

What are the most valued attributes and characteristics of Instagram influencers?

A case study of the skincare market in Portugal

The influence of Instagram attitudes on consumers attitude

Student Name	Program	Individual Title
Frederic Schoeller, (50901)	Management	The influence of Instagram attitudes on consumers attitude

Work project carried out under the supervision of:

Advisor: Prof. Pedro Gardete

A Work Project, presented as part of the requirements for the Award of a Master's degree in Management, from the Nova School of Business and Economics.

What are the most valued attributes and characteristics of Instagram influencers?

A case study of the skincare market in Portugal
The influence of Instagram attitudes on consumers attitude

Frederic Schoeller

Work project carried out under the supervision of:

Pedro Gardete

23-01-2023

Acknowledgements

The process of conducting this master thesis as part of the Marketing Field Lab took place during the third semester of the master's degree at Nova SBE in Lisbon.

The thesis with its topic “What are the most valued attributes and characteristics of Instagram influencers? A case study of the skincare market in Portugal The influence of Instagram attitudes on consumers attitude” is written by Frederic Schoeller.

We would like to sincerely thank our supervisor, Professor Pedro Gardete, who always supported us by providing valuable support and guidelines during the process of elaborating and finalizing our work project.

Moreover, we would like to express our gratitude towards all our respondents for participating in our surveys and sharing their opinions with us.

Lastly, we would like to thank all our families and friends, who believed in us and supported us in every possible way during this intense time.

Abstract

Social Media Influencers are the new celebrities, gaining more relevance amongst younger generations than traditional celebrities. The present study empirically investigated Portuguese consumers perceptions and preferences regarding characteristics and attributes of Social Media Influencers on Instagram. The importance of each attribute and characteristic was collected through different surveys, the data arranged into a multidimensional perceptual map and a conjoint analysis. “Trustworthiness”, “Content quality” and “Authenticity” were the most important characteristics. “Interaction with followers”, “Type of products advertised”, and “Frequency of general posts” the most valued attributes. With these insights influencers can reach their goals: more followers and higher engagement rate.

KEYWORDS: Social media marketing, perceptual mapping, conjoint analysis, brand personality, social media influencers, Instagram

This work used infrastructure and resources funded by Fundação para a Ciência e a Tecnologia (UID/ECO/00124/2013, UID/ECO/00124/2019 and Social Sciences DataLab, Project 22209), POR Lisboa (LISBOA-01-0145-FEDER-007722 and Social Sciences DataLab, Project 22209) and POR Norte (Social Sciences DataLab, Project 22209).

Table of contents

Abstract	2
1. Introduction	4
1.1. Focus of this research	6
1.2. Research approach	8
1.3. Structure of this thesis	9
4.4. Conjoint Analysis	11
4.5. Extra experiment	18
2. Discussion	24
3. Conclusion and future research	30
4. Limitations and future research	32
5. References	34
6. Appendix	48

1. Introduction

In the early days of social media, platforms such as Instagram were mainly used by people to post pictures to let their friends know what they were doing. These days are long over. In the past years, social media companies have grown from being an entertainment and picture sharing website to a global trillion-dollar advertising and e-commerce industry. An example to illustrate this phenomenon would be the case of two Chinese social media stars: “In just one day in October 2021, two of China’s top live streamers, Li Jiaqi and Viya sold 2 billion USD worth of goods. That’s roughly three times the daily amazon sales” (Geyser 2022, 9).

This example comes along with a more general trend that has developed in the past decade: the media consumption patterns of the young generation has dramatically changed over the last ten years. In the past, younger generations consumed media and advertising through traditional marketing channels such as television, radio, or magazines. Today, a large proportion of their media time consumption is spent on social networks. One study from Pew Research Center finds that nearly 50% of all participants that were younger than 29 years old visit Instagram daily and spend at least 30 minutes on it (Anderson and Jiang 2022).

More recently however, another marketing trend has gained popularity: influencer marketing. Instead of posting ads on the platform, the companies pay influencers to promote their products to their audience. For example, one of the most successful German influencers, Pamela Reif, started her career as an influencer by posting work out videos, whereas today she is a German fitness model, social media sensation, YouTuber, and entrepreneur. She became a million-dollar brand by attracting the attention of more than 9 Million followers on Instagram through famous advertising deals, cooperation’s and her own collections (Reif 2017).

Group part

These influencers have a large audience, commonly referred to as their “followers”. They grow in popularity and hence audience because they typically share some sort of content on social media.

As companies and brands increasingly partner with influencers and shift their marketing budgets to influencer marketing campaigns, academic research is evolving alongside this contemporary trend.

1.1. Focus of this research

In contrast to existing research, this research thesis aims to fill a research gap in social media influencer research: exploring influencers as brands or products. Most of the research in this field is focused on the perception of corporate brands and how they achieve the greatest success by collaborating with influencers for their commercial activities. In contrast, this thesis focusses on the perception of the influencers by their followers who can be perceived as consumers. Hence, this thesis treats influencers as they were products, and the followers are treated as the consumers that can choose to consume different influencers. In the light of the recent growth of social media usage and the strong growth of popularity of social media influencer, two questions arise to many people:

- *How to become a successful influencer?*
- *Why are certain influencers perceived successful whereas others are less successful?*

With the insights provided by the research, regarding the characteristics followers prefer and how certain influencers are perceived, influencers can create their own brand personality. They can incorporate characteristics that satisfy followers and increase brand trust (in this particular case, trust in the influencer), both factors increasing brand loyalty. Consequently, this study provides insights to influencers on how they can improve, by exploring consumer perceptions and preferences, the topic of brand personality and its' connection to influencers and brand loyalty becomes relevant.

This provides a solid and loyal follower base for the influencers. As Jun and Yi (2020) argue, *“Followers are likely to have the desire to maintain the relationship with the influencer brand when they feel a strong emotional attachment toward the brand”*. By creating their own brand personality, around characteristics relevant to consumers, influencers reach this emotional attachment.

Group part

As for this research, a research strategy is to find out about the perceived personality characteristics such as trustworthiness, authenticity, or competence. For the scope of this research project, this project focusses as followed :

Firstly, this research project focusses on the social media platform Instagram as it is the most popular social media platform for influencers (Hype Auditor 2021) the most engaging platform, since a recent study reported that 73% of global marketers prefer Instagram for influencer marketing in 2021 (ibid.).

Secondly, the limitations of this study is to focus on the Portuguese market for influencers. As many influencers are targeting local audiences with local products, the possible findings need to be assessed in the light of one specific market. In addition, it serves the concept of excluding a nationality bias from the participants of survey, so that they couldn't make biased decisions when the influencers where from different countries. Hence, all influencers are from the same country.

Thirdly, this project focuses on the skin scare market, as influencers typically focus on an overall content and industry related strategy. Hence, the product biased influencer perception from our survey's participants is excluded by choosing on particular product category/industry.. Consequently, this research is about the perceived attributes of the influencers as a product and not the skincare products that are displayed. Hence, the following research question has been chosen:

*“What are the most valued attributes and characteristics of Instagram influencers?
A case study of the skincare market in Portugal?”*

1.2. Research approach

To answer the research question, it was decided to conduct a mixed method approach. This type of method involves both qualitative and quantitative approaches (Halcomb and Hickman 2015). Using this research method prevents and overcomes some of the limitations coming from the usage of only one of the methods (Doyle, Brady and Byrne 2009). For the qualitative part of the research the objective is to conduct semi-structured interviews, as they allow for an open-ended discussion, using an interview guide, some pre-defined questions, and pre-defined topics (Busetto, Wick and Gumbinger 2020). Influencers were approached for the interviews, to reveal crucial insights and deepen the study. The quantitative section of the study is organized through three different surveys. This method is used for sampling data from respondents that are representative of a population and uses a closed ended instrument or open-ended items (Williams 2007). This process adopts structured procedures and formal instruments for data collection. Data collected with this approach is quantifiable, objective, and systematic. The analysis of data collected with this tactic is performed through statistical procedures, using software as SPSS.

1.3. Structure of this thesis

The thesis is structured into five chapters. Chapter 1 briefly highlights what is at focus and what lies ahead in this thesis, Chapter 2 contains a literature review that will provide the theoretical background to social media influencer marketing. The chapter is separated into a brief overview of the market for influencers. Here, an overview of the most important social media platforms is provided, the concept of influencers explained, and a case study of an influencer marketing campaign demonstrated. Chapter 2.2 provides theoretical background to consumer decision making processes that are at stake when followers are consuming influencer generated content. Chapter 2.3 briefly summarizes the skin care industry and ends with a case study of a skin care influencers.

Chapter 3 explains the methodology and research strategy chosen in this thesis to answer the research question. Briefly, the methods of the preliminary survey, the perceptual mapping and the conjoint are explained. Chapter 4 presents the results from the surveys highlights the findings from the extra experiment. In chapter 5 the findings are discussed, before chapter 6 concludes this thesis. Finally, chapter 7 presents the limitations of this research and outlines future research strategies.

4.4. Conjoint Analysis

With 107, the number of participants in the conjoint analysis was smaller than the original 140. Participants in this poll were asked to select one of three influencer' personas depending on the combination of traits they possessed. If the respondents were not pleased with any of the personas presented, they could also choose the option "None of the above".

Based on previous literature findings, the attributes considered in the survey were the following: "Number of followers", "Frequency of sponsored posts", "Frequency of general posts", "Interaction with followers" and "Type of advertised products".

Regarding "Number of followers" (Park and Lee 2021), the question has been raised in section 2.1.3. about the relationship between the number of followers (brand reach) and the rate of engagement (Britt, Hayes and Britt 2020).

For the attribute "Frequency of sponsored posts" (Brorsson and Plotnikova 2017; Kim and Kim 2021), the question aims to discover if followers prefer more or less sponsored posts.

As for "Frequency of general posts" (Tafesse and Wood 2021; and Casaló, Flavián, and Ibáñez-Sánchez 2020) – posts with no sponsored partnership or perceived as not having it, – the options were the same as for "Frequency of sponsored posts".

The attribute "Interaction with followers" is a parasocial relationship based on wishful identification and desire of imitation of the influencer as a model (Belanche, Flavián, and Ibáñez-Sánchez 2020; Blazevic et al. 2014; Jun and Yi 2020).

The final attribute "Type of advertised products" is based on price of products (Kim and Kim 2021; Belanche, Flavián and Ibáñez-Sánchez 2020).

For each of these attributes, there were two or three possible choices (Table 7).

Number of followers	Local	National	Global
Frequency of sponsored posts	Posts 7 times a week	Posts 3 times a week	Posts once every week
Frequency of general posts	Posts 7 times a week	Posts 3 times a week	Posts once every week
Interaction with followers	Yes		No
Type of advertised products	Low-cost	Normal	Premium

Table 7 – Categories used in the Conjoint survey

Besides the previously mentioned questions, and in order to establish a link with other surveys and test the hypothesis, two questions were added, in which participants were instructed to rate a list of traits in order of significance: "Extrovertness", "Trustworthiness", "Lifestyle", "Authenticity", "Overall Feed Attractiveness", "Similarity", "Content Quality", "Relevance of Content", "Likeability", "Expertise" and "Charismatic". Another question to arrange the traits by priority includes the following attributes: "Number of followers", "Frequency of sponsored posts", "Frequency of general posts", "Interactions with followers" and "Type of advertised products", traits used in the other conjoint analysis questions.

The ranking of relevance of each attribute is discovered by addressing the data collected with the first question of the conjoint analysis "How important is each attribute relative to the other attributes, across consumers?", as shown in Figure 14. This graph depicts the relative relevance of attributes (as "averaged among customers" in this example).

Based on the data presented in Figure 14, it became clear which attribute is the most valued one. However, there is no clear evidence which is the relatively leading one.

To summarize the results for the first question, Figure 15 chart shows the average consumer's preferences for levels relative to other options. It is important to note that the values in this chart

are centered at 0 for each property. Positive numbers indicate comparatively high preferences, whereas negative values indicate relative no preference.

Consequently, the question: “Which level of attribute does the average consumer prefer?” can be answered.

For example, in the first attribute, "Number of followers", -4.2% voted for the category "local", 2.4% for "national", and 1.8% for "global", indicating that there is a preference for influencers who fit within the category "national", though it is important to note that the difference between "national" and "global" is only 0.6%. As a conclusion, participants often prefer to follow influencers who are well-known on a national or global scale. This might be a result of the globalization process, as cultures come together and closer, as bigger influencers tend to be trend setters and keep up with the latest trends.

In terms of the second attribute, "Frequency of sponsored posts", the category "Posts 7 times a week" had a negative connotation, with -20%, "Posts 3 times a week" had 7.2%, and "Posts once every week" had 12.7%, indicating that consumers prefer less frequent material. This result doesn't fit the one obtained by Brorsson and Plotnikova (2017): “Posts and messages that are sent frequently (daily) are perceived to be more interesting compared to those of inactive influencers”.

Contrary to popular belief, the data from the last attribute – "Frequency of general posts" – had the category "Posts 7 times a week" with a positive connotation with 2.9%, "Posts 3 times a week" with 4.3%, and "Posts once every week" with -7.2%. Consequently, influencers creating more content without any advertisements are valued by respondents.

As for “Interaction with followers”, participants scored "Yes" with a percentage of 20.4% and "No" with a percentage of -20.4%. As a result, it is clear that individuals prefer to follow an

influencer with a high degree of interaction. This confirms what was said above, in Chapter 2.2.1., a. which relates the link between SMIs and followers as a kind of personal and familiar relationship, building confidence and probability of accepting their advice for consuming (Casaló 2020; Lee, Bright, and Easten 2021). Coming to the final attribute, there is "Type of advertised products" with -0.4% in the "Low-cost" category, 4.4% in the "Normal" category, and -4.0% in the "Premium" category, indicating that there is a clear preference for products advertised by influencers to be within a "normal" price range for people, and if not, people would prefer to go for low-cost products rather than premium, as shown in Figure 20.

In the second question of the conjoint analysis survey, the participants were asked to rate the following traits in order of importance (Table 8 and Figure 16). These qualities are the same that had been used in the perceptual map survey.

The relevance of these characteristics is listed in the following order: "Authenticity", "Content Quality", "Trustworthiness", "Relevance of Content", "Charismatic", "Lifestyle", "Expertise", "Likeability", "Overall Feed Attractiveness", "Similarity" and "Extrovertness".

In Table 8 there are some attributes with the same average position, such as "Authenticity" and "Content Quality", with both attributes having 4.0 of average positions, as well as "Lifestyle" and "Expertise", with 6.4, "Similarity" with 7.6 and "Overall Feed Attractiveness", with 7.7 of average positions. The closer to 1 the better the average position.

Although they are already listed in the correct place, it is possible to separate these traits with the same average position by looking at Figure 16. In this figure, variations between the characteristics can be observed by comparing the percentages each attribute has on each rank.

It can therefore be inferred that "Authenticity", "Content Quality", and "Trustworthiness" are the three characteristics that are overall regarded as the greatest in significance, while "Overall

Feed Attractiveness", "Similarity", and "Extrovertness" are the lowest ones. Nafees et al. (2021) research proposes that "The audience (...) is likely to extend the trustworthiness of the SMI to the brand they are promoting". In addition to the previously described ranking question, the same question was posed, but with other features, as shown in Table 9. These criteria are listed in the following order of importance: "Interaction with followers", "Frequency of general posts", "Type of advertised products", "Number of followers", and "Frequency of sponsored posts". There were several qualities with the same average position as in the preceding queries. Table 9 highlights the relative average position of each attribute. Here, "Interaction with followers" remains as the number one option, with 2.2 as its average position, followed by "Frequency of general posts", which is now ranked in second place instead of "Frequency

of sponsored posts”, with 4.0 of average score. This big change can be explained by people preferring “Posts once every week”, meaning that people perceive the “Frequency of sponsored posts” as an important aspect, despite preferring a lower frequency of it. Thus, when having several options, people consider it important to mention that they prefer as little sponsored posts as possible. Which translates in opposite results, when compared to the first question, due to the fact of not being specified what frequency people would prefer.

Finally, the attribute “Type of advertised products” is third, with 2.5, and “Number of followers” is fourth, with 3.8. Once again, it can be assumed that when participants have several options, the fact that these options are not specified when ranking these attributes caused a change in results, which therefore explains the differences from the first results on the conjoint survey.

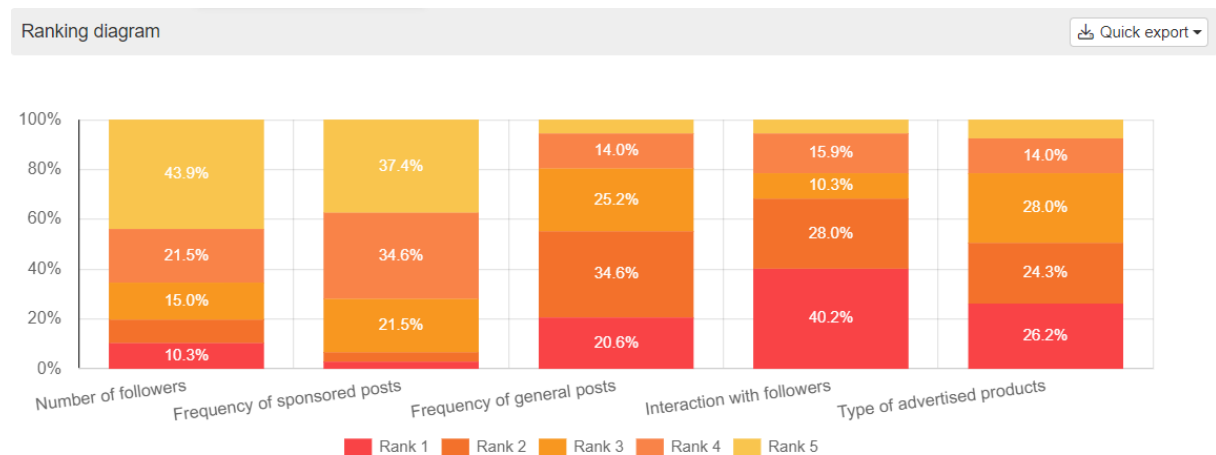


Figure 17 – Ranking diagram by % for each attribute

The findings of this conjoint analysis reveal two major outcomes, which appear to be only partly consistent with the previously described research conclusions.

Firstly, the present findings confirm that followers value the most to establish and to have a connection to the influencer, which was previously described as the concept of parasocial relationships. Consequently, they are not interested in the business of numbers, namely the

number of followers or the frequency of advertised posts. This provides evidence that influencers should be not driven by ad cooperations, numbers and having a seamless perfect appearance on Instagram. In a rapidly changing world, people tend to look for connections instead of hunting perfectionism in the social media world. Based on the results, it can be recommended to share impressions of their daily life, to (re)connect on a regular basis by supporting the exchange between themselves and the community, to reward followers for being loyal and to share their thoughts and opinions. A strategy for success could be to create associations with “home” for followers on Instagram, which is usually associated with anonymity.

Secondly, the results indicate that followers do not favor influencers because of the concept of congruence, as previously described (2.2). Based on the result of similarity and influencers of a national scale being valued to a smaller extent, the following conclusion can be drawn: On one side, they prefer Instagram as a platform for maintaining connections, whereas on the other side, they look for new insights and broadening their horizon.

4.5. Extra experiment

To supplement the study and validate the findings, an additional experiment was conducted. The initial research intention of this thesis was to identify which characteristics and attributes are most valued in influencers. The perceptual mapping identified which personality traits are most valued in general and how each of the five influencers is performing in this category. It was also shown that the participants of the survey selected to follow the influencers that had the highest trustworthiness score. The finding therefore is, that trustworthiness is – among other variables – a strong predictor of which influencer will be followed when competing for the followers (consumers) attention.

The conjoint analysis in contrast provided the insight, which posting behaviour is preferred most by followers and which was not. It was found that the interaction with followers is highly preferred whereas the frequency of sponsored posts was the least liked attribute.

The major purpose of this experiment was to determine if personality-based attributes have an influence on accepted posting behaviour. In fact, it was tested if influencers with a high trustworthiness score are allowed to have sponsored post more often. If influencers with a high trustworthiness score were to be accepted into more sponsored posting behaviour this would confirm the trustworthiness score itself and would aggregate and validate the findings in this thesis. The factor sponsored posts was chosen because it was the least preferred category from the conjoint (Table 8) and it is assumed that higher trust attribution into a person result in a high acceptance for commercially driven posting behaviour that is typically perceived as unauthentic. The following hypothesis can be derived from this research strategy:

Experiment hypothesis: Influencers with higher trustworthiness scores can do more sponsored posts until the value to customers become negative.

The survey was prepared and carried out with the software "conjointly". As with the prior conjoint analysis, this platform facilitated faster data collection and organization by doing an

analysis on its own. The poll included a multiple-choice question survey in which participants might view one of the five influencers previously provided in the perceptual survey, as well as a randomized number of sponsored posts. The participants were asked this question several times in various ways to ensure that the data is as accurate as possible. As for the sample in question, a total of 25 responses were collected; this quantity was chosen mostly because time was constrained as an extra experiment, and the difficulties in collecting data with conjointly were already known from previous encounters with the survey.

Each question displayed the five influencers that have been subject of analysis in the perceptual map: "Joana Medeiros", "Cátia Vilas Boas", "Inês Mocho", "Helena Coelho" and "A Pipoca Mais Doce". These five influencers were then assigned with a random number quantity of sponsored posts, which ranged between "0 sponsored posts per week" to "17 sponsored posts per week" due to limits in conjointly. These two distinct sets of traits are then randomly blended to the participant that could only choose one influencer to follow¹. The experiment was completely randomized, and the software conjointly calculated a value to costumer based on all choices made by the participants.

¹ The experiment survey can be found in the Appendix

Frequency of sponsored posts	Number of sponsored posts per week	Value to customers	Rank
Helena Coelho	1 sponsored posts per week	116.1	1
Inês Mocho	1 sponsored posts per week	109.7	2
A Pipoca Mais Doce	1 sponsored posts per week	106.5	3
Helena Coelho	2 sponsored posts per week	93.0	4
Joana Medeiros	0 sponsored posts per week	92.9	5
Inês Mocho	3 sponsored posts per week	90.2	6
Helena Coelho	0 sponsored posts per week	88.1	7
Joana Medeiros	7 sponsored posts per week	87.0	8
Inês Mocho	0 sponsored posts per week	81.7	9
Helena Coelho	7 sponsored posts per week	81.4	10
Helena Coelho	6 sponsored posts per week	75.7	11
Cátia Vilas Boas	2 sponsored posts per week	73.3	12

Table 10 – Highest valued preferences of participants

Table 10 provides the result from the experiment. It displays the highest valued preferences of the participants of the experiment: the higher the value to the costumer the higher the likelihood of the costumer to choose this option. The higher the rank and the higher the value to costumer, the more often the participants of the survey selected this option.

It can be observed, that generally, the highest valued options are options with zero to three sponsored posts a week. This seems to be reasonable and aligned with contemporary research as consumers prefer non-sponsored posts over sponsored posts. This also aligns with our findings from the conjoint analysis, in which sponsored posts a least liked compared to non-sponsored posts.

Figure 18 displays all results from the participants from the experiment. The chart lines represent how the value to costumer (Y-Axis) changes for each influencer by a given number of sponsored posts (X-Axis). Also here, it can be observed that consumer prefer less sponsored posts than more sponsored posts, as the slopes of the chart lines are negative. The more sponsored posts were displayed, the lower was the value to the costumer. The volatility of the results is due to the very small sample size of 25 participants, but the overall negative

correlation between number of sponsored posts and value to costumers can be observed by the negative trendlines among all influencers.

However, the main intention of the experiment was to understand if the influences with higher trustworthiness scores are “allowed” to do more sponsored posts a week. If this was the case, the findings of the perceptual map, that trustworthiness is one of the most important attributes for influencers, would be validated. As sponsored posts are not liked by followers but are a main revenue driver for influencers, an efficient trustworthiness-sponsored post ratio would be a success guideline for the influencers. Table 11 presents the trustworthiness scores from the selected influencers that were established with our perceptual map survey.

Name of influencer	Trustworthiness Score
Joana Medeiros	3,33
Cátia Vilas Boas	3,02
Inês Mocho	3,45
Helena Coelho	3,3
A Pipoca Mais Doce	3,2

Table 11 – Trustworthiness score of each influencer

Figure 19 showcases a comparison between the influencer with highest trustworthiness score, Inês Mocho (3,45), and the influencer with the lowest trustworthiness score, Cátia Vilas Boas (3,02). It can be stated that the difference of trustworthiness can be also observed through this experiment. The trendline for Inês Mocho lies significantly above the trendline of Cátia Vilas Boas. This means, that Ines can post significantly more sponsored posts than Cátia Vilas Boas. This becomes obvious, when analyzing the intersection point of both trendlines with the x-axis: The trendline for Cátia Vilas Boas intersects at approx. 5,5 sponsored posts, whereas the trendline of Inês Mocho intersects at 9,5 sponsored posts.

This means, that the consumer accepts or prefers nearly twice as much sponsored posts from Ines than from Cátia Vilas Boas. This can be seen as “trustworthiness spread”.

The same trustworthiness spread can be observed in a direct comparison between “A Pipoca Mais Doce” and “Joana Medeiros”.

Joana Medeiros has a trustworthiness score of 3,33 whereas A Pipoca Mais Doce has a trustworthiness score of 3,2. Joana Medeiros can post nearly 50 % more sponsored posts than A Pipoca Mais Doce.

Figure 21 displays all trendlines for all influencers. Overall, it can be stated that nearly all sponsored post thresholds² correspond with the respective trustworthiness score. The sponsored post thresholds are the point at which the value for the costumer for a given number of sponsored posts turns from positive to negative. That is, when the trendline crosses the x-axis ($Y=0$), also known as x-interceptor.

Table 12 compares the trustworthiness scores and ranks, as well as the sponsored post ranks and thresholds. This is the point at which the value to the costumer turns negative and a costumer would not follow that influencer anymore based on that number of sponsored posts. Only Helena Coelho and Inês Mocho’s positions are interchanged.

	Trustworthiness Score	Trustworthiness Rank	Sponsored post threshold	Sponsored post rank
Joana Medeiros	3,33	2	11,89	2
Cátia Vilas Boas	3,02	5	5,34	5
Inês Mocho	3,45	1	9,2	3
Helena Coelho	3,3	3	14,35	1
A Pipoca Mais Doce	3,2	4	7,52	4

Table 12 – Trustworthiness scores and sponsored post rankings

² Threshold is understood as the point at which the value to a consumer for a given number of posts turns negative. Formulas and Calculations can be found in the Appendix.

Due to the sample size of 25 participants, this analysis has only limited significance. However, as it can already be observed that something like a trustworthiness spread exists, we could successfully validate our findings from our previous research.

This means that influencers that are perceived as very trustworthy can post significantly more sponsored posts. As sponsored posts are the major revenue source, this has significant implications of the revenue thresholds that exist for influencers: Does an influencer post too many sponsored posts, this can imply a perceived negative value for the customer (the follower) and make him not “consume” the influencer anymore. This will decrease the economic value of influencers to advertisers as the follower base will not be growing anymore. Also, the income opportunity of the influencer is limited as sponsored posts are the major revenue driver for influencers.

2. Discussion

This research project's goal was to answer the question “*What are the most valued attributes and characteristics of Instagram influencers? A case study of the skincare market in Portugal*”.

In this context, the intention was to first deepen knowledge about influencer marketing and understanding which of their attributes and characteristics are most valued by their audiences. Here, the viewpoint of the thesis is that influencers are to be perceived as brands – this is one of the bases of this thesis – which means that the concept of “brand loyalty” and “brand personality” can be applied when talking about their perceived and appreciated qualities by followers. This section summarizes the findings of this work, that may help players in this field to perform better within their job: social media influencers (SMIs) may adapt their performance to get more followers, higher engagement rate and just grow as influencers overall.

Some of the personal and behavioral characteristics that have been referred to in literature as SMIs’ success factors (e.g., in influencing perception and attitudes of consumers towards brands they endorse) are age, gender, attractiveness, lifestyle, trustworthiness, credibility, authenticity, similarity, relatability, extroversion, charisma, expertise, likeability, frequency and quality of sponsored and general posts, disclosure, overall feed attractiveness, and content quality and relevance.

As mentioned before, after analyzing the results from the preliminary survey it was uncovered that followers seem to value personality of the influencer and content quality over physical appearance of the influencer and frequency of posts. Taking this into account, the perceptual map was constructed and analyzed a set of influencers on specific characteristics linked to the personality of the influencer. These characteristics were explored in the literature review, and the analysis of previous authors served as the basis of the choice. With the perceptual map analysis and data, it was possible to obtain the rating of each of the influencers on each attribute.

Group part

As shown previously in Figure 13, Inês Mocho was the influencer with the highest average score, followed by Helena Coelho, Joana Medeiros, A Pipoca Mais Doce and, finally, Cátia Vilas Boas. These findings are consistent with the ones discovered when followers were asked to choose which of the influencers they would most likely follow, with the order of the influencers being the same. To find out what are the most valued characteristics in influencers by followers, a comparison between the data from the average position of each attribute and the score of the preferred influencers in those attributes can be made. According to the average position of each characteristic the results were as follows (in ascending order): “Extroversion”, “Similarity”, “Overall Feed Attractiveness”, “Likeability”, “Expertise”, “Lifestyle”, “Charismatic”, “Relevance of Content”, “Trustworthiness”, “Content quality”, “Authenticity”. These results prove the idea generalized in the literature that Authenticity and Trustworthiness are between the two or three most valued characteristics of influencers. The most important ones were “Authenticity”, “Content quality” and “Trustworthiness”.

“Authenticity” and “Content quality” had the highest standing, with an average position of 4 (1 being the best position obtainable and 11 the worst position), whilst “Trustworthiness” was close, with an average score of 4.2. The remaining characteristics were too distant to be considered on the same level of importance, as seen in Table 7. These findings are only partially consistent with the ones obtained through the perceptual map, as only “Trustworthiness” and “Content quality” were considered as the most important characteristics across both sets of data. These results show a difference in consumer’s preferences (conjoint analysis) and perceptions (perceptual mapping). Despite this, “Authenticity” will be considered for the discussion, as it proved to be very important in respondents’ preferences and in previous literature.

Considering “Authenticity”, the highest scoring influencer was Joana Medeiros. Inês Mocho, the influencer with the highest average score, only ranked fourth in this attribute. Helena Coelho, although second in average score, was third here. “Content quality”, tied in first place

Group part

with authenticity for the most important attribute, had Inês Mocho as the leader. Helena Coelho was second overall and Joana Medeiros third, showing consistency with the order of preferred influencers. Lastly, “Trustworthiness”, revealed Inês Mocho as the most trustworthy influencer, followed by Joana Medeiros in second and Helena Coelho in third, also showing consistency. This data is summarized in Figure 22.

The scores are the result of respondents’ perceptions, rating on a Likert-Scale of 1 – 5, so even though the differences in absolute value might be small they are considerable. For instance, the highest difference in value, 0,72, between Inês Mocho (3,65) and Cátia Vilas Boas (2,93) in “Content quality” means that respondents consider Inês Mocho’s content to be better than Cátia Vilas Boas’ by that amount. This value, close to 1, is very relevant on the scale adopted, representing a very big difference in perceived “Content quality”. On a larger scale the variations would have been higher and more noticeable. When the scores change the preferred influencers and characteristics also change. The higher the value of these scores corresponds to the preferred influencer in each of the characteristics.

From these findings, it can be concluded that followers seem to value “Content quality”, “Authenticity”, and “Trustworthiness” the most. Although other factors and characteristics are also important, the preferred influencers of the respondents were high scorers in these characteristics, except for Inês Mocho in authenticity. These characteristics seem to have a higher weight than others when evaluating the influencer. From the influencers evaluated, lower tier influencers seem to be regarded as more authentic, but content quality and trustworthiness tend to be more balanced across tiers. This finding suggests that the size of the influencer impacts the way followers react and evaluate them.

Brand loyalty is important for influencers, as they build their brand and audience (Gommans, Krishnan and Scheffold 2001). According to the same authors, customer satisfaction plays an important role as a satisfied customer tends to be more loyal to a brand over time. Consequently,

Group part

influencers can utilize these findings, for instance by building their own brand personality around these important characteristics, improving follower satisfaction, and inspiring a more loyal and larger audience. In addition, as previously observed, age and gender can play a part in followers' preferences, so influencers need to be aware of this and choose the characteristics to form their brand personality in accordance with the preferences of their target audience.

The technique used in the first part of the Conjoint Survey, which focuses followers' opinions instead of followers' perceptions as in the Perceptual Survey, was choice-based conjoint analysis (see section 4.5.1.), using five attributes, with two or three alternatives each, that were highlighted in the Perceptual Survey: "Number of followers" ("Local", "National" and "Global"), "Frequency of sponsored posts" – renamed by the app Conjointly as "Number of publicities related to number of posts" – ("Posts 7 times a week", "Posts 3 times a week" and "Posts once a week"), "Frequency of general posts" – renamed by the app as "Activity level" – ("Posts 7 times a week", "Posts 3 times a week" and "Posts once a week"), "Interaction with followers" ("Yes" or "No"), and "Type of advertised products" – renamed by the app as "Price of advertised products" – ("Low-cost", "Normal" or "Premium"). Respondents were asked to choose one out of three proposed influencer personas per question, associating that persona with a given combination of their preferred levels for each one of the five characteristics.

The results of this part of the survey (Figure 15) show that most respondents prefer an influencer who works at national level (2.4%), with a weekly frequency of sponsored posts (12.7%), with general posts published three times a week (4.3%), with a high degree of interaction with followers (20.4%), and whose advertised products have a normal price (4.4%).

The result of "frequency of general posts" is surprising, since it is a fact that in present times there is a great pressure on influencers, coming from sponsors, in the sense of enlarging their online time (Laporte 2021).

Group part

The answer to the second part of this survey consisted of ranking the above five attributes according to what the respondent values the most. Respondents chose, in the respective order, “Interaction with followers”, “Frequency of sponsored posts”, “Type of advertised products”, “Frequency of general posts” and “Number of followers”.

This is an interesting result, since, on the one hand, it confirms the idea found in literature about the close relation that is often established between SMIs and followers, and, on the other hand, it contradicts the generalized idea that the number of followers is important.

The results of this part of the survey are, curiously enough, aligned with the “Preliminary interview”, presented in 4.1., where the influencer Diana Monteiro says that what her audience values the most are her personal characteristics such as “[b]eing a real person”, and that she thinks the number of followers is irrelevant when compared to the sense of community that her fans feel.

To conclude the data collected allows to answer all the research questions proposed, namely, *“How to become a successful influencer?”* and *“Why are certain influencers perceived successful whereas others are less successful?”* and the main one *“What are the most valued attributes and characteristics of Instagram influencers? A case study of the skincare market in Portugal”*. All the questions connect and can be answered by asserting that the most valued characteristics are “Authenticity”, “Content quality” and “Trustworthiness”, as for the attributes, “Interaction with followers” is what matters the most to followers. Influencers that follow these findings will be on the path to success, and the ones who do not will find it harder to thrive.

To further validate the findings, a final experiment was performed. The experiment was carried out to investigate the dominance of personality traits on posting behavior. The personality trait trustworthiness was chosen because it was found that influencers that had high trustworthiness scores were also mostly chosen by the participants of the survey. Secondly, the attribute

Group part

sponsored posts were chosen, as it was assumed that the number of sponsored posts had a strong negative correlation for followers with an increasing number of sponsored posts.

The results show indeed that the trustworthiness scores are observable. This study has found that influencers with higher trustworthiness scores can do more sponsored posts than competitor influencers. This implies that consumers' willingness to consumer sponsored posts is a function of their perceived trustworthiness of the influencers. The reasons for this are probably that the more influencers post and advertise products in their feed, the lower the perceived value to the follower is. If too many sponsored posts are displayed, consumers perceive the influencer as commercially driven or the overall entertainment value decreases. As this trend applies to all the influencers surveyed, the threshold is different to each influencer. The higher the trustworthiness, the more sponsored posts an influencer can post. It can be said that the consumer trusts the influencer more, that their sponsored posting behavior is less commercially driven. As it was one intention of this thesis to derive executive suggestions, the executive suggestion that can be derived from this finding are that based on our findings, we have a proven methodology on how to calculate the optimal sponsored posting behavior. As sponsored posts and influencer marketing campaigns are the main revenue source for influencers, this can have a significant revenue optimization potential. Even though the number of participants in the experiment was limited, the trustworthiness levels perfectly corresponded with the influencers threshold levels which suggest that correlation.

3. Conclusion and future research

Given the rapid rise of Instagram, as examined before, and marketing research being in its infancy about SMI marketing, this study aimed at providing a basis for future research to obtain a deeper understanding of influencer marketing from the perspective of followers looking at the influencers as if they were products or brands. Therefore, this work extended the knowledge about the stated relationship between followers and influencers and the impact on their followers' consumer behavior. Different types of surveys were conducted to construct a multidimensional perceptual map and a conjoint analysis.

Based on the explored perceptions and preferences of followers regarding influencers, this study provides not only a basis for further research, but also suggestions for influencers about how to build a successful Instagram profile, in terms of number of followers and engagement rate. The findings reveal the following two recommendations for Instagram influencers, addressing significant characteristics and characteristics as an outcome of the survey data.

Firstly, with regards to characteristics, trustworthiness, content quality and authenticity were derived as the most preferred ones. This implies that the influencer has to focus on the honesty, integrity and believability he or she demonstrates (trustworthiness) while fulfilling the previously evaluated criteria for being perceived as authentic (authenticity), namely being sincere, visible and knowledgeable. In terms of content quality, it is highly recommended to focus on the overall perceived image of SMIs, such as their profile's appearance and content. When Instagram influencers focus on their content quality, their uniqueness and expertise is perceived higher, resulting possibly in more followers and a higher engagement rate.

Secondly, with regards to attributes, the findings reveal that interaction with followers, the type of products advertised, and the frequency of general posts are considered as the most promising ones.

Group part

Additionally, the additional experiment revealed that the characteristic trustworthiness is indeed a dominant trait that increases the chances for influencers to be -financially- successful. It was found that influencers with higher trustworthiness scores can post significantly more sponsored posts since followers are willing to consume more posts. This increases the income opportunity for influencers if they are perceived to be trustworthy. However, the question remains, what trustworthiness is or how to be trustworthy.

Consequently, Instagram Influencers are advised to first identify their audience, to appear like themselves; thus, becoming friends'' with their audience. Having a close relationship is key to influence the follower's consumer behavior. Hereby, inspiring products should be advertised while posting content not too often.

4. Limitations and future research

While the present analysis suggests essential implications, several limitations need to be acknowledged.

Firstly, this study was conducted taking into consideration only Instagram as a social media platform without considering other social media apps. Consequently, cross-platform comparisons might be interesting to consider for future studies to highlight if the outcomes vary between specific platforms.

Secondly, research focuses only on one product category, namely the skincare market, due to the scope of the research project. It could also be insightful to investigate other product markets in relation to Instagram.

Thirdly, this study is focused on one nationality, namely Portugal, due to the research gap for influencer markets in this country. Therefore, the surveys were only sent to Portuguese followers. Apart from nationality, most respondents belonged to generation Z, as a result of the fact that surveys were mainly sent out to people aged between 10 and 25 years. Consequently, the result of the study cannot be transferred to other nationalities and generations. To overcome this limitation, future research should consider more nationalities and age groups to provide a more in-depth understanding of the promising attributes for success.

Moreover, the sample size of the interview consists of only one influencer, since it was very difficult to reach and motivate some influencers to provide some insights. As a result, this sample size does not represent a significant conclusion.

Finally, the different surveys contain a set of attributes that was determined based on the chosen literature concepts. However, alternative influencer attributes and characteristics may be used to explore their specific influence on the consumer perception. To illustrate this variation, taking, “authenticity” as an example, this study focuses on a general understanding of authenticity. Nevertheless, other studies identify additionally specific dimensions of

Group part

authenticity, namely continuity, credibility, integrity and symbolism (Beverland, 2010). Future research could explore different dimensions of the chosen characteristics in detail.

Another recommendation for future studies could be to investigate whether gender influences the perceived characteristics, thus the relationship between follower and influencer.

As for the experiment, one limitation persists. While this finding can be communicated to the influencers, it is hard to suggest the influencer to be more trustworthy. Rather, the findings in this thesis tell us, that some influencers are perceived more trustworthy, will others be perceived less so. Given trustworthiness then is a predictor for accepted sponsored posting thresholds. But executive suggestion to influencers itself how to be more trustworthy could not be derived here. Hence, future research should focus on this matter, as it will be helpful for individual influencer to adjust their individual behavior, style, content etc.

5. References

Yieldify. 2022. “8 Beauty Ecommerce Trends That Will Define the Industry In 2022.”

Yieldify, 27/10/2022. <https://www.yieldify.com/free-guides/beauty-ecommerce-trends/>

Abraham, J., Floreto, S., Pagkalinawan, M., & Etrata Jr, A. 2022. “Consumer perceptions: Do sponsorship disclosure and influencer credibility affect brands in the beauty and cosmetics industry?” *International Journal of Multidisciplinary Research and Growth Evaluation*, 3(2).

Adler, D. E. 2009. *Snap judgment: when to trust your instincts, when to ignore them, and how to avoid making big mistakes with your money*. FT Press.

Ahmad, A., & Thyagaraj, K. S. 2015. “Understanding the Influence of Brand Personality on Consumer Behavior.” *Journal of Advanced Management Science*, 3(1), 38–43. <https://doi.org/10.12720/joams.3.1.38-43>

Alassani, R., & Göretz, J. 2019. “Product Placements by Micro and Macro Influencers on Instagram. In Meiselwitz, G. (eds) Social Computing and social media. Communication and Social Communities. HCII 2019.” *Lecture Notes in Computer Science (including subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*: vol. 11579. Springer, Cham. https://doi.org/10.1007/978-3-030-21905-5_20

Al-Shehri, M. 2021. “Choosing the Best Social Media Influencer: The role of gender, age, and product type in influencer marketing.” *International Journal of Marketing Strategies*, 4(1), 1–26. <https://doi.org/10.47672/ijms.878>

- Anderson, K., Wright, M., & Wheeler, M. 2011. "Snap judgement polling: Street interviews enabled by new technology." *International Journal of Market Research*, 53(4), 463–478. <https://doi.org/10.2501/IJMR-53-4-463-478>
- Anderson, M., & Jiang, J. 2022. "Teens, social media & technology. Pew Research Center [Internet & American Life Project]."
- Belanche, D., Flavián, M., & Ibáñez-Sánchez, S. 2020. "Followers' reactions to influencers' Instagram posts." *Spanish Journal of Marketing*, 24(1), 37–54.
- Belanche, D., Casaló, L. V., Flavián, M. and Ibáñez-Sánchez, S. 2021. "Understanding influencer marketing: The role of congruence between influencers, products and consumers." *Journal of Business Research*, 132, 186-195.
<https://www.sciencedirect.com/science/article/pii/S0148296321002307>
- Bernstein, B. 2019. "A Brief History Of The Influencer." Gatsby.
<https://medium.com/@bhbern/a-brief-history-of-the-influencer-1a0ef2b36c6e>
- Beverland, M. B., Farrelly, F. 2010. "The Quest for Authenticity in Consumption: Consumers' Purposive Choice of Authentic Cues to Shape Experienced Outcomes." *Journal of Consumer Research*, 36(5), 838-856 <https://doi.org/10.1086/615047>
- Blazevic, V., Wiertz, C., Cotte, J., De Ruyter, K., & Keeling, D. I. 2014. "GOSIP in cyberspace: Conceptualization and scale development for general online social interaction propensity." *Journal of Interactive Marketing*, 28(2), 87–100.
<https://doi.org/10.1016/j.intmar.2013.09.003>
- Boerman, S. C., van Reijmersdal, E. A., Rozendaal, E., & Dima, A. L. 2018. "Development of the Persuasion Knowledge Scales of Sponsored Content (PKS-SC)." *International Journal of Advertising*, 37(5), 671–697.
<https://doi.org/10.1080/02650487.2018.1470485>

- Booth, Barbara. 2019. "What happens when a business built on simplicity gets complicated? Dollar Shave Club's founder Michael Dubin found out." CNBC.
<https://www.cnbc.com/2019/03/23/dollar-shaves-dubin-admits-a-business-built-on-simplicity-can-get-complicated.html>
- Booth, N., & Matic, J. A. 2011. "Mapping and leveraging influencers in social media to shape corporate brand perceptions." *Corporate Communications: An International Journal*, 16(3), 184-191.
<https://www.emerald.com/insight/publication/issn/1356-3289/vol/16/iss/3>
- Britt, R. K., Hayes, J. L., Britt, B. C., & Park, H. 2020. "Too Big to Sell? A Computational Analysis of Network and Content Characteristics among Mega and Micro Beauty and Fashion Social Media Influencers." *Journal of Interactive Advising*, 20(2), 111-118. <http://doi.org/10.1080/15252019.2020.1763873>
- Brooks, A. 2019. "[Timeline] A Brief History of Influencers." *Social Media Today*.
<https://www.socialmediatoday.com/news/timeline-a-brief-history-of-influencers/554377/>
- Brorsson, A., & Plotnikova, V. 2017. "Choosing the right social media influencer: A quasi-experiment to explore the impact of influencers' different characteristics." Master thesis. Linnaeus University (Sweden). <https://www.diva-portal.org/smash/get/diva2:1107811/FULLTEXT01.pdf>
- Campbell, C., & Farrell, J. R. 2020. "More than meets the eye: The functional components underlying influencer marketing." *Business Horizons*, 63(4), 469-479.
<https://doi.org/10.1016/j.bushor.2020.03.003>
- Casaló, L. V., & Flavián, C., & Ibáñez-Sánchez, S. 2020. "Influencers on Instagram: Antecedents and consequences of opinion leadership." *Journal of Business*

- Casaló, Luis V., Carlos Flavián, and Sergio Ibáñez-Sánchez. 2018. "Influencers on Instagram: Antecedents and Consequences of Opinion Leadership." *Journal of Business Research* 117 (117): 510–19
- Chatterjee, P. 2011. "Drivers of new product recommending and referral behaviour on social network sites." *International Journal of Advertising*, 30(1), 77-101.
<https://doi.org/10.2501/IJA-30-1-077-101>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. 2020. "How fashion influencers contribute to consumers' purchase intention." *Journal of Fashion Marketing and Management*, 24(3), 361-380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Cheung, M. L., Leung, W. K. S., Aw, E. C.-X., & Koay, K. Y. 2022. "'I follow what you post!': The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs)." *Journal of Retailing and Consumer Services*, 66,
<https://www.sciencedirect.com/science/article/abs/pii/S0969698922000339?via%3Dihub>
- Cohen, N. A., & Yoon, J. 2021. "Who Makes Whom Charismatic? Leadership Identity Negotiation in Work Teams." *Journal of Leadership and Organizational Studies*, 28(1), 5–16. <https://doi.org/10.1177/1548051820950372>
- Croes, E., & Bartels, J. 2021. "Young adults' motivations for following social influencers and their relationship to identification and buying behavior." *Computers in Human Behavior*, 124.
<https://www.sciencedirect.com/science/article/pii/S0747563221002338>
- Curtin, R., Presser, S., & Singer, E. 2000. "The effects of response rate changes on the index of consumer sentiment." *The Public opinion quarterly*, 64(4), 413-428.
<http://www.jstor.org/stable/3078736>

- De Veirman, M., Cauberghe, V., & Hudders, L. 2017. "Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude." *International Journal of Advertising*, 36(5), 798-828.
<https://www.tandonline.com/doi/abs/10.1080/02650487.2017.1348035>
- Dinh, T. C. T., & Lee, Y. 2021. "I want to be as trendy as influencers – How "fear of missing out" leads to buying intention for products endorsed by social media influencers." *Journal of Research in Interactive Marketing*, 2022, 16(3), 346-364. Emerald Publishing Limited.
- Djafarova, E., & Rushworth, C. 2017. "Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users." *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Doyle, L., Brady, A. M., & Byrne, G. 2009. "An overview of mixed methods research." *Journal of Research in Nursing*, 14(2), 175–185.
<https://doi.org/10.1177/1744987108093962>
- Eger, L., Komárková, L., Egerová, D., & Mičík, M. 2021. "The effect of COVID-19 on consumer shopping behaviour: Generational cohort perspective." *Journal of Retailing and Consumer Services*, 61.
<https://doi.org/10.1016/j.jretconser.2021.102542>
- Eggers, F., Sattler, H., Teichert, T., & Volckner, F. 2022. "Choice-Based Conjoint Analysis". In C. Homburg, M. Klarmann, & A. Vomberg (eds.), *Handbook of Market Research* (pp. 781–819). Springer.
- Elizabeth Scott. 2022. "How to Deal With FOMO in Your Life: The Origin of FOMO and How It Affects Our Health." *Verywell Mind*.
<https://www.verywellmind.com/how-to-cope-with-fomo-4174664>

- Flor, M. 2020. "Influencer marketing: An exploratory study on the motivations of young adults to follow social media influencers." *Digital & Social Media Marketing*, 8, 156-165.
https://www.researchgate.net/publication/346405643_Influencer_marketing_An_exploratory_study_on_the_motivations_of_young_adults_to_follow_social_media_influencers
- Fox, R. J. 1988. "Perceptual mapping using the basic structure matrix decomposition." *Journal of the Academy of Marketing Science*, 16(1), 47–59.
<https://doi.org/10.1007/BF02723325>
- Geyser, W. 2021. "The State of Influencer Marketing 2019: Benchmark Report [+Infographic]." *Influencer Marketing Hub*.
<https://influencermarketinghub.com/influencer-marketing-2019-benchmark-report/>
- Geyser, W. 2022a. "The State of Influencer Marketing 2022: Benchmark Report." *Influencer Marketing Hub*. <https://influencermarketinghub.com/influencer-marketing-benchmark-report/>
- Geyser, W. 2022b. "What is an Influencer? – Social Media Influencers Defined." *Influencer Marketing Hub*. <https://influencermarketinghub.com/what-is-an-influencer/#toc-0>
- Gommans, M., Krishnan, K. S., & Scheffold, K. B. 2001. "From Brand Loyalty to E-Loyalty: A Conceptual Framework." *Journal of Economic and Social Research*, 3(1), 43–58.
- Gower, J. C., Groenen, P. J. F., Van de Velden, M., & Vines, K. 2010. "Perceptual maps: the good, the bad and the ugly." *ERIM Report Series Research in Management*, ERS-2010-011-MKT. LINK?

- Goyder, J., Warriner, K., & Miller, S. 2002. "Evaluating Socio-economic Status (SES) Bias in Survey Nonresponse." *Journal of Official Statistics*, 18(1), 1-11.
<https://www.scb.se/contentassets/ca21efb41fee47d293bbee5bf7be7fb3/evaluating-socio-economic-status-ses-bias-in-survey-nonresponse.pdf>
- Grand View Research. 2022. "Natural Skin Care Products Market Size, Share & Trends Analysis Report By Type (Mass, Premium), By Product (Facial Care, Body Care), By End-use (Men, Women), By Distribution Channel, By Region, And Segment Forecasts, 2022 – 2030" <https://www.grandviewresearch.com/industry-analysis/natural-skin-care-products-market>
- Gunnarsson, L., Postnikova, A., and Folkestad, A. 2018. "Maybe Influencers Are Not Worth The Hype: An explanatory study on influencers' characteristics with perceived quality and brand loyalty" Bachelor Thesis, Linnaeus University (Sweden). In Digitala Vetenskapliga Arkivet. <http://lnu.diva-portal.org/smash/get/diva2:1217846/FULLTEXT01.pdf>
- Guoquan Ye, G., Liselot Hudders, L., De Jans, S. & De Veirman, M. 2020. **"The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications."** *Journal of Advertising*, 50(2), 160-178.
<https://doi.org/10.1080/00913367.2020.1857888>
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. 2020. **"Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co."** *California Management Review*, 63(1), 5–25.
<https://doi.org/10.1177/0008125620958166>
- Halcomb, E., and Hickman, L. 2015. "Mixed methods research." *Nursing Standard. Qualitative Research in Health Care*, 29(32), 41–47.
<https://pubmed.ncbi.nlm.nih.gov/25850508/>

“Portal Do INE.” n.d. Www.ine.pt. Accessed December 15, 2022.

https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_indicadores&indOcorrCod=0008273&xlang=pt

Jiménez-Castillo, D., & Sánchez-Fernández, R. 2019. “The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention.” *International Journal of Information Management*, 49, 366-376.

<https://www.sciencedirect.com/science/article/abs/pii/S0268401219301653>

Jin, S. V., Muqaddam, A., & Ryu, E. 2019. “Instafamous and social media influencer marketing.” *Marketing Intelligence and Planning*, 37(5), 567-579.

<https://doi.org/10.1108/MIP-09-2018-0375>

Jun, S., & Yi, J. 2020. “What makes followers loyal? The role of influencer interactivity in building influencer brand equity.” *Journal of Product and Brand Management*, 29(6), 803–814. <https://doi.org/10.1108/JPBM-02-2019-2280>

Kim, D. Y., & Kim, H. Y. 2022. “Social media influencers as human brands: an interactive marketing perspective.” *Journal of Research in Interactive Marketing*. (Vol. ahead-of-print No. ahead-of-print). <https://doi.org/10.1108/JRIM-08-2021-0200>

Kohli, C. S., & Leuthesser, L. 1993. “Product Positioning: A Comparison of Perceptual Mapping Techniques.” *Journal of Product & Brand Management*, 2(4), 10–19. <https://doi.org/10.1108/10610429310047660>

Kurdi, B. Al, Alshurideh, M., Akour, I., Tariq, E., Alhamad, A., & Alzoubi, H. M. 2022. “The effect of social media influencers’ characteristics on consumer intention and attitude toward Keto products purchase intention.” *International Journal of*

Data and Network Science, 6(4), 1135–1146.

<https://doi.org/10.5267/j.ijdns.2022.7.006>

Ladhari, R., Massa, E., & Skandrani, H. 2020. “YouTube vloggers’ popularity and influence: The roles of homophily, emotional attachment, and expertise.” *Journal of Retailing and Consumer Services*, 54, 10202.

<https://doi.org/10.1016/j.jretconser.2019.102027>

Laporte, Nicole. 2021. “Move over, Instagram influencers: Welcome to the era of the independent creator.” *Fastcompany*, 27 October 2021.

<https://www.fastcompany.com/90690440/what-is-an-independent-creator-vs-instagram-influencer>

Lee, J. A., Bright, L. F., & Eastin, M. S. 2021. “Fear of Missing out and Consumer Happiness on Instagram: A Serial Mediation of Social Media Influencer-Related Activities.” *Cyberpsychology, Behavior, and Social Networking*, 24(11), 762–766.

<https://doi.org/10.1089/cyber.2020.0431>

Licata, R. J. 2022. “Beauty Industry: Cosmetic Market Share, Trends, and Statistics.”

Terakeet, 15, 2021. <https://terakeet.com/blog/beauty-industry/>

Lou, C., & Yuan, S. 2019. “Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media.” *Journal of*

Interactive Advertising, 19, 58-73. <https://doi.org/10.1080/15252019.2018.1533501>

Ma, Y., & Kwon, K. H. 2021. “Changes in purchasing patterns in the beauty market due to Post–COVID-19: Literature review.” *Journal of Cosmetic Dermatology*,

20(10). WILEY. <https://doi.org/10.1111/jocd.14357>

Marchessou, S., & Spagnuolo, E. 2021. “Taking a good look at the beauty industry.

McKinsey & Company.” <https://www.mckinsey.com/industries/retail/our-insights/taking-a-good-look-at-the-beauty-industry>

- McCay-Peet, L., & Quan-Haase, A. 2016. "A model of social media engagement: User profiles, gratifications, and experiences." In H. O'Brien & M. Lalmas (Eds.) *Why engagement matters: Cross-disciplinary perspectives and innovations on user engagement with digital media*. Heidelberg: Springer Verlag.
- Milford, U., & Nwulu, C. 2015. "A theoretical reflection of celebrity endorsement in Nigeria." *International Journal of Business & Economic Development*, 3, 81-92.
<https://www.semanticscholar.org/paper/A-theoretical-reflection-of-celebrity-endorsement-Udo-Nwulu/c81333cae0f5a6885f87b9d08bc2a6f39072775d>
- Murdoch, Robin. 2022. "The Future of Shopping: Growth of Social Commerce" | Accenture. https://www.accenture.com/us-en/insights/software-platforms/why-shopping-set-social-revolution?c=acn_glb_socialcommercebusinesswire_12755585&n=mrl_0122
- Myers, S. 2021. "Instagram Source Effects: The Impact of Familiarity and Likeability on Influencer Outcomes." *Journal of Marketing Development and Competitiveness*, 15(3), 50–55. <https://doi.org/10.33423/jmdc.v15i3.4540>
- Nafees, L., Cook, C. M., Nikolov, A. N., & Stoddard, J. E. 2021. "Can social media influencer (SMI) power influence consumer brand attitudes? The mediating role of perceived SMI credibility." *Digital Business*, 1(2), 100008.
<https://doi.org/10.1016/j.digbus.2021.100008>
- NapoleonCat.com. <https://napoleoncat.com/stats/instagram-users-in-portugal/2022/01/>
- Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. 2021. "David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers."
- Park, Jiwoon, Ji Min Lee, Vikki Yiqi Xiong, Felix Septianto, and Yuri Seo. 2021. "David and Goliath: When and Why Micro-Influencers Are More Persuasive

- than Mega-Influencers.” *Journal of Advertising* 50 (5): 584–602.
<https://doi.org/10.1080/00913367.2021.1980470>
- “População Residente Segundo Os Censos: Total E Por Sexo.” n.d. Wwww.pordata.pt.
<https://www.pordata.pt/portugal/populacao+residente+segundo+os+censos+total+e+por+sexo-1>
- Quan-Haase, A., & Young, A. L. 2010. “Uses and Gratifications of Social Media.” *Bulletin of Science Technology & Society*, 30(5), 350–361. <https://asset-pdf.scinapse.io/prod/2163762705/2163762705.pdf>
- Rao, V. R. 2014. “Applied conjoint analysis.” *Applied Conjoint Analysis* (Vol. 9783540877530), 1-36. Springer. <https://doi.org/10.1007/978-3-540-87753-0>
- Roberts, R. 2022. “Beauty Industry Trends & Cosmetics Marketing: Statistics and Strategies for Your Ecommerce Growth”. Common Thread Collective, Jun 25 2022.
<https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce>
- Rowley, J. 2012. “Conducting research interviews.” *Management Research Review*, 35(3–4), 260–271. <https://doi.org/10.1108/01409171211210154>
- Schwartz, H. A., Eichstaedt, J. C., Kern, M. L., Dziurzynski, L., Ramones, S. M., Agrawal, M., Ungar, L. H. 2013. „Personality, Gender and Age in the Language of Social Media: The Open-Vocabulary Approach.” *PLoS ONE*, 8(9), E73791.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0073791>
- Selvarajan, T. T., Singh, B., & Cloninger, P. A. 2016. “Role of personality and affect on the social support and work family conflict relationship.” *Journal of Vocational Behavior*, 94, 39–56. <https://doi.org/10.1016/j.jvb.2016.02.004>

Singer, E., van Hoewyk, J., & Maher, M. P. 2000. "Experiments with Incentives in Telephone Surveys." *Public Opinion Quarterly*, 64(2), 171-188.

<https://pubmed.ncbi.nlm.nih.gov/10984332/>

Sirgy, M. J. 2018. "Self-congruity theory in consumer behavior: A little history."

Journal of Global Scholars of Marketing Science, 28(2), 197-207.

<https://www.tandfonline.com/doi/abs/10.1080/21639159.2018.1436981?tab=permissions&scroll=top>

"2021 in Numbers." n.d. Statista. <https://www.statista.com/study/105887/2021-in-numbers/>

Streefkerk, R. (2022). Qualitative vs. Quantitative Research | Differences, Examples &

Methods. Scribbr. <https://www.scribbr.com/methodology/qualitative-quantitative-research/>

Sudha, M. and Sheena, K. 2017. "Impact of Influencers in Consumer Decision

Process: The Fashion Industry." *SCMS Journal of Indian Management*, July - September 2017, 14-30.

https://www.scms.edu.in/uploads/journal/articles/article_12.pdf

Sumrak, Jesse. 2021. "The Art of Landing Influencers: How to Interview Someone

(Anyone)". Foundr <https://foundr.com/articles/marketing/guide-landing-interviews>

Tafesse, W., & Wood, B. P. 2021. "Followers' engagement with instagram

influencers: The role of influencers' content and engagement strategy." *Journal of Retailing and Consumer Services*, 58(10230), 3.

<https://www.sciencedirect.com/science/article/abs/pii/S0969698920313114?via%3Dihub>

- The Economist*. 2021a. “The return of one-to-one commerce.” Report: *The future of shopping*. *The Economist*, Mar 11th, 2021. <https://www.economist.com/special-report/2021/03/11/the-return-of-one-to-one-commerce>
- The Economist*. 2021b. “Welcome to democratised retail.” Report: *The future of shopping*. *The Economist*, Mar 11th, 2021. <https://www.economist.com/special-report/2021/03/11/welcome-to-democratised-retail>
- The Economist* 2022a. “The business of influencing is not frivolous. It’s serious.” *The Economist*, Apr 2nd²⁰²². <https://www.economist.com/business/2022/04/02/the-business-of-influencing-is-not-frivolous-its-serious>
- The Economist*. 2022b. “The serious business of being a social influencer.” *The Economist*, Apr 2nd, 2022. <https://www.economist.com/leaders/2022/04/02/the-serious-business-of-being-a-social-influencer>
- Todorov, A., Olivola, C. Y., Dotsch, R., & Mende-Siedlecki, P. 2015. “Social attributions from faces: Determinants, consequences, accuracy, and functional significance.” *Annual Review of Psychology*, 66(1), 519–545.
<https://doi.org/10.1146/annurev-psych-113011-143831>
- Vagias, W. M. 2006. “Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks.” *In Recreation and Tourism Management*. Clemson University.
<http://media.clemson.edu/cbshs/prtm/research/resources-for-research-page-2/Vagias-Likert-Type-Scale-Response-Anchors.pdf>
- Williams, C. 2007. “Research methods.” *Journal of Business & Economics Research (JBER)* 5(3), 65-72.
<https://clutejournals.com/index.php/JBER/article/view/2532/2578>

- Willis, J., & Todorov, A. 2006. "First impressions: Making up your mind after a 100-ms exposure to a face." *Psychological Science*, 17(7), 592–598.
<https://doi.org/10.1111/j.1467-9280.2006.01750.x>
- Xu, X. R., & Pratt, S. 2018. "Social media influencers as endorsers to promote travel destinations: an application of self-congruence theory to the Chinese Generation Y." *Journal of Travel & Tourism Marketing*.
https://www.researchgate.net/publication/325071297_Social_media_influencers_as_endorsers_to_promote_travel_destinations_an_application_of_self-congruence_theory_to_the_Chinese_Generation_Y
- Zak, S., & Hasprova, M. 2020. "The role of influencers in the consumer decision-making process." 19th International Scientific Conference – *Globalization and its Socio-Economic Consequences* 2019 (Sustainability in the Global-Knowledge Economy). *SHS Web of Conferences*, 74, 03014. https://www.shs-conferences.org/articles/shsconf/abs/2020/02/shsconf_glob2020_03014/shsconf_glob2020_03014.html
- Zhang, Y., Moe, W. W., & Schweidel, D. A. 2017. "Modeling the role of message content and influencers in social media rebroadcasting." *International Journal of Research in Marketing*, 34(1), 100-119.
<https://www.sciencedirect.com/science/article/abs/pii/S0167811616300866>

6. Appendix

6.1. - Melanigrantskin

6.2. – Preliminary Survey

Research Project on the perception of Influencers

We are a group of master students from NOVA School of Business and Economics in Portugal. We are currently working on our thesis and would like to ask you a few questions about influencers. The goal of this study is to get insights about the user behavior of different generations on Instagram related to the cosmetics industry. This survey should take less than 2 minutes.

We value your honest feedback and thank you for your participation. Thank you!

* Obrigatório

1. What group of attributes do you value the most in influencers you follow? *

	1 (Extremely irrelevant)	2 (Moderately irrelevant)	3 (Neutral)	4 (Moderately important)	5 (Extremely important)
Content of publications	☐	☐	☐	☐	☐
Personality of influencer	☐	☐	☐	☐	☐
Physical appearance of the influencer	☐	☐	☐	☐	☐
Frequency of posts	☐	☐	☐	☐	☐

2. How often have you learned about a new product because of an influencer? (rate from 1 to 5; 1 never and 5 very often) *

	1	2	3	4	5	
Never	☐	☐	☐	☐	☐	Very often

11/14/2022

3. To what extent does the presence of ads influence your decision to follow influencers?
(rate from 1 to 5; 1 being the least important and 5 the most important) *

Least important 1 2 3 4 5 Most important
☐ ☐ ☐ ☐ ☐

4. Gender *

- ☐ Female
☐ Male
☐ Other

5. Age *

- ☐ 10-25
☐ 26-41
☐ 42-57
☐ 58-67
☐ older than 67

Thank you for taking our time answering our survey!

Este conteúdo não foi criado nem é aprovado pela Microsoft. Os dados que submeter serão enviados para o proprietário do formulário.

 Microsoft Forms

11/14/2022

6.3. – Preliminary Survey Results

Tables with respondents' choices regarding each group of attributes

Personality of influencer	1 (Extremely irrelevant)	2 (Moderatly irrelevant)	3 (Neutral)	4 (Moderatly important)	5 (Extremely important)
Female	10	4	10	39	37
10-25	2	2	4	23	23
26-41	4	1	3	6	7
42-57	2	1	2	10	6
58-67	2		1		1

Male		4	6	17	13
10-25		2	2	15	10
26-41		2	2	2	1
42-57			2		2
Grand Total	10	8	16	56	50

Content of publications	1 (Extremely irrelevant)	2 (Moderately irrelevant)	3 (Neutral)	4 (Moderately important)	5 (Extremely important)
Female	11	7	10	31	41
10-25	2	3	5	17	27
26-41	3	2	3	5	8
42-57	4	2	1	9	5
58-67	2		1		1
Male	1	1	8	14	16
10-25	1	1	5	8	14
26-41			1	5	1
42-57			2	1	1
Grand Total	12	8	18	45	57

Frequency of posts	1 (Extremely irrelevant)	2 (Moderately irrelevant)	3 (Neutral)	4 (Moderately important)	5 (Extremely important)
Female	11	16	28	30	15
10-25	6	11	13	14	10
26-41	3	3	8	7	
42-57	2	2	4	9	4
58-67			3		1
Male	4	8	13	13	2
10-25	3	7	8	9	2
26-41	1		3	3	
42-57		1	2	1	
Grand Total	15	24	41	43	17

Physical appearance of the influencer	1 (Extremely irrelevant)	2 (Moderately irrelevant)	3 (Neutral)	4 (Moderately important)	5 (Extremely important)
Female	20	21	24	28	7
10-25	9	16	11	14	4
26-41	4	5	6	5	1
42-57	6		5	8	2
58-67	1		2	1	
Male	6	9	15	8	2
10-25	5	7	10	6	1
26-41	1	2	2	1	1
42-57			3	1	
Grand Total	26	30	39	36	9

Respondent Gender/Age	Personality of Influencer	Frequency of posts	Content of Publications	Physical Appearance of the Influencer
Female	3,89	3,22	3,84	2,81
10-25	4,17	3,20	4,19	2,78
26-41	3,52	2,90	3,62	2,71
42-57	3,81	3,52	3,43	3,00
58-67	2,50	3,50	2,50	2,75
Male	3,98	3,03	4,08	2,78
10-25	4,14	3,00	4,14	2,69
26-41	3,29	3,14	4,00	2,86
42-57	4,00	3,00	3,75	3,25
Average	3,91	3,16	3,91	2,80

Question 2: How often have people learned about a product because of an influencer?

Question 3: To what extent does the presence of ads impact the decision to follow an influencer?

Participants age distribution

Participants gender distribution

6.4. – Perceptual Survey

Research project on the perceptions of Influencers by Followers

We are a group of Master students from NOVA SBE, Portugal. We are currently working on our thesis and would like to ask some questions.

The goal of this study is to get insights about how individual users rate different influencers regarding certain areas of attributes in the cosmetics industry.

If you do not know the influencers being presented, please have a look at the visual aid to form your judgement.

Be aware you are judging them based on their feed!

This survey will take no longer than 5 minutes.

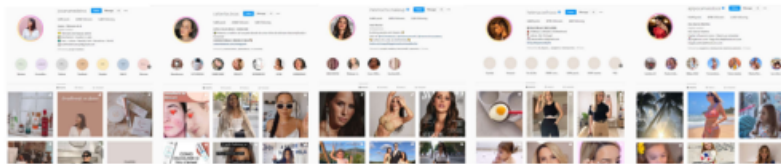
We value your opinion and thank you for your participation.

Thank you!

* Obrigatório

Influencers

In this image, you see a preview of five influencers profiles. Please take your time to have a look on each image!



11/14/2022

Joana Medeiros



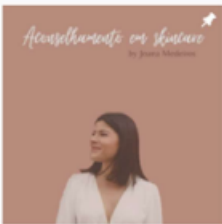
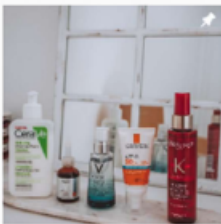
joanamedeiros [Follow](#) [Message](#) [...](#)

1,619 posts 3,958 followers 1,401 following

Joana • Skincare et al.
Digital creator
💛 Skincare and beauty addict
🧪 Biochemist • Quality in Labs
🌍 Faro • Lisboa • Bemidji, MN • Barcelona • World
✉ butfirstskincare.pt@gmail.com
Followed by [youngirl_madalena](#)

[Reviews](#) [Aconselha...](#) [Rotinas](#) [Feedback](#) [Empties](#) [Q&A II](#) [Skincare](#)

[POSTS](#) [REELS](#) [TAGGED](#)



11/14/2022

Cátia Vilas Boas



catiavilas.boas

Follow Message ...

1,405 posts 29.8K followers 1,061 following

CÁTIA VILAS BOAS • SKINCARE

🌟Potencio o melhor da tua pele através de uma rotina de skincare descomplicada e funcional!

CONSULTORIAS, EBOOK E BLOG

catiavilasboas.com/instagram

Followed by inasmoucheira, beatrizafonso, and 400 others

Barcelona es

CAT APROVA

SOBRE MIM

RESULTS

WORKBOOK

ACNE

HORMONAS

POSTS

GUIDES

REELS

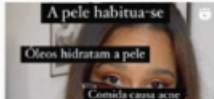
TAGGED



consultoria de Skincare



welcome to Barcelona!



A pele habitua-se

Óleos hidratam a pele

Comida causa acne



COMO ESCOLHER O TEU CREME



A SAÚDE DA PEA

11/14/2022

Inês Mocho



inesmocho.makeup

2,402 posts 297K followers 1,201 following

Inês Mocho
Entrepreneur
Building people and dreams ✨
CEO of: @mochobeautey | @inesmocholoft | @inesmochoacademy
CURSO ON-LINE JÁ DISPONÍVEL
hotm.art/maquiagemrealcominesmocho

Followed by youngirl_madalena, inesrcunha00, catarinaraica + 15 more



DESCONTOS



Makeup rá...



Curso ONLL...



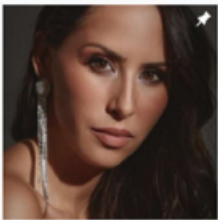
EscritorioM...

POSTS

GUIDES

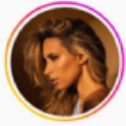
REELS

TAGGED



11/14/2022

Helena Coelho



helenacoelhooo

3,829 posts 677K followers 449 following

HELENACOELHO
Makeup | Lifestyle | Motherhood
Lisboa, 30y Portugal
lenacoelho.o@gmail.com
bit.ly/ShopAurabyHC

Followed by rita.figueira..., saraglenos, rubensposreira + 39 more

Comida

Amazon

Íris & Zito

ONDE com...

AURA prod...

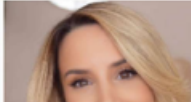
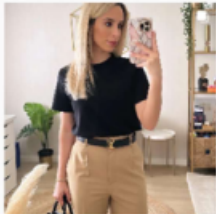
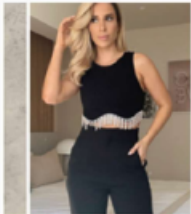
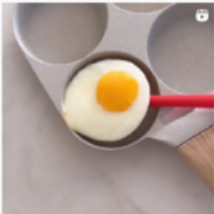
AURA evento

FAQ

POSTS

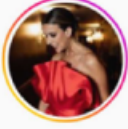
REELS

TAGGED



11/14/2022

Ana Garcia Martins



apipocamaisdoce

11,419 posts 870K followers 2,553 following

Ana Garcia Martins
Digital creator
Ana Garcia Martins
Digital-Influenciadora • Stand-up comedian
Agência Luvin: Tiago.froufe@thisislavin.com
magda.santos@thisislavin.com

Followed by [sargilemos](#), [rubentpcorreia](#), [beatrizsouseira](#) + 33 more

Londres 22

Punta Umb...

Bilbao 2022

Formentera...

Festa miúdos

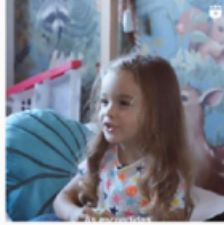
Manta Rot...

Los niños 2

POSTS

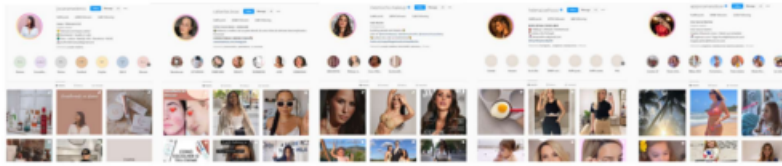
REELS

TAGGED



11/14/2022

Attributes of Influencers



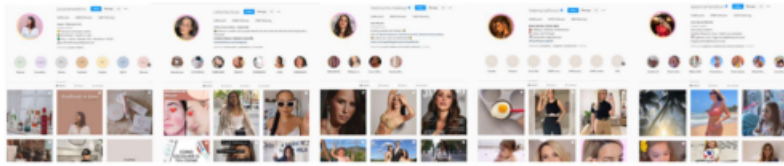
1

Extrovertness (To what degree the influencer seems to enjoy and seeks social interaction) *

	1 (Extremely Introverted)	2 (More or less Introverted)	3 (Neutral)	4 (More or less Extroverted)	5 (Extremely Extroverted)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup/)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaisdoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of Influencers



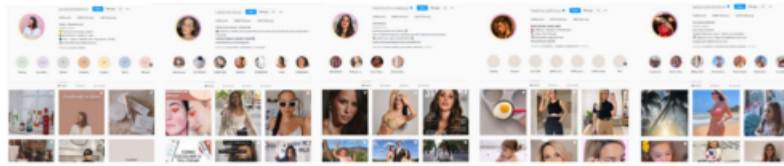
2

Trustworthiness (To which extent the influencer can be trusted completely) *

	1 (Extremely Untrustworthy)	2 (More or less Untrustworthy)	3 (Neutral)	4 (More or less Trustworthy)	5 (Extremely Trustworthy)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaidoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



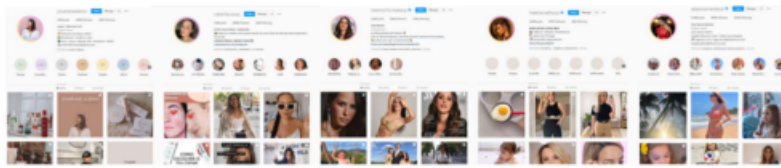
3

Lifestyle (How exclusive you perceive the influencer lifestyle to be) *

	1 Low	2 (More or less low)	3 (Neutral)	4 (More or less high)	5 (High)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaidoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



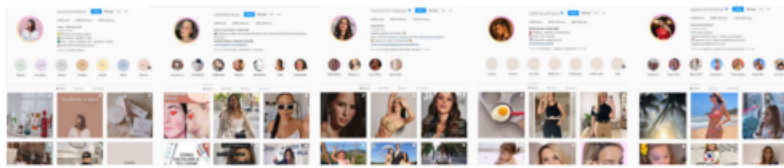
4

Authenticity (The extent to which the influencer appears real or truthful) *

	1 (Very low Authenticity)	2 (More or less low Authenticity)	3 (Neutral)	4 (More or less high Authenticity)	5 (Very high Authenticity)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaidoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



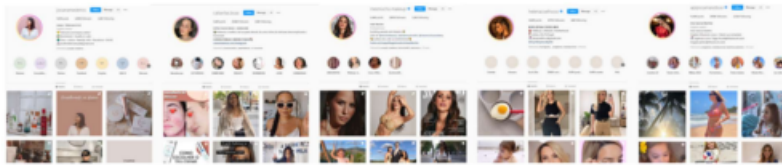
5

Overall Feed Attractiveness (how attractive the feed appears to you - colours, design, structure) *

	1 (Very low Feed Attractiveness)	2 (More or less low Feed Attractiveness)	3 (Neutral)	4 (More or less high Feed Attractiveness)	5 (Very high Feed Attractiveness)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@jnesmocho.makeup (http://jnesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaidoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



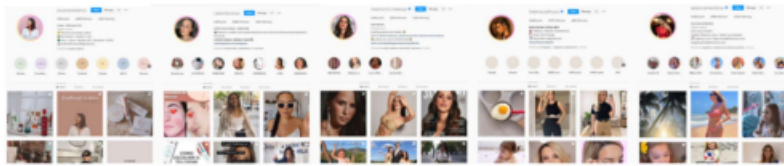
6

Similarity (how similar you and the influencer appear to be) *

	1 (Very low Similarity)	2 (More or less low Similarity)	3 (Neutral)	4 (More or less high Similarity)	5 (Very high Similarity)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup/)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaisdoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



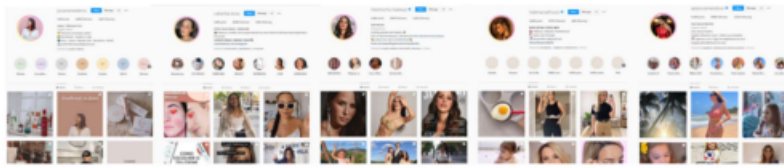
7

Content quality (how good or bad the content is to you - images / videos) *

	1 (Very low Content quality)	2 (More or less low Content quality)	3 (Neutral)	4 (More or less high Content quality)	5 (Very high Content quality)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaisdoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



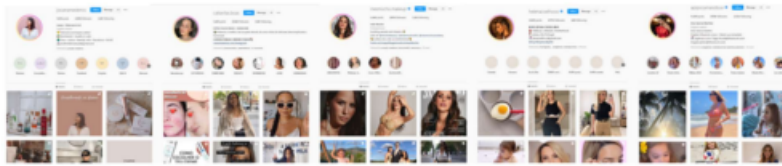
8

Relevance of content (to what degree the content is useful to you) *

	1 (Very low Relevance of content)	2 (More or less low Relevance of content)	3 (Neutral)	4 (More or less high Relevance of content)	5 (Very high Content Releva nce of content)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaisdoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



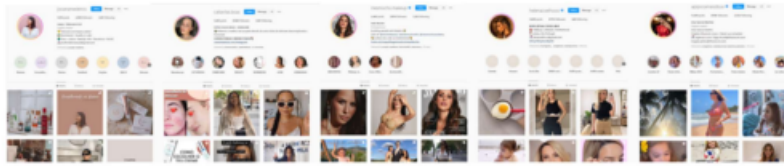
9

Likeability (is the influencer likeable to you) *

	1 (Very low Likeability)	2 (More or less low Likeability)	3 (Neutral)	4 (More or less high Likeability)	5 (Very high Likeability)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaidoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



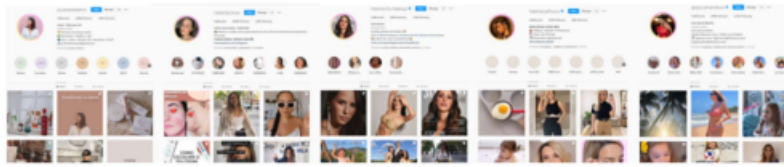
10

Expertise (how well do they seem to know the type of product being advertised) *

	1 (Very low Expertise)	2 (More or less low Expertise)	3 (Neutral)	4 (More or less high Expertise)	5 (Very high Expertise)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaisdoce	☐	☐	☐	☐	☐

11/14/2022

Attributes of influencers



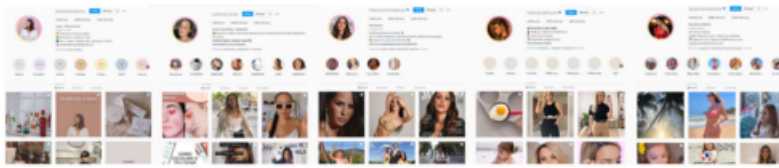
11

Charismatic (do they seem to be able to attract and impact consumers) *

	1 (Very low Charisma)	2 (More or less low Charisma)	3 (Neutral)	4 (More or less high Charisma)	5 (Very high Charisma)
@jooanamedeiros	☐	☐	☐	☐	☐
@catiavilas.boas	☐	☐	☐	☐	☐
@inesmocho.makeup (http://inesmocho.makeup)	☐	☐	☐	☐	☐
@helenacoelho	☐	☐	☐	☐	☐
@apipocamaisdoce	☐	☐	☐	☐	☐

11/14/2022

Choosing influencers



12

If you had to choose one influencer to follow, which one would you choose?

- ☐ @joanamedeiros
- ☐ @catiavilas.boas
- ☐ @inesmocho.makeup (<http://inesmocho.makeup>)
- ☐ @helenacoelho
- ☐ @apipocamaisdoce

11/14/2022

Thank you for taking your time on answering our survey!

Este conteúdo não foi criado nem é aprovado pela Microsoft. Os dados que submeter serão enviados para o proprietário do formulário.

 Microsoft Forms

11/14/2022

6.5. – Perceptual Survey Results

Ratings of all influencers across all characteristics

Percentage of participants choosing each influencer

Average score of each influencer in all characteristics

Scores of all influencers in the most important characteristics

6.6. – Conjoint Survey

We are a master's group from NOVA SBE, Portugal. We are currently working on our thesis and would like to ask some questions. The goal of this study is to get insights on consumer preferences about influencers in the cosmetics industry.

An influencer is someone who has the authority, expertise, position, or relationship with his or her audience that allows him or her to influence the purchase decisions of others. (2022, Geyser)

Continue

Throughout the survey you will be presented with different metrics related to influencers. We will present you with different Influencers that have a specific combination of these mentioned attributes.

The 5 influencer attributes are:

- Number of followers.
- Frequency of sponsored posts, how many sponsored posts do they publish per week.
- Frequency of general posts, how many posts do they publish per week.
- Interaction with followers, talking via private messages, in the comments section or via lives.
- Type of advertised products.

This study will take less than 10 minutes. Thank you for your time and contribution.

Go back

Continue

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	National	Local	Global	
Frequency of sponsored posts 	Posts 7 times a week	Posts once every week	Posts 3 times a week	
Frequency of general posts 	Posts 3 times a week	Posts once a week	Posts once a week	✗ None of the above
Interaction with followers 	No	No	Yes	
Type of advertised products 	Normal	Low-cost	Premium	

Go back

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	Global	Local	Local	
Frequency of sponsored posts 	Posts once every week	Posts 3 times a week	Posts 3 times a week	
Frequency of general posts 	Posts once a week	Posts 3 times a week	Posts once a week	✗ None of the above
Interaction with followers 	No	Yes	No	
Type of advertised products 	Normal	Low-cost	Premium	

Go back

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	Local	Global	National	
Frequency of sponsored posts 	Posts 7 times a week	Posts 7 times a week	Posts 3 times a week	
Frequency of general posts 	Posts 7 times a week	Posts 3 times a week	Posts once a week	✗ None of the above
Interaction with followers 	No	No	Yes	
Type of advertised products 	Premium	Low-cost	Normal	

Go back

Rank the attributes which you value most

📈 Top

Interaction with followers	1
Frequency of general posts	2
Type of advertised products	3
Frequency of sponsored posts	4
Number of followers	5

📉 Bottom

Go back

Continue

Rank the attributes which you value most

📈 Top

Charismatic	1
Extrovertness	2
Likeability	3
Relevance of Content	4
Content Quality	5
Similarity	6
Lifestyle	7
Expertise	8
Trustworthiness	9
Overall Feed Attractiveness	10
Authenticity	11

📉 Bottom

Go back

Continue

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 📈	Local	Local	National	❌ None of the above
Frequency of sponsored posts 📄	Posts 3 times a week	Posts 7 times a week	Posts once every week	
Frequency of general posts 📄	Posts 7 times a week	Posts once a week	Posts 3 times a week	
Interaction with followers ❤️	No	No	Yes	
Type of advertised products 🛒	Normal	Low-cost	Normal	
Go back				

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	Global	Global	National	 None of the above
Frequency of sponsored posts 	Posts 3 times a week	Posts 7 times a week	Posts once every week	
Frequency of general posts 	Posts 3 times a week	Posts 7 times a week	Posts 7 times a week	
Interaction with followers 	No	No	Yes	
Type of advertised products 	Low-cost	Premium	Normal	

Go back

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	National	Global	National	 None of the above
Frequency of sponsored posts 	Posts 3 times a week	Posts once every week	Posts 7 times a week	
Frequency of general posts 	Posts 7 times a week	Posts once a week	Posts 7 times a week	
Interaction with followers 	Yes	No	Yes	
Type of advertised products 	Normal	Premium	Low-cost	

Go back

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	Global	National	Local	 None of the above
Frequency of sponsored posts 	Posts 3 times a week	Posts once every week	Posts 7 times a week	
Frequency of general posts 	Posts 3 times a week	Posts 3 times a week	Posts once a week	
Interaction with followers 	No	Yes	Yes	
Type of advertised products 	Premium	Low-cost	Normal	

Go back

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	Local	Global	Global	
Frequency of sponsored posts 	Posts 7 times a week	Posts once every week	Posts once every week	
Frequency of general posts 	Posts 7 times a week	Posts once a week	Posts 3 times a week	✗ None of the above
Interaction with followers 	Yes	No	Yes	
Type of advertised products 	Low-cost	Normal	Premium	

Go back

Which of the following Influencers would you choose?

	Influencer A	Influencer B	Influencer C	
Number of followers 	National	Global	Local	
Frequency of sponsored posts 	Posts 3 times a week	Posts once every week	Posts 7 times a week	
Frequency of general posts 	Posts 7 times a week	Posts 7 times a week	Posts 3 times a week	✗ None of the above
Interaction with followers 	Yes	Yes	No	
Type of advertised products 	Premium	Low-cost	Normal	

Go back

Diagram of Conjoint Analysis Survey

6.7. – Conjoint Survey Results

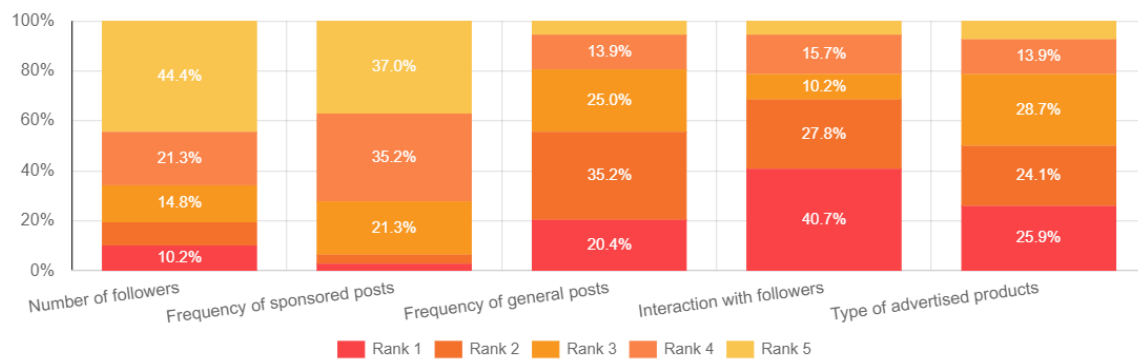
Importance of each level of each attribute

Importance level of each attribute

Average preference level for each attribute

Average position of each attribute

Percentage of participants choosing each attribute in each ranking



Most valued combinations of attribute by respondents

Average position of each attribute

Option	Average position
Authenticity	4.0
Content Quality	4.0
Trustworthiness	4.2
Relevance of Content	4.9
Charismatic	5.7
Lifestyle	6.4
Expertise	6.4
Likeability	6.6
Similarity	7.6
Overall Feed Attractiveness	7.7
Extrovertness	8.4

Percentage of participants choosing each attribute in each ranking

6.8. – SPSS Descriptive Statistics Results

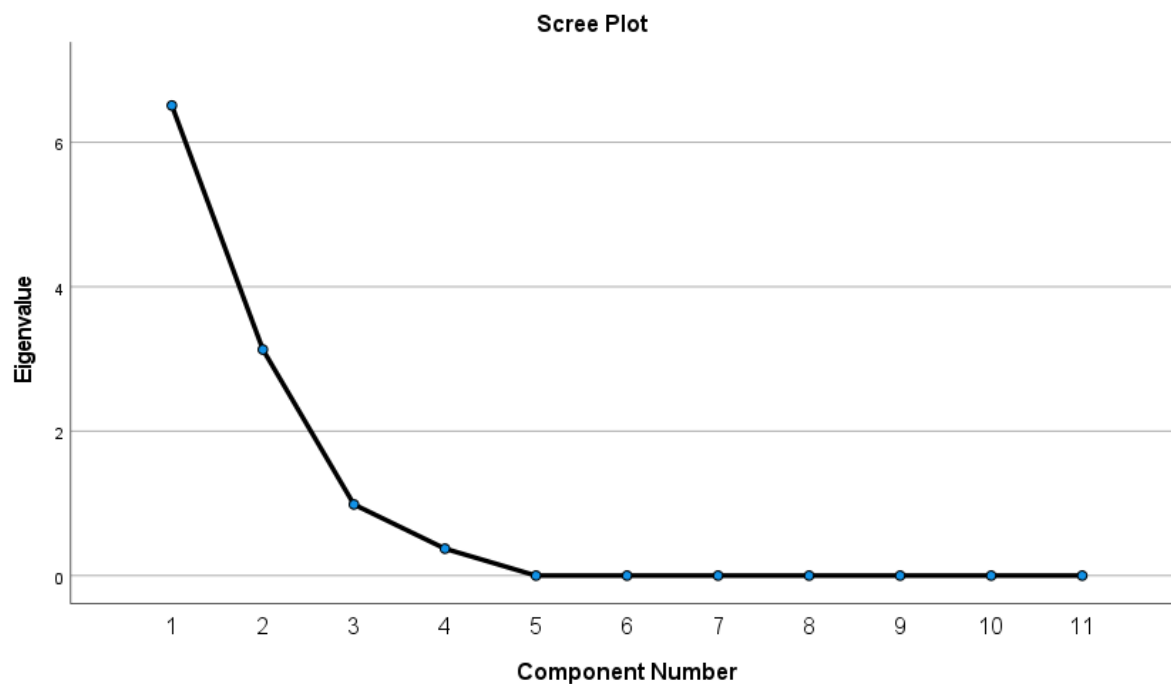
Descriptive Statistics

	Mean	Std. Deviation	Analysis N
Extrovertness	3,6800	,56789	5
Trustworthiness	3,2600	,16109	5
Socialstatus	3,3820	,50445	5
Authenticity	3,0760	,08173	5
Overall Feed Attractiveness	3,3000	,36776	5
Similarity	2,2860	,02302	5
Content quality	3,2880	,28752	5
Relevanceofcontent	2,5220	,12194	5
Likeability	3,0300	,13454	5
Expertise	3,3020	,32190	5
Charismatic	3,4740	,48870	5

Correlation Matrix^a

		Extrovertness	Trustworthiness	Social status	Authenticity	Overall Feed Attractiveness	Similarity	Content quality	Relevance of content	Likeability	Expertise	Charismatic
Correlation	Extrovertness	1,000	,020	,888	-,913	,216	-,245	,307	,084	-,185	,439	,958
	Trustworthiness	,020	1,000	,476	-,194	,955	-,371	,903	,648	,828	,811	,293
	Social status	,888	,476	1,000	-,879	,634	-,354	,687	,382	,222	,759	,978
	Authenticity	-,913	-,194	-,879	1,000	-,285	,601	-,382	-,014	,116	-,493	-,917
	Overall Feed Attractiveness	,216	,955	,634	-,285	1,000	-,236	,969	,771	,833	,909	,467
	Similarity	-,245	-,371	-,354	,601	-,236	1,000	-,357	-,023	-,178	-,400	-,298
	Content quality	,307	,903	,687	-,382	,969	-,357	1,000	,842	,856	,981	,521
	Relevance of content	,084	,648	,382	-,014	,771	-,023	,842	1,000	,913	,844	,219
	Likeability	-,185	,828	,222	,116	,833	-,178	,856	,913	1,000	,795	,019
	Expertise	,439	,811	,759	-,493	,909	-,400	,981	,844	,795	1,000	,613
	Charismatic	,958	,293	,978	-,917	,467	-,298	,521	,219	,019	,613	1,000

a. This matrix is not positive definite.



Component Matrix^a

	Component	
	1	2
Expertise	,981	,139
Content quality	,964	,267
Overall Feed Attractiveness	,911	,331
Socialstatus	,850	-,500
Trustworthiness	,815	,425
Relevanceofcontent	,735	,517
Charismatic	,723	-,660
Similarity	-,437	,239
Extrovertness	,542	-,800
Authenticity	-,611	,773
Likeability	,693	,709

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Communalities

	Extraction
Extrovertness	,934
Trustworthiness	,846

Socialstatus	,973
Authenticity	,971
Overall Feed Attractiveness	,939
Similarity	,248
Content quality	1,000
Relevanceofcontent	,807
Likeability	,983
Expertise	,982
Charismatic	,958

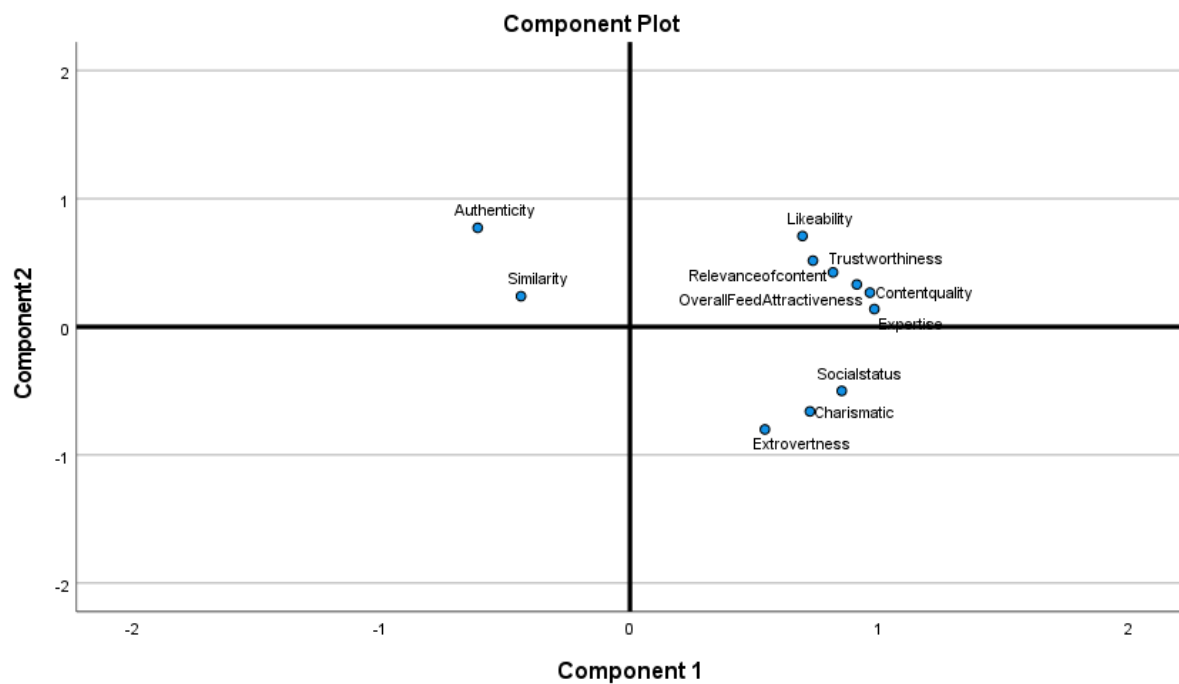
Extraction Method: Principal Component Analysis.

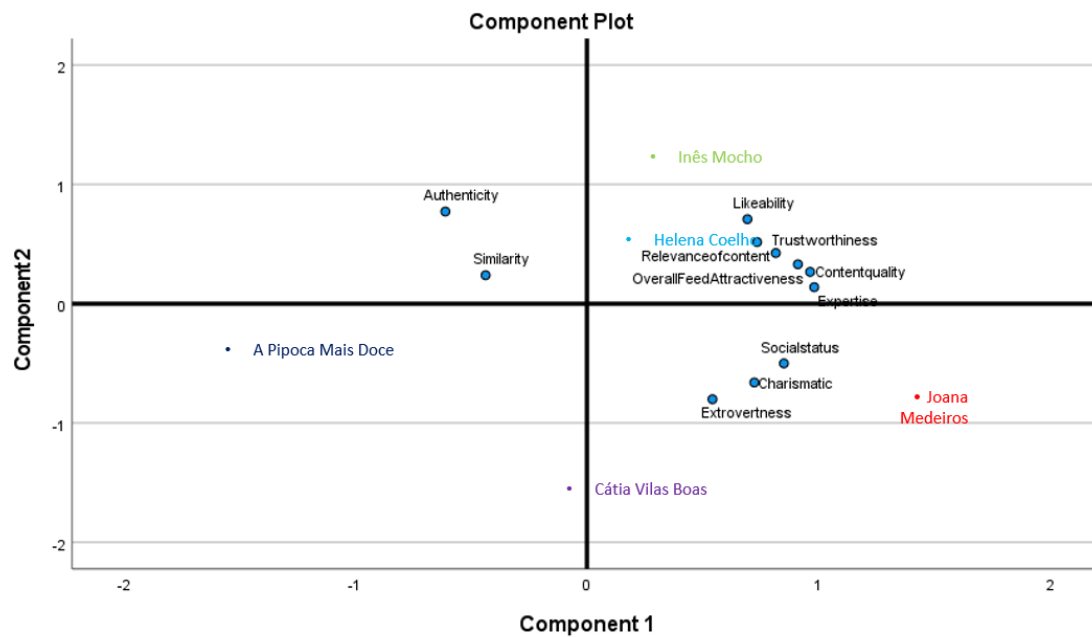
Total Variance Explained

Extraction Sums of Squared Loadings

Component	Total	% of Variance	Cumulative %
1	6,511	59,188	59,188
2	3,131	28,459	87,647

Extraction Method: Principal Component Analysis.





Component Score Coefficient Matrix

	Component	
	1	2
Extrovertness	,083	-,256
Trustworthiness	,125	,136
Socialstatus	,131	-,160
Authenticity	-,094	,247
Overall Feed Attractiveness	,140	,106
Similarity	-,067	,076
Content quality	,148	,085
Relevanceofcontent	,113	,165
Likeability	,106	,226
Expertise	,151	,044
Charismatic	,111	-,211

Extraction Method: Principal Component Analysis.

Component Scores.

Component Score Covariance Matrix

Component	1	2
1	1,000	,000

2	,000	1,000
---	------	-------

Extraction Method: Principal Component

Analysis.

Component Scores.

Descriptions	Scales
Extrovertness	Extremely Introverted; More or Less Introverted; Neutral; More or less Extroverted; Extremely Extroverted
Trustworthiness	Extremely Untrustworthy; More or Less Untrustworthy; Neutral; More or less Trustworthy; Extremely Trustworthy
Lifestyle	Low; More or Less low; Neutral; More or less high; High
Authenticity	Very low Authenticity; More or Less Authenticity; Neutral; More or less high Authenticity; Very high Authenticity
Overall Feed Attractiveness	Very low Feed Attractiveness; More or Less low Feed Attractiveness; Neutral; More or less high Feed Attractiveness; Very high feed Attractiveness
Similarity	Very low Similarity; More or Less low Similarity; Neutral; More or less high Similarity; Very high Similarity
Content Quality	Very low Content Quality; More or Less low Content Quality; Neutral; More or less high Content Quality; Very high Content Quality
Relevance of Content	Very low Relevance of Content; More or Less low Relevance of Content; Neutral; More or less high Relevance of Content; Very high Relevance of Content
Likeability	Very low Likeability; More or Less low Likeability; Neutral; More or less high Likeability; Very high Likeability
Expertise	Very low Expertise; More or Less Expertise; Neutral; More or less high Expertise; Very high Expertise
Charismatic	Very low Charisma; More or Less low Charisma; Neutral; More or less high Charisma; Very high Charisma

6.9. – Interview with the influencer Diana Monteiro

1. How did you start your influencer career?

I started making videos for social media in 2016, I started doing it just for fun at home, on the street, with friends, and over time I started getting offers from brands, the number of my followers increased, and things just lined up.

2. What inspires you to be an influencer?

Without a doubt my public, the people who support me every day, who are inspired by me, it's a great responsibility. I also love the fact that I can live incredible things, and experience opportunities I never thought they would be possible.

3. What do you think your followers value the most about your social media presence?

When I ask this to my followers some talk about my personality, my way of expressing myself, my style, etc.

4. What are your goals?

When I started to publish on social networks it was never with the intention of necessarily being an influencer, because at the time this didn't exist much, I always dreamed of being an actress and even I did a lot of courses, but they never got anywhere. Nowadays I know that with my influence and effort I will achieve that since it began to appear countless of opportunities in front of me.

5. How do you personally define “success as an influencer” and how do measure it?

Many people think that numbers are what matters, lots of followers and lots of likes but, in fact and as I have learned in my communication course, is that if there is no community of fans who are really interested in your content and in everything you publish and promote, the numbers you have end up not being of much use for brands. So, without a doubt I think that having a community/network/fan is the most important thing.

6. What are the most important KPI's (Key performance indicators) for the success of your campaign? (Name the ones that are important for you)

Believing in the product is very important, because the audience can sense when the influencer actually likes or consumes the product, so if the influencer has confidence in the product this is the key to a good campaign.

7. What are the main challenges to be a successful influencer?

Over all these years that I have been an influencer I have seen and experienced many negative aspects of this world, we see a lot of envy, falsehood, we must always be careful of who is around us, there are many selfish people. You need a strong personality, one that does not let itself go down easily or one that knows how to get up after a bad day. Being an influencer is something constant, it takes a lot of creativity, the will to do better, etc.

8. What do you see as must have characteristics to be a successful influencer?

Being a real person, creative, dynamic, with a fun spirit, communicator, entrepreneurial, etc.

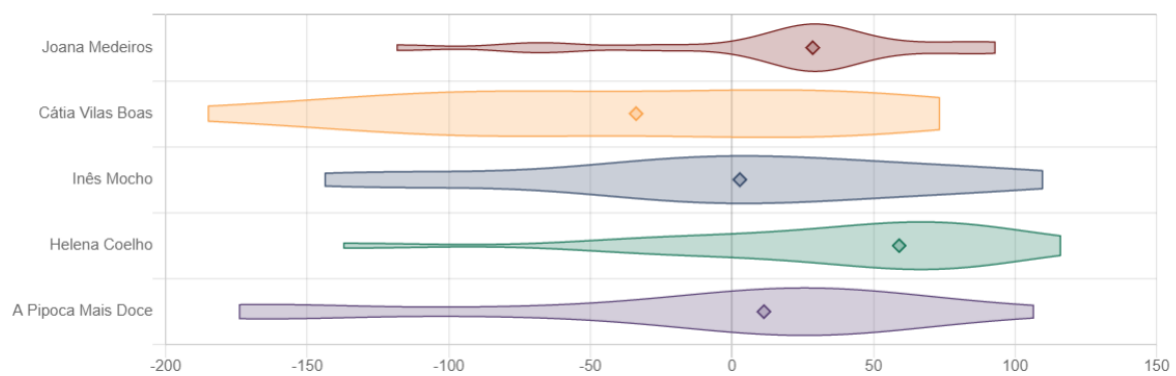
9. What is the most successful type of content to attract more followers?

Original, organic, and momentary content are the types of contents that brands are increasingly betting on, and I agree to be the best type of content, sometimes true simplicity captures more people's attention making them continue to watch the content.

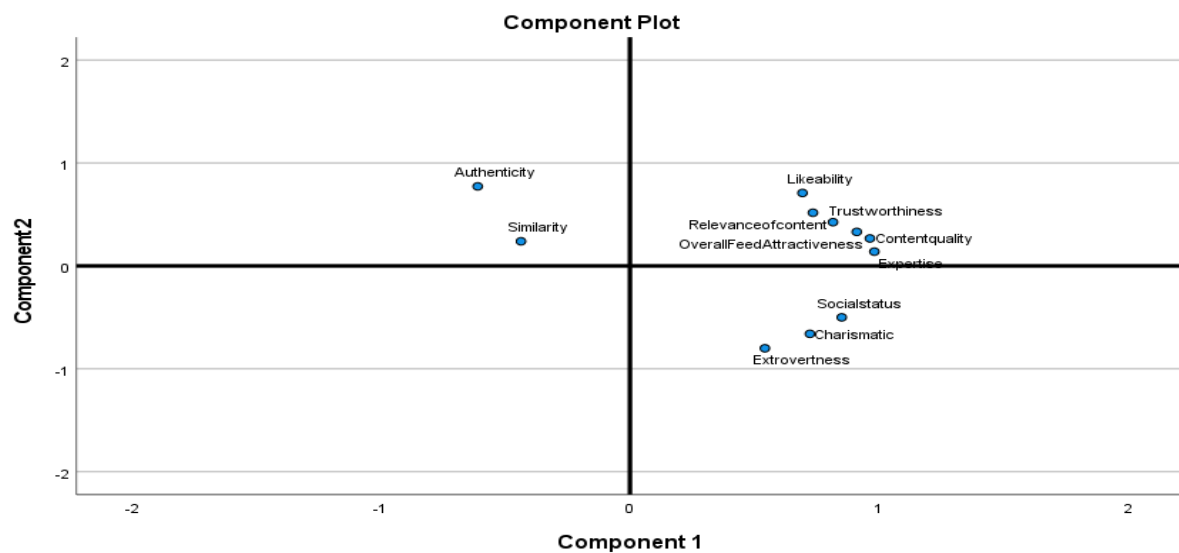
6.10. – Extra experiment Survey

6.11. – Survey Results from Extra Experiment

Distribution of preferences for brands



Ranked list of influencers x number of sponsored posts according to customer preference



Value to consumers for sponsored posts by each of the selected influencers

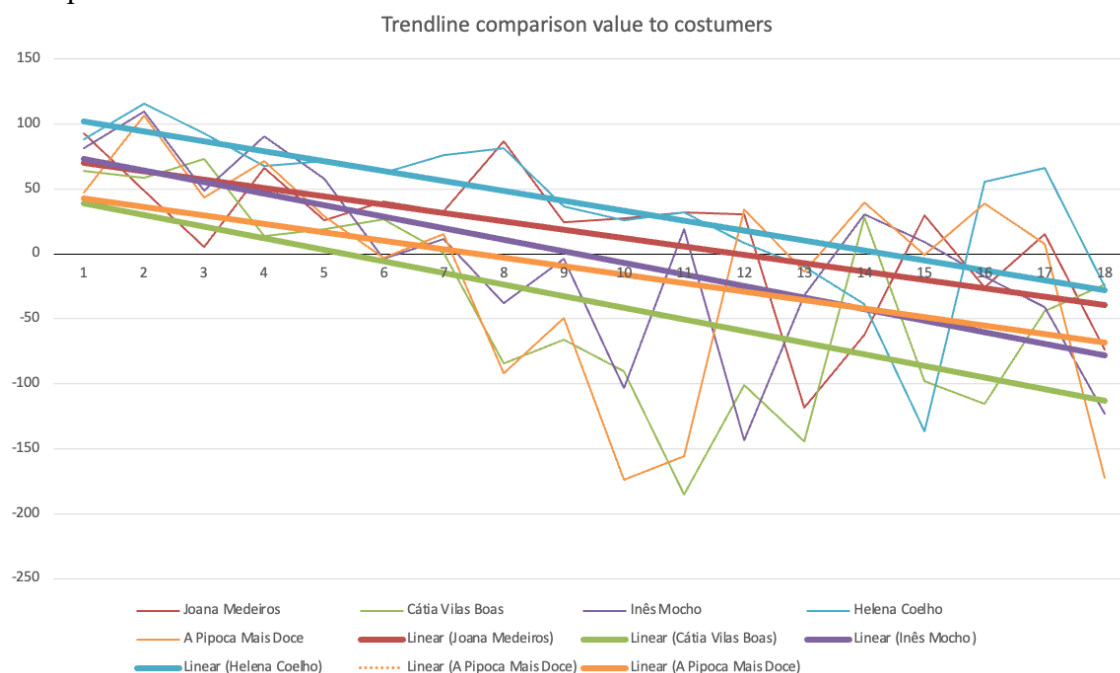
Trustworthiness scores of each influencer

Name of influencer	Trustworthiness Score
Joana Medeiros	3,33
Cátia Vilas Boas	3,02
Inês Mocho	3,45
Helena Coelho	3,3
A Pipoca Mais Doce	3,2

Value to customer: A Pipoca Mais Doce vs. Joana Medeiros

Value to customer: Inês Mocho vs. Catia Vilas Boas

Comparison of value to customers across influencers



Trustworthiness ranking a score and Sponsored post threshold and ranking