some followers consider influencers as leaders, others even value a close relationship with them or consider them as their "best friend". According to Taillon et al. (2020), followers want to receive information from influencers. Some of them want to get their personal opinion about a topic or a product. Some people value relevant information, release dates, facts or reviews on products. Others prefer to be inspired for success. Those results merge with the Tomše et al. (2015) study. Consumers tend to highly value the information as a major criterion explaining a positive attitude towards social media and influencers. Taillon et al. (2020) research also gathers the characteristics that draw people to social media influencers. Again, if information is the main reason, some people value the credibility, the professional, likeable and attractive aspects as key factors. Others follow trends and are sensitive to visual aspects. Some others are attracted by famous and successful aspects of influencers. Some privilege humor, fun, entertainment and positivity. In line with Tomše et al. (2015) study, entertainment represents another important factor explaining positive consumers attitude towards social media and influencers.

Other researches have investigated influencer marketing's impact in various contexts. (Djafarova and Rushworth, 2017; De Veirman et al., 2017; Lou and Yuan, 2019). The uniqueness of influencers such as their credibility or the number of followers, represents the main factor explaining their positive impact on consumer attitude and behavior.

Those findings are in line with Taillon, et al. (2020) research previously mentioned, where credibility, professional, likeable and attractive aspects are key factors that draw people to social media influencers. The original source-credibility model was developed by Ohanian (1990), and includes the dimensions of trustworthiness, expertise, and physical attractiveness. Lim et al. (2017) used trustworthiness and expertise as the two elements discussed within source credibility. "Information presented by a credible source (e.g. social media influencers) can affect consumers' beliefs, opinions, attitudes and behaviors" (Wang et al., 2017, pp. 10-17). De Veirman et al. (2017, pp. 798–828) also suggests that "Instagram influencers with a high

number of followers are more likeable and popular”. Similarly, according to Weismueller et al. (2020), the number of followers is a factor influencing positively source attractiveness, source trustworthiness. Taillon et al., (2020) paper also emphasizes this point. Furthermore, according to Munnuka et al. (2018, pp. 226–234), “the perceived credibility of video bloggers, known as Youtubers, the can enhance brand attitudes.”

Besides, Evans et al. (2017) review interests in influencer’s advertising disclosure, more precisely if influencers are paid to promote a brand or not. According to Stewart (2017), there are two main types of disclosures on social media platforms. First of all, influencers can use a disclosure statement such as “Paid partnership” to clearly notify their product endorsement. Alternatively, a disclosure hashtag can be used by influencers using hashtags such as ‘#brand name’ ‘#ad’, ‘paid ad’ to disclose their product endorsement. What came out from Evans et al. (2017) study is that a disclosure language or a disclosure hashtag (e.g. “paid ad”) in an Instagram post positively influences advertisement recognition. However, according to the paper, it has a negative impact on brand attitudes.

Nevertheless, as Bakanauskas et al. (2020, pp. 15-36) paper mentioned, “the consumer attitude lead to a reaction to the evaluated object and to un/willingness to act in relation to the evaluated objects in certain situations.” Thus, consumer attitude and behavior seem to be correlated. Several reviews of the literature have specifically interested in the impact on consumer purchase intention when considering the relationship between social media influencers and consumer attitude formation.

2.2.3. Influencer impact on consumer purchase intention

In addition to Taillon et al. (2020) paper, several studies of the literature have investigated more deeply the relationship between influencers and their impact on consumer purchase intention. Weismueller et al. (2020) paper explores the impact of social media influencer endorsements on purchase intention. More precisely, the focus is made on the impact of advertising disclosure and source credibility on consumer purchase intention. The paper specifies that “a disclosure statement provides information about a paid contract between an influencer and a brand” (Weismueller et al., 2020, pp. 1441-3782). It is expected to impact positively consumers’ attitude towards the influencer and consumer’s purchase behavior. “In contrast, a simple ‘ad’ hashtag provides less information about the nature of the paid relationship between an influencer and a brand” (Weismueller et al., 2020, pp. 1441-3782). According to the authors, it

is likely to impact negatively consumers' attitude towards the influencer, impacting negatively its purchase intention.

Furthermore, Weismueller et al. (2020) paper investigates the impact of advertising disclosure on several subdimensions that positively influence consumer purchase intention. According to the paper, advertising disclosure positively impacts source credibility subdimensions of attractiveness, trustworthiness and expertise, those three subdimensions influencing consumer purchase intention. Those findings are in line with the conclusion of other reviews such as De Veirman et al. (2017); Djafarova and Rushworth (2017); Lou and Yuan (2019); Taillon et al. (2020). Weismueller et al. (2020) paper adds a precision differentiating disclosure hashtag and disclosure statement. According to the authors, the disclosure statement explicitly specifies that the post is a paid partnership. Therefore, consumers positively accept it, perceiving the honesty, enhancing source credibility. In addition, a disclosure statement suggests that the social media influencer is in demand by a brand, showing a form of success. In most cases, this demand is due to their large and engaged community that constitutes a sort of proof of their online popularity. This proof can improve source credibility and more precisely source attractiveness (Jin and Phua, 2014). However, the literature suggests that a disclosure hashtag negatively impacts source attractiveness (Weismueller et al., 2020; Evans et al., 2017). Indeed, as the use of a disclosure hashtag does not clearly specify the paid partnership between the social influencer and the brand, it suggests "a lack of transparency" (Evans et al., 2017) with a "manipulative intent" (Van Reijmersdal et al., 2015). It leads to a direct negative influence on source attractiveness, leading to an indirect negative impact on purchase intention. Nevertheless, Weismueller et al. (2020) paper suggests that none of the disclosure conditions have any impact on source trustworthiness or source expertise. Thus, the literature suggests that advertising disclosure represents a such issue to consider in the area of social media influencers impacting consumer purchase intention.

Besides, Khodabandeh and Lindh (2020, p. 1441) paper reveals that "the brand mediates an effect from influencers and commitment on purchase intent." The study reveals the importance of the brand image for the purchase intent in online relationships. More precisely, it suggests two different ways to reinforce brand image enhancing consumer purchase intent. First of all, social influencers represent a relevant external input to make the difference. Furthermore, commitment in online relationship as an internal input represents a second important factor to boost consumer purchase intent. Concretely, from the article it is pointed out that to strengthen their brand image, companies should make effort to continually build a strong relationship with consumer based on commitment and to use influencers as an efficient

tool in order to increase consumer purchase intent (Khodabandeh and Lindh, 2020, p. 1441). Those findings are suggested in most of literature reviews investigating the topic. Other studies such as Griffin (1997); Erdogmus and Çiçek (2012) confirm the importance of brand image to increase purchase intention. In addition, Hess and Story (2005) paper also highlights the importance to build relationship commitment to enhance purchase intention. As previously mentioned in the literature, Audrezet (2018) emphasizes the role of influencers on social media nowadays.

If the literature suggests that social media influencers impact consumers attitude and purchase intention, a focus on their attitude and behavior in the healthy food industry must be investigated in order to study the specific factors applied to this particular industry.

2.3. The healthy food industry and influencers marketing

2.3.1. Consumer shift towards the healthy food industry

First of all, it is relevant to notice that in the recent decades, the healthy food industry has increased significantly. It has been observed a consumer growing interest, especially in developed western cultures, towards healthy food products. Consumers pay more attention to raw ingredients with health benefit. In the United States, several reports have demonstrated that consumers are increasingly interested in trying foods fortified with ingredients that promote health. Simultaneously, they progressively reduce food products that can cause and accentuate health concerns (McIntyre and Baid, 2009, pp. 486-497). In addition to that, other factors have encouraged healthy food interest. The last decade has been affected by other factors such as the rise of obesity, health concerns (high blood pressure for instance) in western countries because of industrially processed food products (McIntyre and Baid, 2009, pp. 486-497). Thus, according to Krystallis and Chryssochoidis (2005), those different factors have contributed to a bigger interest from consumers to gain knowledge about the health benefits of food products. Consumers have also a growing preference to buy natural, Fairtrade and organic food products.

2.3.2. Marketing implication related to the healthy food industry

The development of consumer healthy food concerns involves the evolution of the marketing field related to the healthy food industry. Marketing managers use more and more social media

to communicate and to promote healthy food products. Therefore, the healthy food industry in social media has acquired a major place and represents a big marketing implication for healthy food brands.

According to Samoggia et al. (2019, pp. 928-956) the aim of food brands is to “build a solid corporate image and to develop a strong relationship to increase loyalty from customers.” Therefore, and as formerly mentioned in the literature review, food companies are incrementally investing in an integrated marketing communication plan on social media to engage customers. Also, as previously investigated in the literature, social media platforms offer now wide-ranging possibilities to communicate with consumers and to manage customer relationships, with unprecedented impact. Influencers represent an efficient tool to engage consumers and to increase their commitment.

Thus, all the concepts investigated in the literature so far are perfectly adapted to meet the objectives of healthy food companies. To deeply investigate the topic, it is agreed to study what previous researchers have found about the factors influencing consumer attitude towards healthy food choices.

2.3.2.1. Social influences impact healthy food choices

Mendini et al. (2019) relate the importance of the food notion in our lives. It is not only about nutrition. “Food plays a major role in our lives including the important notions of pleasure and pleasurable experience” (Alba and Williams, 2013, pp. 2-18). Prior research put in evidence that people’s food consumption choices are induced by social and interpersonal influences. Social interactions shape food consumption choices. The McFerran et al. (2010) study provides evidence that people adapt their food choices according to others in their environment. Harman and Cappellini (2014) underline the importance of socialization agents such as family and friends but also media and society as big actors occurring in the food learning process and influencing food practices. It has been demonstrated that social influence represents a facilitator or attenuator effect on eating behavior, depending on the context (Roth et al., 2003). Consumers desire to belong to a certain group and to meet the social norms associated to it (Leary and Kowalski 1990; Roth et al., 2001). “Consumers are eager to try new food (ethnic or vegetarian food for instance) to please others and to fit what the individual considers social norms” (Mendini et al., 2019, pp. 544-556). Many other studies such as Dubé and Le Bel (2003) link food to social activities and highlight the importance of interactions with other consumers when

considering food choice. The literature review suggests that the social dimension of food including pleasurable and healthy food experiences is intrinsic to food well-being or “positive psychological, physical, emotional and social relationship with food” (Block et al., 2011, p. 5). Kubovy (1999) also highlights the importance of social pleasure in food choice and food experiences.

Thus, according to the literature, the social dimension represents an important factor to enjoy pleasurable food experiences in a positive manner and contributes to well-being. Also, more than affecting food consumption and food well-being, social factors encourage healthier choices. The McFerran et al. (2010) study observes those effects whether the food was perceived to be healthy or unhealthy, according to social influences.

2.3.2.2. The impact of social media on healthy food consumption

Today with the emergence of social media, the relation between food experience and social influence is becoming even more important. It has been demonstrated that “individuals living in a social network are influenced by the behavior of others even when it is only a virtual presence” (Mendini et al., 2019, pp. 544-556). Similarly, Elder and Krishna (2009) suggest that food pleasure is sensitive to many outside influences, especially online marketing activities.

In the food area experience, the Steils and Obaidalahe (2020) paper reveals that nowadays, social media such as Facebook and Instagram are increasingly used to search for recipes, nutritional information and cooking inspiration. According to the review, these practices aim to promote and encourage healthy behaviors. The study relates these applies to the emerging concept of “social food”. It refers to the online techniques used for creating, sharing, commenting and evaluating food-related information using social media. Food is often virtually shared through pictures on social media. “Foodies”, “food enjoyers” communities communicate and share content. It represents a way to express their common food passion and pleasure (Kozinets et al., 2017, pp.659-682). Through online food content and communication, those communities recreate common meals online, which allow them to create ties with other online users (Epp et al., 2014). The concepts of “foodstagramming”, “foodtography” and “#foodporn” have emerged from this practice. Nowadays with social media, the practice of photographing food is becoming very common (Coary and Poor, 2016). More than just a basic act, people use food pictures as “a form of art to create a food diary and autobiographical memories, to show our latest recipe and creation, or to celebrate a special occasion” (Coary and Poor, 2016, pp. 1-8). Additionally, people use this practice in the private sphere. Many of them send food pictures

to their friends and look at other's food pictures (Kozinets et al., 2017). Similarly, to other reviews, Watson et al. (2008) also point out that interacted with others increase food appreciation, enhance enjoyment and pleasure. It is especially true for healthy food, for which consumers highly communicate and comment on social media. Consumers adopt this kind of online behavior to first of all present and then identify themselves with a healthy lifestyle. In line with other reviews conclusions, Mendini et al. (2019) also suggest that online sharing impacts consumer food consumption, especially through photo sharing, at the same time contributing to the promotion of healthier food consumption. Also, as communication about healthy food increase, especially on social media, consumers' interests are shifting predominantly towards socially responsible, sustainable products and brands. Consumers become more ethical, more responsible, more sustainable and cares about society (Mendini et al., 2019). According to Mendini et al. (2019, pp. 544-556), online sharing "influences self-presentation as consumers project a certain image of themselves."

However, Steils and Obaidalahe (2020) paper points out the ambivalent character of social media for food literacy construction, food education and for food behaviors. It suggests that the positive aspect of social media is allowing food literacy, encouraging food knowledge and co-constructions by spreading food-related content and information. According to the review, unlike traditional media, social media enhance customer engagement, favorize a closer relationship, reducing barriers between the sender and the receiver. "Social interactions help consumers to align their existing knowledge and their personal expertise to create new meaning and understanding" (Steils and Obaidalahe, 2020). Also, social media offer a food choice diversity, giving multiple possibilities, different recipes, presented in a fashionable, distracting and good-looking manner (Steils and Obaidalahe, 2020). Nevertheless, according to the authors, the huge amount of food information on social media tend to increase wrong information and do not allow any control of what it is shared and what it is said. Therefore, it also favorizes food knowledge distortion. The authors also expose the risk of "naïve" and false learning.

To better understand the impact of social media on healthy food consumption it is important to analyze the power of influencers. More precisely, it is suggested to investigate the impact of influencers on consumer attitude and purchase intention applied to the healthy food industry.

2.3.2.3. Focus: Instagram opinion leaders' influence on eating behavior change

On social media, social media influencers as opinion leaders represent a strategic and relevant tool to influence consumer towards healthy food products. As previously developed in the literature, the number of users sharing online content and searching for health-related information, well-being and healthy food is increasing. Also, as mentioned earlier, social media are powerful to encourage behavior change, especially in the food industry. Saboia et al. (2018) paper studied the influence of these online opinion leaders on consumer food behavior change, on social media. According to the review, Instagram represents a strategic social media to communicate and to engage followers. Saboia et al. (2018) analyze three different opinions leaders with a different profile as influencers impacting consumer eating behavior change.

The first one is a nutritionist. He uses social networks to promote brands, products and services but also to educate patients and to give virtual advices on healthy food behavior. On his account, followers can find lost weight montage images with before and after eating change behavior. Closed courses are offered to followers. Cooking books, eBooks and other different lectures about the topic are also available. All of those different actions are made for everyone, professionals but also non-professionals. The nutritionist promotes a communication based on scientific and professional knowledge. However, beside this aspect, his communication strategy also reveals to be accessible, showing daily routines and answering questions. It reflects some intimacy. He tends to be close to followers using everyday life conversation addressed to all followers and not only patients. Thus, according to the review, the professional opinion leader uses a communication strategy based on a professional side to value his credibility on the topic but he also uses the role of educator, close to people to persuade followers and to impact their behavior.

The second opinion leader mentioned in Saboia et al. (2018) study is a patient opinion leader (POL). Those influencers generally report their successful achievement (such as their post-weight loss experience). They promote it through photo montages. According to Leggatt-Cook and Chamberlain (2011, pp. 963-977), POLs usually “speak of their firsthand experience of many shameful situations, countless traumas and failures related to diets, medicines and bariatric surgeries”. The communication privileges intimacy, the use of feeling and emotions shared with the follower. The patient opinion leader uses social media as a form of therapy to express himself and to share his experience with his community. Thus, according to Saboia et al. (2018), the follower is very likely to identify easily to him, building a strong and a close relationship. As a consequence, his is more likely to respond in a favorable way to its

advertising. Furthermore, the patient opinion leader behaves as a coach, giving advices, and challenges. Showing his daily life, interacting with followers, the influencer communication strategy values complicity and accessibility.

Finally, the third opinion leader mentioned in Saboia et al. (2018) study is a healthy lifestyle influencer. As previously mentioned in the literature, Instagram is “the most used social media tool for "Fitspiration" posts” (Carrotte et al., 2015). The main objective is to inspire people to exercise and consume healthy food. Saboia et al. (2018) review considers as healthy lifestyle the profiles related to healthy lifestyle, fitness, health, life, sport, gym lover, and athlete. Healthy lifestyles profiles are usually characterized by a large number of product disclosures and partnerships using discounts and promotional actions. According to the review, they create advertising posts, marked with “#ad” or Instagram "Paid partnership with" functionality. Some of them create and promote their own brands (e.g. gym clothes, accessories). The visual aspect of their content is very important in their communication strategy. Some of them work with professional photographers, photos and videos editors. They act like coach giving advices and showing food recipes. They also show their daily life and routines. According to the review, their strategy is to be considered as a normal person in which almost everybody can identify easily, promoting a healthy lifestyle. More precisely, they talk about the importance of natural food and exercising but they also show their daily life sharing what they eat, their recipes and gym exercises. Thus, they value interactions, informal conversations with followers which emphasize a close relationship with them. However, Saboia et al. (2018) point out that healthy lifestyle influencers are sometimes accused to embellish the reality promoting the perfect lifestyle and perfect image with a flawless body. They are also suspected to retouch photos erasing defaults, lying to followers.

Thus, the article uses three influencers with different profiles, using some different and some common practices in their communication to promote healthy food products on social media. Indeed, the professional opinion leader values more information about diet, the patient opinion leader uses empathy, try to identify with followers and the healthy lifestyle opinion leader emphasizes inspiration to others. Nevertheless, all of them aim to engage followers through their communication (e.g. contesting questions, using challenges). The informal tone of voice is commonly used, valuing intimacy and close relationship to persuade followers to change their eating behavior. Furthermore, they all use multiple resources such as images, videos, and many other Instagram features. They highly use food through recipes, demonstrations, images, cooking books to show how to cook and how to eat properly in a context of a healthy diet.

Hence, the study tends to show that influencers as opinion leaders with a different profile are able to impact consumer eating behavior using similar techniques based on close relationship and consumer engagement. This study well completes the literature review showing the significant impact of influencers on consumers attitude and behavior in the healthy food industry.

RQ1: Social media and influencers impacts on consumer attitude, belief and behavioral intention.

Attitude is “acquired and accumulated in individual memory and represents a summarized positive or negative evaluation of certain objects of observation (people, events, products, services, ideas, social phenomena)” (Bakanauskas et al., 2020, pp. 15-36).

Belief is “information, knowledge, or opinions about a particular object of observation” (Tomše et al., 2015, p. 286).

Behavioral intention refers to “the intention of the individual to perform a certain action related to the object of observation” (Tomše et al., 2015, p. 286).

Individuals living in a social network are influenced by the behavior of others even when it is only a virtual presence” (Mendini et al., 2019, pp. 544-556).

Nowadays, many consumers request peer’s opinion when making purchase decisions (Audrezet, 2018).

Influencers are those who “directly and indirectly influence the final "outcome" or response.” They can be perceived as a person or a group who makes recommendations for or against the decision and set different criteria influencing the decision (Waller et al., 1998, pp. 83-91).

“Online sharing influences self-presentation as consumers project a certain image of themselves” (Mendini et al., 2019, pp. 544-556).

Focus food industry

Food pleasure is sensitive to many outside influences, especially online marketing activities (Elder and Krishna, 2009).

Socialization agents such as family and friends but also media and society are big actors occurring in the learning food process and influencing food practices (Harman and Cappellini, 2014).

	<p>People adapt their food choices according to others in their environment. The food is perceived to be healthy or unhealthy according to social influences (McFerran et al., 2010).</p> <p>Online sharing impacts consumer food purchase and consumption (Mendini et al., 2019).</p> <p>In the food area experience, nowadays, social media such as Facebook and Instagram are increasingly used to search for recipes, nutritional information and cooking inspiration (Steils and Obaidalahe, 2020).</p>
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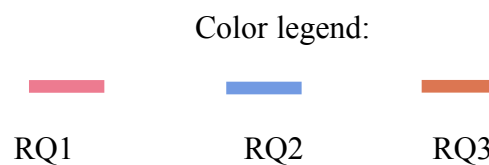
<p>RQ 2: Influencer credibility impact on consumer involvement, belief and purchase intent.</p>	<p>The perceived credibility of influencers can enhance brand attitudes (Munnuka et al., 2018).</p> <p>“Information presented by a credible source (e.g. social media influencers) can affect consumers’ beliefs, opinions, attitudes and behaviors” (Wang et al., 2017, pp. 10-17).</p> <p>Social media influencers are especially considered as “credible, trustworthy and knowledgeable” (Lim et al., 2017). It is mainly due to their proximity with their followers and their friendliness in building relationship with consumers (Lim et al., 2017; Berger et al., 2016).</p> <p><i>Focus food industry</i></p> <p>Social media influencers can use a strategy based on a professional side to value their credibility on a topic. They can also use the role of educator, valuing a close relationship to persuade followers to change their eating behavior (Saboia et al., 2018).</p>
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<p>RQ 3: Influencer engagement</p>	<p>Instagram represents a strategic social media to communicate and to engage followers (Saboia et al., 2018).</p>
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<p>aptitude's impact on consumer involvement, belief and purchase intent.</p>	<p>Companies should make effort to continually build a strong relationship with consumer based on commitment and to use influencers as an efficient tool in order to increase consumer purchase intent (Khodabandeh and Lindh, 2020).</p> <p><i>Focus food industry</i></p> <p>Healthy lifestyle social media influencers as opinion leaders aim to engage followers through their communication (Saboia et al., 2018).</p>
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Figure 2.1. Constructs literature articles:

Source: own elaboration



To conclude, the literature gives many different approaches about the relationship between influencers and consumers and about influencers impact on consumer attitude formation and behavior towards healthy food products. But from what have been exhibited in the literature, the reviews tend to merge and agree on similar conclusions.

However, there are still many different criterions exposed as main influencers factors affecting consumer attitude and behavior in the healthy food industry.

Therefore, it is now appropriate to conduct a specific research based on two main factors gathering the major related notions mentioned in the literature to validate the following research questions hypothesis:

RQ1: Do influencers posts advertising enhance consumer involvement, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

RQ2: Is the perceived credibility of influencer enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

RQ3: Is the influencer engagement aptitude enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

Concretely, the research objective consists of studying if influencer healthy food advertising and their perceived credibility and engagement aptitude have an impact on

consumer involvement, belief and purchase intention towards healthy food products. The following section gives a deeper explanation of the methodology used for the research.

3. Methodology

3.1. Research objectives and research model

The research objective consists of studying the impact of influencer healthy food advertising and their perceived credibility and engagement aptitude on consumer involvement, belief and purchase intention towards healthy food products.

The research uses two main factors of influencer credibility and of engagement aptitude as two potential factors with a significant impact on consumer attitude and behavior. The research assumes that those two factors are the ones that gather the major related notions mentioned in the literature having an impact on consumer involvement, belief and purchase intent. The next section develops more deeply the factors' selection.

To summarize the model:

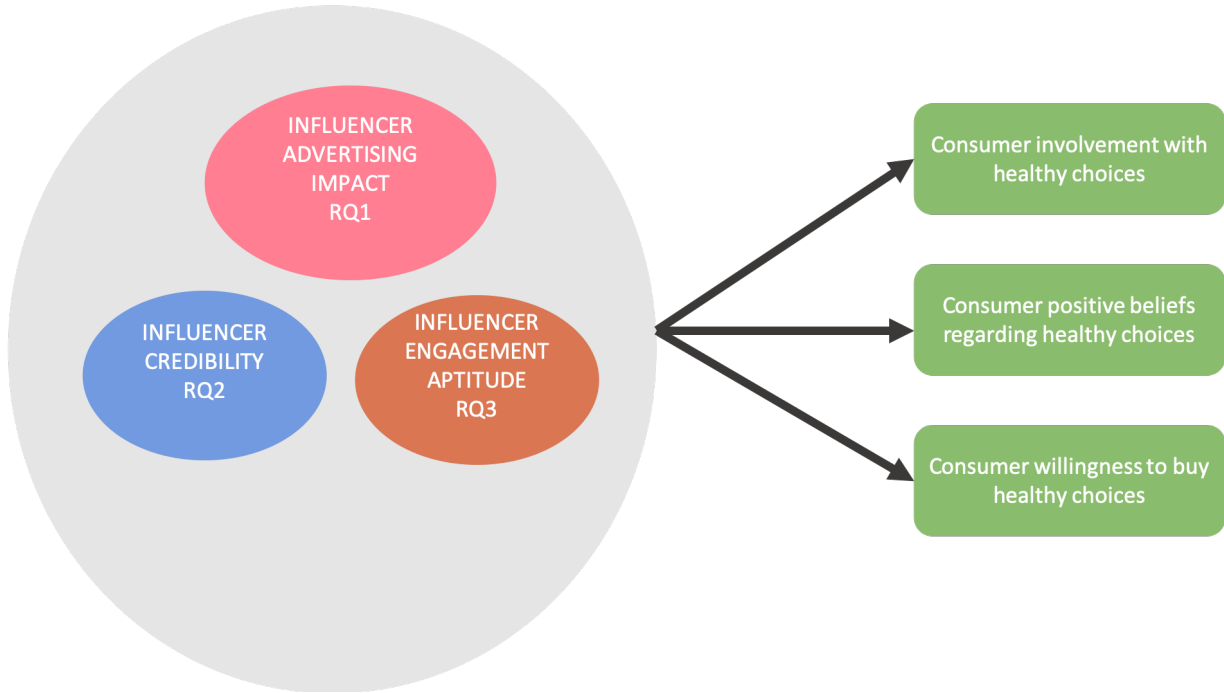


Figure 3.1. Proposed conceptual model:

Source: own elaboration

The independent variables are:

- Influencer advertising has a positive impact on consumer involvement, belief and willingness to buy healthy food products.

- Influencer credibility has a positive effect on consumers' involvement, belief and willingness to buy healthy food products.
- Influencer engagement aptitude has a positive effect on consumers' involvement, belief and willingness to buy healthy food products.

The dependent variable is:

- Consumer involvement, belief and purchase intent towards healthy food products.

As a reminder the research studies the following research questions:

RQ1: Do influencers posts advertising enhance consumer involvement, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

RQ2: Is the perceived credibility of influencer enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

RQ3: Is the influencer engagement aptitude enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

3.2. Factors selection

Besides evaluating the impact of influencers advertising on consumer involvement, beliefs and purchase intention, the research examines the impact of two influencers factors on consumers.

To select the factors, the research relied on the literature review. Indeed, from what have been exhibited in the literature, the reviews mostly merge and agree on similar conclusions.

Even if there are still many different criterions exposed as main influencers factors affecting consumer attitude and behavior in the healthy food industry, the research selected the two ones that stand out from the literature.

Concretely, the following research studied two main criterions gathering the major related notions mentioned in the literature to validate the following research questions hypothesis: Is the perceived credibility of influencer enhance the consumer involvement with healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products? Is the influencer engagement aptitude enhance the consumer involvement with

healthy choices, encourage positive beliefs and have a positive effect on consumer willingness to buy healthy food products?

More precisely, the credibility factor was selected for the study. It gathers the different notions explored in the literature review of trustworthiness related to a close and strong relationship, expertise related to information, knowledge, attractiveness related to visual aspects, appearance and fit between the brand and the influencer. Several authors in the literature agreed on the importance of this factor. Indeed, according to Wang et al. (2017, pp. 10-17), “information presented by a credible source (e.g. social media influencers) can affect consumers’ beliefs, opinions, attitudes and behaviors.” Similarly, Munnuka et al. (2018, pp. 226–234) consider that “the perceived credibility of influencers can enhance brand attitudes.”

The second factor of engagement aptitude was selected. It regroups the key notions of interaction, interactive format, interest, enjoyment, attention, participation and inspiration. This factor is also highly pointed out in the literature. Saboia et al. (2018) highlight the importance of Instagram as a strategic social media to communicate and to engage followers. Moreover, according to Steils and Obaidalaha (2020) unlike traditional media, social media enhance consumer engagement, favorize a closer relationship, reducing barriers between the sender and the receiver. The authors indicate that “social interactions help consumers to align their existing knowledge and their personal expertise to create new meaning and understanding.” Similarly, Saboia et al. (2018) tend to show that influencers as opinion leaders are able to impact consumer eating behavior using similar techniques based on close relationship and consumer engagement. Thus, the literature review highly considers influencers as an efficient tool to engage consumers and to increase their commitment.

3.3. Method of analysis

To accomplish the objectives, the research used theories and concepts that emerge from relevant studies, through research of several index databases of academic journals. According to Saunders et al. (2009), three research approaches can be used: the descriptive, the exploratory and the explanatory research. To conduct the research, the descriptive approach was selected. The descriptive research usually aims to produce a detailed representation of people, situations or events, based on secondary data gathered through quantitative methods. In addition, Malhotra (2006) indicates that the main objectives of the descriptive research are usually to describe the characteristics of relevant groups such as consumers, to determine the

perceptions of product characteristics or to determine the degree to which marketing variables are associated.

The research conducted describes consumers characteristics by measuring if influencers advertising and their perceived credibility and engagement aptitude impact consumers involvement, belief and purchase intention towards healthy food products. Therefore, the descriptive research is appropriated to the research problem. More specifically, the research consists of a quantitative research applied by means of a survey applied to a non-probabilistic convenience sample of consumers. Concretely, the quantitative research measures variables for individual participants to obtain scores as numerical values which are submitted to statistical analysis for summary and interpretation.

As previously mentioned above:

Three independent variables are manipulated:

- H1: influencer post advertising
- H2: influencer credibility
- H3: influencer engagement aptitude

Those independent variables potentially control the dependent variable:

- consumer involvement, belief and purchase intent towards healthy food products

The research experimented the quantitative research through a survey. The choice of the survey is deeper explained in a further section. Responses were collected through the online survey, means were analyzed and compared using SPSS statistics.

3.4. Sampling

The research applied the quantitative research to a non-probabilistic convenience sample of consumers. According to Malhotra (2006), a convenience sample is of non-probabilistic nature, as the questionnaire was distributed among the private sphere and among social media. Furthermore, the author relies this technique to the researcher's ability to select randomly the participants, while being least expensive and least time-consuming. It also may yield good estimates of the population characteristics. Additionally, the author characterizes the convenience sampling as accessible, easy to measure, and cooperative.

The study followed an experimental design with results being between two groups of subjects: one exposed to an Instagram influencer post and the other one that was not.

Regarding the population, Malhotra (2006) defines it as “the collection of elements or objects that possess the information sought by the researcher, and about which inferences are to be made.” For the research, the target population consisted of two different heterogeneous groups of people from different age, different occupation, different social media habits but all of them internet users, familiar with influencers. The first group was exposed to an influencer healthy food post on social media and especially shared a common interest for healthy food. The second group was not especially exposed to this post and was composed of more heterogeneous profiles. Building two surveys distributed among two different groups put in evidence if influencers advertising and influencer credibility and engagement aptitude have an effective impact on consumer involvement, belief and purchase intent towards healthy food products.

Regarding the sample size, Malhotra (2006) preconizes larger samples when data are collected on a large number of variables. It is the case of the research conducted. According to the author, the cumulative effects of sampling error across variables are reduced in a large sample. Therefore, the research focused on a large sample of two thousand respondents for each group.

In spite of these advantages, this form of sampling has limitations later developed in a next section.

3.5. Survey instrument and scale development

This research used a self-administered survey which was built and distributed online. The online survey allows to build a unique personal questionnaire with several formats and design questions. The survey followed recommendations from authors such as Malhotra (2006) to guarantee an appropriate format.

Concretely; a similar questionnaire was submitted to two different groups of people representing the target population. As previously mentioned, the first one was exposed to an influencer healthy food advertising post. To reach them, the survey was transmitted to a healthy food influencer account who shares with his followers’ recipes and healthy food alternatives. The second one did not see this post. To reach them, the survey was transmitted to a more

general group of people on social media, in order to obtain more diversified responses than the first group who already share same interest.

The survey was divided into three main parts. Each part focused on a specific consideration. The first part was dedicated to social media usage. The second part measured the two factors of influencer credibility and engagement aptitude. Finally, the third part aimed to measure consumers involvement, beliefs and purchase intention towards healthy food products.

To operationalize the questions, different scales were implemented. The measures used in the questionnaire were established and adapted from the existing literature. To build the questionnaire, Likert scale was mostly used, with the intention of classifying respondents' positions on each of the questions. According to Malhotra (2006), this scale is widely used and "requires respondents to indicate a degree of agreement and disagreement with each of statements." The items were measured on a Five-point Likert scale, where 1 represented "Strongly disagree" and 5 represented "Strongly agree"

Concretely, the first part of the questionnaire was meant to measure social media usage of participants in order to better understand their online behavior and their interest about the research topic. To do so, contestants were firstly asked about their social media habits using a semantic differential scale with five endpoints "everyday", "several days a week", "once a week," "less than a week", "never". Also, the questionnaire evaluated their interest about the healthy food industry using a dichotomous two-point scale yes / no question. Then, respondents were asked to rate the importance they give to influencers healthy food advertising using a Four-point Likert scale from "Not important at all" to "Very important". To measure their opinion about the impact of social media on the healthy food consumption, contestants rated through a Five-adjective Likert scale, from "strongly disagree to "strongly agree" the following affirmation: "social media tend to increase people interest about healthy food consumption".

Then, the second part of the questionnaire focused on the research questions: the influencer credibility and their aptitude to engage consumer on social media. As a precision, the part two of the questionnaire only addressed the first group, exposed to the influencer post. The questions referred directly to the influencer post presented to the first group. The second group were not asked those two next questions. Concretely, for the second part of the questionnaire submitted to the first group, an influencer Instagram post was presented to respondents. The influencer presented to the first group was the influencer "purely Kylie". She is a 24-year-old plant-based food influencer. She shares on her social media many plant-based recipes with simple and healthy ingredients in an inspiring and fashionable manner. Her content addresses everybody, vegan or not. This influencer represents a relevant choice as she is very active on

many different social media channels. She is very famous on Instagram, followed by 210K followers. She also manages her own website, very complete and full dedicated to share many recipes, food advices divided in diverse categories. She also released her own E-book about her different plant-based recipes. Finally, the influencer owns her YouTube channel as another media communication. The complete range of media used by the influencer reflects an adapted relevant choice for the research conducted. First of all, to understand the impact that influencer's credibility has on consumers, participants were asked to rate the influencer according to several attributes. To measure the credibility, respondents were presented a Five-Point semantic scale measured by fifteen items adapted from Ohanian (1990). Furthermore, to measure the influencer aptitude to engage consumers, the consumer engagement scale was developed, measured by a Five-Point semantic scale with fifteen items inspired from Mirbagheri and Najmi (2019).

The third part of the questionnaire measured consumer involvement, beliefs and willingness to buy healthy food products. This part addressed both of the two groups. First of all, to measure consumer involvement, respondents were asked to rate how much did they agree with three sentences adapted from Rodgers and Schneider (1993) about influencer healthy food posts on social media in a Five-Point Likert scale from "strongly disagree" to "strongly agree". Then, to measure consumer beliefs about influencers healthy food advertising, the research used a scale inspired from the scale developed by Tomše et al. (2015). In the questionnaire, respondents were presented a Five-Point semantic scale and were asked to rate four statements reflecting how did they perceive healthy food products promoted by influencers from "strongly disagree" to "strongly agree". Finally, to measure their willingness to buy the products promoted by influencers, respondents were asked to rate in the same Five-Point Likert scale two statements from the scale adapted from Dodds, Monroe and Grewal (1991).

The last part of the survey was composed of questions regarding demographic data, (gender, age, occupation) using ratio scales. The final question asked if the participant work or have been working in the influence sector or in the healthy food industry. This was done to make sure that any response was biased so that it would be invalidated.

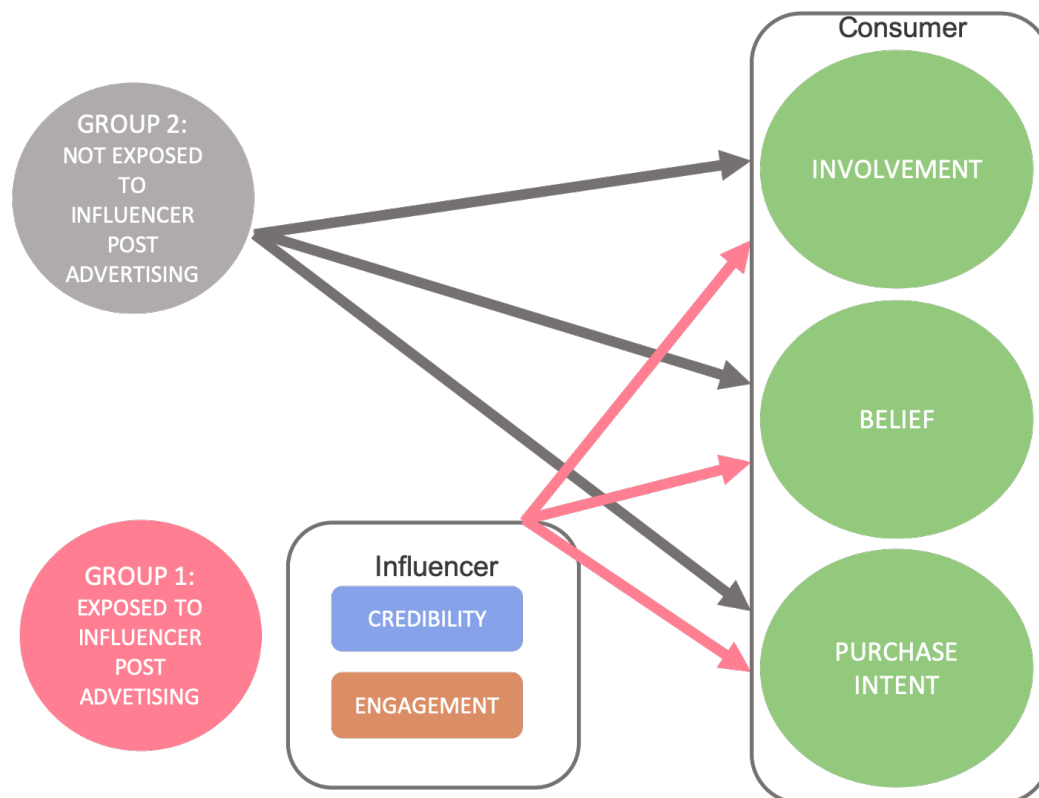


Figure 3.2. Survey research model:

Source: own elaboration

3.6. Pre-test

Both of the questionnaires were subjected to a pre-test before the launch. This pre-test was answered by 10 participants. The pre-test finding confirmed that the measurement model had good internal consistency and proved to be adequate for the study.

4. Results and findings

4.1. Data collection

The data was collected between the April 11th 2021 and April 24th 2021. The analysis was conducted using the IBM SPSS version 26.0. 203 (two hundred and three) participants answered the survey including the influencer post and 200 (two hundred) respondents participated to the other survey without influencer post.

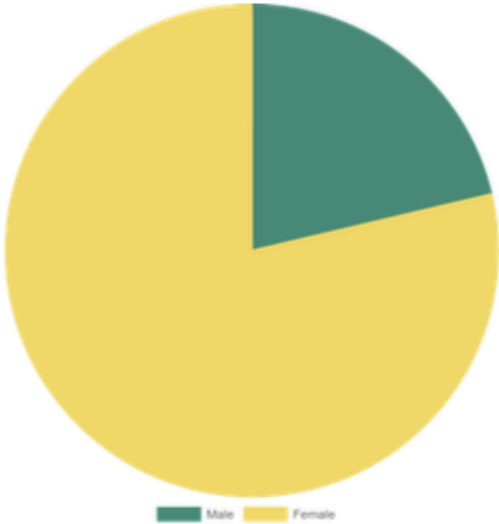
4.2. Sample description

4.2.1. Demographics

The sample was composed of a majority of women: 80% of women and 20% of men for the survey including the influencer post and about 65% of women and 35% of men for the survey without any influencer post.

Question 10

1. Your gender:



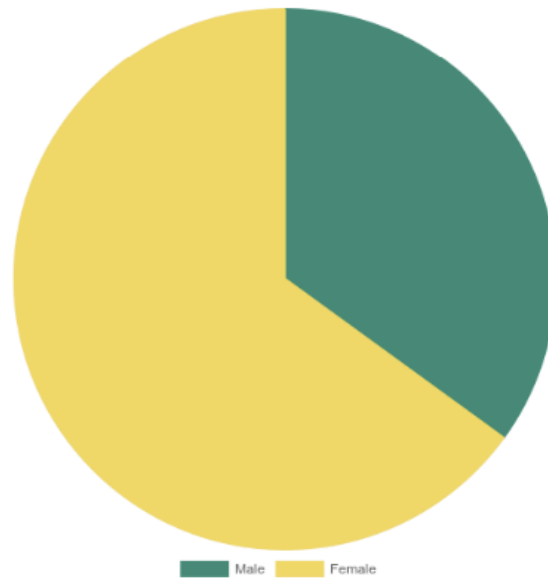
Answers labels	Number of answers	Percentage
Male	39	21.31 %
Female	144	78.69 %

Table 4.1. Demographic survey sample chart: survey including the influencer post:

Source: own elaboration based on survey results

Question 8

1. Your gender:



Answers labels	Number of answers	Percentage
Male	70	35 %
Female	130	65 %

Table 4.2. Demographic survey sample chart: survey without any influencer post:

Source: own elaboration based on survey results

Regarding the age, responses included a majority of participants with age between 20 and 30 years old for both of the surveys. It is not surprising since the surveys were distributed among social media platforms and among a personal network mainly composed of students. About the occupation, both of the surveys were mainly composed of students or workers.

Also, almost any of respondents work or have been working in the influence sector or in the healthy food industry: 99% of respondents for the survey including the post and 96% for the one without answered negatively to that specific question. This result confirmed the neutrality of responses, avoiding biased answers.

4.2.2. Social media and healthy food topic

Regarding the use of social media platforms and social media influencers, most all respondents were everyday social media users (98% for both of the surveys). Additionally, for both of the surveys, most of respondents confirmed to be interested in the topic of healthy food. The majority of them also gave importance to healthy food influencer advertising and to social media as an efficient tool to increase people interest about the healthy food topic.

4.3. Measures validation

To validate the scales previously established in the methodology, different statistics were implemented. First of all, after being analyzed, all measurement items proved to be statistically significant. Therefore, all the items could be used for the analysis. Then, a Cronbach's Alpha test was assessed in order to test the reliability of the scales. According to DeVellis (1991), Cronbach's alpha values between 0.70 and 0.80 are considered as good and between 0.80 and 0.90 they are considered as very good.

Cronbach's Alpha analysis:

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,845	,846	15

Table 4.3. Credibility Cronbach's Alpha analysis:

Source: own elaboration based on SPSS output

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,884	,880	14

Table 4.4. Engagement Cronbach's Alpha analysis:

Source: own elaboration based on SPSS output

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,832	,831	3

Table 4.5. Involvement Cronbach's Alpha analysis:

Source: own elaboration based on SPSS output

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,737	,760	4

Table 4.6. Belief Cronbach's Alpha analysis:

Source: own elaboration based on SPSS output

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,870	,871	2

Table 4.7. Purchase Cronbach's Alpha analysis:

Source: own elaboration based on SPSS output

As it can be observed on the tables above, all scales used in the study obtained a Cronbach's alpha equal or greater than 0.737. The constructs of credibility, engagement, involvement and purchase obtained a Cronbach's alpha greater than 0,8. Those results confirmed a high level of internal consistency between items of each construct used in the survey. Thus, it can be affirmed that all scales are considered having very good reliability according to DeVills (1991).

4.4. Hypothesis analysis

The hypothesis to be tested:

H1: the perceived **credibility** of influencer has an impact on consumer **involvement** in the healthy food industry.

H2: the perceived **credibility** of influencer has an impact on consumer **belief** in the healthy food industry.

H3: the perceived **credibility** of influencer has an impact on consumer **purchase intent** in the healthy food industry.

H4: the perceived **engagement** aptitude of influencer has an impact on consumer **involvement** in the healthy food industry.

H5: the perceived **engagement** aptitude of influencer has an impact on consumer **belief** in the healthy food industry.

H6: the perceived **engagement** aptitude of influencer has an impact on consumer **purchase intent** in the healthy food industry.

H7: **Influencer healthy food advertising** has an impact on consumer healthy food **involvement**.

H8: **Influencer healthy food advertising** has an impact on consumer healthy food **belief**.

H9: **Influencer healthy food advertising** has an impact on consumer healthy food **purchase intent**.

In this section, the hypotheses were tested through the computation of the adequate test, still performing with the IBM SPSS version 26.0.

To conduct the analysis, an *independent samples t-Test* was performed. This test is a non-parametric test that aim to compare the means of two independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different.

Independent samples t-Test: H1; H2; H3, H4 and H5

The Independent samples *t-Test* measured the impact of influencer credibility and engagement aptitude on consumer involvement, belief and purchase intent in the healthy food industry.

The hypotheses H1; H2; H3, H4 and H5 are tested.

To conduct the analysis, respondent answers were divided among people who have been exposed to influencer post. Two groups have been created for both credibility and engagement factors. The first group was composed of low level of factor consideration. It integrated the answers from “strongly disagree” to “neither agree nor disagree”. The second group was composed of high level of factor consideration. It integrated the answers “agree” and “strongly agree”.

H1; H2, H3, H4 and H5 were submitted to the independent samples *t-Test* that assumed the following hypothesis:

μ_1 : refers to the group who gives *high credibility/engagement* to influencers among respondents who have been exposed to influencer post advertising

μ_2 : refers to the group who gives *low credibility/engagement* to influencers among respondents who have been exposed to influencer post advertising

First of all, the analysis focused on the Levene's Test for equality of variances. As a rule of thumb, if Sig. > 0.05, at a 95% confidence level, it can be concluded that the assumption of equal variances holds.

The hypotheses for Levene's test are:

- $H_0: \sigma_1^2 - \sigma_2^2 = 0$ ("the population variances of group 1 and 2 are equal")
- $H_1: \sigma_1^2 - \sigma_2^2 \neq 0$ ("the population variances of group 1 and 2 are not equal")

For H_1 , Sig. = 0.010. (Table 4.8)

For H_2, H_3, H_4 and H_5 Sig.=0,000. (Tables 4.8 and 4.9)

Sig.< 0,05 for both of hypothesis so the analysis reports the second line of t-Test results, denoted as "Equal variances not assumed". The difference between these two rows of output lies in the way the independent samples *t*-Test statistic is calculated. Indeed, when equal variances are assumed, the calculation uses pooled variances; when equal variances cannot be assumed, the calculation uses unpooled variances and a correction to the degrees of freedom.

Then, the analysis reports the t-Test for Equality of Means that provides the results for the actual Independent Samples t-Test.

Hypothesis:

- H_0 : the null hypothesis: $\mu_1 = \mu_2$ ("the two-population means are equal")
- H_1 : the alternative hypothesis: $\mu_1 \neq \mu_2$ ("the two-population means are not equal")

The Sig (2-tailed) is the p-value corresponding to the given test statistic and degrees of freedom.

Similarly, to the Levene's Test, as a rule of thumb, if Sig (2-tailed) > 0.05, at a 95% confidence level, it can be concluded that the assumption of equal means holds.

For both of H1, H2, H3, H4 and H5, Sig (2-tailed) = 0,000. (Tables 4.8 and 4.9)

Since $p < 0.005$ the null hypothesis is rejected.

Based on the results, it can be concluded:

There is a **significant difference** in consumers involvement, belief and purchase intention means between consumers who give high credibility and high engagement aptitude to influencers healthy food advertising and consumers who give low credibility and engagement aptitude to influencers healthy food advertising.

Thus, the analysis confirmed that the perceived credibility of influencer and the perceived engagement aptitude of influencer both have an impact on consumer involvement, belief and purchase intent in the healthy food industry.

H1, H2, H3, H4 and H5 are accepted.

T-Test

Group Statistics

LEVELOFCREDIBILITY		N	Mean	Std. Deviation	Std. Error Mean
INVOLVEMENT	HIGH CREDIBILITY	110	4,41	,440	,042
	LOW CREDIBILITY	71	3,95	,732	,087
BELIEF	HIGH CREDIBILITY	110	4,34	,375	,036
	LOW CREDIBILITY	71	3,84	,728	,086
PURCHASE	HIGH CREDIBILITY	110	4,29	,584	,056
	LOW CREDIBILITY	71	3,69	1,005	,119

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
INVOLVEMENT	Equal variances assumed	6,828	,010	5,326	179	,000	,464	,087	,292	,636
	Equal variances not assumed			4,809	102,878	,000	,464	,096	,273	,655
BELIEF	Equal variances assumed	23,885	,000	6,127	179	,000	,505	,082	,342	,668
	Equal variances not assumed			5,399	94,276	,000	,505	,094	,319	,691
PURCHASE	Equal variances assumed	29,365	,000	5,083	179	,000	,601	,118	,368	,834
	Equal variances not assumed			4,564	100,785	,000	,601	,132	,340	,862

Table 4.8. Credibility Independent t-Test:

Source: own elaboration based on SPSS output

Compare involvement, belief and purchase intent means between the group who gives high credibility to influencers and the group who gives low credibility to influencers among respondents exposed to influencer post advertising.

LEVELOFENGAGEMENT		N	Mean	Std. Deviation	Std. Error Mean
INVOLVEMENT	HIGH INVOLVEMENT	120	4,46	,377	,034
	LOW INVOLVEMENT	58	3,78	,755	,099
BELIEF	HIGH INVOLVEMENT	120	4,36	,358	,033
	LOW INVOLVEMENT	58	3,72	,736	,097
PURCHASE	HIGH INVOLVEMENT	120	4,40	,376	,034
	LOW INVOLVEMENT	58	3,34	1,045	,137

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
INVOLVEMENT	Equal variances assumed	30,843	,000	8,022	176	,000	,680	,085	,512	,847
	Equal variances not assumed			6,474	71,022	,000	,680	,105	,470	,889
BELIEF	Equal variances assumed	25,219	,000	7,801	176	,000	,639	,082	,477	,800
	Equal variances not assumed			6,259	70,307	,000	,639	,102	,435	,842
PURCHASE	Equal variances assumed	96,076	,000	9,929	176	,000	1,064	,107	,852	1,275
	Equal variances not assumed			7,524	64,232	,000	1,064	,141	,781	1,346

Table 4.9. Engagement aptitude Independent t-Test:

Source: own elaboration based on SPSS output

Compare involvement, belief and purchase intent means between the group who gives high engagement aptitude to influencers and the group who gives low engagement aptitude to influencers among respondents exposed to influencer post advertising.

Independent samples t-Test: H6; H7; H8 and H9

The Independent samples *t*-Test measures the impact of influencer healthy food advertising on consumer involvement, belief and purchase intent in the healthy food industry.

The hypotheses H6; H7; H8 and H9 are tested.

To conduct the analysis, consumers involvement, belief and purchase intent means were compared between the group exposed to the influencer healthy food advertising and the group not exposed to the influencer healthy food advertising.

First of all, H6; H7; H8 and H9 were submitted to the independent samples *t*-Test that assumed the following hypothesis:

μ_1 : refers to the group exposed to influencer healthy food advertising.

μ_2 : refers to the group not exposed to the influencer healthy food advertising.

First of all, the analysis focused on the Levene's Test for equality of variances. As a rule of thumb, if Sig. > 0.05, at a 95% confidence level, it can be concluded that the assumption of equal variances holds.

The hypotheses for Levene's test are:

- $H_0: \sigma_1^2 - \sigma_2^2 = 0$ ("the population variances of group 1 and 2 are equal")
- $H_1: \sigma_1^2 - \sigma_2^2 \neq 0$ ("the population variances of group 1 and 2 are not equal")

For both of H5, H7, H78 and H9, Sig.> 0,05, at a 95% confidence level. (Table 4.10)

The Levene's test indicates that the variances are equal across the two groups. Therefore, the analysis relies on the first row of output "Equal variances assumed" when looking at the results of the Independent Samples t-Test (under the heading t-Test for Equality of Means). (Table 10)

Then, the analysis reports the t-Test for Equality of Means which provides the results for the actual Independent Samples t-Test:

Hypothesis:

- H_0 : the null hypothesis: $\mu_1 = \mu_2$ ("the two-population means are equal")
- H_1 : the alternative hypothesis: $\mu_1 \neq \mu_2$ ("the two-population means are not equal")

The Sig (2-tailed) is the p-value corresponding to the given test statistic and degrees of freedom.

Similarly, to the Levene's Test, as a rule of thumb, if Sig (2-tailed) > 0.05, at a 95% confidence level, it can be concluded that the assumption of equal means holds.

For both of H6; H7; H8 and H9, Sig (2-tailed) = 0,000. (Table 4.10)

Since $p < 0.005$ the null hypothesis can be rejected.

Based on the results, it can be concluded:

There is a **significant difference** in consumers involvement, belief and purchase intention means between consumers exposed to influencers healthy food advertising and consumers not exposed to influencers healthy food advertising.

Thus, the analysis confirms that influencer healthy food advertising has an impact on consumer healthy food involvement, belief and purchase intent.

H5, H7, H78 and H9 are accepted.

→ **T-Test**

	postornot	N	Mean	Std. Deviation	Std. Error Mean
INVOLVEMENT	post	181	4,23	,614	,046
	no post	198	3,13	,615	,044
BELIEF	post	181	4,15	,594	,044
	no post	199	3,37	,506	,036
PURCHASE	post	181	4,06	,828	,062
	no post	199	2,49	,739	,052

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	98% Confidence Interval of the Difference	
									Lower	Upper
INVOLVEMENT	Equal variances assumed	,807	,369	17,441	377	,000	1,102	,063	,955	1,250
	Equal variances not assumed			17,442	374,091	,000	1,102	,063	,955	1,250
BELIEF	Equal variances assumed	,408	,524	13,723	378	,000	,774	,056	,643	,906
	Equal variances not assumed			13,619	355,171	,000	,774	,057	,642	,907
PURCHASE	Equal variances assumed	,245	,621	19,413	378	,000	1,560	,080	1,373	1,748
	Equal variances not assumed			19,308	362,270	,000	1,560	,081	1,371	1,749

Table 4.10. Involvement, Belief, Purchase intent Independent t-Test:

Source: own elaboration based on SPSS output

Compare involvement, belief and purchase intent means between the group exposed to influencer post and the group not exposed to influencer post.

HYPOTHESIS	RESULT
H1: The perceived credibility of influencer has an impact on consumer involvement in the healthy food industry.	ACCEPTED
H2: The perceived credibility of influencer has an impact on consumer belief in the healthy food industry.	ACCEPTED
H3: The perceived credibility of influencer has an impact on consumer purchase intent in the healthy food industry.	ACCEPTED
H4: The perceived engagement aptitude of influencer has an impact on consumer involvement in the healthy food industry.	ACCEPTED
H5: The perceived engagement aptitude of influencer has an impact on consumer belief in the healthy food industry.	ACCEPTED
H6: The perceived engagement aptitude of influencer has an impact on consumer purchase intent in the healthy food industry.	ACCEPTED
H7: Influencer healthy food advertising has an impact on consumer healthy food involvement .	ACCEPTED
H8: Influencer healthy food advertising has an impact on consumer healthy food belief .	ACCEPTED
H9: Influencer healthy food advertising has an impact on consumer healthy food purchase intent .	ACCEPTED

Table 4.11. Hypothesis validation

Source: own elaboration based on SPSS output

5. Discussions and conclusion

On the one hand, the objective of the research initially consisted of studying if influencer healthy food advertising impacted consumer healthy food involvement, belief and purchase intention. On the other hand, the research aimed to determine if the influencer perceived credibility and engagement aptitude impacted consumer involvement, belief and purchase intention towards healthy food choices. The conceptual framework here developed highlights that the constructs used in this research are reliable since the Cronbach Alpha of all scale measurements admit great values. Therefore, the framework is competent to measure the study constructs and to approve the results.

The results of the research provide evidence that influencer healthy food advertising and influencer perceived credibility and engagement aptitude all have a significant positive impact on consumer involvement, belief and purchase intention towards healthy food choices. Those results merge with previous studies. Indeed, several researches previously studied the relationship between social media influencers and consumer attitude and behavior. Studies such as Taillon et al. (2020) and Weismueller et al. (2020) especially highlighted the effective impact of social media influencers on consumer attitude and behavior. Weismueller et al. (2020) paper explored the impact of social media influencer endorsements on purchase intention. Hall (2016) already pointed out that the influencer can become an efficient brand communication tool and a relevant brand representative. The research findings tend to approve the existing conclusions of the literature review about social media influencers impact on consumers attitude and behavior.

Besides, the findings predict that higher levels of perceived influencer credibility and engagement aptitude develop higher levels of consumer involvement, belief and purchase intention regarding healthy food products.

Regarding the credibility factor, Taillon et al. (2020) suggested that some people value relevant information, release dates, facts or reviews on products and also want to get the influencer personal opinion about a topic or a product. All of those notions are related to the credibility factor analyzed in the research conducted. Also, other researchers, De Veirman et al. 2017; Djafarova and Rushworth (2017); Lou and Yuan (2019), highlighted the uniqueness of influencers such as their credibility or the number of followers, as the main factor explaining their effectiveness on consumer attitude and behavior. The research findings tend to confirm those results. Moreover, the research draws similar conclusion to Weismueller et al. (2020).

Indeed, the paper suggested that advertising disclosure positively impacts source credibility subdimensions of attractiveness, trustworthiness and expertise, those three subdimensions influencing consumer purchase intention. Wang et al. (2017, pp. 10-17) added that “information presented by a credible source (e.g. social media influencers) can affect consumers’ beliefs, opinions, attitudes and behaviors.” In line with the literature, the research results tend to demonstrate that consumers value attractiveness, trustworthiness and expertise to enhance their perceived influencer credibility impacting their involvement, belief and purchase intention. Other researchers such as De Veirman et al. (2017); Djafarova and Rushworth (2017); Lou and Yuan, (2019) Taillon et al. (2020) drew similar conclusions.

Regarding the engagement aptitude factor, Mendini et al. (2019) already suggested that online sharing impacts consumer food consumption, especially through photo sharing, at the same time contributing to the promotion of healthier food consumption. The research conducted collected similar observations as respondents valued the capacity of influencer to engage to enhance their involvement, belief and purchase intention toward healthy food choices.

Thus, from what have been previously demonstrated in others academic papers, the research conducted tends to confirm the literature review conclusions. The research questions and hypothesis inspired from the existing literature review are validated by the research findings. There are no much controversies between the research findings and the ones from previous researches. From what have been analyzed so far, it appears appropriated to validate the effective impact of social media influencers advertising and their perceived credibility and engagement aptitude on consumer involvement, belief and purchase intent when applied to the healthy food industry. The assumptions suggested in the previous researches regarding influencers’ impact on consumers on social media can also be verified when specifically studying the healthy food industry.

5.1. Theoretical implication

The topic of social media influencers' impact on consumers have previously been studied. Nevertheless, existing researches about this topic are still recent and most of them have been developed no later than these past ten years. However, the healthy food industry has not been deeply studied as the healthy food market tends to profoundly emerge since only few years. This is why very few literature reviews exist about the relationship between influencers and consumers in the healthy food industry.

However, from what have been found so far, reviews commonly agree on similar conclusions. All of them agree on the effective impact of social media influencers on consumers. More precisely, most of reviews point out the positive effect of influencers on consumers attitude formation and purchase intention. Therefore, as previously mentioned, the topic does not face much controversies. This research tends to validate the existing findings but constitutes an extension to existing theories adding new insights by studying the relationship between social media influencers and consumers applied to the specific industry of healthy food. Thus, this new perspective strengthens the existing literature finding.

Furthermore, if the study analyzes the impact of influencers advertising on consumers, it also explores more deeply two specific factors selected to evaluate their impact on consumers. In that sense, the research provides new insights adding new variables of influencer perceived credibility and engagement aptitude as two potential factors with a significant impact on consumer involvement, belief and purchase intention towards healthy food choices.

5.2. Managerial implication

From a general perspective, the research contributes with considerable insights for healthy food companies, considering social media as an efficient tool to increase their sales, to enhance the products visibility and to increase people interest towards healthy food choices.

Concretely, it helps healthy food brands to be better aware of consumer attitude formation and purchase intention process on social media. Its means that healthy food companies have a better understanding on what is important for consumers in order to consider healthy food options in their mind and to encourage them to buy the products. As Tomše et al. (2015) already suggested, the research confirms the importance for companies to focus on useful information while creating messages. Also, it is highly suggested to offer entertaining content in which users will find personal benefit as well as offering an attractive and interactive format. Additionally, it is crucial that consumers develop positive attitude and behavior towards healthy food social media communication. The research verifies what Khodabandeh and Lindh (2020) paper already suggested about influencers brands endorsement on social media. Influencers are indeed an efficient external input to make the difference and to positively impact consumer attitude and behavior. Therefore, to strengthen their brand image, healthy food brands should make effort to continually build a strong credible relationship with consumer based on commitment, using influencers as an efficient tool in order to positively impact consumer involvement, belief and purchase intent. Those findings strengthen the authority of social media and especially of Instagram as a strategic tool to communicate and to engage consumers. Therefore, from what have been demonstrated so far, it is agreed for healthy food companies to incrementally invest in an integrated marketing communication plan on social media to engage consumers. It appears that social media platforms through the use of influencers represent an efficient way to communicate with consumers and to manage customer relationships, with unprecedented impact. Those observations have already been studied by different literature reviews such as Samoggia et al. (2019).

Additionally, brands that follow a social media communication strategy can better understand what important criteria to consider when approaching social media influencers to promote their products. Indeed, from the study, it appears important to collaborate with the right influencer, able to engage followers and who gather the accurate characteristics with similar values as the brand so that the collaboration is perceived credible by consumers. Thus, the study participates to give tactical guidelines for healthy food companies to correctly select their influencers partnerships when developing their social media communication strategy. All

of those recommendations help healthy food brands to have the perfect product match-up proposition. All propositions participate to build a solid corporate image, to develop a strong relationship and to increase loyalty from customers, the main objectives of healthy food brands.

To conclude, it can be stated that previous researches about social media influencers and the research conducted for the healthy food industry agree on similar conclusion. All recommendations suggested are crucial for achieving a successful brand communication on social media with the optimal results on consumers attitude and purchase intention.

5.3. Limitations and future research

However, the research faces some limitations. Malhotra (2006) exposes different limitations faced by convenience sample. First of all, there is a respondent self-selection limitation. According to the author, it is therefore, not “theoretically meaningful to generalize to any population from a convenience sample.” Also, Malhotra (2006) adds that convenience samples are not best appropriate for marketing research projects involving population inferences. Finally, even if convenience samples can be used for focus groups, pretesting questionnaires, or pilot studies, the results should be carefully interpreted.

Additionally, the research used the source credibility dimensions originally developed by Ohanian (1990) including the dimensions of trustworthiness, expertise, and attractiveness. However, others studies integrate several other dimensions as part as the source credibility. For instance, Berlo, Lemert, and Mertz (1969), presented trustworthiness as well as competence and dynamism. Whitehead, (1968) added objectivity, and McCroskey (1966) considered authoritativeness and character. Therefore, it can be interesting for future researches to study other credibility dimensions and to evaluate their impact on consumer involvement, belief and purchase intention in the healthy food industry.

Furthermore, the research does not provide in depth insights of results from people who do not use internet and social media. The research was conducted through an online survey. Consequently, it integrates responses only from people who have access to internet and social media and do not consider other consumers, not connected to social media platforms. Therefore, the sample cannot fully be considered as a random sample that reflect the general population. For future researches, it could be interesting to dedicate a study that directly interrogate people face to face or to conduct a qualitative research, using in-depth interviews to see if results differ.

Finally, as it is a social media research, the sample size can far exceed that required by statistical considerations. Thus, it is important to highlight the issues of the appropriateness and representativeness of social media data.

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7. Appendices

APPENDIX A – Survey group 1: exposed to influencer post

Dear participant,

The survey you will respond was developed within the scope of the final Dissertation at ISCTE Business School Lisbon.

It is important to mention that there aren't right or wrong answers. Also, all the information gathered will be kept confidential and only will be studied for the Dissertation's research.

This questionnaire has a duration of approximately 5-10 minutes.

Please answer in your honest opinion.
Thank you for your collaboration in this project!

Chloé Marinier

1) Do you use social media?

- Everyday
- Several days per week
- Once a week
- Less than once a week
- Never

2) Are you interested in the topic of the healthy food?

Yes

No

3) Evaluate the importance you give to healthy food influencers advertising.

Select or type



Not important at all

Not Important

Important

Very important

4) Please rate the following sentence :

Social media tend to increase people interest about healthy food consumption.

Select or type



Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly agree

Please, carefully watch the posts below:

Posts advertising of a healthy food Influencer:

Purely Kaylie

plant-based recipes



purelykaylie • S'abonner

Partenariat rémunéré avec nataliesoj



purelykaylie GIVEAWAY! 🍊 ✨
Natalie's Juice @nataliesoj is now rooted in veggies! #ad

#poweredbynatalies They handpick the best fruits & vegetables available to craft fresh, nutritious, and clean juices with authentic flavor. I'm loving the new nourish blend to get extra veggies in my diet 🌱 175 winners will receive a FREE box of juice to help them glow from the inside out ✨ Giveaway details below!

How to enter the giveaway:
Text NOURISH to 1-800-FRESHHH (373-7444) for a chance to win

Winners will be chosen on 3/18 and notified via email. Be sure to accept within 24 hours or a new winner will be



751 J'aime

16 MARS



Ajouter un commentaire...

Publier



purelykaylie • S'abonner
Partenariat rémunéré avec **bedabbly**

purelykaylie Eat your sun care! ☀️ Did you know it's possible to boost your skin's health from the inside out? 🌿 The delicious flavors in this sunny smoothie bowl were chosen to complement the real fruit ingredients that **@bedabbly** Dabbly Sunny Offense gummies are made with! Dabbly is an edible daily supplement that increases skin's resistance & promotes softer, healthier skin. The gummies are vegan, gelatin-free, made from real fruit, and contain simple ingredients like melon extract 🍈 Click the link in my bio or IG stories to try-out the gummies - with a secret, limited time perk for a 52% discount! ✨ #ad #partner #bedabbly #redefinebeauty

1 052 J'aime
29 JUN 2020

Ajouter un commentaire... **Publier**



purelykaylie • S'abonner
Partenariat rémunéré avec **purecane**

purelykaylie Colorful Açai Bowl! 🌈 This smoothie is packed with refreshing fruit & sweetened with **@purecane** ✨ Purecane is a zero calorie, non-GMO, and diabetic-friendly sweetener. I love adding it to recipes in order to keep them refined sugar-free! It's made from real sugarcane, but naturally fermented in a way that produces no calories at all. Click the link in my IG story to try it! #ad #purecane

Colorful Açai Bowl
Ingredients
1 frozen banana
1 packet (100g) frozen açai
1/2 cup frozen mango
1/2 cup frozen berries
1 tbsp chia seeds

Ajouter un commentaire... **Publier**



purelykaylie • S'abonner
Partenariat rémunéré avec purecane

purelykaylie Healthy Green Smoothie Bowl! 🌿🥥 This refreshing bowl is full of tropical flavor and packed with greens. I added @purecane to naturally sweeten it, too! It's a great way to hide the flavor of greens (like kale and spinach) in your smoothie recipes ✨

Purecane is a zero calorie, non-GMO, and diabetic-friendly sweetener. It's made from real sugar but naturally fermented in a way that produces zero calories. How neat is that? You can use purecane in any recipe from baked goods to smoothies and sauces. Make it your go-to sweetener in 2021 to help reduce your sugar intake. Try it now by clicking the link in my IG story or visiting purecane.com ✨ #ad #purecane



CLICK TO FIND RECIPES FOR...

breakfast mains sweets gluten-free

NEW RECIPES



Vegan Funfetti Cupcakes



Vegan Vanilla Frosting



Peanut Butter Banana Oatmeal Cookies



No-Bake Vegan Millionaire Shortbread Bars



purelykaylie S'abonner ...

1 382 publications 208k abonnés 963 abonnements

vegan | purely kaylie
 Blogueuse
 simple & delicious plant-based food
 youtube: kaylie grace
 hello@purelykaylie.com
 Tap to Get All Recipes!
www.purelykaylie.com/no-bake-brownie-bites

dessert main m... you! breakf... how-to baked ... cookie...

|| PUBLICATIONS || REELS || IDENTIFIÉ(E)

After you carefully pay attention to the posts, please answer the following questions:

The influencer mentioned in the post is:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Classy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beautiful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Elegant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Experienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Qualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Skilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) How the sentences below describe you after seeing the post above?

Please rate the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When I'm exploring the posts related to this advertising, my mind is only occupied with this campaign and not with other things.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I lose track of time when I am doing the requested activities of this campaign (such as answering, creating and publishing a video).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I visit social media, pages related to this advertising and browse the posts related to the campaign, it is difficult to detach myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertising is fun.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think browsing the posts related to this advertising is very boring.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I think this is a very interesting advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participating in this campaign is an enjoyable experience.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This advertising is exciting.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I follow the posts related to this advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I read the comments on the posts related to this advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd like to comment on the posts related to this advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'd like to share the posts related to this campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I invite my friends to participate in this campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I "Like" the posts related to this campaign.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7) How the sentences below describe you after seeing healthy food influencer posts on social media?

Please rate the following statements

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I attach great importance to making healthy food choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food choices interest me a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me pleasure to do healthy food choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8) Please rate how do you perceive healthy food products promoted by influencers.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Healthy food products are good for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food products are good for the economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food products enhance my image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food products are better quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9) How the sentences below describe you after seeing the post above?

Please rate the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I intend to buy the healthy food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy the healthy food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10) 1. Your gender:

Male

Female

11) Your age:

Enter a number



12) Your occupation:

Student

Worker

Unemployed

Retired

Other:

13) Do you work or have you ever worked in the influence sector or in the healthy food industry?

Yes

No

This is the end of the questionnaire !

Thank you for your participation !

APPENDIX B – Survey group 2: not exposed to influencer post

THE ROLE OF INFLUENCERS ON CONSUMER INVOLVEMENT, BELIEFS AND PURCHASE INTENT IN THE HEALTHY FOOD INDUSTRY 2

Page 1 / 1

Dear participant,

The survey you will respond was developed within the scope of the final Dissertation at ISCTE Business School Lisbon.

It is important to mention that there aren't right or wrong answers. Also, all the information gathered will be kept confidential and only will be studied for the Dissertation's research.

This questionnaire has a duration of approximately 5-10 minutes.

Please answer in your honest opinion.

Thank you for your collaboration in this project!

Chloé Marinier

1) Do you use social media?

- Everyday
- Several days per week
- Once a week
- Less than once a week
- Never

2) Are you interested in the topic of the healthy food?

Yes

No

3) Evaluate the importance you give to healthy food influencers advertising.

Select or type



Not important at all

Not Important

Important

Very important

4) Please rate the following sentence :

Social media tend to increase people interest about healthy food consumption.

Select or type



- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

5) How the sentences below describe you after seeing healthy food influencer posts on social media?

Please rate the following statements

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I attach great importance to making healthy food choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food choices interest me a lot	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It gives me pleasure to do healthy food choices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6) Please rate how do you perceive healthy food products promoted by influencers.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Healthy food products are good for me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food products are good for the economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food products enhance my image	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Healthy food products are better quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7) How the sentences below describe you after seeing healthy food influencer posts on social media?

Please rate the following statements.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I intend to buy the healthy food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am willing to buy the healthy food products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8) 1. Your gender:

Male

Female

9) Your age:

Enter a number



10) Your occupation:

Student

Worker

Unemployed

Retired

Other:

11) **Do you work or have you ever worked in the influence sector or in the healthy food industry?**

Yes

No

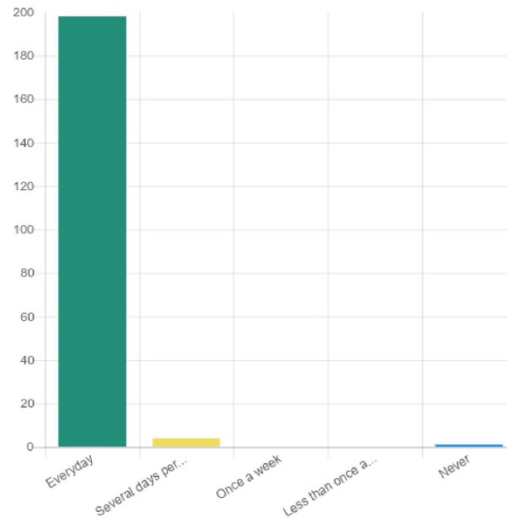
This is the end of the questionnaire !

Thank you for your participation !

APPENDIX C – Results analysis: Survey group 1 - exposed to influencer post

Question 1

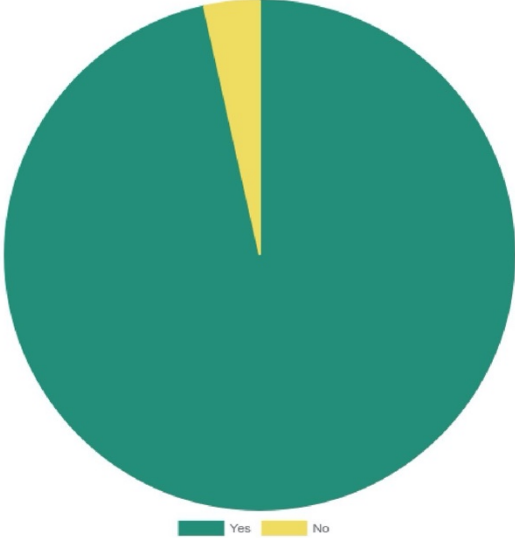
Do you use social media?



Answers labels	Number of answers	Percentage
Everyday	198	97.54 %
Several days per week	4	1.97 %
Once a week	0	0 %
Less than once a week	0	0 %
Never	1	0.49 %

Question 2

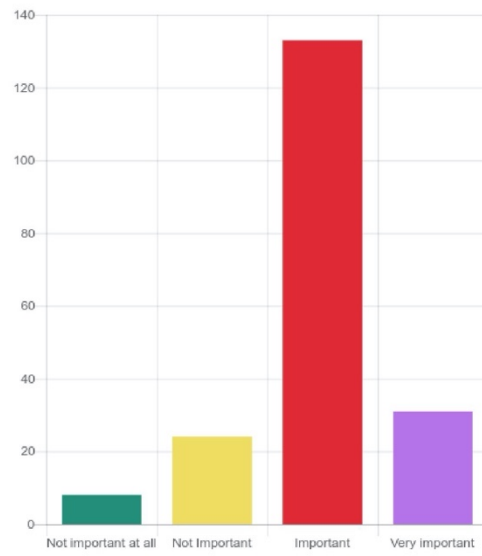
Are you interested in the topic of the healthy food?



Answers labels	Number of answers	Percentage
Yes	193	96.5 %
No	7	3.5 %

Question 3

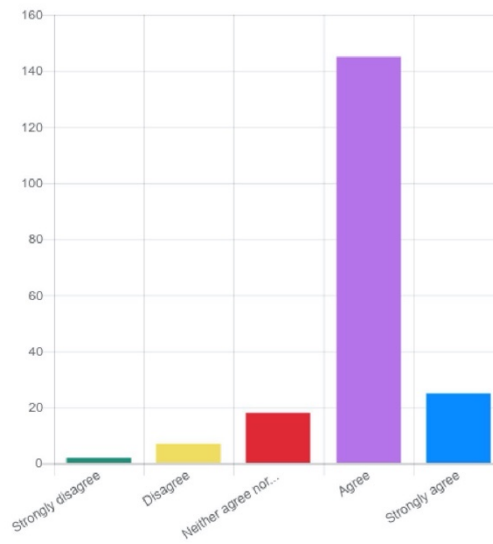
Evaluate the importance you give to healthy food influencers advertising.



Answers labels	Number of answers	Percentage
Not important at all	8	4.04 %
Not Important	24	12.12 %
Important	133	67.17 %
Very important	31	15.66 %

Question 4

Please rate the following sentence : Social media tend to increase people interest about healthy food consumption.



Answers labels	Number of answers	Percentage
Strongly disagree	2	1.02 %
Disagree	7	3.55 %
Neither agree nor disagree	18	9.14 %
Agree	145	73.6 %
Strongly agree	25	12.69 %

Question 5

How much do you agree with the following statements ? The influencer mentioned in the post is:



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Attractive	3.47	1 0.52 %	2 1.04 %	11 5.7 %	71 36.79 %	108 55.96 %
Classy	2.91	0 0 %	4 2.07 %	33 17.1 %	132 68.39 %	24 12.44 %
Beautiful	3.16	0 0 %	2 1.04 %	12 6.25 %	131 68.23 %	47 24.48 %
Elegant	2.87	3 1.57 %	7 3.66 %	26 13.61 %	130 68.06 %	25 13.09 %
Sexy	1.72	16 8.42 %	55 28.95 %	88 46.32 %	28 14.74 %	3 1.58 %
Trustworthy	2.66	1 0.53 %	10 5.26 %	51 26.84 %	119 62.63 %	9 4.74 %
Dependable	2.38	2 1.05 %	14 7.37 %	89 46.84 %	79 41.58 %	6 3.16 %
Honest	2.68	3 1.6 %	10 5.32 %	43 22.87 %	120 63.83 %	12 6.38 %

6/20

Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Reliable	2.4	3	13	84	81	6
		1.6 %	6.95 %	44.92 %	43.32 %	3.21 %
Sincere	2.66	2	15	41	115	14
		1.07 %	8.02 %	21.93 %	61.5 %	7.49 %
Expert	2.1	2	36	95	49	5
		1.07 %	19.25 %	50.8 %	26.2 %	2.67 %
Experienced	2.34	1	17	94	68	7
		0.53 %	9.09 %	50.27 %	36.36 %	3.74 %
Knowledgeable	2.46	1	12	85	78	11
		0.53 %	6.42 %	45.45 %	41.71 %	5.88 %
Qualified	2.1	4	25	114	36	8
		2.14 %	13.37 %	60.96 %	19.25 %	4.28 %
Skilled	2.25	2	14	115	48	8
		1.07 %	7.49 %	61.5 %	25.67 %	4.28 %

Question 6

How the sentences below describe you after seeing the post above? Please rate the following statements.

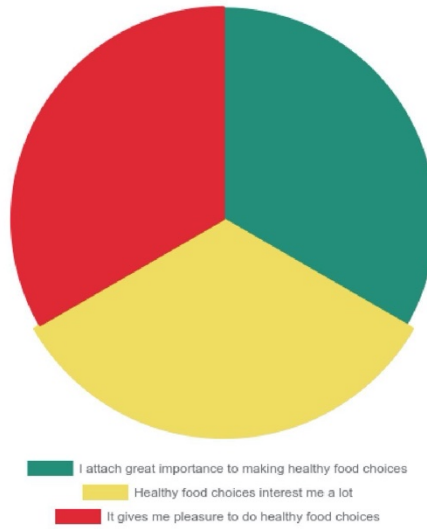


Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When I'm exploring the posts related to this advertising, my mind is only occupied with this campaign and not with other things.	2.57	5 2.73 %	24 13.11 %	27 14.75 %	116 63.39 %	11 6.01 %
I lose track of time when I am doing the requested activities of this campaign (such as answering, creating and publishing a video).	1.97	8 4.37 %	35 19.13 %	99 54.1 %	37 20.22 %	4 2.19 %
When I visit social media, pages related to this advertising and browse the posts related to the campaign, it is difficult to detach myself.	2.49	7 3.83 %	24 13.11 %	29 15.85 %	119 65.03 %	4 2.19 %
This advertising is fun.	2.93	5 2.73 %	5 2.73 %	24 13.11 %	112 61.2 %	37 20.22 %
I think browsing the posts related to this advertising is very boring.	1.02	53 29.28 %	95 52.49 %	14 7.73 %	15 8.29 %	4 2.21 %

Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I think this is a very interesting advertising.	2.73	3 1.66 %	10 5.52 %	32 17.68 %	123 67.96 %	13 7.18 %
Participating in this campaign is an enjoyable experience.	2.93	3 1.66 %	7 3.87 %	19 10.5 %	123 67.96 %	29 16.02 %
This advertising is exciting.	2.61	3 1.66 %	18 9.94 %	42 23.2 %	102 56.35 %	16 8.84 %
I follow the posts related to this advertising.	2.44	16 8.84 %	25 13.81 %	19 10.5 %	105 58.01 %	16 8.84 %
I read the comments on the posts related to this advertising.	3.06	11 6.08 %	21 11.6 %	9 4.97 %	46 25.41 %	94 51.93 %
I'd like to comment on the posts related to this advertising.	2.44	27 14.92 %	26 14.36 %	11 6.08 %	74 40.88 %	43 23.76 %
I'd like to share the posts related to this campaign.	2.55	24 13.26 %	20 11.05 %	16 8.84 %	75 41.44 %	46 25.41 %
I invite my friends to participate in this campaign.	2.18	25 13.81 %	29 16.02 %	36 19.89 %	71 39.23 %	20 11.05 %
I "Like" the posts related to this campaign.	3.02	9 4.97 %	8 4.42 %	15 8.29 %	88 48.62 %	61 33.7 %

Question 7

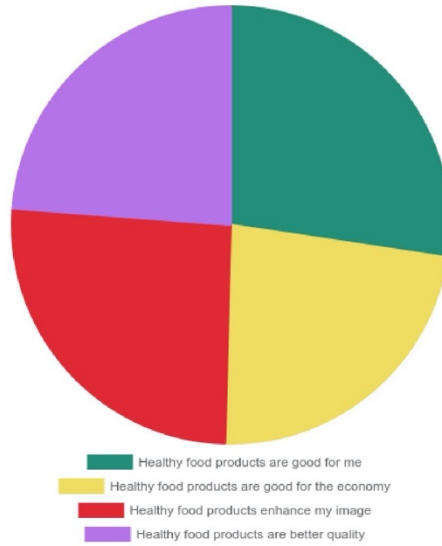
How the sentences below describe you after seeing healthy food influencer posts on social media? Please rate the following statements



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I attach great importance to making healthy food choices	3.18	1 0.55 %	6 3.31 %	8 4.42 %	110 60.77 %	56 30.94 %
Healthy food choices interest me a lot	3.3	1 0.55 %	5 2.76 %	7 3.87 %	93 51.38 %	75 41.44 %
It gives me pleasure to do healthy food choices	3.2	1 0.55 %	9 4.97 %	8 4.42 %	97 53.59 %	66 36.46 %

Question 8

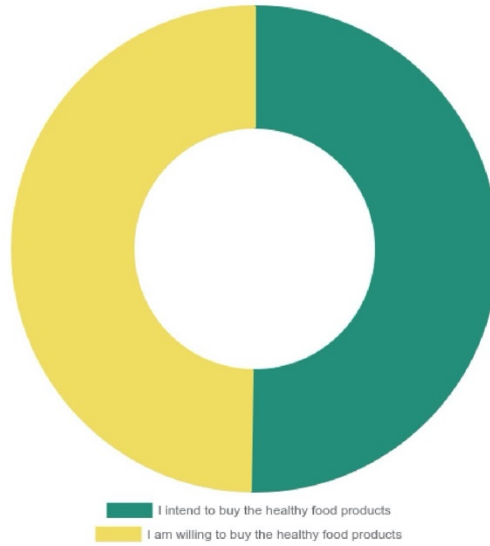
Please rate how do you perceive healthy food products promoted by influencers.



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Healthy food products are good for me	3.44	1 0.55 %	3 1.66 %	3 1.66 %	82 45.3 %	92 50.83 %
Healthy food products are good for the economy	2.9	1 0.55 %	7 3.87 %	32 17.68 %	110 60.77 %	31 17.13 %
Healthy food products enhance my image	3.24	3 1.66 %	8 4.42 %	15 8.29 %	71 39.23 %	84 46.41 %
Healthy food products are better quality	2.99	3 1.66 %	2 1.1 %	28 15.47 %	108 59.67 %	40 22.1 %

Question 9

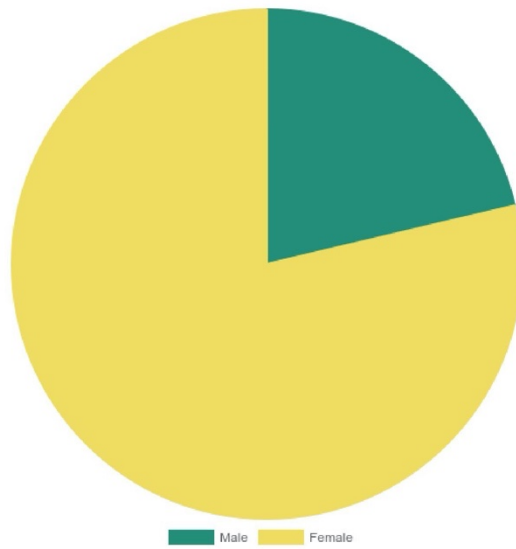
How the sentences below describe you after seeing the post above? Please rate the following statements.



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I intend to buy the healthy food products	3.07	5 2.76 %	15 8.29 %	7 3.87 %	89 49.17 %	65 35.91 %
I am willing to buy the healthy food products	3.04	3 1.66 %	9 4.97 %	13 7.18 %	109 60.22 %	47 25.97 %

Question 10

1. Your gender:



Answers labels	Number of answers	Percentage
Male	39	21.31 %
Female	144	78.69 %

Question 11

Your age:

Answers	Answer Date
29	04/11/21
23	04/12/21
-65	04/12/21
21	04/12/21
20	04/12/21
22	04/12/21
24	04/13/21
17	04/16/21
22	04/17/21
22	04/17/21
21	04/17/21
22	04/17/21
26	04/17/21
26	04/17/21
20	04/17/21
24	04/17/21
26	04/17/21
25	04/17/21
21	04/17/21
27	04/17/21
22	04/17/21
21	04/17/21
22	04/17/21
37	04/17/21
21	04/17/21
22	04/17/21
19	04/18/21
21	04/18/21
25	04/18/21
24	04/18/21
23	04/18/21
24	04/18/21
23	04/18/21
22	04/18/21
21	04/18/21
34	04/18/21
23	04/18/21
26	04/18/21

14/20

Answers	Answer Date
23	04/18/21
24	04/18/21
25	04/18/21
33	04/18/21
23	04/18/21
23	04/18/21
25	04/18/21
30	04/18/21
28	04/18/21
25	04/18/21
32	04/18/21
24	04/18/21
29	04/18/21
33	04/18/21
27	04/18/21
30	04/18/21
26	04/18/21
25	04/18/21
24	04/18/21
34	04/18/21
28	04/18/21
32	04/18/21
25	04/18/21
24	04/18/21
22	04/18/21
26	04/18/21
25	04/18/21
28	04/18/21
36	04/18/21
42	04/18/21
45	04/18/21
33	04/18/21
23	04/18/21
29	04/18/21
26	04/18/21
23	04/18/21
46	04/18/21
25	04/18/21
36	04/18/21
26	04/18/21
30	04/18/21
24	04/18/21

Answers	Answer Date
22	04/18/21
27	04/18/21
24	04/18/21
28	04/18/21
37	04/18/21
31	04/18/21
34	04/18/21
27	04/18/21
30	04/18/21
29	04/18/21
41	04/18/21
22	04/18/21
23	04/18/21
29	04/18/21
27	04/18/21
25	04/18/21
23	04/18/21
25	04/18/21
24	04/18/21
27	04/18/21
33	04/18/21
25	04/18/21
25	04/19/21
21	04/19/21
23	04/19/21
23	04/19/21
24	04/19/21
28	04/19/21
30	04/19/21
24	04/19/21
26	04/19/21
25	04/19/21
33	04/19/21
28	04/19/21
23	04/19/21
25	04/19/21
35	04/19/21
34	04/19/21
29	04/19/21
25	04/19/21
27	04/19/21
33	04/19/21

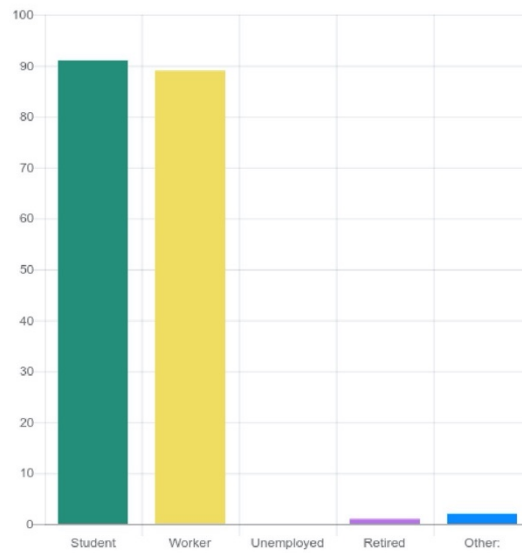
Answers	Answer Date
26	04/19/21
33	04/19/21
35	04/19/21
34	04/19/21
21	04/19/21
22	04/19/21
28	04/19/21
16	04/19/21
26	04/20/21
20	04/20/21
23	04/20/21
21	04/20/21
20	04/20/21
24	04/20/21
23	04/20/21
23	04/20/21
23	04/20/21
25	04/20/21
27	04/20/21
27	04/20/21
32	04/20/21
23	04/20/21
30	04/20/21
24	04/20/21
25	04/20/21
33	04/20/21
28	04/20/21
25	04/20/21
25	04/20/21
32	04/20/21
22	04/20/21
26	04/20/21
27	04/20/21
24	04/20/21
28	04/20/21
24	04/20/21
24	04/20/21
22	04/20/21
21	04/20/21
25	04/21/21
19	04/21/21
21	04/21/21
24	04/21/21

17/20

Answers	Answer Date
24	04/21/21
26	04/21/21
27	04/21/21
26	04/21/21
25	04/21/21
28	04/21/21
26	04/21/21
25	04/21/21
29	04/21/21
26	04/21/21
23	04/21/21
34	04/21/21
32	04/21/21
25	04/21/21
22	04/21/21
20	04/21/21
21	04/22/21
29	04/24/21

Question 12

Your occupation:



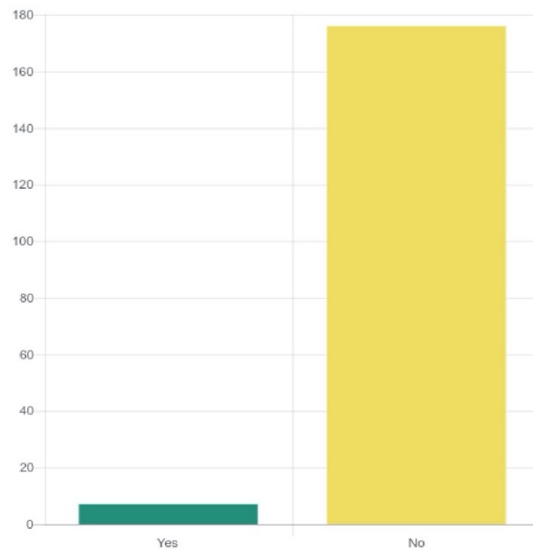
Answers labels	Number of answers	Percentage
Student	91	49.73 %
Worker	89	48.63 %
Unemployed	0	0 %
Retired	1	0.55 %
Other:	2	1.09 %

Details of the field Other:

Answers	Answer Date
entrepreneur	04/11/21
designer	04/17/21

Question 13

Do you work or have you ever worked in the influence sector or in the healthy food industry?



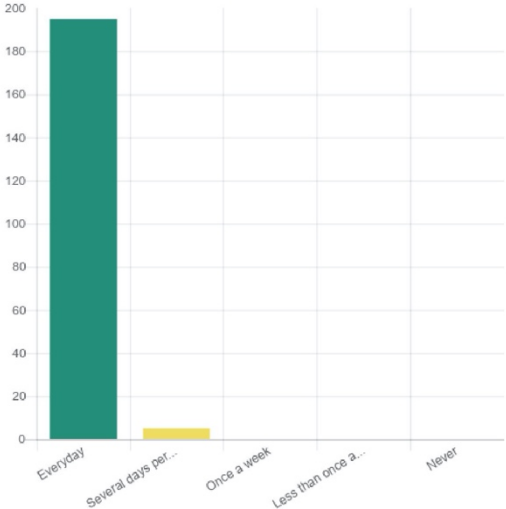
Answers labels	Number of answers	Percentage
Yes	7	3.83 %
No	176	96.17 %

20/20

APPENDIX D – Results analysis: Survey group 2 - not exposed to influencer post

Question 1

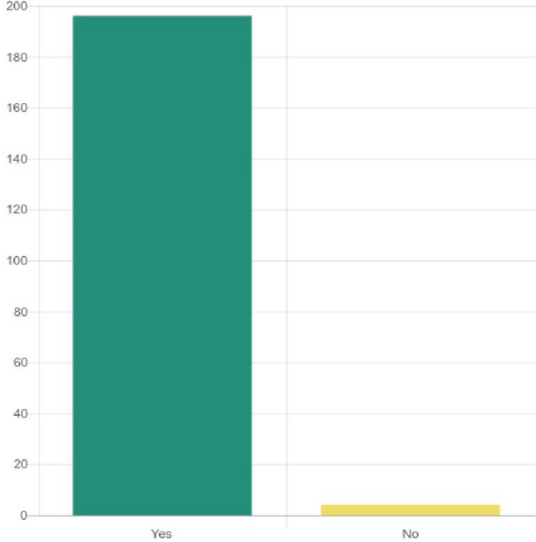
Do you use social media?



Answers labels	Number of answers	Percentage
Everyday	195	97.5 %
Several days per week	5	2.5 %
Once a week	0	0 %
Less than once a week	0	0 %
Never	0	0 %

Question 2

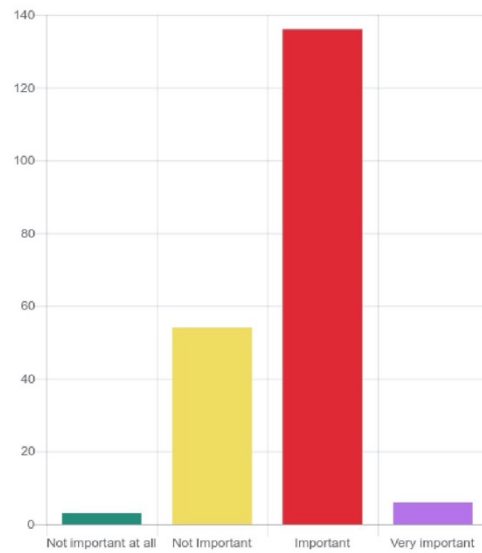
Are you interested in the topic of the healthy food?



Answers labels	Number of answers	Percentage
Yes	196	98 %
No	4	2 %

Question 3

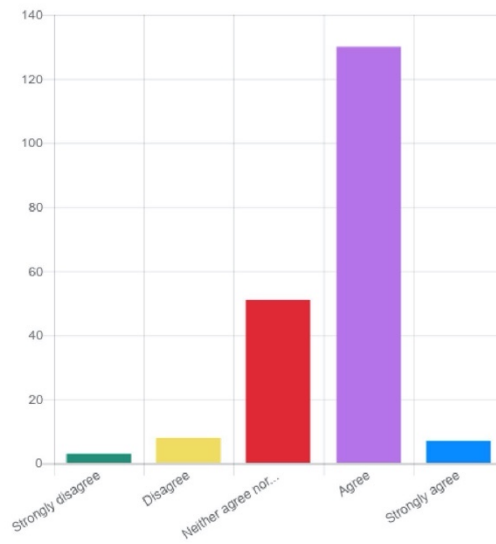
Evaluate the importance you give to healthy food influencers advertising.



Answers labels	Number of answers	Percentage
Not important at all	3	1.51 %
Not Important	54	27.14 %
Important	136	68.34 %
Very important	6	3.02 %

Question 4

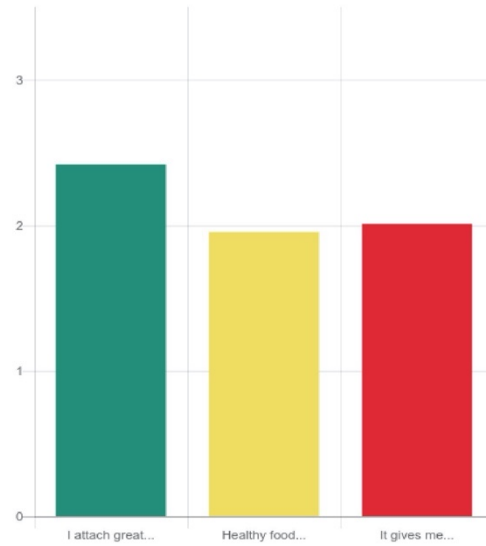
Please rate the following sentence : Social media tend to increase people interest about healthy food consumption.



Answers labels	Number of answers	Percentage
Strongly disagree	3	1.51 %
Disagree	8	4.02 %
Neither agree nor disagree	51	25.63 %
Agree	130	65.33 %
Strongly agree	7	3.52 %

Question 5

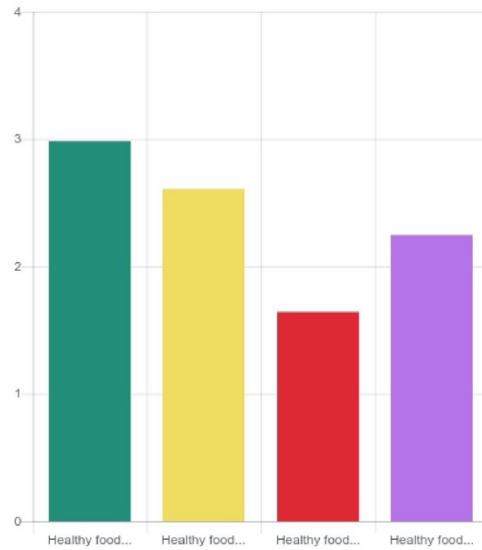
How the sentences below describe you after seeing healthy food influencer posts on social media? Please rate the following statements



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I attach great importance to making healthy food choices	2.42	2 1.01 %	24 12.12 %	69 34.85 %	95 47.98 %	8 4.04 %
Healthy food choices interest me a lot	1.95	2 1.01 %	55 27.78 %	94 47.47 %	44 22.22 %	3 1.52 %
It gives me pleasure to do healthy food choices	2.01	3 1.52 %	52 26.26 %	86 43.43 %	54 27.27 %	3 1.52 %

Question 6

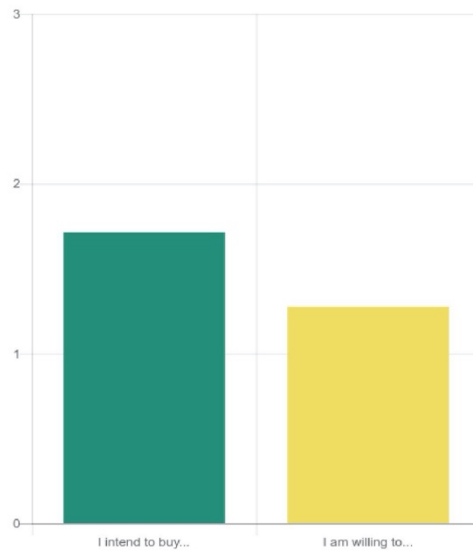
Please rate how do you perceive healthy food products promoted by influencers.



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Healthy food products are good for me	2.98	0 0 %	4 2.01 %	14 7.04 %	162 81.41 %	19 9.55 %
Healthy food products are good for the economy	2.61	0 0 %	9 4.52 %	76 38.19 %	98 49.25 %	16 8.04 %
Healthy food products enhance my image	1.64	14 7.04 %	86 43.22 %	64 32.16 %	27 13.57 %	8 4.02 %
Healthy food products are better quality	2.25	3 1.51 %	39 19.6 %	71 35.68 %	78 39.2 %	8 4.02 %

Question 7

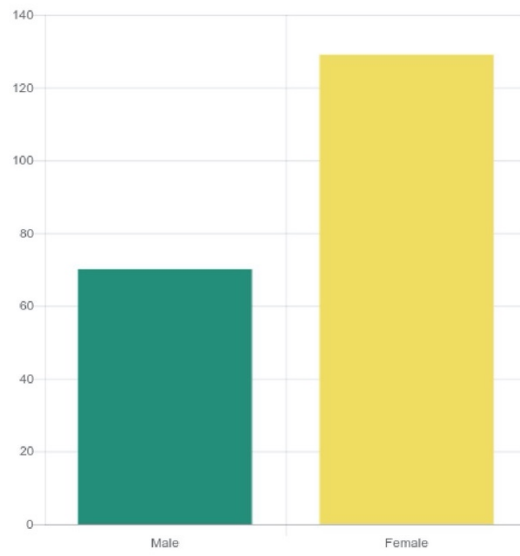
How the sentences below describe you after seeing healthy food influencer posts on social media? Please rate the following statements.



Answers labels	Average rating	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I intend to buy the healthy food products	1.71	8 4.02 %	83 41.71 %	70 35.18 %	34 17.09 %	4 2.01 %
I am willing to buy the healthy food products	1.28	24 12.06 %	114 57.29 %	45 22.61 %	14 7.04 %	2 1.01 %

Question 8

1. Your gender:



Answers labels	Number of answers	Percentage
Male	70	35.18 %
Female	129	64.82 %

Question 9

Your age:

Answers	Answer Date
29	04/11/21
23	04/12/21
-65	04/12/21
21	04/12/21
20	04/12/21
24	04/12/21
24	04/13/21
20	04/16/21
46	04/16/21
21	04/16/21
26	04/16/21
26	04/17/21
32	04/17/21
29	04/17/21
35	04/17/21
31	04/17/21
22	04/17/21
24	04/17/21
25	04/17/21
35	04/17/21
23	04/17/21
24	04/17/21
35	04/18/21
22	04/18/21
25	04/18/21
23	04/18/21
24	04/18/21
26	04/18/21
21	04/18/21
24	04/18/21
28	04/18/21
23	04/18/21
30	04/18/21
33	04/18/21
25	04/18/21
30	04/18/21
33	04/18/21
22	04/18/21

Answers	Answer Date
23	04/18/21
24	04/18/21
26	04/18/21
28	04/18/21
24	04/18/21
25	04/18/21
25	04/18/21
26	04/18/21
24	04/18/21
23	04/18/21
25	04/18/21
25	04/18/21
21	04/18/21
33	04/18/21
34	04/18/21
27	04/18/21
26	04/18/21
29	04/18/21
27	04/18/21
23	04/18/21
29	04/18/21
25	04/18/21
26	04/18/21
25	04/18/21
10	04/18/21
25	04/18/21
35	04/18/21
24	04/18/21
25	04/18/21
22	04/18/21
25	04/18/21
23	04/18/21
28	04/18/21
23	04/19/21
34	04/19/21
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34	04/19/21
42	04/19/21
43	04/19/21
32	04/19/21

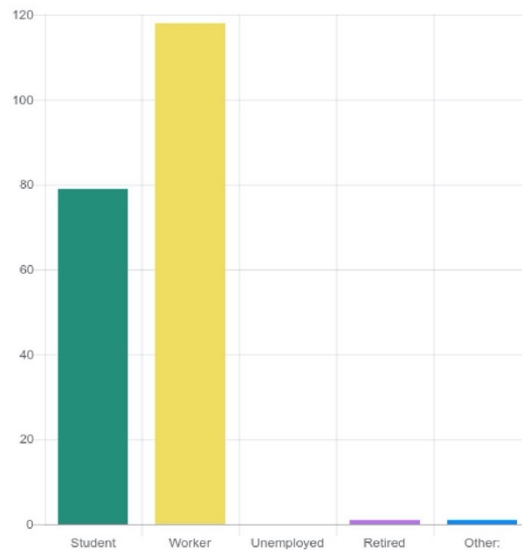
Answers	Answer Date
25	04/19/21
23	04/19/21
26	04/19/21
28	04/19/21
33	04/19/21
25	04/19/21
37	04/19/21
32	04/19/21
28	04/19/21
38	04/19/21
24	04/19/21
30	04/19/21
26	04/19/21
23	04/19/21
24	04/19/21
26	04/19/21
27	04/19/21
25	04/19/21
24	04/19/21
36	04/19/21
27	04/19/21
24	04/19/21
23	04/19/21
28	04/19/21
25	04/19/21
24	04/19/21
27	04/19/21
23	04/19/21
29	04/19/21
23	04/19/21
27	04/20/21
22	04/20/21
23	04/20/21
34	04/20/21
25	04/20/21
27	04/20/21
29	04/20/21
26	04/20/21
26	04/20/21
31	04/20/21
24	04/20/21
27	04/20/21

Answers	Answer Date
24	04/20/21
26	04/20/21
23	04/20/21
25	04/20/21
26	04/20/21
24	04/20/21
34	04/20/21
33	04/20/21
25	04/20/21
25	04/20/21
26	04/20/21
23	04/20/21
31	04/20/21
23	04/20/21
26	04/20/21
24	04/20/21
36	04/20/21
32	04/20/21
24	04/20/21
34	04/20/21
45	04/20/21
25	04/20/21
37	04/20/21
23	04/20/21
25	04/20/21
26	04/20/21
27	04/20/21
23	04/20/21
25	04/20/21
30	04/20/21
24	04/20/21
26	04/20/21
34	04/20/21
24	04/20/21
24	04/20/21
24	04/21/21
27	04/21/21
28	04/21/21
25	04/21/21
31	04/21/21
39	04/21/21
25	04/21/21
33	04/21/21

Answers	Answer Date
26	04/21/21
21	04/21/21
24	04/21/21
25	04/21/21
24	04/21/21
27	04/21/21
24	04/21/21
26	04/21/21
20	04/21/21
25	04/21/21
32	04/21/21
27	04/21/21
22	04/21/21
25	04/21/21
25	04/21/21
30	04/21/21
23	04/21/21
27	04/21/21
26	04/21/21
26	04/21/21
35	04/21/21
37	04/21/21
33	04/21/21
27	04/21/21
26	04/21/21
25	04/21/21
23	04/21/21
28	04/21/21
34	04/21/21
25	04/21/21
35	04/21/21
26	04/21/21
23	04/21/21
24	04/21/21

Question 10

Your occupation:



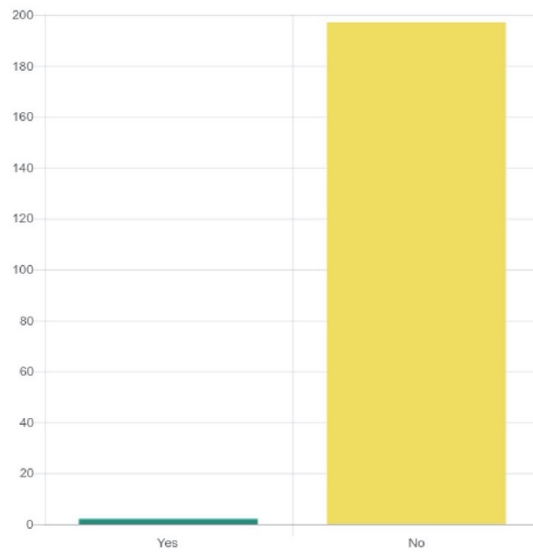
Answers labels	Number of answers	Percentage
Student	79	39.7 %
Worker	118	59.3 %
Unemployed	0	0 %
Retired	1	0.5 %
Other:	1	0.5 %

Details of the field Other:

Answers	Answer Date
ENTREPRENEUR	04/11/21

Question 11

Do you work or have you ever worked in the influence sector or in the healthy food industry?



Answers labels	Number of answers	Percentage
Yes	2	1.01 %
No	197	98.99 %

APPENDIX E - Cronbach's Alpha - Credibility

Scale: CREDIBILITY RELIABILITY

Case Processing Summary

		N	%
Cases	Valid	187	46,5
	Excluded ^a	215	53,5
	Total	402	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,845	,846	15

Item Statistics

	Mean	Std. Deviation	N
Cattractive	4,49	,651	187
Cclassy	3,93	,609	187
Cbeautiful	4,17	,570	187
Celegant	3,87	,739	187
Csexy	2,71	,870	187
Ctrustworthy	3,66	,680	187
Cdependable	3,38	,719	187
Chonest	3,68	,742	187
Creliable	3,40	,736	187
Csincere	3,66	,775	187
Cexpert	3,10	,773	187
Cexperienced	3,34	,718	187
Cknowledgable	3,46	,728	187
Cqualified	3,10	,759	187
Cskilled	3,25	,698	187

	Cattractive	Cclassy	Cbeautiful	Celegant	Csexy	Ctrusworthy	Cdependable	Chonest	Creliable	Csincere	Cexpert	Cexperienced	Cknowledgable	Cqualified	Cskilled
Cattractive	1,000	,473	,438	,372	,010	,370	,139	,346	,209	,394	,050	,012	-,015	,051	-,043
Cclassy	,473	1,000	,440	,420	,050	,327	,164	,304	,234	,265	,051	,144	,175	,179	,195
Cbeautiful	,438	,440	1,000	,437	,102	,166	,195	,166	,094	,192	,155	,095	,081	,220	,285
Celegant	,372	,420	,437	1,000	,231	,283	,288	,187	,118	,202	,118	,025	,085	,111	,199
Csexy	,010	,050	,102	,231	1,000	-,026	,085	,055	,090	,075	,221	,091	,087	,274	,217
Ctrusworthy	,370	,327	,166	,283	-,026	1,000	,586	,520	,422	,494	,251	,182	,265	,255	,133
Cdependable	,139	,164	,195	,288	,085	,586	1,000	,387	,426	,366	,298	,209	,271	,353	,220
Chonest	,346	,304	,166	,187	,055	,520	,387	1,000	,584	,665	,347	,271	,290	,334	,109
Creliable	,209	,234	,094	,118	,090	,422	,426	,584	1,000	,612	,430	,377	,462	,399	,259
Csincere	,394	,265	,192	,202	,075	,494	,366	,665	,612	1,000	,282	,224	,362	,342	,134
Cexpert	,050	,051	,155	,118	,221	,251	,298	,347	,430	,282	1,000	,539	,509	,468	,402
Cexperienced	,012	,144	,095	,025	,091	,182	,209	,271	,377	,224	,539	1,000	,525	,470	,553
Cknowledgable	-,015	,175	,081	,085	,087	,265	,271	,290	,462	,362	,509	,525	1,000	,558	,485
Cqualified	,051	,179	,220	,111	,274	,255	,353	,334	,399	,342	,468	,470	,558	1,000	,602
Cskilled	-,043	,195	,285	,199	,217	,133	,220	,109	,259	,134	,402	,553	,485	,602	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,546	2,706	4,492	1,786	1,660	,205	15

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
53,19	36,841	6,070	15

APPENDIX F - Cronbach's Alpha - Engagement

Scale: ENGAGEMENT RELIABILITY

Case Processing Summary

		N	%
Cases	Valid	181	45,0
	Excluded ^a	221	55,0
	Total	402	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,884	,880	14

Item Statistics

	Mean	Std. Deviation	N
Eoccupied	3,58	,888	181
Elosetime	2,98	,809	181
Edifficulttodetach	3,49	,886	181
Efun	3,94	,831	181
Eboring	2,02	,951	181
Einteresting	3,73	,743	181
Eenjoyableexp	3,93	,753	181
Eexciting	3,61	,847	181
Efollow	3,44	1,112	181
Ereadcomment	4,06	1,259	181
Ecomment	3,44	1,384	181
Eshare	3,55	1,335	181
Einvitefriends	3,18	1,235	181
Elike	4,02	1,025	181

Inter-Item Correlation Matrix

	Eoccupied	Elosetime	Edifficultodetach	Efun	Eboring	Einteresting	Eenjoyableexp	Eexciting	Efollow	Ereadcomment	Ecomment	Eshare	Einvitefriends	Elke
Eoccupied	1,000	,273	,511	,274	-,274	,361	,503	,267	,459	,473	,513	,471	,331	,423
Elosetime	,273	1,000	,395	,147	-,036	,258	,344	,287	,178	,170	,247	,309	,326	,309
Edifficultodetach	,511	,395	1,000	,433	-,221	,326	,545	,370	,579	,628	,570	,518	,453	,493
Efun	,274	,147	,433	1,000	-,469	,541	,508	,368	,438	,438	,376	,336	,222	,477
Eboring	-,274	-,036	-,221	-,469	1,000	-,489	-,402	-,309	-,296	-,376	-,318	-,313	-,272	-,376
Einteresting	,361	,258	,326	,541	-,489	1,000	,542	,531	,398	,384	,320	,377	,373	,473
Eenjoyableexp	,503	,344	,545	,508	-,402	,542	1,000	,461	,516	,555	,500	,509	,456	,642
Eexciting	,267	,287	,370	,368	-,309	,531	,461	1,000	,374	,380	,424	,373	,407	,494
Efollow	,459	,178	,579	,438	-,296	,398	,516	,374	1,000	,689	,746	,716	,546	,525
Ereadcomment	,473	,170	,628	,438	-,376	,384	,555	,380	,689	1,000	,748	,666	,480	,503
Ecomment	,513	,247	,570	,376	-,318	,320	,500	,424	,746	,748	1,000	,813	,653	,551
Eshare	,471	,309	,518	,336	-,313	,377	,509	,373	,716	,666	,813	1,000	,723	,586
Einvitefriends	,331	,326	,453	,222	-,272	,373	,456	,407	,546	,480	,653	,723	1,000	,591
Elke	,423	,309	,493	,477	-,376	,473	,642	,494	,525	,503	,551	,586	,591	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,497	2,017	4,055	2,039	2,011	,278	14

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
48,96	82,465	9,081	14

APPENDIX G - Cronbach's Alpha – Involvement

Scale: INVOLVEMENT RELIABILITY

Case Processing Summary

		N	%
Cases	Valid	379	94,3
	Excluded ^a	23	5,7
	Total	402	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,832	,831	3

Item Statistics

	Mean	Std. Deviation	N
limportance	3,78	,846	379
linterest	3,60	1,009	379
lpleasure	3,58	,998	379

Inter-Item Correlation Matrix

	limportance	linterest	lpleasure
limportance	1,000	,574	,560
linterest	,574	1,000	,731
lpleasure	,560	,731	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,654	3,580	3,784	,203	1,057	,013	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
10,96	6,126	2,475	3

APPENDIX H - Cronbach's Alpha – Belief

Scale: BELIEF RELIABILITY

Case Processing Summary

		N	%
Cases	Valid	380	94,5
	Excluded ^a	22	5,5
	Total	402	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,737	,760	4

Item Statistics

	Mean	Std. Deviation	N
Bgood	4,20	,628	380
Bgoodeconomy	3,75	,733	380
Benhanceimage	3,41	1,222	380
Bquality	3,60	,897	380

Inter-Item Correlation Matrix

	Bgood	Bgoodeconomy	Benhanceimage	Bquality
Bgood	1,000	,484	,447	,438
Bgoodeconomy	,484	1,000	,365	,348
Benhanceimage	,447	,365	1,000	,571
Bquality	,438	,348	,571	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,739	3,405	4,203	,797	1,234	,115	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
14,96	7,217	2,686	4

APPENDIX I - Cronbach's Alpha – Purchase intent

Scale: PURCHASE RELIABILITY

Case Processing Summary

		N	%
Cases	Valid	380	94,5
	Excluded ^a	22	5,5
	Total	402	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,870	,871	2

Item Statistics

	Mean	Std. Deviation	N
Pintent	3,36	1,148	380
Pwilling	3,12	1,199	380

Inter-Item Correlation Matrix

	Pintent	Pwilling
Pintent	1,000	,771
Pwilling	,771	1,000

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3,238	3,116	3,361	,245	1,079	,030	2

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
6,48	4,878	2,209	2

APPENDIX J - Independent t-Test: level of credibility analysis

T-TEST GROUPS=LEVELOFCREDIBILITY(1 2)
 /MISSING=ANALYSIS
 /VARIABLES=INVOLVEMENT BELIEF PURCHASE
 /CRITERIA=CI(.95).

T-Test

Group Statistics

LEVELOFCREDIBILITY		N	Mean	Std. Deviation	Std. Error Mean
INVOLVEMENT	HIGH CREDIBILITY	110	4,41	,440	,042
	LOW CREDIBILITY	71	3,95	,732	,087
BELIEF	HIGH CREDIBILITY	110	4,34	,375	,036
	LOW CREDIBILITY	71	3,84	,728	,086
PURCHASE	HIGH CREDIBILITY	110	4,29	,584	,056
	LOW CREDIBILITY	71	3,69	1,005	,119

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
INVOLVEMENT	Equal variances assumed	6,828	,010	5,326	179	,000	,464	,087	,292	,636
	Equal variances not assumed			4,809	102,878	,000	,464	,096	,273	,655
BELIEF	Equal variances assumed	23,885	,000	6,127	179	,000	,505	,082	,342	,668
	Equal variances not assumed			5,399	94,276	,000	,505	,094	,319	,691
PURCHASE	Equal variances assumed	29,365	,000	5,083	179	,000	,601	,118	,368	,834
	Equal variances not assumed			4,564	100,785	,000	,601	,132	,340	,862

APPENDIX K - Independent t-Test: level of engagement analysis

T-TEST GROUPS=LEVELOFENGAGEMENT(1 2)
 /MISSING=ANALYSIS
 /VARIABLES=INVOLVEMENT BELIEF PURCHASE
 /CRITERIA=CI(.95).

→ T-Test

Group Statistics

LEVELOFENGAGEMENT		N	Mean	Std. Deviation	Std. Error Mean
INVOLVEMENT	HIGH INVOLVEMENT	120	4,46	,377	,034
	LOW INVOLVEMENT	58	3,78	,755	,099
BELIEF	HIGH INVOLVEMENT	120	4,36	,358	,033
	LOW INVOLVEMENT	58	3,72	,736	,097
PURCHASE	HIGH INVOLVEMENT	120	4,40	,376	,034
	LOW INVOLVEMENT	58	3,34	1,045	,137

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
INVOLVEMENT	Equal variances assumed	30,843	,000	8,022	176	,000	,680	,085	,512	,847
	Equal variances not assumed			6,474	71,022	,000	,680	,105	,470	,889
BELIEF	Equal variances assumed	25,219	,000	7,801	176	,000	,639	,082	,477	,800
	Equal variances not assumed			6,259	70,307	,000	,639	,102	,435	,842
PURCHASE	Equal variances assumed	96,076	,000	9,929	176	,000	1,064	,107	,852	1,275
	Equal variances not assumed			7,524	64,232	,000	1,064	,141	,781	1,346

APPENDIX L - Independent t-Test between group 1 exposed to influencer post and group 2 not exposed to influencer post

T-TEST GROUPS=postornot(1 2)
 /MISSING=ANALYSIS
 /VARIABLES=INVOLVEMENT BELIEF PURCHASE
 /CRITERIA=CI(.98).

➔ **T-Test**

Group Statistics

	postornot	N	Mean	Std. Deviation	Std. Error Mean
INVOLVEMENT	post	181	4,23	,614	,046
	no post	198	3,13	,615	,044
BELIEF	post	181	4,15	,594	,044
	no post	199	3,37	,506	,036
PURCHASE	post	181	4,06	,828	,062
	no post	199	2,49	,739	,052

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	98% Confidence Interval of the Difference	
									Lower	Upper
INVOLVEMENT	Equal variances assumed	,807	,369	17,441	377	,000	1,102	,063	,955	1,250
	Equal variances not assumed			17,442	374,091	,000	1,102	,063	,955	1,250
BELIEF	Equal variances assumed	,408	,524	13,723	378	,000	,774	,056	,643	,906
	Equal variances not assumed			13,619	355,171	,000	,774	,057	,642	,907
PURCHASE	Equal variances assumed	,245	,621	19,413	378	,000	1,560	,080	1,373	1,748
	Equal variances not assumed			19,308	362,270	,000	1,560	,081	1,371	1,749