

Louvain School of Management

What is the impact of the influencer type
(consumerist versus green)
on consumer behavior
when recommending sneakers
(classic versus green/sustainable)?

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*“People do not buy goods and services
They buy relations, stories and magic ”*

Seth GODIN
(Gates Foundation)

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Table of contents

Acknowledgements.....	4
Table of contents.....	6
Table of illustrations.....	8
Introduction.....	10
Part 1: Literature review.....	14
Chapter 1: digital marketing, a must.....	15
Section 1: Concept and definitions	15
Section 2: Interpersonal social influence	16
Section 3: l'e-WOM.....	17
Chapter 2: Social media influencers	20
Section 1: Digital influencers.....	20
Section 2: “Consumerist” influencers versus “green” influencers.....	22
Section 3: Instagrammers	23
Chapter 3: Influencer’s effectiveness and fit model	25
Section 1: Perceived authenticity	25
Section 2: Perceived credibility	27
Section 3: “Fit” model or “Match-up Hypothesis”	30
Chapter 4: Consumer’s responses.....	33
Section 1: Attitude towards the brand.....	33
Section 2: Engagement towards the brand	34
Section 3: Clicktivism	35
Section 4: Purchase intention.....	37
Chapter 5: Classic consumer products (Nike Sneakers) versus ethical and sustainable consumer products (Veja Sneakers)	40
Section 1: from the “classic” product to the “green” product.....	40
Section 2: Nike, a “classic” sneaker.....	43
2.1 The product.....	43
2.2 The packaging.....	44
2.3 The price	44
2.4 The place.....	45
2.5 The promotion	45
Section 3: Veja, an ethical and sustainable sneaker	46
3.1 The product.....	46
3.2 The packaging.....	48
3.3 The price	48
3.4 The place.....	49
3.5 The promotion	50
Chapter 6: Targets of sneakers recommended by SMIs.....	52
Section 1: Consumers of sneakers.....	52
Section 2: Generations Y and Z	52
Conclusion of the literature review	54
Part 2: Empirical study.....	56
Chapter 1: Research questions and hypotheses.....	56
1. Hypothesis based on perceived authenticity.....	57
2. Hypotheses based on credibility	57
3. Hypotheses based on attitude towards the brand.....	58
4. Hypothesis based on engagement towards the brand	59
5. Hypotheses based on purchase intention	60
Chapter 2: Experimental design and data collection method	61

Section 1: Experimental conceptual model.....	61
Section 2: Data collection method	64
2.1 Target population	65
2.2 Recruitment of the sample.....	65
2.3 Methodology	66
2.3.1 Choice of an online questionnaire	66
2.3.2 Questionnaire design	66
2.3.3 Questionnaire structure.....	67
2.3.4 Pre-test phase.....	71
2.3.5 Advantages and limitations of the online questionnaire.....	72
Chapter 3: Analysis and interpretation of results	74
Section 1: Sampling and data processing.....	74
1.1 Sampling.....	74
1.2 Data processing	76
Section 2: Analysis of the validity and reliability of the scales	78
2.1 Scales validity.....	78
2.2 Scales reliability	78
Section 3: Analysis of group equivalence.....	79
3.1 Analysis of the equivalence of the groups in terms of gender	79
3.2 Analysis of group equivalence by age category	80
Section 4: Analysis of gender impact.....	82
4.1 Gender and perceived authenticity	82
4.2 Gender and perceived credibility	83
4.3 Gender and attitude towards the brand.....	83
4.4 Gender and engagement towards the brand	84
4.5 Gender and purchase intentions	85
Section 5: Hypotheses testing	85
4.1 Analysis of hypothesis H1.....	87
4.2 Analysis of hypothesis H2.....	89
4.3 Analysis of hypothesis H3.....	90
4.4 Analysis of hypothesis H4.....	94
4.5 Analysis of hypothesis H5a and H5b	95
4.6 Analysis of hypothesis H6.....	105
4.7 Analysis of hypothesis H7.....	106
Section 6: Answering the research question	111
Section 7: Managerial recommendations	113
Section 8: Limits and perspectives.....	115
Conclusions.....	118
Bibliography.....	120
Appendices.....	132
Appendix 1: The 4 scenarios of our experimental study	132
Appendix 2: Online questionnaire.....	136
Appendix 3: Translation of the questionnaire.....	140

Table of illustrations

Table 1: Experimental plan	61
Table 2: Conceptual model	63
Table 3: The variables.....	64
Table 4: Summary of the measurement scales.....	69
Table 5: Matrix of questions/hypotheses	71
Table 6: Data coding.....	77
Table 7: KMO index for the different scales in the 4 experimental groups.....	78
Table 8: Cronbach's alpha coefficient of the different scales	79
Table 9: Gender distribution in the 4 groups (the 4 scenarios).....	80
Table 10: Chi-square test of equivalence in gender in the 4 groups	80
Table 11: Age category distribution in the 4 groups (the 4 scenarios)	81
Table 12: Chi-square test of equivalence in age category in the 4 groups.....	81
Table 13: ANCOVA test of the impact of gender on perceived authenticity	82
Table 14: ANCOVA test of the impact of gender on perceived credibility	83
Table 15: ANCOVA test of the impact of gender on attitude towards the brand.....	84
Table 16: ANCOVA test of the impact of gender on engagement towards the brand	84
Table 17: ANCOVA test of the impact of gender on engagement towards the brand	85
Table 18: Respondents' number per scenario	86
Table 19: Mean of perceived authenticity for "high fit" and "low fit" groups.....	88
Table 20: ANOVA test of perceived authenticity in the "high fit" and "low fit" groups.....	88
Table 21: Mean of perceived credibility for "high fit" and "low fit" groups	89
Table 22: ANOVA test of perceived credibility in the "high fit" and "low fit" groups	90
Table 23: Respondent's consumption patterns	91
Table 24: Number of valid responses regarding the influencer type and the level of involvement in ecological products	91
Table 25: Descriptive statistics of credibility depending on the influencer type and the level of involvement in ecological products	92
Table 26: Two-Way ANOVA test of credibility depending on the influencer type and the level of involvement in ecological products	93
Table 27: Mean of attitude for "high fit" and "low fit" groups	95
Table 28: ANOVA test of attitude in the "high fit" and "low fit" groups	95
Table 29: Respondent's perceived Veja green positioning level.....	96
Table 30: Number of valid responses regarding influencer type and perceived Veja green positioning level.....	97
Table 31: Descriptive statistics of attitude depending on the influencer type and the perceived Veja green positioning level	97
Table 32: Two-Way ANOVA test of attitude depending on the influencer type and the perceived Veja green positioning level	99
Table 33: Respondent's perceived Nike green positioning level.....	100
Table 34: Number of valid responses regarding type of influencer and perceived Nike green positioning level.....	100
Table 35: Descriptive statistics of attitude depending on the influencer type and the perceived Nike green positioning level.....	101
Table 36: Two-Way ANOVA test of attitude depending on the influencer type and the perceived Nike green positioning level	102
Table 37: Descriptive statistics of attitude depending on the influencer type and the level of involvement in ecological products	103
Table 38: Two-way ANOVA test of attitude depending on the influencer type and the level of involvement in ecological products	104

Table 39: Mean of engagement for “high fit” and “low fit” groups	105
Table 40: ANOVA test of engagement in the “high fit” and “low fit” groups.....	106
Table 41: Mean of purchase intentions for “high fit” and “low fit” groups	107
Table 42: ANOVA test of purchase intentions in the “high fit” and “low fit” groups	107
Table 43: Respondent’s perceived product advantages	108
Table 44: Number of valid responses regarding the fit influencer/product and perceived advantages.....	109
Table 45: Descriptive statistics of purchase intentions in “high” fit and “low” fit groups depending on the number of perceived advantages.....	109
Table 46: Two-Way ANOVA test of purchase intentions in “high” fit and “low” fit groups depending on the number of perceived advantages.....	110
Table 47: Summary of hypotheses testing results.....	112

Introduction

The phenomenon of social media influencers is already well established in corporate marketing. This phenomenon is not fully mastered, however apart from paid or brand-related influencers, anyone can be an influencer at their own level and distribute content to their followers without having a link with a brand. The stakes for marketing professionals are therefore immense. Targeting the right influencers in order to guide the behavior of their target clientele is not always easy (eMarketer, 2019)¹. Even relative mastery over spontaneous publications by average influencers is even less so. There is therefore an interesting research opportunity to help companies adapt their marketing strategies to this new reality of social networks.

Several studies have looked at the point of view of brands, consumers as well as influencers and have notably shown that Instagram influencers have a greater influence than celebrities on consumers (Pöyry et al., 2019; Djafarova and Rushworth, 2017) but also that the fashion and beauty industry is the most popular sector for influencer marketing on Instagram (Cooley and Parks-Yancy, 2019).

Other studies have focused more on consumer opinion to determine the variables which influence purchase intentions, attitude towards the brand, trust in the influencer or word-of-mouth on the social networks (Hollebeek et al, 2014; Andrews and Shimp, 2017; Torres et al, 2019; Lim et al, 2017; Ki and Kim, 2017).

Additional studies have sought to determine the qualities necessary for an influencer such as authenticity and credibility (Lou and Yuan, 2019; Seiler and Kucza, 2017). Results are sometimes contradictory, but generally most agree that influencer' authenticity and credibility as well as the fit between the product and the influencer have a positive influence on purchase intentions and attitude towards the brand. (Hearn and Schoenhoff, 2016; Lim et al., 2017; Torres et al., 2019). However, some studies qualify the fit hypothesis by considering that a moderate incongruence between the influencer and the product can, in certain cases, prove to be more effective (Törn, 2012; Lee and Thorson, 2008).

¹ eMarketer. (2019). Global Digital Ad Spending 2019. Retrieved from <https://www.emarketer.com/content/global-digital-ad-spending-2019>, accessed September 19th2020.

Most of these studies focus on a fragmented view, most often focusing only on one or the other variable. This makes it difficult to draw clear conclusions and understand the process that drives consumers to adopt influencer recommendations on Instagram.

Our experimental study aims to analyze the relevance of a fit between the type of influencer and the type of product to promote purchases. The impact of influencer / product fit has already been widely demonstrated in various experimental studies, but we will consider the impact of different possible moderators in the context of product recommendations.

We want to study the best way to give impetus to ethical and sustainable purchases that we will call “green” by using different types of influencers; “green” or “consumerist” influencers. We will analyze the perceived authenticity and credibility of these influencers as well as the attitude towards the brand, the engagement towards the brand and the purchase intentions they generate based on the product they recommend (“classic” vs. “green”) by taking into account various moderating factors that could positively or not reinforce consumers’ responses.

We will focus on a very specific universal product: sneakers. As innocuous as they may seem, sneakers are the signature of many cultures and communities. From sports equipment to fashionable shoes, sneakers are the best-selling shoes in the world, appealing to everyone in all circumstances and regardless of age or socio-professional category (Demoux, 2019). But most of the sneakers are mainly made of plastic, which is derived from petroleum and therefore not environmentally friendly and sustainable at all. This dependence on plastics and oil is a real disaster for the preservation of our planet. Recently, new brands have emerged, designed according to a more ethical and sustainable manufacturing model.

We know that companies that claim to be sustainable are more sought after and supported than ever, more and more buyers around the world want companies to take a stand on environmental, ethical and social issues (Deloitte, 2020). Therefore, could influencer marketing be helpful for these new brands to develop, is it necessary for influencers who recommend these brands to be in line with their values? How to guide consumerists towards more eco-friendly purchases?

Our study will be empirically tested and validated to provide a more in-depth assessment of the impact of influencers type (“green” versus “consumerist”) on consumer responses when recommending “green” versus “classic” products taking into account the effects of different possible moderators.

An exploratory phase consisting of a literature review will help us understand these different concepts, define a research model for our empirical study and the formulation of our working hypotheses.

We will present the results of our study and analyze them in order to confirm or not our working hypotheses and end with a discussion that will allow us to interpret them, to synthesize them and to present the limitations of our study.

Part 1: Literature review

Our review of the literature will first focus on the now essential role of digital marketing. More specifically, as it is the center of this thesis, we will focus on influence marketing, the role of interpersonal social influence and its close relation with Word-of-Mouth, and electronic Word-of-Mouth particularly.

In a second chapter, we will discuss more thoroughly the influencers on social media, the famous SMIs, the different influencers' "styles" and more specifically the influencers that we will call "consumerist" and the influencers that we will call "green". We will then briefly explore Instagram and Instagrammers. The choice, as part of our study, to focus on this specific platform will be explained.

The third chapter will explore the factors determining the effectiveness of influencers on social media. We will also look at the role of fit or congruence between influencer and product or brand, which will serve as a basis for our hypotheses.

In the fourth chapter we will focus on the consumers' responses to influencers' recommendations. We will thus report the attitude towards the brand, the engagement towards the brand and the intentions to buy the brand.

The fifth chapter will focus on moving from "classic" products to more eco-friendly products that we will name "green" products. We will then analyze in the light of the 5Ps of marketing, the two types of products that will be the subjects of our study: namely an ethical and sustainable sneaker, from the Vejà's brand and a sneaker that we will call "classic", from the Nike's brand.

Finally, in the sixth chapter, we will study the target audience on the one hand of sneaker's consumers and on the other hand of influencer publications via the Instagram platform.

Chapter 1: digital marketing, a must

The term “digital marketing” was once used only to describe the marketing of products and services using digital channels. Nowadays however, digital marketing has become an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers and increase sales (Kannan, 2017). We will also mention Kannan’s (2017) inclusive definition, which describes digital marketing as “an adaptive, technology-enabled process by which firms collaborate with customers and partners to jointly create, communicate, deliver, and sustain value for all stakeholders”.

Indeed, the rise of social networks has made of digital marketing as one of the most essential tools of brand communication. Companies are now leveraging social media not only for digital advertising and promotions, but also to manage customer service issues, exploit and develop innovative ideas, and “authentically” interact with customers (O’Donohoe, 2010). Indeed, as consumers pay less and less attention to traditional advertising, influencer marketing has quickly become a potential alternative (Carter, 2016) that deserves full attention. Colliander and Erlandsson (2015) also confirmed that brand advertising on social media has become much more effective than advertising on traditional media.

Therefore, in this chapter we will focus first on how influencer marketing works as a digital marketing tool, then on the role of interpersonal social influence and the importance of electronic word-of-mouth.

Section 1: Concept and definitions

Several definitions of the concept of influencer marketing have emerged. Carter (2016, p2) defines the concept of influencer marketing as “*a rapidly growing industry that attempts to promote products or increase brand awareness through content spread by social media users who are considered to be influential*”. For Paço and Oliveira (2017), influencer marketing is a marketing strategy based on opinion leaders, people capable of exerting their influence on potential consumers. According to Kemp et al. (2019, p144), influencer marketing is “*the identification and utilization of specific individuals who hold influence over potential buyers of a brand or product to assist in the marketing efforts of the brand*”. Finally, according to Bathelot (2020), influencer marketing is “*the set of practices that consist of using the potential for recommendations from influencers*”.

We retain that influencer marketing is a marketing strategy aimed at identifying leaders, influential people or experts in a field, who will then share content or a message online to their audience, thus quickly reaching a large audience or a target audience and exert their influence on the purchasing intentions of these. Thus, the intrinsic characteristics of influencers play an essential role in the success of this marketing strategy (Lou and Yuan, 2019), whose effectiveness is undeniable (Ki and Kim, 2019).

The objectives of influencer marketing can take many forms depending on the objectives of the company or the campaign, for example, attitude towards the brand, fidelity to the brand, increasing purchase intentions or even the development of electronic Word-of-Mouth (e-WOM) (eMarketer, 2020)². Therefore, it is necessary to ensure the effectiveness of advertising campaigns via influencers on social networks and therefore via e-WOM by means of objective and measurable criteria. Those measurable criteria involve comments, likes, shares, clicks on links, etc. While there are many other important factors that determine the effectiveness of a digital influencer, influencer marketing relies primarily on interpersonal social influence skills of influencers. That's why we're going to take a look at what the interpersonal social influence exerted by some individuals on social networks and more particularly on their community of followers means.

Section 2: Interpersonal social influence

The massive use of social media nowadays is something we cannot deny. One of the main motivation of people for such an extensive use of social media is the need to belong to a group or a community. This need is characterized by the desire for frequent and persistent interactions with others (Baumeister and Leary, 1995). From this need is derived the social need to belong, which De Cremer and Leonardelli (2003) investigated. They described that people with higher need to belong are the ones cooperating the most from a social point of view. Also, the need to belong also has a direct positive impact on the degree of self-connection to the brand. (Ladwein, 2014)

Interpersonal interactions contribute to forming a community. It is also the case online as there is a positive relationship between interpersonal interaction intensity and the intention to keep using social media. (Lin and Lu, 2011). Social influence is therefore an important concept.

² eMarketer. (2020). Retrieved from <https://www.emarketer.com/>, accessed October 23th 2020.

As everyone is part of a community in which they interact, share their interests and opinions, social influence can be defined as a change in the behavior of individuals under the influence of others (Chen et al., 2014; Wang et al., 2014). Indeed, people tend to form relationships with others who are already similar to them and adopt behaviors exhibited by those they interact with and who constitute their reference group (McPherson et al., 2001, cited in Moon and Han, 2011).

On social networks, the impact of social influence will depend not only on the characteristics of individuals but also on the relationships between them and the proximity to their contacts on social networks (Peng et al., 2017).

Susceptibility to interpersonal influence characterizes opinion followers (Flynn et al., 1994) and is positively related to attitude³ towards advertisement on social media (Ladwein, 2014). Some individuals do indeed tend to seek information or advice from their peers before making a decision (Ladwein, 2014). Individuals often form opinions based on their reference group on the web, which is the group that is similar to them, where people share their lifestyle, their values (Jones and Vijayasarathy, 1998). Increasingly, users trust the opinions of others on networks rather than direct brand advertisements (Flynn et al., 1994), they find this information to be generally more reliable and more sincere because it comes from people who look like them or who make them want to and who do not hesitate to share their daily life on social networks which makes them close.

The e-WOM will allow people to quickly identify with people belonging to their "reference group" and to obtain their opinion on different products or services.

Section 3: l'e-WOM

The content shared in influencer digital marketing is based on the word-of-mouth (WOM) phenomenon. WOM is an interpersonal and interactive mechanism of exchange between two or more people who trust each other (Arndt, 1967 and Stern, 1994 in Carl, 2006). As we have seen, people always tend to seek information and advice from their peers. When a person looks for information about a product or service, the WOM, as an indirect form of explicit or implicit advertising (advice and opinions about the product versus use of the product by the

³ By attitude we mean *"the set of more or less coherent beliefs, experiences, feelings which form a stable predisposition to evaluate a product or a brand and to act in a certain way"*. Lexique du marketing, Retrieved from <https://www.mercator-publicitor.fr/lexique-marketing-definition-attitude>, accessed April 22th2021.

influencers), plays an important role (Gartner, 1997 in Wahab and Pigram, 1997). The classic WOM, considered as informal face-to-face communication, produces effects but these remain limited to close social circles (Arndt, 1967 and Stern, 1994 in Carl, 2006).

With the development of the internet and social networks, a new modality of WOM has developed, electronic-WOM (e-WOM) or electronic content that works like traditional word of mouth (WOM) (Godes and Mayzlin, 2004), but with the particularity of being much more powerful, because online information being more widely and more rapidly disseminated (Bahtar and Muda, 2016). Hennig-Thurau et al. (2004, p43), define e-WOM as “*any positive or negative statement made by former, current or potential customers about a product or company, which is made available to a multitude of people and institutions via the internet*”. Communication and interactions are therefore no longer limited in space, Internet users can indeed instantly communicate with multiple people all over the world, even with people they have never met.

In recent years, user-generated content on social networks has grown considerably and has become a key factor influencing, among others, purchasing behavior (Bahtar and Muda, 2016). Content is posted and then received by people who often share the same interests and who themselves share this content with their community of followers (Ward and Ostrom, 2002). These direct and indirect interactions between content emitters and followers will guide the behaviors and representations of the latter (Steyer and Zimmermann, 2004). On social networks, communities of followers are built on the basis of a common interest in a product, service or brand and on certain common values, standards or representations. (Cova and Pace, 2005; Sitz and Amine, 2004). The members of these virtual communities do not hesitate to share their experiences and opinions through e-WOM because they recognize the strong links of belonging, from each to each other and from each one with the whole community on the basis of a common interest or attachment to a service, a particular product or brand (Sitz and Amine, 2004; Stanbouli, 2003).

We can consider that viral marketing from e-WOM is “*a method of promoting a commercial or marketing offer by which the recipients of the offer or message will ensure most of its final distribution by recommending it to friends or colleagues*” (Bathelot, 2016). The objective of viral marketing is to get people talking about the product, to increase the brand's communication at a lower cost with the aim of making the product known, creating traffic around the brand, increasing brand awareness, to reinforce the consumer's choice but also to know what is being said about the product or the brand, to set up a database, to have the product or service bought

or adopted (Maunier, 2008). In influencer marketing and particularly in viral marketing, identifying influential individuals who have developed a large number of interpersonal social relationships is therefore an essential step because they will convey the image and values of the brand, explicitly or implicitly. They will use their own network of followers to increase the visibility of the message and those who adhere to the message will themselves circulate it to their subscribers (Maunier, 2008).

In conclusion, this first chapter has enabled us to approach the concept of digital marketing which is based on interpersonal social influence and e-WOM. This interpersonal influence helps to form a community, a reference group to which people identify and from which they will seek advice accessible quickly and everywhere thanks to the e-WOM.

Chapter 2: Social media influencers

In this second chapter, we will discuss the vectors of this social influence: the social media influencers. We will first focus on two very different styles of influencers: those we will name “consumerist” influencers and those we will name “green” influencers, and then we will talk about their favorite platform, Instagram.

Section 1: Digital influencers

The influencer can be defined as « *one who exerts influence: a person who inspires or guides the actions of others; often, specifically: a person who is able to generate interest in something (such as a consumer product) by posting about it on social media* » (Merriam-Webster dictionary)⁴.

Among influencers, Blackwell et al (2001, p24) identified opinion leaders as people “*who can change other’s ideas or action only within subjects in which (s)he possesses superior knowledge*”. An older definition of opinion leaders back from 1962 defined opinion leaders as “*individuals who exert an unequal amount of influence on the decision of others*” (Rogers and Cartano, 1962, p435).

But having influence over a person's choice of brand or product does not necessarily mean being an opinion leader; influence results from a process - of which leadership is one form among many - brought into play by any individual (Vernette, 2007). A seller, an expert, anyone exerting pressure on others can thus be a potential influencer without being an opinion leader.

In the recent years, we have witnessed the emergence of a new type of influencer, who shapes the audience attitudes through social media use (Freberg et al. 2011). Known as “Social media influencers” (SMI), their persuasive power is such that it is scrutinized by new technologies aimed at tracking the most relevant influencers for a brand (Freberg et al., 2011). However, Basille (2009) and Straley (2010) remind us that these methods mainly focus on quantity, whereas online influence should be about quality, thus relegating these methods to a “starting place only”.

⁴ Merriam-Webster dictionary. Retrieved from <https://www.merriam-webster.com/dictionary/influencer>, accessed September 12th 2020.

Many studies investigated relationships between SMIs and their audience. It's interesting to notice that this relationship is quite unique and innovative in the world of advertising. Indeed, as opposed to traditional advertising, followers actually seek SMIs' recommendations on a particular product category or brand, which leads, among others, to higher brand interest and higher brand loyalty (Claeys and Charry, 2019). The pace at which SMIs recommend products is also unparalleled in the field of promotional communication (Claeys and Charry, 2019). Also, the strength of the relationship is quite unique as the influencer and his/her followers share a special bond which makes SMIs' products and brand recommendations undoubtable effective. (Labrecque, 2014; Lueck, 2015).

This special bond can be interpreted through the concept parasocial interactions which refers to "a face-to-face relationship with a media performer" (Horton and Wohl 1956). It was demonstrated that blogs are a typical kind of media that generates parasocial interactions because blog readers get insights of the bloggers' daily life, their stories and pictures and they can also interact with them (Colliander and Dahle'n, 2011). Such elements are similar to Instagram features, we can assume that the latter is at least evenly likely to trigger parasocial interactions. Indeed, Instagram has many features allowing interactions thanks to the numerous story features. Through each interaction, parasocial interactions will develop and become stronger (Auter, 1992) up to a point where followers start considering the social media influencer as a friend, and a part of their daily life (Ballentine and Martin, 2005). Peter et al., (2005) also found out that when social interaction frequency is high, friendship relationships tend to emerge for teenagers.

Still investigating the follower – endorser relationship, a first study conducted by Claeys and Charry (2019) aimed at exploring the impact of dissatisfaction with products recommended by SMIs on further purchase intentions and the engagement towards the SMI. Unsurprisingly, purchase intentions were negatively impacted after a first dissatisfaction, and there was no impact on engagement towards the SMI. However, it was assumed that followers will be more reluctant to follow further recommendations. A second study then confirmed this intuition, as repetitive dissatisfaction led to lower engagement toward the SMI as compared to a first dissatisfaction. Purchase intentions were also negatively impacted in the repetitive dissatisfaction scenario. Finally, a long relationship between the influencer and its followers may protect the SMI until a threshold as *"the subsequent purchase intentions of long-term followers are more negatively impacted by repeated dissatisfaction than short term followers"* (Claeys and Charry, 2019, p7).

We know that followers generally follow the recommendations of influencers belonging to their reference group. However, the values and lifestyles of individuals are multiple, consequently their reference groups will therefore also be numerous and very varied. It follows that influencers can be very different styles and champion very different lifestyles and values. In the following section, we'll talk about two very different styles of influencers: consumerist influencers and "green" influencers.

Section 2: "Consumerist" influencers versus "green" influencers

Influencers can be categorized for instance according to their lifestyle or consumption with consumerist influencers on the one hand and green influencers on the other.

Social networks have seen the emergence of a large number of more or less famous influencers with an often-significant number of followers.

Influencers, most often paid by the brands they recommend, are often considered "consumerist" influencers. By the term "consumerist"; we retain the definition by Swagler (1997, p172) namely *"a person with a lifestyle focused on consumption or even overconsumption of goods and / or services"*.

These "consumerist" influencers, especially on Instagram, show us slices of their daily life; beautiful cars, beautiful houses, valuable watches and jewelry, huge dressing room, luxury products, trips around the world, stay in heavenly hotels, consumption all the way, useless gadget products, non-recyclable packaging, etc. They often lead to overconsumption regardless of the challenges for our planet's future, of the need to preserve our resources, to consume less, to limit greenhouse gases, to produce less waste, etc.

As part of our master thesis, we will define the "consumerist" influencer as an influencer who pushes for hyper consumption, for unreasonable purchases such as buying the latest trendy sneakers at all costs.

In recent years, social networks have seen the emergence of an increasingly trendy category of influencers that we will name "green" influencers. They are the influencers who will try to make their followers aware of sustainable, ethical and responsible consumption that is respectful of the environment. Through their publications, they aim at guiding their followers towards a healthier life and a more responsible consumption pattern.

Indeed, eco-responsible consumption habits are gaining new adherents every year. The theme of ecology invests social networks with influencers who defend the environmental cause and are aware of the effects of global warming and greenhouse gases, the depletion of natural resources, the accumulation of waste, etc.

However, if the “green” influencers who defend the environmental cause are more often voluntary ambassadors of the brand, they must nevertheless encourage consumption in order to develop or simply subsist. Sometimes these green influencers are nevertheless rewarded in one way or another for promoting ethical and / or sustainable consumer goods. Yet, these goods, despite being sustainable or ethical, are still consumer goods that we are encouraged to buy. Therefore, although influencers encourage their followers to take an interest in environmental issues, they at the same time encourage consumption. Knowing this, is it still acceptable to consider such influencers as green and credible? This leads us to an interesting issue raised by Fouquier (n.d). He questions these “green” influencers: are they going to direct us towards a “green hyper consumption” society or will they participate in real alternative solutions to consumerist growth? Despite their basic intentions being laudable, there is often great temptation for influencers to be compensated in one way or another for their brand or product recommendations. One should be attentive to this issue, although we do not intend to tackle it as part of our master thesis.

As part of this master thesis, we will define the “green” influencer as an influencer who raises awareness of sustainable, ethical and responsible consumption, respectful of the environment.

Whatever the digital influencer style, they are all committed to developing their communities of followers within their specific niches, whether they are passionate about consumption, travel, luxury or passionate about nature and consumption environmentally friendly. In this context, Instagram is often their favorite social network.

Section 3: Instagrammers

Created in 2010, the Instagram platform has grown rapidly and has more than 1 billion recurring users, about half of whom log on a daily basis (Perrichot, 2020).

Among social media, Instagram is one of the most used platforms by influencers for Digital Marketing. Up to 90% of influencer campaigns include Instagram in their marketing strategy (RTBF, 2020).

Instagram is a primarily visual medium that allows you to take and post pictures (which can be edited directly on the network with a dozen different filters) and videos (from a few seconds up to a duration of maximum 15 minutes or even 60 minutes for live videos with its network followers), accompanied by a short message (hashtag and words, mentions, emojis, etc.) to provide a positive assessment (“like” function) and to leave comments on the pictures posted by the other users. Pictures and videos on Instagram are sometimes staged and very stylized, other times taken from life and very natural which is accessible to everyone.

Users can share honest and transparent content (Ki et al., 2019) with other members through their story. Instagram also allows the possibility of putting links in stories and / or in the biography, links that can lead to sales sites and platforms (McDowell and Brooke, 2019).

Instagram is presented as the engagement network because of the possibility of liking members’ posts very easily by clicking on a heart icon or by double-tapping on the image in question. This ease of "interaction" and the temporal immediacy of the relationship with the image has the effect of greatly promoting user engagement with the content published on the network, which is an essential factor for the development of corporate marketing strategies. This reinforced consumer confidence in influencers will encourage purchase intentions (Sardouk, 2020).

The rise of the Instagram platform continues to expand as 97% of marketers plan to use Instagram as a platform for influencer marketing and 83% plan to use stories to promote their products. (eMarketer, 2020)⁵. It is therefore relevant to assess the impact of influencer recommendations on Instagram.

In conclusion, through the literature review, we talked about what digital marketing is, the role of interpersonal social influence and e-WOM. We also discussed what digital influencers are, the different styles of influencers (consumerists vs green) and their favorite digital platform, Instagram. In the next chapter, we'll look at how to assess the effectiveness of influencers on social media and look at what we can learn from the theory in terms of the fit between influencers and the type of product they recommend.

⁵ eMarketer. (2020). Retrieved from <https://www.emarketer.com/>, accessed October 23th2020.

Chapter 3: Influencer's effectiveness and fit model

In this chapter, we will review the literature on influencer effectiveness by focusing on two dimensions: perceived authenticity and perceived credibility. We will also study the link between influencers and products they recommend, as it is closely related to the main question of this thesis. This link is named “fit model” or a “congruence model”. It seeks to establish whether the fit between the endorsers (in our case the influencers) and the approved products affected the effectiveness of the endorser.

Section 1: Perceived authenticity

As we have seen previously, brands started to work with influencers because by dint of promoting their products through marketing messages, brands had lost the trust of consumers (Chevalier, 2018). They then turned to influencers to deliver a message that will speak to consumers in a truer and more sincere way. Influencers close to the brand are those who will talk about it with sincerity to an audience of followers able to identify with their experience of the product (Chevalier, 2018).

The concept of authenticity was developed by Cova and Cova (2001) who underline its influence on the choices and acts of consumption, and Camus (2000, 2003, 2004a) who shows that it is a source of preference and intention to purchase.

Camus (2001) mentions that authenticity does not result from objective facts recognized by all, but rather from subjective perceptions made up of different indicators of authenticity that must be identified. It is therefore appropriate to speak of perceived authenticity.

Thus, Camus (2004a) defines the perceived authenticity of a consumer product as a product characteristic that connects it to an origin that distinguishes it by the fact that it fills a gap or a dissatisfaction, and that is reinforced when the product represents a part of the consumer's identity. In other words, authenticity is a multidimensional concept made up of three dimensions (Camus, 2003, 2004b). First, the origin which links the product to a provenance. Second, the singularity that distinguishes the product from other products of the same category. Finally, the projection which, if the product represents part of the consumer's identity, reinforces the perceived authenticity.

Finally, personal characteristics influence the perception of perceived authenticity (Camus, 2011); knowledge, culture, mental patterns inherent in each, socio-demographic variables shape

our own frame of reference. Thus, Maille and Camus (2006) have shown, in a study on a food product, that perceived authenticity is positively influenced by perceived congruence, that is to say by the adequacy or not of a sensory perception with our own repository. However, according to Hauteville (2003), perceived congruence can be a source of influence on cognitive, affective and conative responses to the product. A perceived positive congruence can influence attitude, product preference (d'Hauteville 2003, Maille and Camus, 2006) and purchase intentions (Camus 2004a).

More recent research has focused on the notion of authenticity of influencers on social media. According to Merz (2019, p117), *“the authenticity of a social media post is a message that is defined as sincere, informative or not intended for promotional purposes only”*.

Social networks have sparked a strong interest in seeking authenticity in publications. A contribution from Duffy and Wissinger (2017) shows that displaying reality, visibility and uniqueness helps make an influencer authentic. Indeed, reality will manifest through the sharing of a similar lifestyle, concerns and tastes that will be more easily found in a micro-influencer than in a celebrity whose lifestyle and concerns will be far more distant from those of ordinary consumers. Visibility consists of disclosing certain aspects of one's private life, which creates a feeling of intimacy or community which makes the micro-influencer an accessible individual, which has been observed by Marwick (2013). Uniqueness is also an important element of authenticity; the influencer is expected to be unique and original to successfully compete with other influencers.

Another element of the perceived authenticity of a micro-influencer is their availability and direct and frequent interaction with their followers (Duffy and Wissinger, 2017). The feeling of being in the intimacy of the influencer, of being one of his friends leads to a better evaluation of the influencer (Kowalczyk and Pounders, 2016).

Audrezet et al. (2018) have identified two types of authenticity strategies among influencers. On the one hand there is passionate authenticity, which is the idea that influencers will only endorse brands that they are passionate about and that fit their lifestyle. They will showcase the products in their private life and thus show their affinities with the brand by expressing their emotions, communicating tastes and style and sharing opinions. On the other hand, transparent informational authenticity is the idea that the influencers give an honest opinion about the brand while making it clear that they are promoting that particular brand so as not to mislead their followers but also that they give details about themselves.

We have understood that consumers are less and less inclined to follow the opinions of influencers associated with brands, judging that their sponsored publications are not always sincere or even are sometimes misleading (McRae, 2017; Audrezet et al., 2018). However, if consumers are unaware that the influencer is paid by the brand for the content posted, they will be more likely to trust him. We also know from the literature that a high degree of trust in an influencer generates a positive attitude towards the product he recommends whatever the objective quality of this product (Ko et al., 2005).

As these different contributions suggest, the perceived authenticity of influencers on social networks is a multidimensional construction. As part of our master's thesis, we will retain Audrezet two-dimensional authenticity scale to analyze the effectiveness of influencer's strategies.

Section 2: Perceived credibility

While perceived authenticity is an important factor to understand the effectiveness of an influencer's message, perceived credibility is another equally important factor for influencer marketing strategy.

Source credibility can be defined as *“the perceived ability and motivation of a message source to provide accurate and truthful information”* (Chang and Wu, 2014, p208). Credibility thus refers to the competence of the source, the influencer, the message disseminated, the product, the brand and the company. It results in an evaluation from the user that can be positive or negative. Credibility is therefore not an objective datum, but a subjective perception of the image, competence and reputation of the product or brand, based on information and lived experiences (O 'Keefe, 1990).

Ohanian (1990) proposes a three-dimensional model of the credibility of the source based on the model of Hovland et al (1953) and on the model of the attractiveness of the source of Mc Guire (1985). The source credibility model is based on two factors: expertise, namely *“the extent to which a communicator is perceived to be a source of valid assertions”* and reliability defined as *“the degree of confidence in the communicator's intention to communicate the assertions he considers most valid”* (Hovland et al, 1953, p21). The source attractiveness model, for its part, is based on the fact that the effectiveness of the message depends on three elements: sympathy, resemblance and attractiveness (Mc Guire, 1985). The three-dimensional source

credibility assessment scale proposed by Ohanian (1990) takes into account those three dimensions: expertise, reliability and attractiveness.

More recently, Lou and Yuan (2019) also comfort Ohanian's work and take up these three dimensions of the source's credibility: expertise, reliability and attractiveness. First of all, the source's expertise is described as its qualification in a particular field, whether by knowledge or know-how. Second, reliability is described as the recipient's perception of the source's honesty and sincerity. Ultimately, the attraction is described as the physical attraction and sympathy of the source.

Several studies have shown that the credibility of advertising on social networks is an important factor in creating a positive attitude of consumers towards brands (Ling et al., 2010) and thus fostering purchasing intentions. The information provided by influencers has an impact on the perception of the brand's perceived credibility with consumers (Goldsmith et al., 2000; Haghirian, and Madlberger, 2005; Chu and Kim, 2011). Clow et al. (2006) have shown that perceived credibility influences consumer attitude and purchase intentions.

It is therefore important to ensure the perceived credibility of these influencers with Instagram users in relation to the product or brand.

More recently, Andrews and Shimp (2017) have shown that Instagram advertising influences consumer's attitude. Indeed, the more a consumer considers an ad credible, the more he is influenced by it. The perception of the credibility of advertisements on Instagram and the understanding of the attitude of consumers towards these advertisements has thus become a major issue for digital marketing. Thus, a study conducted by Seiler and Kucza (2017, p14) shows that *"credibility positively affect attitude toward the ad and the brand, but credibility also positively affects purchase intention"*.

Recent studies such as Hoosuite (2019)⁶ reveal that social media users trust less and less advertisement from famous influencers. Reasons for such a diminishing trust towards influencers are to be found in the lack of transparency of their links to brands, but also the lack of data provided, the lack of ethics as well as the purchase of likes and comments aiming to falsely inflate their number of followers. It was also shown that content related to subjects too far from the influencer's field cause mistrust and doubts regarding the veracity of such claims due to a supposed lack of expertise. Which is why information conveyed by an influencer has

⁶ Hoosuite. (2019). *The global state of digital in 2019*. Hoosuite. Resource library. Research et trends. Retrieved from <https://hoosuite.com/resources/digital-in-2019>, accessed September 11th 2020.

to match its original content, in addition to being serious and verified. Internauts are indeed becoming more and more aware of misleading techniques used by brands and are also well equipped to detect fake news.

According to the study conducted by Lou and Yuan (2019), only the reliability of the source has a significant influence on purchase intention. Indeed, the perceived credibility of the influencer decreases when the consumer discovers that he is in fact sponsored by a brand to communicate on one of their products; this reduces influencer's reliability (Colliander and Erlandsson (2015).

Other studies by Ermec et al. (2014) and Goldsmith et al. (2000), show that only expertise influences purchase intention. According to Lim et al. (2017), it is the attraction to the source that has a positive impact on purchase intention; the more attractive the influencer, the more positive the consumer's attitude towards them would be and trigger the purchase intention.

Other authors have shown that credibility in general has a significantly positive influence on purchase intentions. Wang et al. (2017) have proven this in the air transport services sector and Low and Lim (2012) in the field of sports products. Additionally, Chin et al. (2019) studied the link between influencer credibility and attitude towards the brand. They found that the more credible the influencer, the better the attitude towards the brand. This hypothesis is also defended by Muda et al. (2014). More specifically, Wang and Scheinbaum (2018) have shown that attraction is one of the dimensions of influencer credibility that has a positive impact on attitude towards the brand.

However, these credibility dimensions must be nuanced. Thus, for influencer Claire Marnette (2020), expertise is not part of her job. She sees herself as an “average” person sponsored by brands; she has not studied to talk about a product or a category of products and therefore does not feel that she is an expert in a field and does not intend to become one (Marnette, 2020).

In reading the various articles in our literature review, the perceived credibility of influencers on social networks is, like authenticity, a multidimensional construct. Within the framework of our master thesis, we will retain the three dimensions proposed by Ohanian (1990) which are expertise, reliability and attractiveness.

Section 3: “Fit” model or “Match-up Hypothesis”

The “Match-up Hypothesis” developed among others by Kamins in 1990 suggests that celebrity endorsers are more effective when there is a “fit” or a “congruence” or a “match-up” between the endorser and the endorsed product (Till and Busler, 2000). Congruence means that the highly relevant characteristics of the endorser are consistent with the highly relevant attributes of the product or brand (Misra and Beatty, 1990). This is to determine if the two elements go well together, if they can be combined or not. This is an important foundation to our master thesis as we aim at better understanding the congruence between the influencer (endorser) and the recommended (endorsed) product.

The congruence has an impact on the memorization of the message. Indeed, Misra and Beatty (1990) have shown that when information is incongruent, it is rejected while, conversely, when it is congruent, it is accepted. However, in terms of memorization, incongruent information benefits in the short term from better memorization than congruent information. On the other hand, in the long term, it is the congruent information that will be stored and not the incongruent information.

We can therefore consider that for the message to be effective, there must be a certain congruence between the endorser and the product.

The idea behind the fit or match-up hypothesis is that the characteristic of a recommended product should match the perceived authenticity and perceived credibility of the celebrity recommending it. As we have seen previously, perceived authenticity is based on the transmission of one's emotions and passions and on the transparency of information related to one's personal experience of the product, while credibility is based on attractiveness, reliability and expertise in relation to the product.

For example, Tom Selleck would be a more effective endorser for a luxury car than for a computer. Indeed, because of the image and the values he conveys, he would be more credible, that is to say more attractive, but probably also more expert to endorse a luxury car than to endorse a computer. This is due to the “fit” between on the one hand the credibility of the endorser and on the other hand the characteristics of the endorsed product (Kamins, 1990).

Most empirical work on the Match-up Hypothesis has focused on the physical attractiveness of the endorser (Kahle and Homer, 1985 in Till and Busler, 2000; Kamins, 1990) or on expertise of the endorser (Ohanian, 1991 in Till and Busler, 2000) and influence marketing has used this

Match-up Hypothesis as a guide for selecting celebrity endorsement in order to develop more positive brand attitude and to increase purchase intentions (Till and Busler, 2000).

Till and Busler (2000) are interested in the impact of the match-up hypothesis on attitude towards the brand, purchase intention and key brand beliefs. They conducted a first study which examined physical attractiveness as a dimension of match-up. They manipulated two variables: endorser attractiveness and product. Their results showed a general effect on brand attitude and purchase intention, but not high as suggested in the literature.

The second study they conducted considered expertise as a dimension of the match-up. They manipulated two variables: the product and the type of endorser. Their results showed a match-up effect in the sense that an athlete was more effective as an energy bar endorser. This effectiveness is measured by an increase in the positive attitude towards the brand, but not in an increase of purchase intentions. Their conclusion is that the “fit” or “belongingness” variable play an important role in match-up effects and that the endorser’ expertise is a more powerful characteristic than physical attractiveness.

According to Ang and Dubelaar (2006) the “Match-up” hypothesis has some drawbacks. First, the matching hypothesis is not universally efficient. The results can be inconsistent and insignificant. Then, questions arise around the degree of “fit” because it is not a binary notion but rather a continuum (Ang and Dubelaar, 2006). There is also a lack of a clear definition of “fit”, and the theory does not specify how or why pairing works. (Ang and Dubelaar, 2006). Finally, there is the issue of asymmetric effects because approval effects do not always work symmetrically (Ang and Dubelaar, 2006). If we remember the car example, this relationship works in one direction: a lavish, luxurious car with an attractive endorser. However, it does not work the other way around because an unattractive endorser is not effective in endorsing an unattractive car (Kamins, 1990), even if that car fits him better, and therefore has a good fit.

These many unresolved questions motivated Ang and Dubelaar (2006) to complete the theory concerning the matching hypothesis. Their theory is based on the notion of “co-activations” which refers to associations activated in a respondent’s mind from the nodes of a celebrity and brand juxtaposed together. “Supporting” activations are those that are consistent in both entities, while “opposing” activations are inconsistent. Ang and Dubelaar (2006) thus suggest that the degree of a fit could be determined by the amount of “supporting” activations versus “opposing” activations.

Moreover, according to Ang and Dubelaar (2006), lifestyle happens to be the most influential driver of purchase intention for a brand, as opposed to the endorser's talent which will drive primarily the purchase intentions of the whole product' category.

Their model makes it possible to refine the "fit" model, which is determined not only by attractiveness and expertise but also by other elements such as status, profession, public personality, private lifestyle, earning power and personal values.

However, other studies like that of Törn (2012) have demonstrated that in the case of a well-known and familiar brand, the influencer is more effective when considered incongruent with the product. Research in the United States has investigated the impact of celebrity influencer marketing on purchase intention at different levels of congruence. Results showed that celebrity influencer marketing is more effective when there is moderate incongruence between the product and the influencer than when the congruence is complete or the incongruence is extreme (Lee and Thorson, 2008).

As part of our master thesis, we can now consider that the "fit" variable between the endorser and the product is an important variable. The adequacy between on the one hand, the lifestyle, expertise and attractiveness of the influencer and on the other hand the product he recommends is at the heart of our problematic: a "green" influencer recommending an eco-friendly product or a "consumerist" influencer recommending a non-eco-friendly product should generate more positive attitude and more purchase intentions than a non-fit between the influencer and the product.

In conclusion, this chapter has led us to immerse ourselves in different concepts guiding influencer's effectiveness. The effectiveness of conveying their message to their audience can, among other things, be assessed through their authenticity based on passion and transparency of information, and their credibility based on attractiveness, reliability and expertise. The fit or match-up between the product or brand and the influencer also strongly impact the reception of the influencer' message.

Chapter 4: Consumer's responses

We have seen that the influencer message is impacted by authenticity and perceived credibility but also by the fit between the influencer and the brand or product.

It's time to focus on consumers' responses to recommendations from influencers. Indeed, these messages or recommendations will exert an influence, among other things, on consumer's attitude towards the brand, on engagement towards the brand or on purchase intentions. This chapter is an opportunity to clarify the theoretical background of each of these concepts.

Section 1: Attitude towards the brand

The impact of authenticity and credibility on the consumer's attitude is an important factor in digital marketing. An authentic message and high perceived credibility of brand recommendations by an influencer will lead to a positive consumer attitude towards the brand and then to consumer loyalty to this brand (Lou and Yuan, 2019).

The literature provides us with different definitions of the concept of attitude. Eagly and Chaiken (1993, p1) in their work on attitudes define it as *“a psychological tendency expressed by evaluating a particular entity with some degree of favor or disfavor”*.

An attitude is also defined as a state *“that lasts for at least a short period of time and which energizes and presumably directs behavior”* (Eagly and Chaiken, 1975, p55). This brings us to the concept of brand attitude, which is defined as an *“individual's internal evaluation of the brand”* (Mitchell and Olson, 1981 cited in Spears and Singh, 2004, p. 318). Spears and Singh (2004) noticed that this definition encompasses different dimensions of brand attitude.

It is also an approach defended by Rosenberg and Hovland (in Rosenberg 1960) which distinguishes three components in attitudes: an affective component which concerns the emotions - positive or negative - that the individual has with regard to the product, a cognitive component which refers to the present and past knowledge and beliefs of the individual and a conative component relating to past and present behavior of the individual towards this product and his future behavioral intentions towards this product.

First, it reveals that attitude is usually directed at something, which in this case is a brand. Then, it shows that attitude is evaluative and that it is an internal state. However, attitude towards the brand differs from the feelings aroused by the brand. These are transitory, linked

to a passing emotion, while the attitudes are relatively durable (Rossiter et al., 1991, Spears and Singh, 2004).

Therefore, to reinforce a positive image, a brand can act on the factors that create this positive attitude (Uzunoglu and Misci Kip, 2014), for example by judiciously selecting authentic and credible influencers with whom consumers will be able to identify. These influencers on the one hand, will share their passions and their emotions as well as transparent information on the qualities and on their personal use of the product or the brand, and on the other hand, will be attractive, reliable and expert in the recommendations of the product or of the brand. This should have a positive impact on consumer' attitude.

Attitudes are a fascinating topic in marketing research as it's useful at predicting consumer behaviors (Mitchell and Olson 1981). Indeed, we know that a positive attitude towards the brand will influence consumers' purchase intentions (Spears and Singh, 2004) which is one of the main goals of influencer marketing.

Section 2: Engagement towards the brand

Numerous marketing studies have shown that a positive attitude is at the origin of a engagement towards the product or the brand (Amine, 1998; Aurier et al., 2001; in Julienne, 2013). The engagement would result from an internal determination, the will or the intention to continue the relation with the product or the brand (Kumar and Nayak, 2019).

Consumer brand engagement is defined as “*the intensity of an individual's participation in and connection with an organization's offerings and / or organizational activities, which either the customer or the organization initiate*” (Vivek et al., 2012, p133) or as “*a psychological state that occurs by virtue of interactive, co-creative customer experiences with a focal agent / object (e.g. a brand) in focal service relationships*” (Brodie et al., 2011, p260), or also as “*The level of a customer's cognitive, emotional and behavioral investment in specific brand interaction*” (Hollebeek, 2011, p1).

On social networks, this engagement can take different forms, a like, a comment, a share, a more active participation such as participation in a competition, a promotional action, or even message exchanges. In our case, we go beyond the simple interactions between a customer and a brand. Interactions become imprinted with cognitive, emotional and behavioral elements that will impact the consumer's attitude (Vivek et al., 2012). The whole point of influencer marketing is to turn attitudes into engagement and ultimately into purchase intention.

Therefore, the concept of brand engagement is the attitude reflecting a consumer's intention to pursue a relationship with a brand. These are the attitudes of the consumer that combine to create engagement, which ultimately changes behavior and induces a purchase. Satisfaction, trust and brand attachment turn out to be the main antecedents of brand engagement. The main result of engagement is obviously the purchase of the brand's product, two other consequences emerge: an engaged consumer is less sensitive to price; he also seems less inclined to search for similar products from other brands (Kumar and Nayak, 2019). Engagement can therefore mean a preference or an attachment to the brand, which will be a source of brand loyalty.

Consumer engagement is most often analyzed using a three-dimensional approach, identical to that of attitude, including the cognitive dimension, the affective dimension and the conative dimension (d'Atsous et al., 2010; Hollebeek et al., 2014).

The cognitive dimension of consumer engagement is based on their perceptions, knowledge, opinions and beliefs. These are drawn from the customer's experience and sources of information (d'Atsous et al., 2010).

The affective dimension of consumer engagement is linked to emotions and feelings but also to moods (d'Atsous et al., 2010). This affective dimension of engagement is linked to the psychological reaction experienced with regard to the product presented. Sensations and emotions are generally intense but fleeting and yet they exert an influence on consumer behavior and constitute essential data for the valuation of a product or brand.

The conative (or activation) dimension of consumer engagement is linked to customers' behavioral intentions and their actual behaviors with respect to decision-making and purchasing intention (Schiffman and Kanuk, 2007; d'Atsous et al., 2010). The desire to act may be present but not materialized through an actual purchase.

Consumer engagement thus results from an interplay between these three dimensions. We will retain that the higher positive attitudes towards the product or brand, the higher the engagement to the product or brand.

Section 3: Clicktivism

In a second sense, the notion of engagement can also mean the consumer's propensity to interact with the brand or the influencer who recommends the brand. We have seen that these interactions can take different forms, a like, a comment, a sharing, a more active participation

or even exchanges. These interactions can sometimes lead to engagement to the brand in the first sense as specified in the previous section.

Although brand engagement is an important factor to take into account when implementing influencer marketing, it is important to distinguish two types of engagement: active engagement and passive engagement also called slacktivism.

Even if this will not be the subject of our brief, it seemed important to us to discuss the notion of clicktivism or online slacktivism as it can trouble the link between engagement and purchase intentions.

Slacktivism (neologism formed from the words slack and activism) concerns the attitude of people who participate in symbolic demonstrations of support for a cause but who subsequently do not engage in more meaningful contributions to the cause (Morozov 2009b, in Kristofferson et al. 2014).

Clicktivism or online slacktivism is a contemporary form of virtual engagement, born out of the emergence of social networks. This form of lazy activism is often criticized for requiring little effort on the part of the participants (Warren et al., 2014). It consists of making a simple click to mark your virtual membership without really actively and concretely getting involved in the cause.

Yet online engagement is one of the primary ways to get a message across and spread it widely across space and time.

Indeed, even if real and concrete engagement is limited or even absent, many users of social networks will, with a single click, share content with their personal network of followers; and the latter will do the same, creating an ultra-fast propagation of the initial message. The power and effectiveness of clicktivism therefore lies in the number of engaged users and in the gigantic network effect generated by this virtual engagement. This makes it possible to quickly reach an exceptional number of people scattered around the world even if this only leads to the concrete action of some of them (Van Den Broek, 2015).

However, one of the pitfalls of clicktivism lies in its very simplicity: a single click. It is therefore easy and fast to transfer content that has not been read. This lack of real investment in really concrete behaviors does not really help the cause. To a lesser extent, the lack of investment allows dissemination of false viral news as people will not often verify the source (Colding-Jørgensen, A., 2009).

Numerous studies have been carried out on slacktivism within the framework of humanitarian and social causes or political causes (signing of a petition, etc.) but studies concerning slacktivism within the framework of the engagement to products or brands remain low.

For example, research has shown that slacktivists enjoy giving publicly visible support to their friends in order to make a good impression, however they are not going to participate in a concrete action like a rally or a donation (Kristofferson et al., 2014) because it requires too much effort. They accept to do trivial acts but are not engaged in the cause.

Finally, even if clicktivists can relay information and, by doing so, lead to increased awareness and perhaps a desire to change habits and behaviors, this virtual mobilization is not enough as long as it is not linked to concrete actions and commitments. Indeed, the ultimate goal of influencer marketing is the realization of purchasing intentions, in this context only concrete actions can really make the difference.

Section 4: Purchase intention

The concept of purchase intention is defined as the “*disposition of a consumer who declares himself favorable to the purchase of a good or a service*” Lehu (2004) or as “*consumer 's perceived likelihood of purchasing the product or service*” (Suntornpithug and Khamalah, 2010, p309).

Purchase intentions is frequently used in research on consumer behavior. In fact, marketing managers rely on the concept of purchase intention to make strategic decisions about their products. Derived from attitude and engagement to the brand, purchase intention is used to predict actual buying behavior, it is the most reliable predictor for determining actual purchases (Suntornpithug and Khamalah, 2010). Since this master thesis does not record in-store purchases of shoes, only consumers' purchase intentions towards shoes will be covered because as mentioned above, it is a good indicator to foresee purchase decisions.

Purchase intention is seen as a goal because it's an essential part of the buying process. It generally leads to the decision of buying and then to the transaction (Dufour and Maisonnas, 1997). However, it's not a promise, but it is already more than a simple desire (Pelet, 2010), Purchase intentions are an individual's conscious plan to make an effort to purchase a brand (Spears and Singh, 2004).

Purchase intention is mainly based on factors such as income, price and expected benefits of the product, but other events like attitudes which are based on affect, cognition and experience can also have an influence. It therefore often results in purchase, but this is not always the case (Kotler and Armstrong, 2010).

The goal of marketing will be to exert influence on consumers in order to promote the sale of a product or service. Research has shown that this influence translates into an increase in purchase intentions (Baccouche et al., 2008).

However, we have to keep in mind that not all purchase intentions are going to turn into actual purchases. For example, the failure to achieve such intentions may be linked to slacktivism or clicktivism, the form of passive engagement that we already discussed.

Purchasing intentions and consumer attitudes towards the brand endorsed by the influencers were the variables that were predominantly tested. Nevertheless, to date, relatively little research has been conducted on loyalty to influencers, which is yet an important aspect in determining whether long-term collaborations with influencers are truly beneficial for businesses.

The results of previous research are also very contradictory and vary depending on the digital platform used during the study.

The only results that appear to be conclusive and unanimous in the scientific literature are the following; the perception of authenticity as well as the congruence of the product and the influencer have a positive impact on purchase intention and attitude towards the brand (Torres et al., 2019; Lim et al., 2017); Instagram celebrities have a stronger influence on consumers than traditional celebrities. In particular, consumer purchase intentions are more significant when the product is endorsed by an influencer rather than a celebrity (Pöyry et al., 2019; Djafarova and Rushworth, 2017); the informational value of the content has a positive influence on followers' purchasing intentions (Ki and Kim, 2019; Lou and Yuan, 2019); there is a positive and significant relationship between consumer attitude and purchase intention (Ki and Kim, 2019; Lim et al., 2017; Meng and Wei, 2016); the visual appearance of a publication has a significant impact on purchase intention (Hughes et al., 2019; Meng and Wei, 2016).

In conclusion, this chapter has led us to immerse ourselves into different concepts analyzing consumers' responses in the context of influence marketing. We understood the importance of attitude towards the brand, the fact that positive attitudes lead to engagement towards the brand, and then to purchase intention predictive of real buying behavior.

We previously discussed the literature on the importance of the fit between the influencer and the product. As we have discussed the different styles of influencers and that they might recommend different types of products, notably eco-friendly ones vs. non-eco-specific ones, it is now time to discuss the different types of products that will be the subject of our experimental study namely classic consumer products (Nike Sneakers) versus ethical and sustainable consumer products (Veja Sneakers) sneakers.

Chapter 5: Classic consumer products (Nike Sneakers) versus ethical and sustainable consumer products (Vejà Sneakers)

In this chapter, we will discuss the interest of orienting consumption towards ethical and sustainable products that we will call “green” compared to products of “classic” design and we will focus on the marketing mix of two sneaker companies: one available on “classic” sneakers (Nike) and the other on “green” sneakers (Vejà).

In this master thesis, we will focus only on the streetwear dimension of the shoe, rather than the sport dimension, in order to ease the comparison between the brands. Indeed Vejà, is not a “sports” apparel company unlike Nike.

Section 1: from the “classic” product to the “green” product

Awareness of the ecological damage caused by industrialization and overconsumption has increased dramatically in recent years.

Scientific circles have warned of the threats to our planet, pressure groups have exerted their influence to obtain changes, political circles have taken various legislative measures to preserve our resources and to limit pollution, but above all, through many communication campaigns, consumers have become aware of the fragility of the environment and the limits to the use of natural resources. Studies show the environmental concerns of French consumers and their enthusiasm for purchasing "greener" products that respect the environment (Rolland, 2017).

Taking ecological concerns into account and developing a more ecologically oriented strategy is now essential for companies that want to remain competitive. This is reflected in a gradual transformation of the products on the market, moving from "classic" products to more environmentally friendly products that we will call "green" products.

The production of consumer goods, like any activity, has an impact on the environment: consumption of natural resources like energy and water, greenhouse gas emissions, soil and air pollution, etc. This impact occurs throughout the stages of manufacturing, packaging, transportation, promotion, sale of the finished product, in other words throughout its entire life cycle. Companies have an essential role to play here in controlling and reducing the environmental footprint of consumer goods and thus contributing to the overall effort to reduce environmental impacts.

A survey conducted in France by Rolland (2017) shows that 41% of respondents believe that it is up to companies to change their behavior to produce in a “greener” way while only 20% of respondents believe that it is up to the consumer to change their behaviors and buy "greener". Ceci-Renaud et al. (2017) indicate that consumers are 77% in favor of "green" labeling being implemented to help them guide their purchase, for all product categories, at all points of sale.

Eco-labels can ease consumers' comprehension of product sustainability. They can help categorization (Magnier and Schoormans, 2015) and therefore make it easier for consumers to choose a more sustainable product alternative. However, eco-labels and environmental claims in general are often miscomprehended and lead to consumer skepticism. This effect is less strong when environmental claims are certified by trustworthy third-party organizations (Bickart and Ruth, 2012).

We know that most consumers fail to make sustainable product choices when there is no explicit information about the environmental consequences of the product (Rokka and Uusitalo, 2008). Thøgersen and Nielsen (2016) have however demonstrated that eco-labels using a traffic light system and objective numerical information seem to lead to better comprehension and acceptance by consumers.

Clothing products - including shoes - belong to the category of everyday consumer products, yet it seems that the purchasing orientation towards a "green" product has not been optimized yet (Vaz et al., 2020).

Compared to the traditional product, the ecological product often presents an additional cost which is generally reflected in the purchase price of the consumer. However, we know that price resistance is a major constraint on market demand (Roarty, 1997). Therefore, the consumer must be encouraged to purchase through better information on the product, including its impact on the environment or better product quality. However, according to Meise et al. (2014), consumers are willing to pay a higher price for products that include sustainable information.

Various factors could therefore impact on consumers' decision to purchase green products rather than conventional products.

Mitchell and Olson (1981) showed that repetition had no effect on the formation of consumer's attitude towards the product while the advertising content influenced the beliefs,

attitudes and perceived advantages of the product. But the perceived benefits of the product are certainly not the only moderators on attitude towards the brand.

In a study by Apell Karlsson et al. (2015), consumers were asked to rank the factors that influence their clothing intention in order of importance. The majority of them ranked quality as the most important factor, followed by price second. Gleim and Lawson (2014) have shown that many consumers have a negative perception of the quality of ecological products. They fear that these products are of poor quality and that they do not really take into account the issues of sustainability and ecology (Gil and Jacob, 2018). These fears mainly concern the fashion sector, which is our sector of interest as it includes shoes. The positioning effect of the brand's perceived green positioning could be a moderator in consumer behavior.

According to Chan and Wong (2012) consumers are not ready to give up their identity, fashion in favor of sustainability. Indeed, the dress code is a means of self-expression and is a reflection of the lifestyle (Michaelidou and Dibb, 2006, in Harris et al., 2015). It is therefore interesting to also look at the lifestyle of the consumer and especially his involvement in an eco-friendly mode of consumption.

As part of our thesis, we are interested in 3 possible moderators of consumer behavior with respect to influencer recommendations: the level of perceived green positioning of the product or brand, consumer involvement in ecological products or consumption patterns as well as the perceived benefits of the product or brand.

In conclusion, orienting consumer behavior towards more eco-friendly products is not always easy, it even constitutes a real challenge.

In the following part of this chapter, we will discuss and compare two brands of sneakers; Nike, which we will call the “classic” brand, and Veja, which we will call the “green” brand. The first is an American brand, with a world-famous comma-shaped logo (Swoosh), the second is a French brand with a V-shaped logo, which is ethical and sustainable. These two brands present a model of sneakers that is quite similar visually; on the one hand, the Killshot for Nike, on the other hand, the V12 for Veja, the purchase price of which is almost identical.

We will present and analyze the economic models of these two companies based on the theoretical concepts of the 5Ps of Marketing.

Section 2: Nike, a “classic” sneaker

The company founded in 1964 by Phil Knight and Bill Bowerman became known as Nike in 1972.

Initially focused mainly on sports shoes, the brand now offers a wide range of sports equipment for which the brand is positioned as the world leader in sports equipment (Nike Inc.’s Website, 2021)⁷.

Here we will focus on the sneakers or streetwear shoes produced by the Nike brand.

2.1 The product

Nike sneakers are made from cotton canvas or synthetic materials, leather, a rubber sole often made from petroleum derivatives and materials that have been durable in recent years (Nike Inc.’s Website, 2021).

The brand communicates relatively little about the eco-responsible nature or not of the materials used in the sneakers’ fabrication. In recent years, however, the brand has declared that it has become aware of environmental issues and wants to act for the planet, in particular by partly using organic cotton grown without pesticides and by seeking to reuse plastic bottles to create new “textile” materials (Nike Inc.’s Website, 2021). The fact remains that communication on this subject is not very transparent.

Until 2017, Nike’s production sites were mainly located in Southeast Asia (China, Thailand, Indonesia, South Korea, Vietnam) and South America (Brazil, Mexico, Argentina), thus using manual labor “at low cost”, in unfavorable working conditions, even by putting children to work (Harris, 2019).

Since 2017, Nike has relocated its factories in North America because labor in Asia is becoming more and more expensive but especially because robotization has made enormous progress (Harris, 2019). The two hundred or so different parts that had to be cut and then assembled and glued by hand can now be cut as accurately as possible by laser machines, and then handled and assembled in record time by a machine that works 20 times faster than an average worker and that works continuously day and night (Nike Inc.’s Website, 2021).

⁷ Nike Inc.’s Website. Retrieved from <https://nikecompanyblog.wordpress.com/about-us/>, accessed September 29th 2020.

Shoes made in Asia or South America then travel around the world before arriving in the stores which are mainly located in the USA or Europe.

2.2 The packaging

Nike takes pride in its packaging and believes packaging drives sales. At the origin of the brand, the packaging consisted of an orange cardboard box marked with the logo and / or the name of the brand. Currently, packaging is more and more diversified and seeks, depending on the case, to stand out from conventional packaging. Thus, the cardboard boxes are of different colors and often customized (Nike Inc.'s Website, 2021).

If the design of sneakers has changed, the packaging has often remained the same; a simple cardboard box. In addition, in 2013, to promote the Nike Air, the brand designed innovative packaging. The shoe was found floating in a plastic filled with air, giving a feeling of lightness. The brand praised the ecological side of this packaging, the final volume of which was negligible, but which was nonetheless unecological since it was made of plastic (Scholz and Friends, 2013).

More recently, in 2018, the Green Lobster Dunks was the subject of an advertising campaign focusing in particular on its original packaging. This pair of sneakers had a thermoformed rigid package made from polystyrene beads and the sneakers had a large elastic at the front to evoke the elastics on lobster claws. The whole thing was closed with a sheet of acrylic resembling a layer of ice. These studied and creative packaging catch the eye but are far from being ecological (Bertrand Connolly, 2019).

It seems that for Nike, standing out with creative packaging that catches the eye remains more important than the ecological issues of such packaging.

2.3 The price

The average prices of classic Nike brand sneakers usually vary between 95 and 250 euros, but Nike also publishes a limited number of series, which can reach several thousand euros and make them collectibles (Nike Inc.'s Website 2021).

Some models are thus created in collaboration with designers or celebrities and marketed in limited or trickle-down editions creating an organized shortage (Ramaswamy, 2008). The rarity of some models makes them more exclusive and desirable products for which a higher price can be obtained (Goetz, 2020).

2.4 The place

Nike sneakers can be purchased through retailers, Nike online stores, Nike exclusive offline stores or online sale through e-commerce (Gregory, 2018).

Nike has 200,000 retailers present in more than 150 countries around the world (Gregory, 2018). Retail stores are, however, the places where Nike products are sold the most, but exclusive Nike stores and Nike online stores are also important for promoting new products and developing their marketing strategy and tactics.

2.5 The promotion

Nike spends large budgets promoting itself in order to attract new target customers and retain existing customers. The brand devotes 10 to 12% of its turnover to marketing. The many advertisements of the brand on traditional media (TV, radio, written press, advertising posters, etc.) are very expensive but aim to disseminate the product in the most effective and creative way possible to trigger a positive emotional response from them (Nike Inc.'s Website 2021).

However, Nike has also invested in social media to spread its messages even more widely and thus increase the audiences affected. The brand has a main Instagram account called "Nike" followed by several tens of millions of subscribers and several specific accounts that touch certain areas such as "Nikefootball", "Nikerunning", "Nikebasketball", "Nikegolf", "Nikesportswear" and "Nikewomen" (Nike Inc.'s Website, 2021). It should be noted that the brand is also present on other major networks such as Facebook, Twitter, YouTube and Pinterest.

Social media posts are mostly pictures as well as short videos featuring world sports stars sponsored by Nike. These are often put forward in their own sport and convey a dynamic message in order to push people to push their limits and stick to the brand's slogan: "just do it". These celebrities often post pictures and videos on their official account. The image of these celebrities is used for what it refers to the consumer, to build the imagination of the brand, for their expertise and for the experience given through the personalization of the shoes. These celebrities are supposed to embody the same values as the brand, that of surpassing oneself, of "just do it", and the brand thus encourages customers to emulate their preference for the Nike brand (Gregory, 2018).

Other influencers are recruited by the brand to share their opinion and content focused on their daily life. They are generally influencers who have a large community of followers and who are very active on social networks (Gregory, 2018).

Despite very high advertising spending, Nike nevertheless sees its image becoming increasingly stronger, leading to ever greater demand for its products. The brand has developed persuasive marketing power and communication tools (Ahmed and Brohi, 2016).

Section 3: Vejà, an ethical and sustainable sneaker

Vejà is a sneakers brand created in 2004 by two young French people, François-Ghislain Morillion and Sébastien Kopp, wishing to create an ethical and sustainable brand of shoes (Vejà official Website, 2020).

The brand's founders started to deconstruct the sneaker to understand where the sustainability issues lie in order to re-build a product that, at each stage from its manufacture to its distribution, significantly improves social and environmental performance compared to conventional or competing offers. They wanted to make Vejà sneakers, a radically different product that is both fashionable and timeless (Segran, 2018; Vejà official Website, 2020⁸).

3.1 The product

One of the main raw materials used by Vejà is cotton. The organic cotton without chemical fertilizers or pesticides used by Vejà comes from an association of farmers in Brazil and Peru who cultivate with respect for people and the environment. Organic cotton is bought directly from farmers, before being spun and woven in a cooperative. Then the canvas is sent to a shoe factory where workers' rights are much higher than those in Asia. Vejà deals directly with organic cotton producers. By limiting intermediaries, they can better compensate producers. All cotton producers and training factories in Vejà are fair trade certified and meet at least International Labour Organization standards, often spurring more, such as improving the quality and proximity of workers' housing. Social audits in factories are carried out as part of the certification process (FLO-Cert and Ecolabel) (Vejà official Website, 2020).

The cotton purchased by Vejà is organic, but the dyes used to dye the canvas are not yet. However, they comply with the European Registration, Evaluation, Authorization and restriction of CHemicals standards (Segran, 2018; Vejà official Website, 2020).

Rubber is another main raw material of Vejà sneakers for the reason that each sneaker sole is made from 30-40% natural rubber. *“Many sneakers use plastic as their sole, but when the*

⁸ VEJÀ. Official website. VEJÀ Store. Retrieved from <https://www.Vejà-store.com/en/>, accessed May 18th2020.

wearer is done with that sneaker, that plastic ends up in a landfill and does not decompose” (Kopp, 2018 in Veja official Website, 2020). Instead of using plastic or synthetic rubber, Veja uses natural rubber sourced sustainably from trees in the Amazon forest and purchases it directly from “Seringueiros” Amerindian communities. They are therefore preventing deforestation in this area as they boost its economic value. The Amazon is the only place on earth where rubber trees grow in the wild. Veja buys Brazilian wild rubber at a much higher cost than synthetic rubber. This rubber is transformed using an innovative process: Liquid Rubber Technology, which is more respectful of the forest and the soil and allows producers to transform latex into rubber sheets, without any intermediate industrial step. This process is both a technological and social innovation, as it also creates value in the supply chain, generating more income for rubber producers who sell a semi-finished product. It thus reduces the financial attractiveness of deforestation (Segran, 2018; Veja official Website, 2020).

Replacing animal leather was another challenge for Veja. After 5 years in Research and Development and several failures, they finally managed to offer a “Vegan” sneaker thanks to Corn Waste Leather, an ecological alternative material, biodegradable, based on corn waste from the food industry. One out of three models from the Veja 2020 collection did not contain any animal products (Veja official Website, 2020).

B-Mesh is another of their innovative components, which is made of polyester fabric from recycled plastic bottles. These plastic bottles are harvested, sorted and then transformed into plastic flakes. These flakes become a polyester fiber after extrusion. It takes on average 3 plastic bottles to make a pair of Veja sneakers. B-Mesh is lightweight, breathable and waterproof (Veja official Website, 2020).

The outsoles combine wild Amazonian rubber and rice peel while the midsole recycles food waste such as castor oil, banana oil and sugarcane (Veja official Website, 2020).

We can see in the light of these few explanations that Veja is focused on finding ecological and sustainable alternatives to replace the components of our favorite shoes, most often made of petroleum-based plastic.

The alternatives proposed by Veja meet (1) the satisfaction of consumers in terms of design and needs, (2) ecological and social dimensions, (3) the life cycle of the product is taken into account from the cradle to cradle with not yet complete success, (4) significant and continuous improvements are constantly sought and implemented (5) and are often superior to those offered by competing brands.

The challenges in these areas remain numerous. Reaching a cradle-to-cradle model, sustainable and respectful of life and future generations is the objective of the company but it is not yet fully achieved, and it remains a major challenge for the future. Their 2021 challenge is to achieve 100% recycling of the components of their sneakers (Vejà official Website, 2020).

3.2 The packaging

Like all shoes, Vejà's sneakers packaging is made of cardboard boxes that are recycled and recyclable cardboard. They do not contain glue and use very little ink to facilitate and optimize the recycling process. From its creation, Vejà has taken care to optimize the size of its packaging by offering boxes of reduced and adapted format (Vejà official Website, 2020).

This is in line with the philosophy of the brand, which aims to be sustainable throughout its manufacturing and distribution chain. As consumers are often unwilling to sacrifice functional performance for social attributes such as sustainability (Auger et al., 2008), the brand respects a balance between durability and functionality; the box is made of recycled and recyclable material but is essential to protect the pair of shoes during its distribution or its shipment. The use of cardboard is interesting because, as compared to other sustainable options, it was the material the most frequently considered as "green" by consumers. (Herbes et al., 2018)

Moreover, it is also necessary to allow the storage and the installation of a marking allowing to identify the model and the size.

3.3 The price

The average price of Vejà's sneakers ranges from 85 euros to 165 euros, which is relatively affordable for their target audience and similar to the price of the main competing brands on the market (Vejà official Website, 2020).

Vejà's sneakers cost 5 to 7 times more to produce, because the raw materials are ecological and bought according to the principles of fair trade and the sneakers are produced in factories with high social standards (Vejà official Website, 2020). However, the price remains competitive in their market due to their choice of not spending any money on advertising.

Vejà's brand proposes sustainable prices "that accounts fully for the economic, environmental, and social costs of a product's manufacture and marketing while providing value for customers and fair profit for business" (Segran, 2018). The Vejà's sustainable price strategy is a cost-based pricing strategy where the price of the product is determined by a fair

amount or a percentage added to the actual costs of the product. The final price includes products costs, transport costs and storage, stores and online store costs, fair remuneration, innovation research costs and life cycle costs (Veja official Website, 2020).

3.4 The place

Veja's sneakers can be purchased in a Veja's brand shop, at a selected retailer or through the online store. Veja launched the opening of a few stores in two of the biggest and most fashionable cities in the world: Paris and New-York. The brand also works with more than 1,500 exclusively selected retailers around the world, but unexpectedly not in South America. Veja has most of all an online store that allows any consumer around the world to order sneakers and have them delivered (Veja official Website, 2020).

Distributing its products to its own stores and to its many selected resellers involves looking at the supply chain (shipping), at in-store operations (waste, employees' working conditions, energy consumption, GHG emissions, promotion channels) but also at customers' transporting to stores.

Distribution, including transport and storage, contributes greatly to the ecological footprint of a product. Aware of this trade-off, Veja had to make a choice: basic materials such as rubber from wild rubber trees only exist in the Amazon forest. If you are looking to produce shoes that respect the environment, from natural products, you have to go where they are and therefore export.

Veja products are transported to the European continent by ship from Brazil to Le Havre and then by boat to Paris and, in some infrequent cases, by plane from Brazil. The ship is currently the least polluting means per tons transported despite its high fuel consumption and significant CO₂ emissions (Veja official Website, 2020).

Veja communicates on its product but not enough on the retail businesses selected to sell their products in terms of their ecological impact, in particular waste, energy consumption, greenhouse gas emissions. The company's headquarters in the Bastille district of Paris, energy is supplied by a green electricity cooperative (ENERCOOP) which offers a 100% renewable energy solution, but there is no communication about warehouses or resellers shops (Veja official Website, 2020).

3.5 The promotion

Since their creation, Vejà sneakers have not been the subject of mainstream advertising. To remain competitive, Vejà's choice was to reduce its advertising budget down to zero. No bus shelter advertising, no billboards in cities, and no paid advertisements on Facebook, no sponsoring, no payment for influencers, even less press or television campaigns with stars costing large sums of money. The money not spent on product promotion will therefore pay the producer according to the principles of fair trade (Segran, 2018; Vejà official Website, 2020).

The lack of advertising makes the product more exclusive and more desirable. It will seduce "fashionistas" on social networks and blogs. Influencers will take pictures of themselves with Vejà on their feet and the product will quickly become known all over the world. Seeing personalities with Vejà on their feet will also boost sales.

The brand collaborates with different clothing brands, a roller-skating brand and associates with films, exhibitions, books thus benefiting from visibility without costs. The brand also benefits from some sort of earned media through influencers but without paying them.

Vejà has created its own user-friendly corporate website, allowing for online sales and present in social media with Facebook and Instagram pages, which refer to its various products and show pictures of the sneakers. The corporate website is the main part of the communication strategy; it explains the vision of the founders of the brand and its story. The Facebook page shows also a short video about Vejà' story.

The website, Facebook and Instagram showcase the brand's different products. The promotion of the brand on these 3 channels makes it possible to position Vejà as a leader in sustainable sneakers. Vejà communicates for the purpose of promotion, on the genesis of its project focused on sustainable development, on its gradual implementation, on the different parts of its supply chain, on the difficulties encountered and on future prospects. In recent months, the website has been updated to offer full traceability.

In conclusion, these two brands present some visually similar models of sneakers, in an identical price range but whose manufacturing process, distribution method, packaging and promotion are very different.

If Nike is now trying to move towards greener and more sustainable products, the brand is at the beginning of the changes that this implies. It is still strongly focused on consumerism, “appearance”, and innovative designs. On the other hand, from the outset, Veja bet on ethical and sustainable product, communicates transparently but has not yet fully succeeded in creating a product that is 100% recyclable and recycled. However, we can only salute its greener initiative and its contribution to the search for solutions that are ever more respectful of our planet.

Chapter 6: Targets of sneakers recommended by SMIs

Over the course of the chapters, we have addressed influencer marketing and the major role of interpersonal social influence and E-WOM, we have talked about the influencers on social media and especially on the Instagram platform. We looked at influencer effectiveness factors and at the fit model, then looked at consumer' responses to influencer recommendations. Next, we focused on the interest of orienting consumption towards greener products before looking in details at a consumer' product: the sneakers. We have detailed through the 5P of marketing two similar products, one comes from a classic brand (Nike) and the other from an ethical and sustainable brand (Vejà). To end our literature review, we will briefly discuss sneakers' consumers as well as the generations likely to follow influencers' recommendations on Instagram.

Section 1: Consumers of sneakers

As we can see, sneakers have become the essential shoe, both for children and for men or women and whatever their age or their socio-professional background and whatever the occasion: school or college, work, party, wedding...

Anyone is therefore likely to be interested in sneakers, but we are more particularly interested in people who use networks and follow influencers on social networks.

Section 2: Generations Y and Z

The media and social networks are at the heart of the lives of young people, they are powerful tools to encourage consumption or even overconsumption but also sometimes to defend certain causes such as environmental causes or committed consumption. (Dubuisson-Quellier, 2018).

While Instagram is one of the most popular social networks, according to Kantar's TGI study (2020)⁹, 39% of 15-24-year-old follow influencers on Instagram. These 15-24-year-old belong to Generations Y and Z. Generations Y and Z - as opposed to the baby boomer generation and generation X - are those who live with social networks.

⁹Kantar's TGI Study (2020). Retrieved from <https://www.kantarmedia.com/uk/our-solutions/consumer-and-audience-targeting/tgi-survey-data>, accessed September 29th2020.

Indeed, the generation of Baby boomers is that of people born between 1943 and 1959 and Generation X is that of people born between 1960 and 1979 (Strangwick, 2015). They have a very different relationship with digital. The former discovered this technology late in the day, while the latter learned about it in adulthood and generally knew how to tame it and adapt to use it on a daily basis.

But while Generations X and Y live with social media, they still have notable differences.

Generation Y or Millennials is commonly described as that of “people born from 1980 to 2000” (Times Magazine, 2013)¹⁰ and related to “digital natives”. They were born and raised with computer screens and video game consoles. They are the first generation to live fully with the internet world, digital is omnipresent in all areas of their private and professional life. Generation Y saw the emergence of the internet. They are the children of globalization, they have been in hyper consumption due to new communication technologies but are increasingly aware of the need for an overall decrease in consumption (Berkup, 2014, Deloitte, 2017). A study by Deloitte Digital (2017) on digital influence in retail showed that 47% of Millennials made their buying decision based on recommendations on social media.

Generation Z is the youngest generation, because it is those of individuals born from the year 2000. They were not born with but in digital technology. This dominates their everyday life; they do not know how to live without. The Internet is their main communication tool for interacting, whether in private or at work. This Technology Generation is permanently hyperconnected (Berkup, 2014). She only identifies with and through social media. They live in a world of endless updates and notifications on WhatsApp, Snapchat, Instagram, and more. This explains why they process information much faster than other generations. Their average concentration time is however very limited; about 8 seconds while that of Millennials, Generation Y, was still 12 seconds (Partena professional, 2017).

In conclusion, as part of our master thesis, although sneakers are used on all occasions and by all generations, we will focus on generations Y and Z who are the most connected and the most involved in following influencers or consulting influencer profiles on Instagram.

¹⁰ Time magazine. Groth, A. (2013) Here's The New TIME Magazine Cover About How Millennials Will Save Us All. Retrieved from <https://www.businessinsider.com/time-magazine-cover-story-on-millennials-2013-5?IR=T>, Accessed September 29th2020.

Conclusion of the literature review

The emergence of social networks has profoundly changed the purchase process for consumers (Carter, 2016).

Indeed, traditional brand advertisements no longer have the same impact. Consumers no longer blindly trust the arguments of brands. They are turning to social networks and their many platforms, including one of the most used, Instagram. Social networks will allow them to exchange and glean more reliable information from people they consider more authentic and more credible, closer to them as well (Colliander and Erlandsson, 2015; Lou and Yuan, 2019; Ki and Kim, 2019; Peng et al., 2017).

The Y and Z generations born after 1980 are those who live with and through social networks, those who most often consult them before making a purchase. Brands have had to adapt and take this phenomenon into account by calling on influencers capable of exerting influence on these consumers.

If this new mode of marketing has its advantages in terms of cost, wide and rapid distribution through e-WOM, it can also have drawbacks in terms of reputation for the brand (Bahtar and Muda, 2016). This results in a major stake for brands; that of selecting the right influencer. It is about choosing a person with a sufficient network of subscribers but above all a person who has the same values as the brand, who fits the product (Till and Busler, 2000; Ang and Dubelaar, 2006), who is authentic, credible, who generates a positive attitude towards the brand which in turn will create higher engagement towards the brand but also increase purchase intentions (Lou and Yuan, 2019; Uzunoglu and Misci Kip, 2014; Kumar and Nayak, 2019; Hollebeek et al., 2014; Torres et al., 2019; Lim et al., 2017; Ki and Kim, 2019). We cannot pass over a fact that is even more difficult to control, that of clicktivism (Kristofferson et al., 2014), this passive engagement which does not lead to an active engagement and to an actual purchase but which we will not study within the framework of this master's thesis.

We are also interested in consumers' orientation towards more eco-friendly products (Vaz et al., 2020). As part of our master's thesis, the best-selling sneakers and shoes in the world which are appeal to all generations, in all circumstances and whatever the socio-professional category have caught our attention. We looked at their sometimes very different ways of manufacturing, distributing and recycling the two well-known brands: the "classic" Nike sneakers and the "green" Veja sneakers.

The scientific literature has shown us that choosing an influencer in line with the product they recommend is important in terms of attitude, commitment and purchasing intentions. We also focused on other variables that could impact consumers' responses when recommending products and especially green products. These variables are the level of perceived green positioning of the product or brand (Gil and Jacob, 2018), consumer involvement in ecological products or consumption patterns (Chan and Wong, 2012) as well as the perceived benefits of the product or brand (Gleim and Lawson, 2014).

To conclude, the review of the literature leads us to refine our problematic concerning the "Impact of the influencer type (consumerist versus green) on the behavior of consumers when recommending sneakers (classic versus green / sustainable)" in also taking into account several variables that could impact consumers' responses.

Part 2: Empirical study

In the first part of this master thesis, an exploratory study allowed us to contextualize the theoretical framework of our problem.

In the second part of this master thesis, we will approach the experimental part. We will first introduce our different working hypotheses, before discussing the experimental model and the data collection strategy we built and then analyze the results collected in our study. Finally, recommendations, limitations and conclusions of this study will be presented.

Chapter 1: Research questions and hypotheses

As a reminder, our research question is “What is the impact of the influencer type (consumerist versus green) on consumer behavior when recommending sneakers (classic versus green / sustainable)”.

The exploratory phase of our study was based on a review of the literature on our topic. This gives us a deeper understanding of our problematic. Thus, we identified different variables to assess the influencers’ effectiveness and to assess consumers’ responses to recommendations from Instagram influencers. We also learned about different studies on the fit between the type of influencers and the type of products. In order to promote a greener, ethical and sustainable consumption, we will try to verify the importance of the fit between the type of influencer and the type of product he promotes as well as the potential moderating effects that could be the consumer’s involvement in ecological products or the perceived brand’s green positioning level or even the number of perceived product’s advantages.

We have translated our problematic into different working hypotheses that we will attempt to verify. The hypotheses we formulate are detailed below.

1. Hypothesis based on perceived authenticity

We know that the perceived authenticity of an influencer's recommendations plays an important role in marketing especially on brand attitude, engagement towards the brand and purchase intentions (Chevalier, 2018; Lee, 2020). However, perceived authenticity is shaped by personal characteristics and one's own referential (Camus, 2011). When this frame of reference is congruent with that of the influencer's recommendations, perceived authenticity will be greater and will generate a positive attitude and an increase in purchase intentions (d'Hauteville, 2003, Maille and Camus, 2006).

Studies on the match up hypothesis have shown that influencer recommendations are more effective when there is a fit between the influencer and the product or brand (Till and Busler, 2020). Nevertheless, other studies nuance this hypothesis and show that influencer recommendations might be more effective when there is moderate incongruence between the influencer and the product (Lee and Thorson, 2008).

In the case of products' recommendations like sneakers, we believe that the fit between the influencer and the product could favorably impact the perceived authenticity.

Therefore, we formulate the following hypothesis:

H1: The fit between influencer and product will increase influencer's perceived authenticity in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will be perceived as more authentic than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

2. Hypotheses based on credibility

Credibility, based on expertise, reliability and attractiveness, is also an important factor in creating a positive attitude towards the brand (Ling et al., 2010) and fostering purchase intentions (Clow et al., 2006). The “fit model” taught us that content that is too far from the influencer lifestyle can cause distrust due to a supposed lack of expertise or a lack of reliability and so generate a negative attitude (Hoosuite, 2019)

Therefore, we want to test that the fit between influencer and product increases perceived credibility in the context of “classic” vs. “green” sneakers recommended by a “consumerist” vs. “green” influencer.

We formulate the following hypothesis:

H2: The fit between influencer and product will increase influencer's credibility in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will be perceived as more authentic than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

However, we want to go a step further by questioning ourselves whether perceived credibility could not be moderated by consumer involvement in green products, therefore we also formulate the following hypothesis:

H3: The relationship between the influencer type (consumerist vs. green) and credibility is moderated by consumer's involvement in ecological products in the sense that for low involvement's consumers, a green influencer will lead to less credibility than a consumerist influencer), and for the high involvement's consumers, consumerist influencer will lead to less credibility than a green influencer).

3. Hypotheses based on attitude towards the brand

The literature review tells us that attitude is constructed from our experience and background, is influenced by our environment, and requires making judgments or assessments (Breckler and Wiggins, 1989).

Till and Busler (2000) showed that it was not physical attractiveness but the fit between the type of endorser and the product endorsed that played an important role in terms of perceived expertise. This better perceived expertise in the context of influencer / product fit was measured by an increase in positive attitude towards the brand.

The effect of the fit model on the consumer's attitude towards the product or brand has already been studied in various contexts. Nevertheless, we will verify the impact of the fit model on attitude towards the brand as part of our experimental study.

This leads us to formulate the following hypotheses:

H4: The fit between influencer and product will increase attitude towards the brand in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will increase attitude towards the brand more than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

Therefore, after verification of this first hypothesis concerning the attitude towards the brand, we want to go a step further in the analysis of attitude towards the green product when recommended by a green or a consumerist influencer. We will assess the effect of moderators such as the perceived green brand positioning level and the consumer's involvement in ecological products on attitude towards the product or brand. We will verify on the one hand, if the greener the brand is perceived, the better the attitude towards the brand when promoted by a green influencer; and on the other hand, if the greener the consumer, the better the attitude towards the brand when promoted by a green influencer.

We have issued Hypothesis H5a which is the following:

H5a: The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is moderated by the perceived brand's green positioning level: the greener the brand is perceived, the better the attitude towards the brand when promoted by a green influencer.

We also issued hypothesis H5b:

H5b: The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is moderated by consumer's involvement in ecological products: the greener the consumer the better the attitude towards the brand when promoted by a green influencer.

4. Hypothesis based on engagement towards the brand

The literature review informed us about the notion of consumer engagement with a brand. This engagement is reflected in the interactions between the consumer and the brand and in brand loyalty; engagement is made up of cognitive, emotional and behavioral elements (Brodie, 2011; Vivek et al., 2012).

The influencer creates engagement by acting on the affective emotional dimension through his interactions with his community of followers (Hollebeek et al. 2014) but also on the cognitive dimension by modifying the perceptions and knowledge of his followers (d'Atsous et al. 2010) and on the behavioral dimension by inciting them to make decisions (Schiffman and Kanuk, 2017). Satisfaction, trust, attachment and brand loyalty are some of the main attributes of brand engagement.

However, the whole challenge of influencer marketing is to develop the active engagement of the greatest number of people towards the brand - and not an essentially passive and virtual engagement (Warren et al., 2014) in order to lead to real purchases.

This leads us to formulate the following hypothesis:

H6: The fit between influencer and product will increase consumers' engagement towards the brand in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will increase engagement towards the brand more than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

5. Hypotheses based on purchase intention

We also know that purchase intention is a result of attitude and engagement to the brand (Suntornpithug and Khamalah, 2010) and that recommendations can strongly increase purchase intentions (Baccouche Ben Amara and Zghal, 2008).

Scientific literature has shown that the perception of authenticity as well as the fit between influencer / product have a positive impact on purchase intention (Torres et al., 2019; Lim et al., 2017). We also will examine the possibility that a moderating variable such as the perceived advantages of a product could impact the brand's purchasing intentions.

This leads us to formulate the following hypotheses:

H7: The fit between influencer and product will increase purchase intentions in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will increase purchase intentions more than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

H7a: The relationship between fit influencer/product and purchase intentions is moderated by the number of perceived product's advantages.

Chapter 2: Experimental design and data collection method

In order to validate our hypotheses, we will now develop the experimental protocol. In this chapter, we will explain our experimental conceptual model and then detail our data collection method.

Since the objective of our experiment is to demonstrate the existence of causal relationships between variables, we will have to manipulate some variables (independent variables) and measure others (dependent variables).

Section 1: Experimental conceptual model

We will work on two independent variables: the type of influencer (consumerist influencer versus green influencer) and the type of product (classic sneakers versus green sneakers).

To manipulate our variables, we will use the method of fictional scenarios. We will ask respondents from our target population to project themselves into a fictitious situation described and then answer a series of questions about their reactions in this situation.

The manipulation of the independent variables is done through the 4 different scenarios while the measurement of the dependent variables is done through different scales integrated in the questionnaire that follows the description of the scenario.

The study will include 4 scenarios (Table 1).

	Nike, « classic » sneakers	Vejà, « green » sneakers
Consumerist influencer	Scenario 1	Scenario 2
Green influencer	Scenario 3	Scenario 4

Table 1: Experimental plan

The 4 scenarios used in this study are defined as follows:

- Scenario 1: A consumerist influencer recommends a classic brand (Nike sneakers)
- Scenario 2: A consumerist influencer recommends a green brand (Vejà sneakers)
- Scenario 3: A green influencer recommends a classic brand (Nike sneakers)
- Scenario 4: A green influencer recommends a green brand (Vejà sneakers)

For the creation of these, we established fictitious profiles.

We opted for the creation of a gender-neutral influencer profile knowing on the one hand that women more than men follow Instagram influencers and that, on the other hand, these followers mostly follow an influencer of the same sex (Richardson, 2018). The pictures show either visuals without characters or visuals with a man and a woman. This should eliminate one of the possible biases during our data collection. This deliberate choice also allows us to reduce somewhat the physical attractiveness bias (Till and Busler, 2000) since we will not visually identify the influencer.

To differentiate the consumerist and the green influencers, we proposed a history of their publications with a set of images of 7 recent posts representing their universe accompanied by some comments and hashtags. Then we created the 4 posts related to our scenarios: pictures of classic sneakers (Nike) and green sneakers (Veja) very similar visually that we associated with recommendations of consumerist or green influencers. The influencer's recommendation for the product (classic vs green) is formulated identically regardless of the influencer type so that the arguments do not represent an additional variable. However, these experimental conditions will probably constitute a bias in the perceived authenticity of the influencer.

These 4 scenarios are presented in Appendix 1 of this master thesis.

Our study will present as follow: 2 (type of influencer: green, consumerist) x 2 (type of product: green, classic) between-subject design, therefore each participant will be presented with one of the four scenarios.

We will study consumer responses according to 5 main dependent variables which are perceived authenticity, perceived credibility, attitude, engagement and purchase intentions and three moderating variables which are perceived brand's green positioning level, consumer's involvement in ecological products and perceived product's advantages. We will first study the main effects of fit influencer / product on these 5 dependent variables, then we will study the influence of a moderating variable like "consumer's involvement in ecological products" on perceived credibility and attitude towards the brand depending on the influencer type recommending a green product. Afterwards, we will study the influence of the moderating variable "brand's green positioning level" on attitude towards the brand according to the influencer type recommending on the one hand a classic brand and on the other hand a green brand. Finally, we will study the effect of the "perceived product's advantages" on purchase intentions in the case of fit influencer / product. We have developed a questionnaire for this purpose.

The conceptual model of our study is summarized below (Table 2)

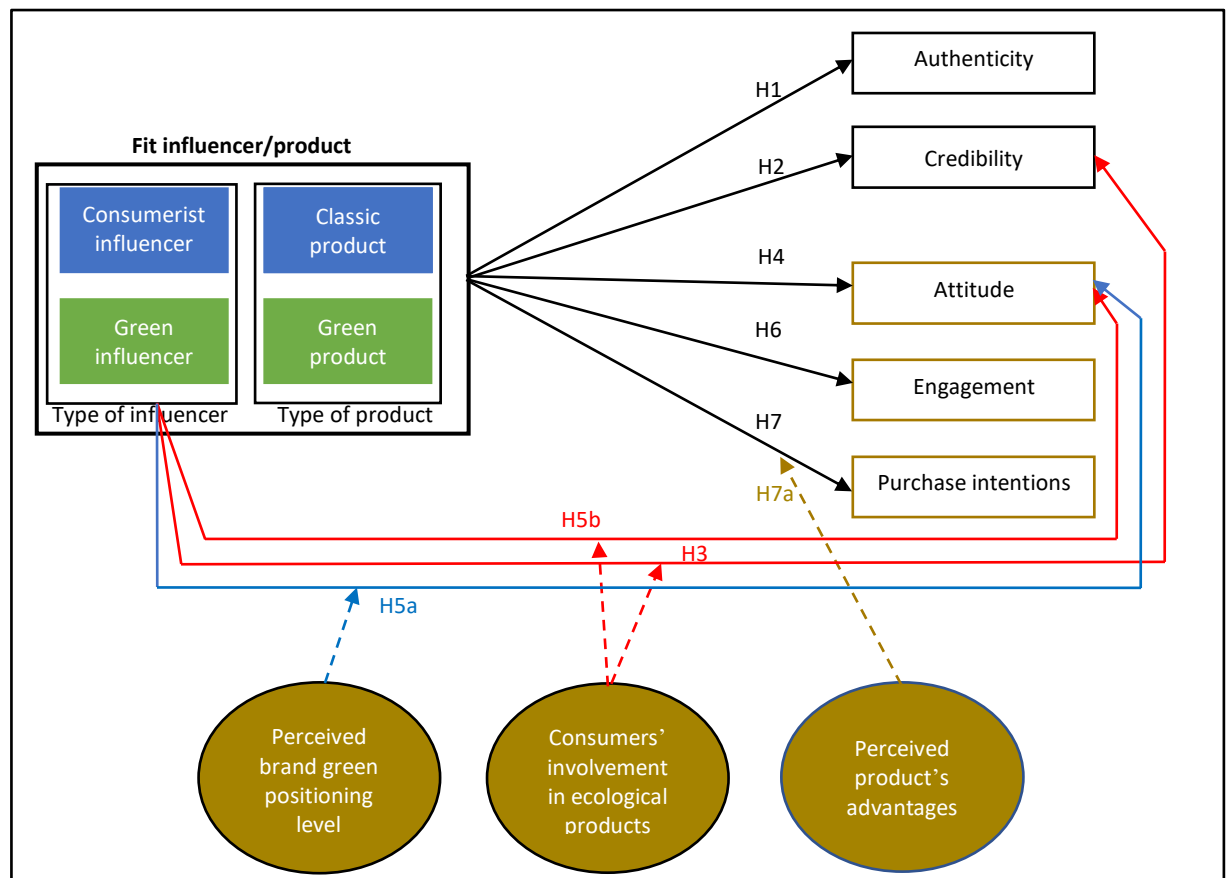


Table 2: Conceptual model

Our experimental plan has been presented in 3 successive steps for more clarity.

The first (black arrows) indicates all the hypotheses concerning the impact of the fit influencer / product on the 5 main dependent variables which are the authenticity (H1), credibility (H2), Attitude (H4), Engagement (H5) and purchase intention (H7) but also the moderating variable of perceived product's advantages which could impact the relationship between fit influencer product and purchase intentions (H7a) (+ gold arrow).

The second (red arrows) shows the moderating variable of consumer's involvement in ecological product which could impact the relationship on the one hand, between influencer type and credibility (H3) and on the other hand, between influencer type and attitude towards the product' brand (H5b).

The third (blue arrow) designates the moderating variable of perceived brand green positioning level which could impact the relationship between influencer type /green product (Vejà) or the relationship between influencer type /classic product (Nike) and attitude towards the brand (H5a).

Our different variables are summarized in the table below (Table 3).

Random allocation of respondents	Independent variables	Dependent variables
○ Group 1 (scenario 1) ○ Group 2 (scenario 2) ○ Group 3 (scenario 3) ○ Group 4 (scenario 4)	● Type of influencer (consumerist versus green) ● Type of product (classic versus green) ● Fit between influencer and product	● Perceived authenticity ● Perceived credibility ● Attitude towards the brand ● Engagement towards the brand ● Purchase intentions <i>Moderators</i> ● Perceived brand's green positioning level ● Consumer's involvement in ecological products ● Perceived product's advantages

Table 3: The variables

After developing the experimental design of our study, we will determine the data collection method.

Section 2: Data collection method

We will devote this part to the presentation of the process we followed to develop the methodology and design a data collection instrument.

The choice of using a quantitative study was guided by the scales we found in the literature review, as we can easily assess participants' responses through scales that are already proven to be reliable for each of the dependent variables we want to test. The choice of an internet quantitative study was made in view of the ease of processing encrypted data and the reach we can easily get.

The development of an online questionnaire also seemed relevant to us with regard to the objective pursued, namely, "What is the impact of the influencer type - consumerist versus green - on consumer behavior when recommending classic sneakers versus green/sustainable".

Thus, by means of a quantitative survey in the form of a questionnaire, we plan to test a number of hypotheses with a determined population.

The amount of data we want to collect is intended to provide sufficient material to better understand consumers' responses to the purchase of classic versus green sneakers based on the recommendation of a consumerist versus green influencer.

Our primary goals are to gain in-depth knowledge of how Instagram users respond to influencer recommendations. To this end, we focused on their consumer responses to the presentation of a classic versus green product by different types of influencers, through the 4 different scenarios presented above.

As a reminder, the main hypotheses we want to address revolve around 5 concepts that condition consumer responses namely, perceived authenticity, perceived credibility, brand attitude, engagement and purchase intentions and 3 moderating factors which are perceived brand's green positioning level, consumer's involvement in ecological products and perceived product's advantages.

2.1 Target population

For our data collection, we have voluntarily limited our population of respondents to Belgian Internet users who use Instagram. We defined this population based on the following criteria: being a Belgian internet user, having an Instagram account and having visited an influencer profile at least once.

We have chosen to limit our target population to Belgian Internet users because this allows us to have a reference population, identified and known. This choice makes it possible to compare our sample with a global population, thanks to similar socio-demographic criteria. Although the behavior of Belgian consumers does not seem to us, a priori, to present fundamental differences with that of consumers from other neighboring countries, for practical reasons, we reduced our study to a sample of Belgian residents who use Instagram in order to avoid another possible bias, that of national protectionism which could impact the results obtained from Americans with the Nike brand and from French with the Veja brand.

2.2 Recruitment of the sample

To reach this population of users, the most appropriate way is to meet them on their premises; social networks. We therefore came into direct contact with these Internet users of social media by visiting the spaces they frequent daily. Thus, we have inserted the link of the

questionnaire on our personal Instagram, Facebook, and LinkedIn pages and also on Facebook groups.

The invitation to participate in the survey was made through an URL link posted in those various spaces. We just had to make sure we got the attention of the internet users we wanted to target.

We have also spoken to some of our contacts to inform them of our approach and ask for their participation. We have repeatedly renewed our invitation to participate in this survey.

This recruitment work required a few reminders to obtain the number of completed questionnaires that we wanted, namely a minimum of 250.

We reassured respondents about the confidentiality of the data by being transparent on this question in the introduction to the questionnaire.

Given the "connected" population we are targeting, the development of an online survey seemed to be the best solution. This approach was therefore favored to reach the target population of our study.

2.3 Methodology

2.3.1 Choice of an online questionnaire

We have chosen to develop an online questionnaire. Some free tools can be used to deploy this type of device. We have selected a platform specializing in online statistical surveys: Lime Survey platform. The active URL of our online survey is <https://limesurvey.uclouvain.be/limesurvey319/index.php/158966?lang=fr>.

Apart from the fact that this method makes it possible to directly reach a population of Internet users, it is also an information-gathering practice to which our population has been receptive because they are familiar or accustomed to it.

Our questionnaire is available in French. Online data collection started on April 24th2021 and ended on May 1st2021.

2.3.2 Questionnaire design

There are a number of advantages and disadvantages on how to administer an online questionnaire.

The collection of information via the Internet is done without the intervention of a lead investigator present during the procurement stage. Thus, in particular, the influence of the investigator's attractiveness - positive or negative - cannot be exercised or criticized in this context (Jacob and Guéguen, 2003). This mode of administration makes it possible to partially reduce the "social desirability" effect - which consists of wanting to present the best image of oneself - since it is carried out in the absence of the gaze of an outside third party (Martin and Nagao, 1989).

However, the absence of an investigator induces an additional difficulty; that of inertia or lack of motivation of the participants.

- On the one hand, faced with the inability to benefit from assistance in understanding certain questions, the respondent may wish to abandon completing the questionnaire given that it is impossible for him or her to ask for the question to be rephrased or to obtain additional details.

- On the other hand, the respondent could feel a certain weariness and give up completing the questionnaire for lack of encouragement to continue. As Internet users are under no pressure either socially or from the interviewer to answer the questionnaire, it was essential to adapt to the constraints of the respondents since participation is based on voluntary service. This is all the truer on the Internet as the attention span given and the level of availability of respondents are limited (Partena professional, 2017).

The challenge was to collect a sufficient amount of information, but still acceptable in terms of the time spent by respondents.

2.3.3 Questionnaire structure

To develop the questionnaire, we favored closed, multiple-choice questions. This form of question makes it easier for respondents to answer by limiting the effort of participation to checkboxes.

We mainly used Likert scales or differential semantic scales to measure the different variables that are the responses of consumers and we have relied, where they exist, on existing, reliable and validated scales. The Likert scale is a psychometric tool widely used especially in the field of Marketing. It enables qualitative information to be quantified (Bathelot, 2018). The respondent will express his degree of agreement or disagreement on different propositions. We favored a 5-level scale ranging from strongly agree to strongly disagree.

We also used semantic differential scales which are psychometric tool for measuring an attitude in individuals. These scales are characterized by the opposition of two terms. The respondent will express an opinion situated between two opposites, on a multi-level scale (Cadario et al., 2017). Here too, we favored a 5-level scale.

Our questionnaire consists of 16 main questions. Some of them includes several sub-questions to be evaluated.

The first part of the questionnaire checks that the respondent meets the conditions for participating in the study (binary yes / no response).

The second part of the questionnaire identifies perceived brand's green positioning level (5-level Likert scale). The question asked is "do you consider this brand as an ecological and sustainable brand?"

The third part of the questionnaire directs the respondent to one of the 4 scenarios according to their birth month.

The fourth part, which has the most questions, analyzes consumers' responses to recommendations from Instagram influencers (5-level Likert scale and 5-level differential semantic scale). This part of the questionnaire collects consumer responses in terms of authenticity and perceived credibility, brand attitude, engagement, and purchase intentions.

We retain several scales:

- The two Authenticity Strategy proposed by Audrezet et al. (2018), which was recently developed for measuring the perceived authenticity of social media influencers. This scale (5-level Likert scale) focused on 2 dimensions: the passionate authenticity and the informational authenticity.

- The Source Credibility Rating Scale proposed by Ohanian (1990). This three-dimensional source credibility assessment scale takes into account the 3 dimensions in the form of differential semantic scales: expertise (interesting / useful), reliability (true / sincere) and attractiveness (attractive).

- The Brand Attitude Rating Scale developed by Spears and Singh (2004). This scale requires to "*describe our overall feelings about the brand*" based on 5 propositions. These 5 propositions in the form of differential semantic scales are as follow: appealing / unappealing, good / bad, pleasant / unpleasant, favorable / unfavorable, likable / unlikable.

- The Three-Factor Consumer Behavior Engagement Scale designed by Hollebeek et al. (2014) which is developed and validated in the context of social media. This reliable Likert scale has 10 items: 3 cognitive processing items, 4 affections items and 3 activation items. Scale completion is rapid, and it is one of the most widely adopted engagement scales in academic research.

- The Purchase Intentions Rating Scale developed by Spears and Singh (2004) as measurement scale for purchasing intention. This scale requires to “*describe our overall feelings about the brand*” based on 5 propositions. These 5 propositions in the form of differential semantic scales are as follow: never buy it / definitively buy it, definitively do not intend to buy / definitively intend to buy, very low purchase interest / high purchase interest, definitively not buy it / definitively buy it, probably not buy it / probably buy it.

Dependent variables	Scale	References
Perceived Authenticity	Authenticity Strategy (Audrezet et al.,2018)	Audrezet, A., De Kerviler, G., and Moulard, J.G. (2018). Authenticity under threat: When social media influencers need to go beyond self-presentation. Journal of Business Research.
Credibility	Source Credibility Rating Scale proposed (Ohanian, 1990)	Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers. Perceived Expertise, Trustworthiness, and Attractiveness, Journal of Advertising, 19 (3), 39-52.
Attitude towards the Brand	Brand Attitude Rating Scale (Spears and Singh, 2004)	Spears, N., and Singh, S. (2004). Measuring Attitude Toward the Brand and Purchase Intentions. Journal of Current Issues and Research in Advertising, 26, 53-66.
Consumer Engagement	Three-Factor Consumer Behavior Engagement Scale (Hollebeek et al., 2014)	Hollebeek, L.D., Glynn, M., and Brodie, R.J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. Journal of Interactive Marketing, 28 (2).
Purchase Intention	Purchase Intentions Rating Scale (Spears and Singh, 2004)	Spears, N., and Singh, S. (2004). Measuring Attitude Toward the Brand and Purchase Intentions. Journal of Current Issues and Research in Advertising, 26, 53-66.

Table 4: Summary of the measurement scales

The fifth part seeks to identify the consumer’s involvement in ecological product (5-level Likert scale) with the question “In the past month, to what extend have you opted for an eco-friendly product over a non-eco-friendly option whenever you had the opportunity? Never or rarely or sometimes or often or always”, and the number of perceived products advantages (5-level Likert scale) with the question “In your opinion, the sneakers recommended by the

influencer have very much advantages or a lot of advantages or moderately advantages or a few advantages or no advantages”.

The sixth part contains a manipulation check to verify the seriousness and consistency of the respondent's answers.

Finally, we ended this questionnaire with questions on the respondent's gender, age and place of residence (binary responses and multiple-choice response).

Our online questionnaire is presented in Appendix 2 (Translation of the questionnaire in Appendix 3).

Synthesis of our working hypotheses:

H1: The **fit** between influencer and product will increase influencer’s perceived authenticity.

H2: The **fit** between influencer and product will increase influencer’s credibility.

H3: The relationship between the **influencer type** (consumerist vs. green) and credibility is moderated by consumer’s involvement in ecological products.

H4: The **fit** between influencer and product will increase attitude towards the product.

H5a: The relationship between the **influencer type** (consumerist vs green) and the attitude towards the product brand is moderated by the perceived brand’s green positioning level.

H5b: The relationship between the **influencer type** (consumerist vs green) and the attitude towards the product brand is moderated by consumer’s involvement in ecological products.

H6: The **fit** between influencer and product will increase consumers’ engagement towards the product.

H7: The **fit** between influencer and product will increase purchase intentions.

H7a: The relationship between **fit** influencer/product and purchase intentions is moderated by the number of perceived product’s advantages.

In order to ensure that the questionnaire took into account the elements necessary to answer our different hypotheses, we created a hypothesis/question matrix (Table 5).

Questions	H1 Fit/Perceived Authenticity	H2 Fit/Credibility	H3 Influencer type / Credibility/ Involvement in ecological product	H4 Fit/Attitude	H5a Influencer type / Attitude/ Brand green positioning level H5b Influencer type / Attitude/ Involvement in ecological product	H6 Fit/ Engagement	H7 Fit/Purchase Intention H7a Fit/ Perceived product's advantages
Q1	Sitting in situation						
Q2							
Q3					H5a		
Q4					H5a		
Q5	Scenario						
Q6	X						
Q7		X	X				
Q8				X	X		
Q9						X	
Q10							X
Q11			H3		H5b		
Q12							H5a
Q13	Manipulation check						
Q14	General information about the respondent						
Q15							
Q16							

Table 5: Matrix of questions/hypotheses

2.3.4 Pre-test phase

The questionnaire was first carried out in Word format before building it online. A pre-test was carried out because we wanted to test the relevance of the questions asked both in substance and in form.

Building our survey instrument turned out to be more difficult and time consuming than we had imagined. A certain number of readjustments have been made.

First, we did our pre-test with 4 users. Their remarks made it possible to revise the turns of the sentences and to review the wording of certain questions to make them more explicit.

We opted for a questionnaire using the preformed binary yes / no response model or using 5-level Likert scales and 5-level differential semantic scales. This makes it possible to reduce the duration of the questionnaire and the cognitive load required of the respondent.

These pre-tests were an opportunity to measure the time needed to complete the online questionnaire.

At the end of this pre-test phase, we were able to see that all the questions had been well understood. The vocabulary used seems sufficiently simple. The estimated average time for completing the test was about 8 minutes which seemed quite reasonable to us.

2.3.5 Advantages and limitations of the online questionnaire

Advantages of the online questionnaire

A first advantage is the possibility of reaching geographically dispersed Internet users without difficulty.

A second advantage consists of the possibility for respondents to complete the questionnaire at the time of their choice.

The parameters we set require participants to answer all of the questions defined as mandatory in order to progress through the questionnaire, which allowed us to have fully completed questionnaires.

A third advantage resides in the automated encoding of the results, which eliminates the possibility of encoding errors and constitutes a significant time saving.

Limits of the online questionnaire

The main limit is the recruitment of our population. The large majority of volunteer participants recruited from the Internet are part of our network of "friends" and their own friends.

It is not to be excluded that they took part in the survey to show their support for the completion of our graduation thesis. We may therefore think that a typology of profiles is more represented because of the desire of some of our "friends" on social networks to want to help us by completing the questionnaire.

Another limitation is the response style bias. Thus, some respondents might tend to always give favorable answers (acquiescence bias), others to use only the extreme points of the Likert scale (extremism bias) or on the contrary only the neutral point (centrism bias), or even

systematically use the same response scale whatever the question asked (overgeneralization bias) (Cadario et al., 2017).

While the online questionnaire method may present a barrier to certain people, our population using social media, regardless of the age of its members, is initiated into new technologies and we consider that they have mastered the completion of an online questionnaire.

In conclusion, in the first part of this chapter, we explained the research approach adopted for the realization of this master thesis, we have established the general context of our study and formulated our various working hypotheses.

In the second part, we have detailed the data collection method and the advantages and limitations of this method.

We will now analyze and interpret the results of our study.

Chapter 3: Analysis and interpretation of results

Our working hypotheses have been formulated, our experimental model has been presented and we have collected data according to the methodology detailed beforehand. The objective of this chapter is now to carry out an analysis of the results in order to accept or reject the research hypotheses that we had formulated.

We will proceed in several successive steps:

- Justification of the sampling and the manipulation check
- Processing of the collected data for statistical analysis
- Verification of the validity and reliability of the scales used
- Verification of the equivalence of the 4 experimental groups in terms of gender and age
- Verification of the gender impact
- Testing of the different hypotheses

Section 1: Sampling and data processing

1.1 Sampling

With the deployment of the distribution method chosen for the questionnaire, we managed to reach 311 people who connected to the link hosting the survey. Out of these 311 initially collected questionnaires, 29 had to be excluded for various reasons: they were not fully completed (no Instagram account (9 respondents), never consulted an influencer profile (7 respondents), not Belgian resident (10 respondents)). We still had 285 questionnaires.

We then verify the effectiveness of our Manipulation check. As a reminder, towards the end of our questionnaire, we submitted a check question to respondents: “*Q12. The influencer presented you sneakers from the brand: Nike, Nijà, Vejà?*”. The purpose of this question is to make sure that the person answered the initial part of the questionnaire properly in order to verify its usability. If the answer to the control question is incorrect, the questionnaire is not taken into account. Only 3 people checked “Nijà”. For all the others the manipulation check did not reveals any outliers, depending on the scenario presented to them, they all correctly indicated the sneakers brand presented by the influencer (respondents who saw scenarios 1 and 3 with Nike responded well Nike and respondents who saw scenarios 2 and 4 with Vejà responded well Vejà). So, we therefore had to remove only 3 people for whom the manipulation check has not been properly performed.

We therefore collected 282 questionnaires completed in their entirety which we will retain for our study. The data of these questionnaires will be, after coding, processed with the statistical software “IBM SPSS Statistics”.

Our high respondent count is good news, it assures us that we are approaching conclusions that are fairly generalizable to a larger population.

We note that the majority of our sample is composed of women, 214 or 76 % of women for 68 or 24 % of men. This is not surprising because we distributed our questionnaire through our own social networks and perhaps also because according to “We are social-Digital 2021”¹¹, the Instagram network is more likely to attract women.

We also notice that our sample is concentrated in terms of age groups. No one born before 1980 completed our online questionnaire. Respondents to our online questionnaire were born in 1980 or later, so they are 41 years or younger. If the population aged over 41 is not represented, it may be because it is less present on Instagram (Tankovska, 2021).

At the extremes of our sample, we therefore have on the one hand the class of people aged 32 to 41 (born between 1980 and 1989- Generation Y) which is the least represented (14% of respondents) and on the other hand that of people aged 21 years and under (born in 2000 and after- Generation Z) which is also poorly represented (23 % of respondents). Part of the reason that the 21 and under class is poorly represented may be due to the age of unauthorized access to the Instagram platform for those under 12.

Our sample reveals a preponderance of young profiles (63% of respondents), aged 22 to 31 (born between 1990 and 1999-Generation Y) this is probably because people from our social media networks who fill out the online questionnaire are mainly people of our age. However, this overrepresentation of the youth population is also a feature of social media user profiles (Tankovska, 2021).

Therefore, in terms of generations, our sample is made of 77% of people from generation Y and 23% from generation Z.

It should also be remembered that the population sample was collected in a completely random manner and participation in the questionnaire was voluntary and anonymous.

¹¹ We are social-Digital (2021) Digital 2021: the latest insights into the ‘state of digital’. Retrieved from <https://wearesocial.com/blog/2021/01/digital-2021-the-latest-insights-into-the-state-of-digital>, accessed March 16th 2021.

1.2 Data processing

The data extracted from the questionnaires completed on the Lime Survey platform are in excel format. Before the data could be used in the "IBM SPSS Statistics" software, it had to be coded.

The data extracted from the excel file were coded as follow:

- Responses to the binary scales were coded 1 or 0
- Responses at Likert scales were transformed into numbers ranging from 1 “not agree at all” (or “never” or “no”) to 5 “totally agree” (or “always” or “very much”). The neutral response of neither agree nor agree (or sometimes or moderately) is assigned a value of 3. By adding the number of points obtained, we can calculate a score based on the average of the answers.
- Responses to differential semantic scales were coded from 1 to 5 from negative to positive.
- Responses to nominal scales were coded from 1 to the total number of items.
- Responses to categorical nominal scales were coded from 1 to the number of categories.

The data coding is summarized in the table on the following page (Table 6).

Scales	Answer	Coding Score
Binary Scale of brand 'knowledge	Yes	1
	No	0
Likert Scale of perceived brand's green positioning level	Not agree at all	1
	Not agree	2
	Neither agree nor disagree	3
	Rather agree	4
	Totally agree	5
Likert Scale of authenticity	Totally agree	5
	Rather agree	4
	Neither agree nor disagree	3
	Not agree	2
	Not agree at all	1
Differential Semantic Scale of credibility	1	5
	2	4
	3	3
	4	2
	5	1
Differential Semantic Scale of attitude and purchase intention	1	1
	2	2
	3	3
	4	4
	5	5
Likert Scale of engagement	1	1
	2	2
	3	3
	4	4
	5	5
Likert Scale of consumer's involvement in ecological product	Never	1
	Rarely	2
	Sometimes	3
	Often	4
	Always	5
Likert Scale of perceived product's advantages	Very much advantages	5
	A lot of advantages	4
	Moderately advantages	3
	Few advantages	2
	No advantages	1
Nominal Scale of manipulation check	Nike	1
	Nijà	2
	Vejà	3
Categorical Nominal Scale of gender	Female	1
	Male	0
Categorical Nominal Scale of age category	Born in 2000 and up	1
	Born between 1990 and 1999	2
	Born between 1980 and 1989	3
	Born between 1970 and 1979	4
	Born before 1970	5

Table 6: Data coding

Once the coding is done, the data can be processed with the IBM SPSS Statistics software.

Section 2: Analysis of the validity and reliability of the scales

Before proceeding with the analysis of the results, it is important to ensure that the scales we used are valid and reliable in order to be able to interpret our results correctly.

It should be noted that the scales we used are scales whose validity and reliability have already been scientifically proven.

2.1 Scales validity

Although already validated in scientific studies, we wanted to verify the scales validity linked to our experimental study. To check the validity of these multi-item scales, we will use the KMO (Kaiser-Meyer-Olkin) index. It allows us to verify the quality of the correlation between the different items of the same scale (intra-scale validity). To obtain a valid scale, the index must be greater than 0.5. An index between 0.7 and 0.8 is “good”, between 0.8 et 0.9 is “very good” and above 0.9 is “excellent” (Glen, 2016).

Table 7 provides the KMO index for each of the scales used in our questionnaire and for the 4 experimental groups. All indices are greater than 0.5; with values between 0.685 and 0.931.

Therefore, the different scales used to measure our variables are considered valid i.e., all the different items making up the scale correctly measure the variable.

Variables	KMO index			
	Group 1	Group 2	Group 3	Group 4
Authenticity Scale	0.827	0.841	0.685	0.745
Credibility Scale	0.908	0.892	0.805	0.931
Attitude Scale	0.837	0.856	0.815	0.866
Engagement Scale	0.752	0.796	0.811	0.860
Purchase Intentions Scale	0.879	0.887	0.799	0.900

Table 7: KMO index for the different scales in the 4 experimental groups

2.2 Scales reliability

Measuring the validity of a scale is not enough, its reliability must also be measured. To verify the reliability of the scales, we will use Cronbach's alpha coefficient which measures the internal consistency of a scale constructed from a set of items.

The value of Cronbach's alpha varies between 0 and 1. The closer it is to 1, the greater the internal consistency of the scale (its reliability). A scale is generally considered acceptable in terms of reliability when the score is 0.7 (Darren and Mallery, 2008).

Table 8 shows the Cronbach's alpha coefficient for each of the scales. All coefficients are above 0.7 which means that our scales have good internal consistency and reliability.

Variables	Cronbach's alpha coefficient
Authenticity Scale	0.790
Credibility Scale	0.949
Attitude Scale	0.891
Engagement Scale	0.882
Purchase Intentions Scale	0.954

Table 8: Cronbach's alpha coefficient of the different scales

The scale of authenticity has the lowest Cronbach's alpha coefficient with a value of 0.79 which remains entirely acceptable; the other scales have an alpha coefficient of around 0.9 which is excellent.

In summary, the different scales that we have chosen to measure our variables are valid and reliable as presented in the literature.

Section 3: Analysis of group equivalence

Before turning to the analysis of our hypotheses, we still need to verify the equivalence of our 4 experimental groups in terms of gender and age. We will thus exclude the possibility that our results are explained by these 2 factors.

3.1 Analysis of the equivalence of the groups in terms of gender

We will check the equivalence of our experimental groups in terms of gender. The descriptive statistics indicate that group 1 is composed of 56 women and 21 men, group 2 is composed of 53 women and 15 men, group 3 is composed of 57 women and 17 men and group 4 is composed of 48 women and 15 men.

Gender	Group 1	Group 2	Group 3	Group 4	Total
Male	21	15	17	15	68
Female	56	53	57	48	214
Total	77	68	74	63	282

Table 9: Gender distribution in the 4 groups (the 4 scenarios)

To check the equivalence of the groups in terms of gender, we will use the non-parametric Pearson Chi-square test. This test allows us to test the interdependence between two random categorical variables.

We formulate a null hypothesis H_0 and an alternative hypothesis H_1 :

- H_0 : The gender composition is equivalent in the 4 experimental groups ($\mu_1 = \mu_2 = \mu_3 = \mu_4$).
- H_1 : The gender composition is different in the 4 experimental groups ($\mu_1 \neq \mu_2 \neq \mu_3 \neq \mu_4$).

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	,633 ^a	3	,889
Likelihood Ratio	,625	3	,891
Linear-by-Linear Association	,209	1	,648
N of Valid Cases	282		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 15,19.

Table 10: Chi-square test of equivalence in gender in the 4 groups

To reject a hypothesis, the p-value (or significance level) must be less than or equal to the 0.05 (or 5%) threshold (Darren and Mallery, 2008).

The p-value of Pearson's Chi-square test is 0.889, so it is greater than 0.05 (or 5%). This means that the H_0 is not rejected and that our 4 groups are considered equivalent in terms of representation by gender.

3.2 Analysis of group equivalence by age category

To analyze the equivalence of the groups in terms of age categories, we also use the non-parametric Pearson Chi-square test.

Age group	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Total
< 21 years old	15	12	22	15	64
21 to 30 years old	52	47	40	39	178
31 to 40 years old	10	9	12	9	40
41 to 50 years old	0	0	0	0	0
> 51 years old	0	0	0	0	0
Total	77	68	74	63	282

Table 11: Age category distribution in the 4 groups (the 4 scenarios)

We formulate the following null hypothesis H0 and alternative hypothesis H1:

- H0: The composition in terms of age categories is equivalent in the 4 experimental groups.
- H1: The composition in terms of age categories is different in the 4 experimental groups.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4,702 ^a	6	,583
Likelihood Ratio	4,665	6	,587
Linear-by-Linear Association	,337	1	,562
N of Valid Cases	282		

a. 0 cells (0,0%) have expected count less than 5. The minimum expected count is 8,94.

Table 12: Chi-square test of equivalence in age category in the 4 groups

It is known that to reject a hypothesis, the p-value must be less than or equal to the threshold of 0.05 (5%) (Darren and Mallery, 2008).

The p-value of Pearson's Chi-square test is 0.583 and therefore greater than 0.05. This means that H0 is not rejected and that our 4 groups are considered equivalent in terms of representation by age category.

In summary, our 4 experimental groups are made up of an equivalent population in terms of gender and age.

Section 4: Analysis of gender impact

Although our experimental groups are equivalent in terms of gender representation, we had an over-representation of women in our sample population (male 68 vs female 214). Before testing our different hypotheses, we will first make sure that gender does not impact consumer behavior. We will therefore perform a one-way ANalysis of COVariance or ANCOVA¹². With this ANCOVA, our goal is to evaluate whether the means of each of our dependent variables (authenticity, credibility, attitude, engagement and purchase intentions) are equal across all our categorical independent variables, which are our 4 scenarios, while statistically controlling for the effect of gender (male 0, female 1) as covariate.

4.1 Gender and perceived authenticity

To ensure that within our sample population, gender does not impact perceived authenticity, we perform an analysis of covariance.

We therefore formulate the following hypotheses H0 and H1:

- H0: The means of perceived authenticity are identical regardless of the gender.
- H1: The means of perceived authenticity are different depending on the gender.

Tests of Between-Subjects Effects					
Dependent Variable: Authenticity_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1277,497 ^a	4	319,374	11,472	,000
Intercept	22872,247	1	22872,247	821,547	,000
Gender	36,013	1	36,013	1,294	,256
Scenarios	1243,692	3	414,564	14,891	,000
Error	7711,812	277	27,840		
Total	96405,000	282			
Corrected Total	8989,309	281			
a. R Squared = ,142 (Adjusted R Squared = ,130)					

Table 13: ANCOVA test of the impact of gender on perceived authenticity

Table 13 shows a p-value of 0.256 (> 0.05). The null hypothesis is therefore not rejected because at the 5% threshold, the difference in the means of the two groups is not statistically significant. The gender variable has no impact on perceived authenticity.

¹² Understanding analysis of covariance (ANCOVA). (n.d.). Retrieved from <http://oak.ucc.nau.edu/rh232/courses/eps625/handouts/ancova/understanding%20ancova.pdf>, accessed May 28th 2021.

4.2 Gender and perceived credibility

To ensure that within our sample population, gender does not impact perceived credibility, we perform an analysis of covariance.

We therefore formulate the following hypotheses H0 and H1:

- H0: The means of perceived credibility are identical regardless of the gender.
- H1: The means of perceived credibility are different depending on the gender.

Tests of Between-Subjects Effects					
Dependent Variable: Credibility_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6957,148 ^a	4	1739,287	10,005	,000
Intercept	124243,273	1	124243,273	714,687	,000
Gender	269,462	1	269,462	1,550	,214
Scenarios	6682,627	3	2227,542	12,814	,000
Error	48154,511	277	173,843		
Total	524736,000	282			
Corrected Total	55111,660	281			
a. R Squared = ,126 (Adjusted R Squared = ,114)					

Table 14: ANCOVA test of the impact of gender on perceived credibility

Table 14 shows a p-value of 0.214 (> 0.05). The null hypothesis is therefore not rejected because at the 5% threshold, the difference in the means of the two groups is not statistically significant. The gender variable has no impact on perceived credibility.

4.3 Gender and attitude towards the brand

To ensure that within our sample population, gender does not impact attitude towards the brand, we perform an analysis of covariance.

We therefore formulate the following hypotheses H0 and H1:

- H0: The means of attitude towards the brand are identical regardless of the gender.
- H1: The means of attitude towards the brand are different depending on the gender.

Tests of Between-Subjects Effects					
Dependent Variable: Attitude_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	445,860 ^a	4	111,465	5,318	,000
Intercept	20208,843	1	20208,843	964,147	,000
Gender	3,494	1	3,494	,167	,683
Scenarios	441,172	3	147,057	7,016	,000
Error	5806,012	277	20,960		
Total	87954,000	282			
Corrected Total	6251,872	281			
a. R Squared = ,071 (Adjusted R Squared = ,058)					

Table 15: ANCOVA test of the impact of gender on attitude towards the brand

Table 15 shows a p-value of 0.683 (> 0.05). The null hypothesis is therefore not rejected because at the 5% threshold, the difference in the means of the two groups is not statistically significant. The gender variable has no impact on attitude towards the brand.

4.4 Gender and engagement towards the brand

To ensure that within our sample population, gender does not impact engagement towards the brand, we perform an analysis of covariance.

We therefore formulate the following hypotheses H0 and H1:

- H0: The means of engagement towards the brand are identical regardless of the gender.
- H1: The means of engagement towards the brand are different depending on the gender.

Tests of Between-Subjects Effects					
Dependent Variable: Engagement_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	714,135 ^a	4	178,534	2,650	,034
Intercept	55446,422	1	55446,422	822,909	,000
Gender	23,525	1	23,525	,349	,555
Scenarios	691,045	3	230,348	3,419	,018
Error	18663,851	277	67,379		
Total	240578,000	282			
Corrected Total	19377,986	281			
a. R Squared = ,037 (Adjusted R Squared = ,023)					

Table 16: ANCOVA test of the impact of gender on engagement towards the brand

Table 16 shows a p-value of 0.555 (> 0.05). The null hypothesis is therefore not rejected because at the 5% threshold, the difference in the means of the two groups is not statistically significant. The gender variable has no impact on engagement towards the brand.

4.5 Gender and purchase intentions

To ensure that within our sample population, gender does not impact purchase intentions, we perform an analysis of covariance.

We therefore formulate the following hypotheses H0 and H1:

- H0: The means of purchase intentions are identical regardless of the gender.
- H1: The means of purchase intentions are different depending on the gender.

Tests of Between-Subjects Effects					
Dependent Variable: Purchase_Intentions_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1052,522 ^a	4	263,130	9,198	,000
Intercept	11600,502	1	11600,502	405,491	,000
Gender	24,073	1	24,073	,841	,360
Scenarios	1034,111	3	344,704	12,049	,000
Error	7924,560	277	28,609		
Total	52541,000	282			
Corrected Total	8977,082	281			
a. R Squared = ,117 (Adjusted R Squared = ,104)					

Table 17: ANCOVA test of the impact of gender on purchase intentions

Table 17 shows a p-value of 0.360 (> 0.05). The null hypothesis is therefore not rejected because at the 5% threshold, the difference in the means of the two groups is not statistically significant. The gender variable has no impact on purchase intentions.

In summary, across the sample, gender has no impact on perceived authenticity, perceived credibility, attitude towards the brand, engagement towards the brand and purchase intentions.

Section 5: Hypotheses testing

The scales used for our questionnaire were tested for validity and reliability. Our 4 experimental groups were defined as equivalent in terms of age categories and gender. Gender has no impact on the answers. We can now proceed to analyze our hypotheses.

As a reminder, our working hypotheses aim at studying the impact of the influencer / product congruence on the consumer's perception of authenticity and credibility but also on the attitude and engagement towards the brand as well as on the purchase intentions of the brand.

We will take into account different moderating variables to go a step further in understanding the fit model.

The scales used in our study are valid and reliable. To obtain an overall score per scale, we could choose to sum or average the scores of the different scale' items¹³. We chose the "summative scale" option by adding up the scores assigned to the different items to process our data. Per respondent, we thus obtain a single individual score per scale which better reflects the number of items that compose the scale. While this does not change our results, as all of our scales are 5-point Likert scales, we will also report the out of 5 value of this mean in order to better compare the value of the different results.

Reminder of the experimental groups

As a reminder, we have 4 experimental groups composed as follows:

- Scenario 1: A consumerist influencer recommends a classic brand (Nike sneakers)
- Scenario 2: A consumerist influencer recommends a green brand (Veja sneakers)
- Scenario 3: A green influencer recommends a classic brand (Nike sneakers)
- Scenario 4: A green influencer recommends a green brand (Veja sneakers)

The number of valid questionnaires retained for each scenario is respectively 77 for scenario 1, 68 for scenario 2, 74 for scenario 3, 63 for scenario 4, for a total of 282 (Table 18).

Scenarios					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	77	27,3	27,3	27,3
	2	68	24,1	24,1	51,4
	3	74	26,2	26,2	77,7
	4	63	22,3	22,3	100,0
	Total	282	100,0	100,0	

Table 18: Respondents' number per scenario

¹³ Logframer (n.d). Likert Scale. Retrieved from <http://www.logframer.eu/content/likert-scale>, accessed May 4th 2021.

To test our working hypotheses, we will use ANalysis Of VAriance or ANOVA. The analysis of variance will be used to test the hypothesis of equality of the means of two or more groups.

Usually, a significance level ≤ 0.05 is good. The differences between the means are statistically significant if $p\text{-value} \leq 0.05$ and the differences between the means are not statistically significant if $p\text{-value} > 0.05$ (5%)¹⁴.

We will use on the one hand the one-way ANOVA or ANOVA with 1 factor which will apply when we will only have to take into account a single factor of variability and, on the other hand, we will use the two-way ANOVA when we take into account two variability factors as it will be the case in the hypotheses including a moderating variable.

4.1 Analysis of hypothesis H1

Hypothesis H1 is the following:

The fit between influencer and product will increase influencer's perceived authenticity in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will be perceived as more authentic than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

To analyze the first hypothesis, we will study the perceived authenticity by comparing the means of 2 groups: the “influencer/product high fit” group (scenarios 1 and 4) with the “influencer/product low fit” group (scenarios 2 and 3).

The independent variable “Scenario_Fit” 1 relates to “high fit” conditions while “Scenario_Fit” 2 relates to “low fit” conditions. The dependent variable “Authenticity_Sum” is the evaluation of perceived authenticity which is the sum of the responses to all items on the authenticity scale.

We will use the one-way ANOVA test to compare the means of the two groups and test this hypothesis. We formulate therefore the following hypotheses H0 and H1:

¹⁴Minitab Express Support (2019). ANOVA. Retrieved from <https://support.minitab.com/en-us/minitab-express/1/help-and-how-to/modeling-statistics/anova/how-to/one-way-anova/interpret-the-results/key-results/>, accessed May 4th 2021.

- H0: The means of perceived authenticity are identical in the “high fit” group (1) and the “low fit” group (2).
- H1: The means of perceived authenticity are different in the “high fit” group (1) and the “low fit” group (2).

Report			
Authenticity_Sum			
Scenario_Fit	Mean	N	Std. Deviation
1	18,73	140	6,129
2	16,50	142	4,923
Total	17,61	282	5,656

Table 19: Mean of perceived authenticity for “high fit” and “low fit” groups

The report table (Table 19) of perceived authenticity’ means indicates a higher perceived authenticity ($18.73 > 16.50$) in the influencer “high fit” group 1 (scenarios 1 and 4) than in the “low fit” group 2 (scenarios 2 and 3).

As the scale of perceived authenticity has 6 items; the values of the mean, put back on a scale of 5, are $3.12 > 2.75$.

ANOVA Table						
			Sum of Squares	df	Mean Square	F
Authenticity_Sum * Scenario_Fit	Between Groups	(Combined)	350,123	1	350,123	11,348
	Within Groups		8639,186	280	30,854	
	Total		8989,309	281		
						Sig.
						,001

Table 20: ANOVA test of perceived authenticity in the “high fit” and “low fit” groups

The ANOVA table (Table 20) shows us a p-value of 0.001 (< 0.05). The null hypothesis is therefore rejected because at the 5% threshold, the difference in the means of the two groups is statistically significant.

We can therefore say that the high fit between influencer and product increase influencer’s perceived authenticity. This confirms what the scientific literature has already demonstrated in other areas of marketing influence, namely that perceived authenticity is higher when there is a high fit between the influencer and the product (congruence model).

4.2 Analysis of hypothesis H2

Hypothesis H2 is the following:

The fit between influencer and product will increase influencer's credibility in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will be perceived as more authentic than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

To analyze the second hypothesis, we will study the perceived credibility by comparing the means of 2 groups: the “influencer/product high fit” group (scenarios 1 and 4) with the “influencer/product low fit” group (scenarios 2 and 3).

The independent variable “Scenario_Fit” 1 relates to “high fit” conditions while “Scenario_Fit” 2 relates to “low fit” conditions. The dependent variable “Credibility_Sum” is the evaluation of perceived credibility which is the sum of the responses to all items on the credibility scale.

To test this hypothesis, we will also use the one-way ANOVA test. Therefore, we formulate the following hypotheses H0 and H1:

- H0: The means of perceived credibility are identical in the “high fit” group (1) and the “low fit” group (2).
- H1: The means of perceived credibility are different in the “high fit” group (1) and the “low fit” group (2).

Report			
Credibility_Sum			
Scenario_Fit	Mean	N	Std. Deviation
1	44,01	140	15,754
2	37,65	142	11,222
Total	40,81	282	14,005

Table 21: Mean of perceived credibility for “high fit” and “low fit” groups

The report table (Table 21) of perceived credibility' means indicates a higher perceived authenticity ($44.01 > 37.65$) in the influencer “high fit” group (scenarios 1 and 4) than in the “low fit” group (scenarios 2 and 3).

As the scale of perceived credibility has 15 items; the values of the mean, put back on a scale of 5, are $2.9 > 2.51$.

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Credibility_Sum * Scenario_Fit	Between Groups	(Combined)	2857,294	1	2857,294	15,311	,000
	Within Groups		52254,366	280	186,623		
	Total		55111,660	281			

Table 22: ANOVA test of perceived credibility in the “high fit” and “low fit” groups

The ANOVA table (Table 22) shows us a p-value of 0.000 (< 0.05). The null hypothesis is therefore rejected because at the 5% threshold, the difference in the means of the two groups is statistically significant.

We can therefore conclude that a “high fit” between influencer and product increases the perceived credibility of the influencer more than a “low fit” between influencer and product.

4.3 Analysis of hypothesis H3

To go a step further in the analysis of perceived credibility when recommending a product by a green influencer, we also issued **Hypothesis H3** which is the following:

The relationship between the influencer type and credibility is moderated by consumer’s involvement in ecological products in the sense that for low involvement’s consumers, a green influencer will lead to less credibility than a consumerist influencer, and for the high involvement’s consumers, consumerist influencer will lead to less credibility than a green influencer).

In our questionnaire, we asked respondents to rate their involvement in ecological products we will call consumption pattern. Let's start by analyzing their responses in terms of involvement in ecological products. Our sample of the population shows consumption patterns (Table 23) classified from the less involved in ecological products (1) to the most involved in ecological products (5).

Between-Subjects Factors		
		N
Consumption_Pattern	1	21
	2	60
	3	90
	4	90
	5	21

Table 23: Respondent's consumption patterns

By observing the responses of our sample of the population, we note that: 90 people often choose eco-friendly products (score 4), 90 people sometimes choose eco-friendly products (score 3), 60 people rarely choose products eco-friendly (score 2), 21 people always choose eco-friendly products (score 5) and 21 people never choose an eco-friendly product (score1). If the tendency to move when possible, towards eco-friendly products (scores 4 and 5: 111 people) rather than products that are not (scores 1 and 2: 81 people) is higher, it is still relatively little marked.

To analyze the impact of this moderating variable, we transformed it into a “dummy variable”. We have calculated the mean of this variable for our population (mean: 3,106). Respondents below this mean were coded 0 (low involved in ecological products) while respondents above this mean were coded 1 (high involved in ecological products), under a new variable called “involvement”.

Between-Subjects Factors		
		N
Influencer_Type	0	145
	1	137
Involvement	0	171
	1	111

Table 24: Number of valid responses regarding the influencer type and the level of involvement in ecological products

The independent variable “Influencer_Type” 0 relates to consumerist influencer while “Influencer_Type” 1 relates to green influencer.

We therefore have for consumerist influencer scenarios (0), 145 answers and for green influencer scenarios (1), 137 answers (Table 24) as well as their level of involvement in

ecological products (low level of involvement, 171 respondents versus high level of involvement, 111 respondents).

The dependent variable “Credibility_Sum” is the evaluation of perceived credibility which is the sum of the responses to all items on the credibility scale.

To test this hypothesis, we will use the two-way ANOVA test since we have an additional variable; the moderating variable concerning the consumer’s involvement in ecological products called “Involvement”.

Descriptive Statistics				
Dependent Variable: Credibility_Sum				
Influencer_Type	Involvement	Mean	Std. Deviation	N
0	0	41,92	14,475	90
	1	34,40	9,587	55
	Total	39,07	13,319	145
1	0	39,20	10,038	81
	1	47,64	18,212	56
	Total	42,65	14,518	137
Total	0	40,63	12,609	171
	1	41,08	15,975	111
	Total	40,81	14,005	282

Table 25: Descriptive statistics of credibility depending on the influencer type and the level of involvement in ecological products

Descriptive statistics (Table 25) show that for consumers with low involvement in ecological products (Involvement 0), a green influencer (1) leads to less credibility ($39.20 < 41.92$) than a consumerist influencer (0).

As the scale of perceived credibility has 15 items; the values of the mean, put back on a scale of 5, are respectively of 2.6 for low involvement (0)/green influencer (1) and 2.79 for low involvement (0)/consumerist influencer (0) ($2.61 < 2.79$).

Conversely, for consumers with high involvement in ecological products (Involvement 1), a consumerist influencer (0) leads to less credibility ($34.40 < 47.64$) than a green influencer (1).

As the scale of perceived credibility has 15 items; the values of the mean, put back on a scale of 5, are respectively of 2.29 for high involvement (1)/consumerist influencer (1) and 3.18 for high involvement (1)/green influencer (1) ($2.29 < 3.18$).

To test the hypothesis H3, we formulate the following hypotheses H0 and H1:

- H0: The relationship between the influencer type and credibility is the same regardless of the level of involvement in ecological products.
- H1: The relationship between the influencer type and credibility is different depending on the level of involvement in ecological products.

Tests of Between-Subjects Effects					
Dependent Variable: Credibility_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	5196,307 ^a	3	1732,102	9,647	,000
Intercept	447461,152	1	447461,152	2492,103	,000
Influencer_Type	1859,491	1	1859,491	10,356	,001
Involvement	14,322	1	14,322	,080	,778
Influencer_Type * Involvement	4285,392	1	4285,392	23,867	,000
Error	49915,352	278	179,552		
Total	524736,000	282			
Corrected Total	55111,660	281			
a. R Squared = ,094 (Adjusted R Squared = ,085)					

Table 26: Two-Way ANOVA test of credibility depending on the influencer type and the level of involvement in ecological products

The “Influencer_Type * Involvement” which is the relationship between these two variables has a p-value of 0.000 (Table 26). The p-value is lower than the significance level of 0.05; the null hypothesis H0 is thus rejected at the 5% threshold which means that the relationship between the influencer type and the perceived credibility is statistically different depending on the level of involvement in ecological products.

We also notice that the variable “Influencer_Type” is significant (0.001) unlike the variable “Involvement” which is not significant (0.778) while the relationship between them is significant (0.000) with regard to perceived credibility. Consumer’s involvement in ecological products does not influence credibility while the influencer type influences credibility. Indeed,

a green influencer is perceived as more credible than a consumer influencer in our sample of the population (Total mean: $42.65 > 39.07$) (Table 25).

More precisely, we consider that for consumers with a high involvement level in ecological products, a green influencer recommending a brand will lead to more credibility while for consumers with a low involvement level in ecological products a consumerist influencer will lead to more credibility.

4.4 Analysis of hypothesis H4

As reminder, **Hypothesis H4** is the following:

The fit between influencer and product will increase attitude towards the brand in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will increase attitude towards the brand more than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

To analyze the fourth hypothesis, we will study the attitude towards the brand by comparing the means of 2 groups: the “influencer/product high fit” group (scenarios 1 and 4) with the “influencer/product low fit” group (scenarios 2 and 3).

The independent variable “Scenario_Fit” 1 relates to “high fit” conditions while “Scenario_Fit” 2 relates to “low fit” conditions. The dependent variable “Attitude_Sum” is the evaluation of attitude towards the brand which is the sum of the responses to all items on the attitude scale.

We will use the one-way ANOVA test to compare the means of the two groups and test the following hypotheses H0 and H1:

- H0: The means of attitude towards the brand are identical in the “high fit” group (1) and the “low fit” group (2).
- H1: The means of attitude towards the brand are different in the “high fit” group (1) and the “low fit” group (2).

Report			
Attitude_Sum			
Scenario_Fit	Mean	N	Std. Deviation
1	18,04	140	4,578
2	16,02	142	4,653
Total	17,02	282	4,717

Table 27: Mean of attitude for “high fit” and “low fit” groups

The report table (Table 27) of attitude’ means indicates a higher attitude ($18.04 > 16.02$) in the influencer “high fit” group 1 (scenarios 1 and 4) than in the “low fit” group 2 (scenarios 2 and 3).

As the scale of attitude towards the brand has 5 items; the values of the mean, put back on a scale of 5 are respectively of 3.60 and 3.20 ($3.60 > 3.20$).

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Attitude_Sum * Scenario_Fit	Between Groups	(Combined)	286,114	1	286,114	13,429	,000
	Within Groups		5965,758	280	21,306		
	Total		6251,872	281			

Table 28: ANOVA test of attitude in the “high fit” and “low fit” groups

The ANOVA table (Table 28) shows us a p-value of 0.000. The null hypothesis is therefore rejected because at the 5% threshold, the difference in the means of the two groups is statistically significant.

We can therefore say that the high fit between influencer and product increase attitude towards the brand. This confirms what the scientific literature has already demonstrated in other areas of marketing influence, namely that attitude towards the brand is higher when there is a high fit between the influencer and the product (congruence model).

4.5 Analysis of hypothesis H5a and H5b

We also issued **Hypothesis H5a** which is the following:

The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is moderated by the perceived brand’s green positioning level: the greener the brand is perceived, the better the attitude towards the brand when promoted by a green influencer.

We test this hypothesis in two stages, first with the Vejà brand and then with the Nike brand. Few respondents did not know the Nike brand while a large number did not know the Vejà brand, so they were not part of the population sample to test this hypothesis.

We also note that perceived brand green positioning level differ seriously from one brand to another with a mean of 3.98 for Vejà brand and mean of 1.78 for Nike brand.

It is not the question here to compare the perceived green positioning of the two brands, but rather to study, according to the type of influencer, to what extent the perceived green positioning level of each of this two brands moderates attitude towards the brand.

- Hypothesis test with the Vejà brand:

To test this hypothesis, we will use the two-way ANOVA test since we have an additional variable; the moderating variable concerning the perceived Vejà green positioning level.

In our questionnaire, we asked respondents to rate their perceived Vejà green positioning level.

Between-Subjects Factors		
		N
Perception_Vejà	1	3
	2	10
	3	37
	4	67
	5	63

Table 29: Respondent's perceived Vejà green positioning level

By observing the responses of our sample of the population, we note that (Table 29), on a 5-level scale, the responses are in descending order from very ecological and sustainable brand to not ecological and sustainable: 63 people (score 5), 67 people (score 4), 37 people (score 3), 10 people (score 2) and 3 people (score 1). The Vejà brand is most often perceived as ethical and sustainable.

To measure the impact of the moderating variable, we transformed it into a “dummy variable”. We have calculated the mean of Vejà perceived green positioning level for our population (mean: 3.98). Respondents below this mean were coded 0 (low green perception)

while respondents above this mean were coded 1 (high green perception), under a new variable called “Perception_Green_Vejà” (Table 30).

Between-Subjects Factors		
		N
Influencer_Type	0	96
	1	84
Perception_Green_Vejà	0	50
	1	130

Table 30: Number of valid responses regarding influencer type and perceived Vejà green positioning level

The independent variable “Influencer_Type” 0 which relates to consumerist influencer while “Influencer_Type” 1 relates to green influencer.

We therefore have for consumerist influencer scenarios (0), 96 answers and for green influencer scenarios (1), 84 answers (Table 30) as well as their perceived Vejà green positioning level (low green positioning level (0), 50 respondents versus high green positioning level (1), 130 respondents).

The dependent variable “Attitude_Sum” is the evaluation of attitude towards the brand which is the sum of the responses to all items on the attitude scale.

Descriptive Statistics				
Dependent Variable: Attitude_Sum				
Influencer_Type	Perception_Green_Vejà	Mean	Std. Deviation	N
0	0	16,12	4,520	26
	1	17,14	4,950	70
	Total	16,86	4,835	96
1	0	16,50	3,890	24
	1	17,65	5,035	60
	Total	17,32	4,742	84
Total	0	16,30	4,191	50
	1	17,38	4,976	130
	Total	17,08	4,784	180

Table 31: Descriptive statistics of attitude depending on the influencer type and the perceived Vejà green positioning level

Descriptive statistics (Table 31) show us that consumers who give a high level of Vejà green positioning (1) show a similar attitude towards the Vejà brand when recommended by a green influencer (1) rather than a consumerist influencer (0) ($17.65 \approx 17.14$).

As the scale of attitude towards the brand has 5 items; the values of the mean, put back on a scale of 5, are respectively of $3.53 \approx 3.43$.

In the same way, the consumers who give a low level of Vejà green positioning (0) show an almost similar attitude towards the Vejà brand whether it is recommended by a green (1) or a consumerist (0) influencer ($16.50 \approx 16.12$).

The values of the mean, put back on a scale of 5, are respectively of $3.30 \approx 3.22$.

However, the attitude towards the brand does not seem to depend on the perceived brand green positioning level; only consumers with a high green perception of Vejà show a slightly more positive attitude towards the Vejà brand when recommended by a green influencer ($17.65 > 17.14 > 16.50 > 16.12$).

To test the hypothesis, we will also use the two-way ANOVA test. We formulate therefore the following hypotheses H0 and H1:

- H0: The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is the same regardless of the perceived brand's green positioning level.
- H1: The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is different depending of the perceived brand's green positioning level.

Tests of Between-Subjects Effects					
Dependent Variable: Attitude_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	52,036 ^a	3	17,345	,755	,521
Intercept	40906,077	1	40906,077	1779,899	,000
Influencer_Type	7,159	1	7,159	,312	,577
Perception_Green_Vejà	42,684	1	42,684	1,857	,175
Influencer_Type * Perception_Green_Vejà	,135	1	,135	,006	,939
Error	4044,875	176	22,982		
Total	56594,000	180			
Corrected Total	4096,911	179			
a. R Squared = ,013 (Adjusted R Squared = -,004)					

Table 32: Two-Way ANOVA test of attitude depending on the influencer type and the perceived Vejà green positioning level

The “Influencer_Type * Perception_Green_Vejà” which is the relationship between these two variables has a p-value of 0.939 (Table 32). The p-value is greater than the significance level of 0.05; the null hypothesis H0 is not rejected which means that the relationship between the influencer type who recommends a green product and the attitude towards the brand is not statistically different depending on the perceived brand’s green positioning level.

We also notice that the variables “Influencer_Type” and “Perception_Green_Vejà” are not significant ($0.577 > 0.05$ and $0.175 > 0.05$) just as the relationship between them.

We can therefore consider that the relationship between the influencer type (consumerist vs green) and the attitude towards the Vejà brand is not influenced by the perceived Vejà brand’s green positioning level. The hypothesis that the more the brand is perceived as green, the better the attitude towards the brand when promoted by a green influencer is therefore rejected.

- Hypothesis test with the Nike brand:

To test this hypothesis, we will also use the two-way ANOVA test since we have an additional variable; the moderating variable concerning the perceived Nike green positioning level.

In our questionnaire, we asked respondents to rate their perceived Nike green positioning level.

Between-Subjects Factors		
		N
Perception_Nike	1	111
	2	112
	3	42
	4	5

Table 33: Respondent's perceived Nike green positioning level

By observing the responses of our sample of the population, we note that (Table 33), on a 5-level scale, the responses are in descending order from very ecological and sustainable brand to not ecological and sustainable: 0 people (score 5), 5 people (score 4), 42 people (score 3), 112 people (score 2) and 111 people (score 1). The Nike brand is most often perceived as not very ethical and not very sustainable.

To measure the impact of the moderating variable, we transformed it into a “dummy variable”. We have calculated the mean of Nike perceived green positioning level for our population (mean: 1.78). Respondents lying below this mean were coded 0 (low green perception) while respondents located above this mean were coded 1 (high green perception), under a new variable called “Perception_Green_Nike” (Table 34).

Between-Subjects Factors		
		N
Influencer_Type	0	139
	1	131
Perception_Green_Nike	0	111
	1	159

Table 34: Number of valid responses regarding type of influencer and perceived Nike green positioning level

The independent variable “Influencer_Type” 0 which relates to consumerist influencer while “Influencer_Type” 1 relates to green influencer.

We therefore have for consumerist influencer scenarios (0), 139 answers and for green influencer scenarios (1), 131 answers (Table 34) as well as their perceived Nike green positioning level (low green positioning level (0), 111 respondents versus high green positioning level (1), 159 respondents).

The dependent variable “Attitude_Sum” is the evaluation of attitude towards the brand which is the sum of the responses to all items on the attitude scale.

Descriptive Statistics				
Dependent Variable: Attitude_Sum				
Influencer_Type	Perception_Green_Nike	Mean	Std. Deviation	N
0	0	16,36	4,855	55
	1	17,50	4,384	84
	Total	17,05	4,593	139
1	0	16,43	5,420	56
	1	17,63	4,459	75
	Total	17,11	4,909	131
Total	0	16,40	5,124	111
	1	17,56	4,406	159
	Total	17,08	4,740	270

Table 35: Descriptive statistics of attitude depending on the influencer type and the perceived Nike green positioning level

These descriptive statistics (Table 35) show that the consumers who give a low level of Nike green positioning (0) show a similar attitude towards the Nike brand whether it is recommended by a consumerist influencer (0) or a green influencer (1) ($16.36 \approx 16.43$).

As the scale of attitude towards the brand has 5 items; the values of the mean, put back on a scale of 5, are respectively of $3.27 \approx 3.29$.

Conversely, the consumers who give a high level of Nike green positioning (1) show an almost similar attitude towards the Nike brand whether it is recommended by a consumerist (0) or a green (1) influencer ($17.50 \approx 17.63$).

The values of the mean, put back on a scale of 5, are respectively of $3.50 \approx 3.53$.

To test the hypothesis, we will also use the two-way ANOVA test. We formulate the following hypotheses H0 and H1:

- H0: The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is the same regardless of the perceived brand's green positioning level.

- H1: The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is different depending of the perceived brand's green positioning level.

Tests of Between-Subjects Effects					
Dependent Variable: Attitude_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	89,219 ^a	3	29,740	1,328	,265
Intercept	75280,599	1	75280,599	3362,666	,000
Influencer_Type	,599	1	,599	,027	,870
Perception_Green_Nike	88,935	1	88,935	3,973	,047
Influencer_Type * Perception_Green_Nike	,062	1	,062	,003	,958
Error	5954,988	266	22,387		
Total	84824,000	270			
Corrected Total	6044,207	269			
a. R Squared = ,015 (Adjusted R Squared = ,004)					

Table 36: Two-Way ANOVA test of attitude depending on the influencer type and the perceived Nike green positioning level

The “Influencer_Type * Perception_Green_Nike” which is the relationship between these two variables has a p-value of 0.958 (Table 36). The p-value is greater than the significance level of 0.05; the null hypothesis H0 is not rejected which means that the relationship between the influencer type who recommends a classic product and the attitude towards the product is not statistically different depending on the perceived brand’s green positioning level.

We notice that the variable “Perception_Green_Nike” is significant ($0.047 < 0.05$) but that the variable “Influencer_Type” is not significant ($0.870 > 0.05$), just as the relationship between “Influencer_Type” and “Perception_Green_Nike”

We can therefore consider that the relationship between the influencer type (consumerist vs green) and the attitude towards the Nike brand is not influenced by the perceived Nike brand’s green positioning level. The hypothesis that the more the brand is perceived as green, the better the attitude towards the brand when promoted by a green influencer is rejected.

Let us consider **Hypothesis H5b** which is the following:

The relationship between the influencer type (consumerist vs green) and the attitude towards the product brand is moderated by consumer’s involvement in ecological product: the greener the consumer the better the attitude towards the brand when promoted by a green influencer.

As a reminder, our sample of the population shows different levels of involvement in ecological products that we coded under the “Involvement” dummy variable which includes the low involvement in ecological products under the code 0 and the high involvement in ecological products under the code 1 (cfr Table 24). “Involvement” is our moderating variable.

For this analysis, we have the independent variable “Influencer_Type” 0 which relates to consumerist influencer while “Influencer_Type” 1 relates to green influencer.

The dependent variable “Attitude_Sum” is the evaluation of attitude towards the brand which is the sum of the responses to all items on the attitude scale.

Descriptive Statistics				
Dependent Variable: Attitude_Sum				
Influencer_Type	Involvement	Mean	Std. Deviation	N
0	0	17,83	4,458	90
	1	15,75	4,347	55
	Total	17,04	4,517	145
1	0	16,35	4,553	81
	1	17,95	5,344	56
	Total	17,00	4,936	137
Total	0	17,13	4,551	171
	1	16,86	4,978	111
	Total	17,02	4,717	282

Table 37: Descriptive statistics of attitude depending on the influencer type and the level of involvement in ecological products

Descriptive statistics (Table 37) show us that consumers with a high involvement in ecological products (Involvement 1) have a more positive attitude towards the brand when recommended by a green influencer rather than by a consumerist influencer ($17.95 > 15.75$). On the other hand, for consumers with low involvement in ecological products (Involvement 0), a consumerist influencer generates a more positive attitude towards the brand than a green influencer ($17.83 > 16.35$).

As the scale of attitude towards the brand has 5 items; the values of the mean, put back on a scale of 5, are respectively of 3.59 for high involvement (1)/green influencer (1) and 3.15 for high involvement (1)/consumerist influencer (0) ($3.59 > 3.15$), and respectively of 3.57 for low involvement (0)/consumerist influencer (0) and 3.27 for low involvement (0)/green influencer (1) ($3.57 > 3.27$).

To test the hypothesis, we will also use the two-way ANOVA test. Therefore, we formulate the following hypotheses H0 and H1:

- H0: The relationship between the influencer type who recommends a green product and the attitude towards the product brand is the same regardless of the level of involvement in ecological products.
- H1: The relationship between the influencer type who recommends a green product and the attitude towards the product brand is different depending on the level of involvement in ecological products.

Tests of Between-Subjects Effects					
Dependent Variable: Attitude_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	233,776 ^a	3	77,925	3,600	,014
Intercept	77424,999	1	77424,999	3576,571	,000
Influencer_Type	8,552	1	8,552	,395	,530
Involvement	3,988	1	3,988	,184	,668
Influencer_Type * Involvement	228,688	1	228,688	10,564	,001
Error	6018,097	278	21,648		
Total	87954,000	282			
Corrected Total	6251,872	281			
a. R Squared = ,037 (Adjusted R Squared = ,027)					

Table 38: Two-way ANOVA test of attitude depending on the influencer type and the level of involvement in ecological products

The “Influencer_Type * Involvement” which is the relationship between these two variables has a p-value of 0.001 (Table 38). The p-value is lower than the significance level of 0.05; the null hypothesis H0 is thus rejected which means that the relationship between the influencer type and the attitude towards the brand is statistically different at the 5% significance threshold depending on the level of involvement in ecological products.

We also notice that the variables “Influencer_Type” and “Involvement” are not significant ($0.530 > 0.05$ and $0.668 > 0.05$) while the relationship between them is significant (0.001) with regard to the attitude towards the brand.

We can therefore consider that consumers with a high level of involvement in ecological products will have a more positive attitude towards the brand when they are faced with a green

influencer while consumers with a low level of involvement in ecological products will have a more positive attitude towards the brand when recommended by a consumerist influencer.

4.6 Analysis of hypothesis H6

Hypothesis H6 is the following:

The “fit” between influencer and product will increase consumers’ engagement in the product in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will increase engagement towards the brand more than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

To analyze the sixth hypothesis, we will study the engagement towards the brand by comparing the means of 2 groups: the “influencer/product high fit” group (scenarios 1 and 4) with the “influencer/product low fit” group (scenarios 2 and 3).

The independent variable “Scenario_Fit” 1 relates to “high fit” conditions while “Scenario_Fit” 2 relates to “low fit” conditions. The dependent variable “Engagement_Sum” is the evaluation of engagement towards the brand which is the sum of the responses to all items on the engagement scale.

To test this hypothesis, we will use the one-way ANOVA test. Therefore, we formulate therefore the following hypotheses H0 and H1:

- H0: The means of engagement towards the brand are identical in the “high fit” group (1) and the “low fit” group (2).
- H1: The means of engagement towards the brand are different in the “high fit” group (1) and the “low fit” group (2).

Report			
Engagement_Sum			
Scenario_Fit	Mean	N	Std. Deviation
1	28,94	140	8,846
2	27,08	142	7,652
Total	28,01	282	8,304

Table 39: Mean of engagement for “high fit” and “low fit” groups

The report table (Table 39) of engagement' means indicates a higher engagement (28.94 > 27.08) in the influencer "high fit" group 1 (scenarios 1 and 4) than in the "low fit" group 2 (scenarios 2 and 3).

As the scale of engagement towards the brand has 10 items; the values of the mean, put back on a scale of 5, are respectively of 2.89 and 2.71 (2.89 > 2.71).

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Engagement_Sum * Scenario_Fit	Between Groups (Combined)	243,457	1	243,457	3,563	.060
	Within Groups	19134,529	280	68,338		
	Total	19377,986	281			

Table 40: ANOVA test of engagement in the "high fit" and "low fit" groups

The ANOVA table shows us a p-value of 0.060 (Table 40). The null hypothesis is therefore not rejected because $p > 0.05$ means that at the 5% threshold, the difference in the means of the two groups is not statistically significant.

The p-value of 0.06 is marginally significant and, as we are not formulating a comparison hypothesis between 2 means but a superiority hypothesis of one compared to the other, this allows us to divide by 2 the p-value. We therefore obtain a p-value of 0.03 which is statistically significant. We can therefore say that the high fit between the influencer and the product increase the engagement towards the brand. Our results are in the same direction as those of the scientific literature which has already largely shown that fit between influencer and product or brand generates higher engagement towards the product or brand.

4.7 Analysis of hypothesis H7

Hypothesis H7 is the following:

The fit between influencer and product will increase purchase intentions in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will increase purchase intentions more than a consumerist (vs. green) influencer recommending a green (vs. classic) product.

To analyze this hypothesis, we will study the purchase intentions by comparing the means of 2 groups: the “influencer/product high fit” group (scenarios 1 and 4) with the “influencer/product low fit” group (scenarios 2 and 3).

The independent variable “Scenario_Fit” 1 relates to “high fit” conditions while “Scenario_Fit” 2 relates to “low fit” conditions. The dependent variable “Purchase_Intentions_Sum” is the evaluation of purchase intentions which is the sum of the responses to all items on the purchase intentions scale.

We will use the one-way ANOVA test to compare the means of the two groups and test this hypothesis. We formulate the following hypotheses H0 and H1:

- H0: The means of purchase intentions are identical in the “high fit” group (1) and the “low fit” group (2).
- H1: The means of purchase intentions are different in the “high fit” group (1) and the “low fit” group (2).

Report			
Purchase_Intentions_Sum			
Scenario_Fit	Mean	N	Std. Deviation
1	12,85	140	6,327
2	12,01	142	4,884
Total	12,43	282	5,652

Table 41: Mean of purchase intentions for “high fit” and “low fit” groups

The report table (Table 41) indicates a slightly higher average of purchase intentions (12.85 > 12.01) in the influencer “high fit” group 1 (scenarios 1 and 4) than in the “low fit” group 2 (scenarios 2 and 3).

As the scale of purchase intentions has 5 items; the values of the mean, put back on a scale of 5, are respectively of 2.57 and 2.40 (2.57 > 2.40).

ANOVA Table						
		Sum of Squares	df	Mean Square	F	Sig.
Purchase_Intentions_Sum * Scenario_Fit	Between Groups (Combined)	49,260	1	49,260	1,545	,215
	Within Groups	8927,822	280	31,885		
	Total	8977,082	281			

Table 42: ANOVA test of purchase intentions in the “high fit” and “low fit” groups

The ANOVA table shows us a p-value of 0.215 (Table 42). The null hypothesis is therefore not rejected because $p > 0.05$ means that at the 5% threshold, the difference in the means of the two groups is not statistically significant.

We can therefore say that the high fit between the influencer and the product does not increase the purchase intentions in the sense that a green (vs. consumerist) influencer recommending a green (vs. classic) product will not increase purchase intentions more than a consumerist (vs. green) influencer recommending a green (vs. classic) product. Our results go against what the scientific literature generally shows in other studies on congruence model.

Hypothesis H7a is the following:

The relationship between fit influencer/product and purchase intentions is moderated by the number of perceived product's advantages.

In our questionnaire, we asked respondents to rate the number of perceived advantages of the product recommended to them by the influencer and whether that product is a green product or a classic product. Perceived advantages are ranked from no perceived advantages (1) to very much advantages (5).

Between-Subjects Factors		
		N
Perceived_Product_Advantages:	1	27
	2	74
	3	110
	4	49
	5	22

Table 43: Respondent's perceived product advantages

Let's start by analyzing the number of perceived advantages (regardless of the product presented) by the respondents. The table above (Table 43) indicates that responses are in descending order: moderate advantages (110/282 or 39%), a few advantages (74/282 or 26%), a lot of advantages (49/282 or 17%), no advantages (27/282 or 9%), and very much advantages (22/282 or 8%). "Perceived_Product_Advantages" is our moderating variable.

To analyze the impact of this moderating variable, we transformed it into a "dummy variable". We have calculated the mean of this variable for our population (mean: 2,876).

Respondents below this mean were coded 0 (low perceived advantages) while respondents above this mean were coded 1 (high perceived advantages), under a new variable called “perceived advantages” (Table 44).

Between-Subjects Factors		
		N
Scenario_Fit	1	140
	2	142
Perceived_Advanatges	0	101
	1	181

Table 44: Number of valid responses regarding the fit influencer/product and perceived advantages

The independent variable “Scenario_Fit” 1 relates to “high fit” conditions while “Scenario_Fit” 2 relates to “low fit” conditions. “Perceived_Advanatges” variable indicates the low (0) and high (1) number of perceived advantages.

We therefore have for high fit scenarios (1), 140 answers and for low fit scenarios (2), 142 answers (Table 44) as well as their number of perceived advantages (low perceived advantages (0), 101 respondents versus high perceived advantages (1), 181 respondents).

The dependent variable “Purchase_Intentions_Sum” is the evaluation of purchase intentions which is the sum of the responses to all items on the purchase intentions scale.

Descriptive Statistics				
Dependent Variable: Purchase_Intentions_Sum				
Scenario_Fit	Perceived_Advanatges	Mean	Std. Deviation	N
1	0	9,46	4,657	54
	1	14,98	6,330	86
	Total	12,85	6,327	140
2	0	10,36	4,371	47
	1	12,83	4,939	95
	Total	12,01	4,884	142
Total	0	9,88	4,526	101
	1	13,85	5,729	181
	Total	12,43	5,652	282

Table 45: Descriptive statistics of purchase intentions in “high” fit and “low” fit groups depending on the number of perceived advantages

An analysis of the descriptive statistics (Table 45) shows that purchase intentions are higher when the number of perceived advantages of the brand is high (1), both in the "high fit" (1) and "low fit" (2) groups ($14.98 > 9.46$ and $12.83 > 10.36$).

As the scale of purchase intentions has 5 items; the values of the mean, put back on a scale of 5 are, in the high fit scenarios (1), respectively of 3.00 for high perceived advantages (1)/ and 1.89 for low perceived advantages (0), and in the low fit scenarios (2), respectively of 2.57 for high perceived advantages (1) and 2.07 for low perceived advantages (0).

However, these observations must be qualified. Indeed, if the mean of purchase intention is higher when the perceived advantages are more numerous, this mean is also higher in the "high fit" group rather than in the "low fit" group ($14.98 > 12.83$).

To test the hypothesis, we will also use the two-way ANOVA test. We formulate the following hypotheses H0 and H1:

- H0: The relationship between fit and purchase intentions is the same regardless of the number of perceived advantages.
- H1: The relationship between fit and purchase intentions is different depending on the number of perceived advantages.

Tests of Between-Subjects Effects					
Dependent Variable: Purchase_Intentions_Sum					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1249,546 ^a	3	416,515	14,984	,000
Intercept	36625,115	1	36625,115	1317,598	,000
Scenario_Fit	25,078	1	25,078	,902	,343
Perceived_Advantages	1028,886	1	1028,886	37,014	,000
Scenario_Fit * Perceived_Advantages	149,563	1	149,563	5,381	,021
Error	7727,536	278	27,797		
Total	52541,000	282			
Corrected Total	8977,082	281			
a. R Squared = ,139 (Adjusted R Squared = ,130)					

Table 46: Two-Way ANOVA test of purchase intentions in "high" fit and "low" fit groups depending on the number of perceived advantages

The “Scenario_Fit * Perceived_Advantages” which is the relationship between these two variables has a p-value of 0.021 (Table 46) which is lower than 0.05 and allows us to reject the null hypothesis that the relationship between high fit and purchase intentions is the same whatever the number of perceived product's advantages.

We also notice that the variable “Influencer_Type” is not significant ($0.343 > 0.05$) while variable “Perceived_Advantages” is significant ($0.000 < 0.05$) and that the relationship between influencer type and perceived advantages has a statistically significant impact on the purchase intentions ($0.021 < 0.05$).

We can therefore confirm that the relationship between fit and purchase intentions whatever the brand depends on the number of perceived product's advantages and conclude that the higher the brand's perceived advantages, the higher the purchase intentions.

Section 6: Answering the research question

As a reminder, the research question of our study was “what is the impact of influencer type (consumerist versus green) on consumer behavior when recommending classic product (Nike sneakers) versus green/sustainable product (Veja sneakers).

We formulated different hypotheses to help answer our research question: does the “fit” between influencer and product lead to higher perceived authenticity and credibility, does the “fit” between influencer and product lead to a higher positive brand attitude, higher brand engagement and higher brand purchase intentions? Can variables such as consumer's involvement in ecological products, perceived brand's green positioning level or number of perceived product's advantages moderate consumer responses?

The table on the following page (Table 47) summarizes the results of our hypothesis tests.

Hypothesis	Prediction	Result
H1	The fit between influencer and product will increase influencer's perceived authenticity.	Supported
H2	The fit between influencer and product will increase influencer's credibility.	Supported
H3	The relationship between the influencer type (consumerist vs. green) and credibility is moderated by consumer's involvement in ecological products.	Supported
H4	The fit between influencer and product will increase attitude towards the brand.	Supported
H5a	The relationship between the influencer type (consumerist vs. green) and the attitude towards the product brand is moderated by the perceived brand's green positioning level.	Veja Not supported Nike Not supported
H5b	The relationship between the influencer type (consumerist vs. green) and the attitude towards the product brand is moderated by consumer's involvement in ecological product.	Supported
H6	The fit between influencer and product will increase consumers' engagement towards the brand.	Supported
H7	The fit between influencer and product will increase purchase intentions.	Not supported
H7a	The relationship between fit influencer/product and purchase intentions is moderated by the number of perceived product's advantages.	Supported

Table 47: Summary of hypotheses testing results

The answer to our research problematic is YES, the influencer type (consumerist versus green) has an impact on consumer behavior when recommending classic versus green/sustainable sneakers. BUT, not all of our hypotheses have been supported.

Our study, as suggested by the review of the literature, allowed us to confirm that the high **fit influencer/product** had an impact on authenticity (H1), credibility (H2) attitude (H4) and engagement towards the brand (H6) when recommending Nike classic sneakers versus Veja green sneakers by a consumerist versus a green influencer. Yet, contrary to what the literature review suggested, our experimental study could not confirm the impact of fit influencer/product on purchase intentions (H7), but the relationship between fit influencer/product and purchase intentions is well influenced by the number of perceived product's advantages whether this brand is a classic brand or a green brand (H7a). Indeed, the higher the perceived advantages of

the brand's products, the higher the purchasing intentions, and this applies to both the classic and green products.

Furthermore, we have confirmed that the relationship between the **influencer type** (consumerist vs. green) and perceived credibility is moderated by consumer's involvement in ecological products (H3) in the sense that for low involvement's consumers, a green influencer will lead to less credibility than a consumerist influencer, and for the high involvement's consumers, a consumerist influencer will lead to less credibility than a green influencer. It seems that consumers who are less involved in ecological products are suspicious towards the green influencer and are questioning the credibility of a green influencer. However, consumers who are strongly involved in ecological products would give greater credibility to a green influencer because they identify this influencer as belonging to their reference group.

We have also confirmed that the relationship between the influencer type (consumerist vs. green) and attitude towards the brand product is moderated by consumer's involvement in ecological products (H5b) in the sense of the greener the consumer the better the attitude towards brand when promoted by a green influencer.

Finally, we can say that the variable of "perceived brand green positioning level" has no impact on the attitude towards the brand (H5a) both within the framework of a classic brand (Nike sneakers) or of a green brand (Veja sneakers), and regardless of the influencer's type who recommends the brand's product.

Section 7: Managerial recommendations

Our study offers important managerial implications both for influencers and brands that wishes to collaborate with them. Indeed, as influence marketing relies on the relationship between influencer and his/her followers' community, we showed that congruence between the influencer and the product would effectively have an influence on follower's behavior to social media posts but that other elements should also be taken into account. Understanding the behavior of followers regarding influencers' recommendations will allow companies to design more effective and profitable marketing campaigns.

Our study showed that the level of consumer 'involvement in ecological products has an influence on the influencer' perceived credibility and on the attitude towards the brand. Indeed, when the consumer is low involved in ecological products, he distrusts more the green influencers' recommendations. In the same way, a consumer with a low involvement in

ecological products will have a more positive attitude towards the consumerist influencers' recommendations than towards those of green influencers. Consumers identify with the influencers they determine to be part of their reference group.

It is therefore an important element in the field of marketing. Thus, according to their objectives, we can only suggest to companies, and more particularly to their digital marketing department, to ensure influencers who reach their target even if they do not support all the values of the brand. Indeed, sometimes a moderate incongruence between the influencer and the product can lead to more perceived credibility and to higher positive attitude towards the brand. Using consumerist influencers to promote green products can be helpful with consumers who are less involved in ecological products. The hardest part will be to find the right balance.

Brands could also support the consumers' involvement in more eco-friendly behavior and purchases, by inviting them to engage in greener actions, by informing them about possible alternatives, by developing themselves more sustainable alternatives but which offer as many or even more perceived advantages (price, quality, longevity, design, ...).

Although our study failed to demonstrate that a high fit between the influencer and the product could generate a higher level of purchase intentions, we did however prove that with a higher number of perceived product's advantages, purchase intentions could increase. The challenge for brand is therefore to work on these perceived advantages in order to optimize them, to highlight them and ultimately, they will expect higher purchase intentions.

Furthermore, we showed that the fit between an influencer and the sneakers' brand he recommends has a positive impact on influencer effectiveness in terms of perceived authenticity and perceived credibility but also on consumers' behaviors in terms of attitude and engagement towards the brand. We proved that by focusing on lifestyle as a fit factor between the influencer and the product, which is why we recommend sneakers brands to be extremely cautious in the choice of an influencer. Ideally, a brand would work with an influencer who shares the brand's lifestyle values, but to attract new consumers, some degree of incongruence between the influencer and the product can be beneficial for the brand. Being creators of content above all, influencers represent at the same time an image, a personality, and therefore a potential very powerful tool for the brands to communicate about them to their online community; therefore, choosing the right influencer remains essential.

Therefore, our results suggest for brands to choose an influencer whose lifestyle matches its image, to highlight its product's perceived advantages and, in case of a green brand, to keep

in mind that consumer's involvement in ecological products does have an impact. However, to reach the consumers who are low involved in ecological products, relying on consumerist influencers identified as belonging to their same reference group can be very useful in promoting a green product.

If our study has been able to highlight some interesting results regarding the choice of influencers and the realization of digital marketing campaigns, it also raises many limits.

Section 8: Limits and perspectives

We cannot close this master thesis without mentioning some of the limitations of our study as well as the perspectives of future research that it opens.

Our study presents some limits; thus, the experimental plan that we set up with fictitious Instagram profile does not clearly identify the influencer. This has the consequence of reducing the effect of physical attractiveness but also of probably not allowing one to fully project oneself into one's universe nor to identify oneself in a strong way with the influencer.

In addition, the experimental conditions required similar arguments and Instagram posts with a similar visual so as not to add additional variables such as the types of arguments used by the influencer or the quality and appeal of the visual. This experimental plan also excluded the whole aspect of interpersonal relationships with the influencer.

The Instagram recommendation was intended to be as similar as possible for the classic influencer and for the green influencer and the case for product brand recommendation to be the same for each brand, regardless of whether it was recommended by a consumer influencer or a green influencer. However, this allowed us not to have a strong bias coming from the influencer message itself, but probably made the post less dynamic and less attractive by obscuring the aspect of the interpersonal relationships between the follower and the influencer.

We also illustrated our product with a sneaker model that was visually quite similar but perhaps did not sufficiently represent the fashion and innovative originality of Nike models.

Brand awareness was not taken into account, however, among our respondents, the Nike brand proved to be better known than the Vejà brand. Yet, brand awareness has been shown to impact consumer choice (Barreda et al., 2015). Therefore, the comparison of two brands of equivalent awareness would have been preferred.

In addition, the influencer' post did not contain any specific information on the conditions of manufacture of the sneakers, their packaging, their points of sale and their promotion. The research did not address the impact of sneaker prices on purchase intention or even the impact of personal image that one wishes to return while wearing a particular type of sneaker.

Moreover, the data collected came mainly from our network of friends and friends of our friends, which could constitute a significant bias in the recruitment of our sample of the population. The student public could, due to their limited budget, not opt for green alternatives which are sometimes more expensive, but which are also the subject of less promotion and are sometimes less fashionable. Therefore, it would be interesting to differentiate the age categories of students (18-24 years) versus young workers (25-31 years) and to analyze their real involvement in ecological products. It could also be interesting to propose this same study in the Dutch-speaking region of the country but also with the French and Americans in order to analyze the possible bias of protectionism "consume French" or "America first". It would also be quite interesting to analyze data from emerging countries such as Brazil or China in order to see the impact of local manufacturing of Veja in Brazil, and Nike in Asian countries.

Finally, the respondents' education level was not taken into account although it has already been demonstrated that the more people are educated, the more they are sensitive to eco-friendly behavior (Meyer, 2015).

These variables, along with many others, could prove useful to analyze because they are all possible moderators of consumers' responses to influencer recommendations.

In future research, it might be interesting to extend this study to recommendations from influencers on other platforms, like Facebook, Snapchat, and YouTube or on blogs. This will identify possible differences in impact between social media platforms.

Further empirical research is still more than necessary to understand consumer responses to recommendations from influencers on social media and identify the different moderators who may intervene.

Finally, this research could focus on many other products because although sneakers are a product for universal consumption, other challenges are also important for the preservation of our planet, especially in terms of food consumption. We know that meat consumption represents an important source of CO² emissions since we could transpose our study and consider, for example, the responses of consumers to a vegan influencer vs a carnivorous

influencer in the context of the promotion of meat substitutes? What type of influencer will be the most effective?

Conclusions

Emergence of social networks has profoundly transformed our society. Whether it is interpersonal social relations, information sharing or advertising, our daily life is punctuated by content shared on various social media platforms.

This master's thesis takes place within the framework of influencer marketing based on e-WOM. Indeed, influencer marketing has become an essential marketing tool for brands.

We are interested in the issue of consumer behavior when faced with classic versus green product recommendations by consumerist versus green influencers.

The literature review allowed us to understand important concepts such as perceived authenticity and credibility of these influencers, the relevance of the fit model between influencer and product in the context of product' recommendations. Next, we looked at the abundant scientific literature on consumer behavior in terms of attitude, engagement, and purchase intentions.

Moreover, we focused on two types of influencers with very different styles that we called “consumer influencer” and “green influencer”. We have studied the characteristics of these two types of influencers. Then, we looked at a product recommended in their post and we considered a universal product: sneakers. Last but not least, we considered two types of sneakers; on the one hand, classic sneakers from the Nike brand and, on the other hand, ethical and sustainable sneakers from the Veja brand.

Furthermore, we also analyzed the two brands of sneakers in light of the 5 Ps of Marketing. Finally, we took a look at the people most likely to follow Instagrammers' recommendations for sneakers.

This led to the formulation of working hypotheses which formed the basis of the experimental study. To verify these hypotheses, we built 4 fictitious scenarios and developed an online survey to reach our target sample population.

The experimental study we carried out focused on the importance of the influencer fit produced in the context of the recommendation of sneakers.

We were able to confirm that high fit between influencer and product has a positive impact on perceived authenticity and credibility as well as attitude and engagement towards the brand.

Contrary to expectations and to what the scientific literature suggested, the fit between influencer and product did not reveal a higher purchase intention. However, the relationship between fit influencer/product and purchase intentions is significantly moderated by the number of perceived product's advantages. We also confirmed that the relationship between the influencer type (consumerist vs green) and both perceived credibility and attitude towards the brand is moderated by consumer involvement in green products. The study also showed that the perceived brand's green positioning level does not influence the relationship between the influencer type and the attitude towards the brand, both for the Nike classic brand and the Veja green brand.

Finally, it should be remembered that our experimental model required formatting of the Instagram posts in order to limit the biases arising, for example, from the physical attractiveness of the influencer and the interactions with him. Many other variables that can explain consumer behavior have not been addressed, for example, brand awareness, visual of the post, price of the sneakers, fashion effect, size of the influencer' community, lack of real brand specific information.

Therefore, the field of experimental research in this area remains very vast and very open.

However, with our modest contribution, we hope to have opened up some interesting perspectives to guide consumer behavior towards more eco-friendly purchases.

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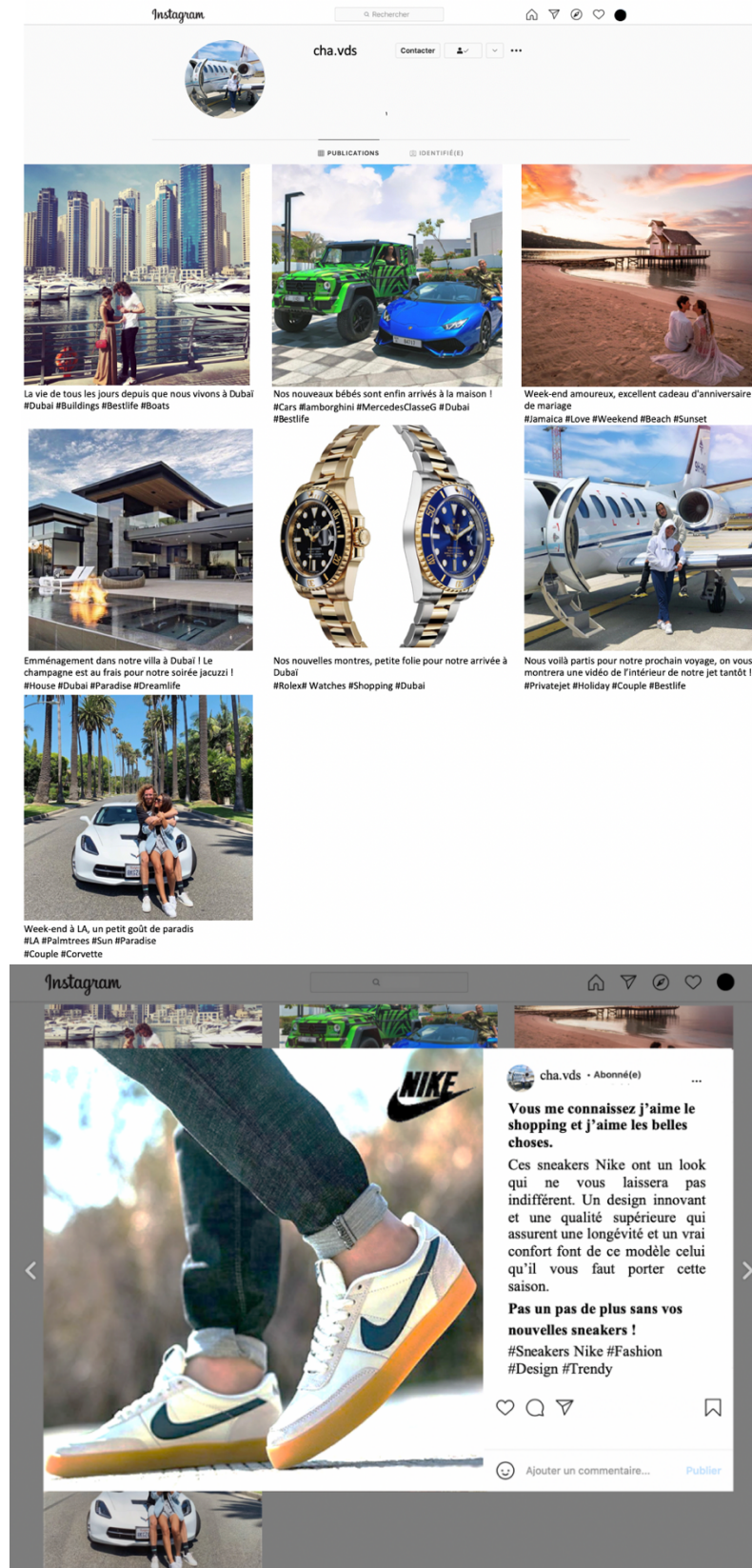
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Appendices

Appendix 1: The 4 scenarios of our experimental study

Scenario 1: Consumerist influencer/classic brand (Nike)



Scenario 2: Consumerist influencer/green brand (Veja)

Instagram

cha.vds

Rechercher

Publications

IDENTIFIÉ(S)

La vie de tous les jours depuis que nous vivons à Dubai !
#Dubai #Buildings #Bestlife #Boats

Nos nouveaux bébés sont enfin arrivés à la maison !
#Cars #Amborghini #MercedesClasseG #Dubai #Bestlife

Week-end amoureux, excellent cadeau d'anniversaire de mariage
#Jamaica #Love #Weekend #Beach #Sunset

Emménagement dans notre villa à Dubai ! Le champagne est au frais pour notre soirée jacuzzi !
#House #Dubai #Paradise #Dreamlife

Nos nouvelles montres, petite folie pour notre arrivée à Dubai
#Rolex #Watches #Shopping #Dubai

Nous voilà partis pour notre prochain voyage, on vous montrera une vidéo de l'intérieur de notre jet tantôt !
#Privatejet #Holiday #Couple #Bestlife

Week-end à LA, un petit goût de paradis
#LA #Palmtrees #Sun #Paradise #Couple #Corvette

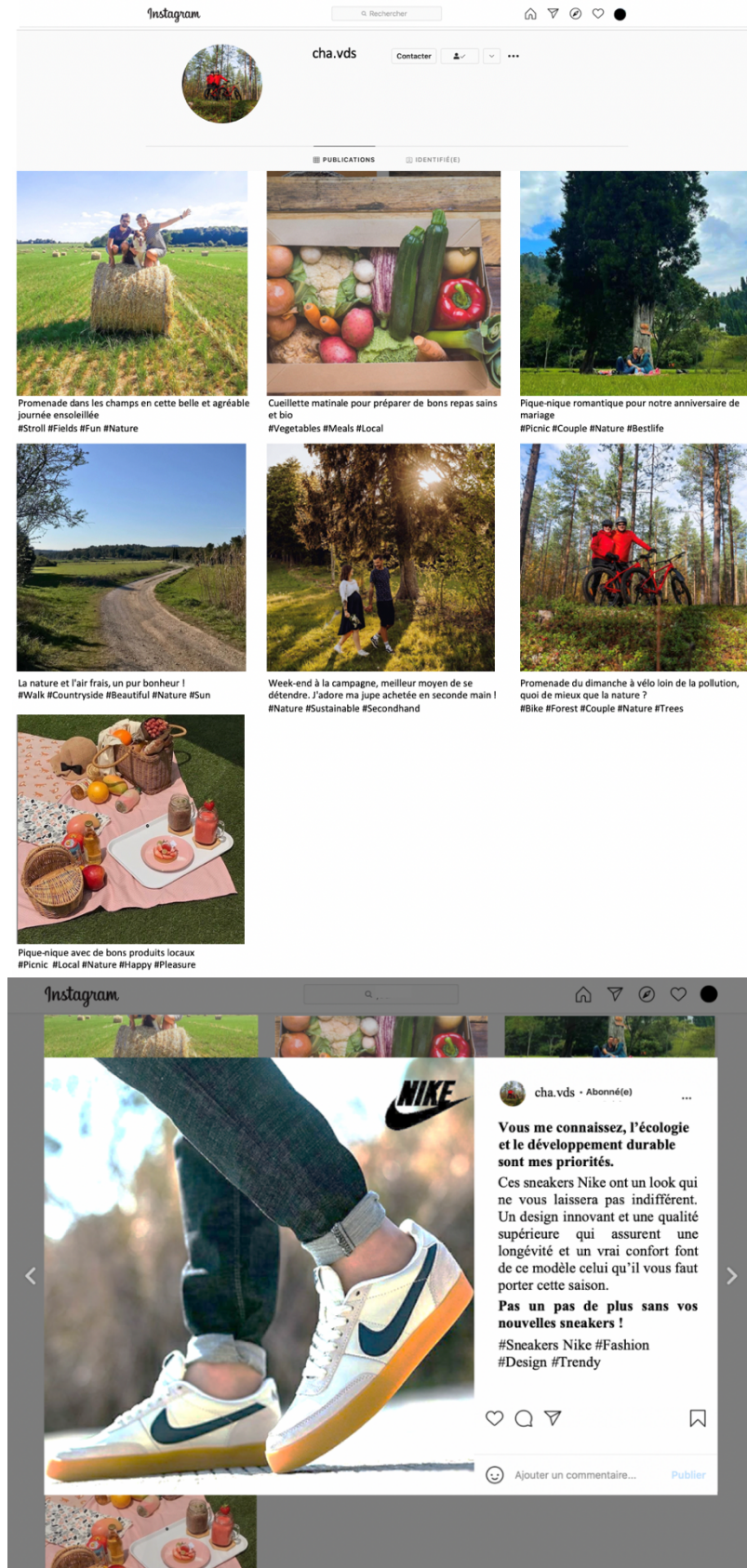
Instagram

cha.vds • Abonné(e)

Vous me connaissez j'aime le shopping et j'aime les belles choses.
Ces sneakers Veja sont éthiques et durables. Ce sont des modèles au design intemporels ! La qualité et le confort avec des matières écologiques et recyclables.
Laissez une empreinte ... éco-responsable !
#Sneakers #Veja #Sustainable #Green #Timeless

Ajouter un commentaire... Publier

Scenario 3: Green influencer/classic brand (Nike)



Scenario 4: Green influencer/green brand (Veja)

Instagram

Q Rechercher

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📧

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⬤

cha.vds

Contacter

👤

⌵

⋮

📷 PUBLICATIONS

👤 IDENTIFIÉ(S)



Promenade dans les champs en cette belle et agréable journée ensoleillée
#Stroll #Fields #Fun #Nature



Cueillette matinale pour préparer de bons repas sains et bio
#Vegetables #Meals #Local



Pique-nique romantique pour notre anniversaire de mariage
#Picnic #Couple #Nature #Bestlife



La nature et l'air frais, un pur bonheur !
#Walk #Countryside #Beautiful #Nature #Sun



Week-end à la campagne, meilleur moyen de se détendre. J'adore ma jupe achetée en seconde main !
#Nature #Sustainable #Secondhand



Promenade du dimanche à vélo loin de la pollution, quoi de mieux que la nature ?
#Bike #Forest #Couple #Nature #Trees



Pique-nique avec de bons produits locaux
#Picnic #Local #Nature #Happy #Pleasure

Instagram

Q

🏠

🔍

📧

❤️

⬤

cha.vds · Abonné(e)

⋮



VEJA

Vous me connaissez, l'écologie et le développement durable sont mes priorités.

Des sneakers Veja éthiques et durables. Ce sont des modèles au design intemporels ! La qualité et le confort avec des matières écologiques et recyclables.

Laissez une empreinte ... éco-responsable !

#Sneakers #Veja #Sustainable #Green #Timeless

❤️

💬

🔍

🔖

😊 Ajouter un commentaire...

Publier

135

Appendix 2: Online questionnaire

Bonjour,

Nous avons besoin de VOUS !

Dans le cadre de notre mémoire de fin d'études à la Louvain School of Management, nous nous intéressons au phénomène des influenceurs sur Instagram.

Nous réalisons une étude afin de comprendre ce qui influence ou motive vos achats.

Vous avez un compte Instagram ? Vous avez déjà visité au moins un profil d'influenceur ? Alors, aidez-nous !

Répondre au questionnaire ci-dessous vous prendra moins de 10 minutes, un petit investissement en temps qui pourrait nous aider grandement.

Seul votre avis nous intéresse. Il n'y a ni bonne ni mauvaise réponse !

Vos réponses sont anonymes et seront traitées de manière confidentielle conformément à la loi sur la protection de la vie privée (RGDP).

Nous vous remercions infiniment pour vos réponses et pour le temps consacré à notre questionnaire.

Albana et Manon

Je déclare avoir lu et compris les modalités de mon implication dans cette étude. ☐

*Avez-vous un compte Instagram ?

☐ Oui ☐ Non

*Avez-vous déjà visité au moins un profil d'influenceur sur Instagram ?

☐ Oui ☐ Non

*Connaissez-vous les sneakers de la marque Nike ?

☐ Oui ☐ Non

*Considérez-vous cette marque comme étant écologique et durable ?

	1	2	3	4	5	
Pas du tout d'accord	☐	☐	☐	☐	☐	Tout à fait d'accord

*Connaissez-vous les sneakers de la marque Vejà ?

☐ Oui ☐ Non

*Considérez-vous cette marque comme étant écologique et durable ?

	1	2	3	4	5	
Pas du tout d'accord	☐	☐	☐	☐	☐	Tout à fait d'accord

*Quel est votre mois de naissance ?

! Veuillez sélectionner une réponse ci-dessous

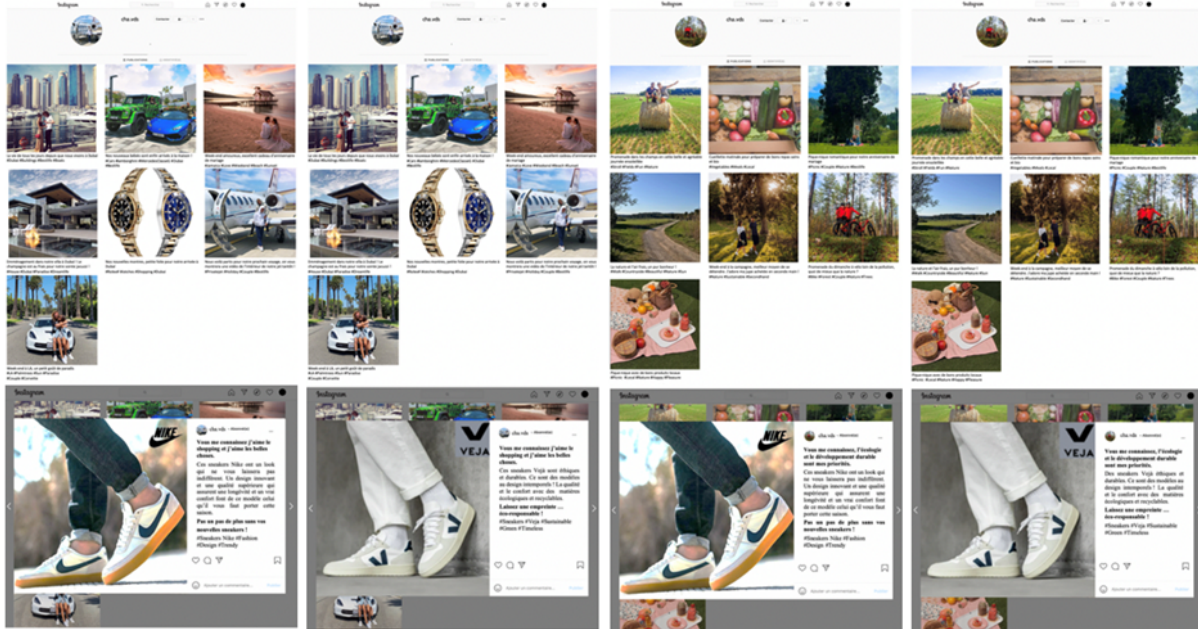
Veuillez choisir ...

Plongez-vous dans le scénario suivant :

Imaginez que vous êtes en train de surfer sur Instagram et vous tombez sur le post d'un influenceur. Ce n'est pas votre influenceur préféré et vous ne le connaissez pas très bien mais vous appréciez globalement et généralement ce qu'il partage.

Il poste en effet régulièrement du contenu sur les réseaux sociaux et partage beaucoup de moments de sa vie privée avec ses abonnés. Vous découvrez ainsi ses passions et centres d'intérêts et vous aimez plutôt ça !

Observez son profil, puis lisez attentivement son dernier post à propos de sneakers.



★Après avoir pris connaissance du profil et du post de l'influenceur Instagram, quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?

L'influenceur :

	1 - Tout à fait d'accord	2 - Plutôt d'accord	3 - Ni d'accord ni pas d'accord	4 - Plutôt pas d'accord	5 - Pas du tout d'accord
Partage ses émotions à propos des sneakers	☐	☐	☐	☐	☐
Partage son goût pour ce type de sneakers et leur style	☐	☐	☐	☐	☐
Partage sincèrement son opinion sur ces sneakers	☐	☐	☐	☐	☐
Fait savoir son partenariat avec la marque	☐	☐	☐	☐	☐
Fournit des informations sur la qualité des sneakers	☐	☐	☐	☐	☐
Fournit des détails personnels à propos de lui-même et de ces sneakers	☐	☐	☐	☐	☐

*Après avoir pris connaissance du profil et du post de l'influenceur Instagram, quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?
L'influenceur et/ou son post :

	1	2	3	4	5	
Est attractif	☐	☐	☐	☐	☐	N'est pas attractif
Est stylé	☐	☐	☐	☐	☐	N'est pas stylé
Est beau	☐	☐	☐	☐	☐	Est laid
Est élégant	☐	☐	☐	☐	☐	Est ordinaire
Est sexy	☐	☐	☐	☐	☐	N'est pas sexy
Est sûr	☐	☐	☐	☐	☐	Est peu sûr
Est honnête	☐	☐	☐	☐	☐	Est malhonnête
Est fiable	☐	☐	☐	☐	☐	Est peu fiable
Est sincère	☐	☐	☐	☐	☐	N'est pas sincère
Est digne de confiance	☐	☐	☐	☐	☐	N'est pas digne de confiance
Est un expert	☐	☐	☐	☐	☐	N'est pas un expert
Est expérimenté	☐	☐	☐	☐	☐	Est inexpérimenté
Est bien informé	☐	☐	☐	☐	☐	Est mal informé
Est qualifié	☐	☐	☐	☐	☐	N'est pas qualifié
Est habile	☐	☐	☐	☐	☐	Est malhabile

*Quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?
Le post de l'influenceur :

	1	2	3	4	5	
Ne rend pas la marque attrayante	☐	☐	☐	☐	☐	Rend la marque attrayante
Rend la marque mauvaise	☐	☐	☐	☐	☐	Rend la marque bonne
Rend la marque déplaisante	☐	☐	☐	☐	☐	Rend la marque plaisante
Est peu agréable	☐	☐	☐	☐	☐	Est agréable
Ne rend pas la marque sympathique	☐	☐	☐	☐	☐	Rend la marque sympathique

*Quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?

	1 - Pas du tout d'accord	2 - Plutôt pas d'accord	3 - Ni d'accord ni pas d'accord	4 - Plutôt d'accord	5 - Tout à fait d'accord
Porter des sneakers de cette marque me fait penser à la marque	☐	☐	☐	☐	☐
Je pense beaucoup à la marque quand je porte des sneakers de la marque	☐	☐	☐	☐	☐
Utiliser des sneakers de la marque stimule mon intérêt à en apprendre davantage sur la marque	☐	☐	☐	☐	☐
Je me sens positif quand je porte des sneakers de la marque	☐	☐	☐	☐	☐
Utiliser des sneakers de la marque me rend heureux(se)	☐	☐	☐	☐	☐
Je me sens positif(ve) quand j'utilise des sneakers de la marque	☐	☐	☐	☐	☐
Je suis fier(ère) de porter des sneakers de la marque	☐	☐	☐	☐	☐
Je porte plus souvent des sneakers de cette marque que d'autres marques	☐	☐	☐	☐	☐
Si je porte des sneakers, je porte habituellement des sneakers de cette marque	☐	☐	☐	☐	☐
La marque est l'une des marques que j'utilise habituellement si je porte des sneakers	☐	☐	☐	☐	☐

*Sur base des informations fournies par l'influenceur, quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?

	1	2	3	4	5	
Je n'achèterai jamais ces sneakers	☐	☐	☐	☐	☐	J'achèterai certainement ces sneakers
Je n'ai pas l'intention d'acheter ces sneakers	☐	☐	☐	☐	☐	J'ai l'intention d'acheter ces sneakers
Mon intention d'acheter ces sneakers est très faible	☐	☐	☐	☐	☐	Mon intention d'acheter ces sneakers est très élevée
Sans aucun doute, je n'achèterai pas ces sneakers	☐	☐	☐	☐	☐	Sans aucun doute, j'achèterai ces sneakers
Je n'achèterai probablement pas ces sneakers	☐	☐	☐	☐	☐	J'achèterai probablement ces sneakers

*Au cours du mois passé, dans quelle mesure avez-vous opté pour un produit écologique plutôt qu'une option non écologique quand vous en aviez la possibilité ?

	Jamais	Rarement	Parfois	Souvent	Toujours
	☐	☐	☐	☐	☐

*Selon vous, les sneakers recommandés par l'influenceur présentent :

	Énormément d'avantages	Beaucoup d'avantages	Moyennement d'avantages	Peu d'avantages	Aucun avantage
	☐	☐	☐	☐	☐

*L'influenceur vous a présenté des sneakers de la marque :

! Veuillez sélectionner une réponse ci-dessous

- ☐ Nike
- ☐ Nijà
- ☐ Vejà

*Vous êtes :

☐ Féminin	☐ Masculin
-------------------------------	--------------------------------

*Vous êtes :

! Veuillez sélectionner une réponse ci-dessous

- ☐ Né en 2000 et +
- ☐ Né entre 1990 et 1999
- ☐ Né entre 1980 et 1989
- ☐ Né entre 1970 et 1979
- ☐ Né avant 1970

*Vous habitez en Belgique :

- ☐ Oui ☐ Non

Envoyer

Appendix 3: Translation of the questionnaire

Bonjour,
Nous avons besoin de VOUS !
Dans le cadre de notre mémoire de fin d'études à la Louvain School of Management, nous nous intéressons au phénomène des influenceurs sur Instagram.
Nous réalisons une étude afin de comprendre ce qui influence ou motive vos achats.
Vous avez un compte Instagram ? Vous avez déjà visité au moins un profil influenceur ?
Alors, aidez-nous !
Répondre au questionnaire ci-dessous vous prendra moins de 10 minutes, un petit investissement en temps qui pourrait nous aider grandement.
Seul votre avis nous intéresse. Il n'y a ni bonne ni mauvaise réponse !
Vos réponses sont anonymes et seront traitées de manière confidentielle conformément à la loi sur la protection de la vie privée (RGDP).
Nous vous remercions infiniment pour vos réponses et pour le temps consacré à notre questionnaire.
Albana et Manon

Hello,
We need YOU!
As part of our final thesis at the Louvain School of Management, we are interested in the phenomenon of influencers on Instagram.
We are conducting a study to understand what influences or motivates your purchases.
Do you have an Instagram account? Have you ever visited at least one influencer profile?
Then help us!
Answering the questionnaire below will take you less than 10 minutes, a small investment of time that could help us greatly.
We are only interested in your opinion. There are no right or wrong answers!
Your answers are anonymous and will be treated confidentially in accordance with protection of privacy law (RGDP).
We thank you very much for your answers and for the time you spent on our survey.
Albana and Manon

Je déclare avoir lu et compris les modalités de mon implication dans cette étude. ○
I declare that I have read and understood the terms of my involvement in this study. ○

Questionnaire

Questionnaire

1. Utilisation de la plateforme Instagram / Use of the Instagram platform

Q1. Avez-vous un compte Instagram ? / Do you have an Instagram account?

- Oui / Yes
- Non (le questionnaire se termine ici) / No (survey ends here)

Q2. Avez-vous déjà visité au moins un profil d'influenceur sur Instagram ? / Have you ever visited at least one influencer's profile on Instagram ?

- Oui / Yes
- Non (le questionnaire se termine ici) / No (survey ends here)

2. Connaissance des marques/ Knowledge of brands

Q3. Connaissez-vous les sneakers de la marque Nike ? / **Are you familiar with Nike sneakers?**

- ☐ Oui / **Yes**
- ☐ Non / **No**

Si oui, considérez-vous cette marque comme étant écologique et durable ? / **If yes, do you consider this brand as an ecological and sustainable brand?**

	1	2	3	4	5	
Pas du tout d'accord Not agree at all						Tout à fait d'accord Totally agree

Q4. Connaissez-vous les sneakers de la marque Veja ? / **Are you familiar with Veja sneakers?**

- ☐ Oui / **Yes**
- ☐ Non / **No**

Si oui, considérez-vous cette marque comme étant écologique et durable ? / **If yes, do you consider this brand as an ecological and sustainable brand?**

	1	2	3	4	5	
Pas du tout d'accord Not agree at all						Tout à fait d'accord Totally agree

3. Scénarios / **Scenarios**

Q5. Quel est votre mois de naissance ? / **What is your birth month?**

- ☐ Janvier / **January**
- ☐ Février / **February**
- ☐ Mars / **March**
- ☐ Avril / **April**
- ☐ Mai / **May**
- ☐ Juin / **June**
- ☐ Juillet / **July**
- ☐ Août / **August**
- ☐ Septembre / **September**
- ☐ Octobre / **October**
- ☐ Novembre / **November**
- ☐ Décembre / **December**

Scénario : En fonction du mois de naissance les répondants sont orientés vers :

Scenario: Based on month of birth respondents are directed to:

Scénario 1 (naissance en janvier, mai, septembre)

Scenario 1 (birth in January, May, September)

Scénario 2 (naissance en février, juin, octobre)

Scenario 2 (birth in February, June, October)

Scénario 3 (naissance en mars, juillet, novembre)

Scenario 3 (birth in March, July, November)

Scénario 4 (naissance en avril, août, décembre)

Scenario 4 (birth in April, August, December)

Plongez-vous dans le scénario suivant :

Imaginez que vous êtes en train de surfer sur Instagram et vous tombez sur le post d'un influenceur. Ce n'est pas votre influenceur préféré et vous ne le connaissez pas très bien mais vous appréciez globalement et généralement ce qu'il partage.

Il poste en effet régulièrement du contenu sur les réseaux sociaux et partage beaucoup de moments de sa vie privée avec ses abonnés. Vous découvrez ainsi ses passions et centres d'intérêts et vous aimez plutôt ça !

Observez son profil, puis lisez attentivement son dernier post à propos de sneakers.

Immerse yourself in the following scenario:

Imagine you're surfing on Instagram and you come across an influencer's post. He's not your favorite influencer and you don't know him very well but you generally like what he shares.

He regularly posts content on social networks and shares a lot of moments of his private life with his followers. You discover his passions and interests and you rather like that!

Watch his profile, then read carefully his last post about sneakers.

Après avoir pris connaissance du profil et du post de l'influenceur Instagram,

After reviewing the Instagram influencer's profile and post,

4. Authenticité / Authenticity

Q6. Quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ? / **How do you agree with the following statements on a scale of 1 to 5?**

<i>L'influenceur</i> <i>The influencer</i>	1 Tout à fait d'accord Totally agree	2 Plutôt d'accord Rather agree	3 Ni d'accord ni pas d'accord Neither agree nor disagree	4 Pas d'accord Not agree	5 Pas du tout d'accord Not agree at all
Authenticité passionnée Passionate authenticity					
Partage ses émotions à propos des sneakers <i>Shares his/her feelings about sneakers</i>					
Partage son goût pour ce type de sneakers et leur style <i>Share his/her taste for this type of sneakers and their style</i>					
Partage sincèrement son opinion sur ces sneakers <i>Sincerely share his/her opinion on these sneakers</i>					
Authenticité informative Informational authenticity					
Fait savoir son partenariat avec la marque <i>Shows its partnership with the brand</i>					
Fournit des informations sur la qualité des sneakers <i>Provides information on the quality of sneakers</i>					
Fournit des détails personnels à propos de lui-même et de ces sneakers <i>Provides personal details about himself and these sneakers</i>					

5. Crédibilité/*Credibility*

Après avoir pris connaissance du profil et du post de l'influenceur Instagram,

After reviewing the Instagram influencer's profile and post,

Q7. Quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?

How do you agree with the following statements on a scale of 1 to 5 ?

<i>L'influenceur et/ou son post</i> <i>The influencer and/or his post</i>	1	2	3	4	5	
Attractivité <i>Attractiveness</i>						
Est attractif <i>Is attractive</i>						N'est pas attractif <i>Is unattractive</i>
Est stylé <i>Is classy</i>						N'est pas stylé <i>Is not classy</i>
Est beau <i>Is beautiful</i>						Est laid <i>Is ugly</i>
Est élégant <i>Is elegant</i>						Est ordinaire <i>Is plain</i>
Est sexy <i>Is sexy</i>						N'est pas sexy <i>Is not sexy</i>
Fiabilité <i>Reliability</i>						
Est sûr <i>Is dependable</i>						Est peu sûr <i>Is undependable</i>
Est honnête <i>Is honest</i>						Est malhonnête <i>Is dishonest</i>
Est fiable <i>Is reliable</i>						Est peu fiable <i>Is unreliable</i>
Est sincère <i>Is sincere</i>						N'est pas sincère <i>Is unsincere</i>
Est digne de confiance <i>Is trustworthy</i>						N'est pas digne de confiance <i>Is untrustworthy</i>
Expertise <i>Expertise</i>						
Est un expert <i>Is an expert</i>						N'est pas un expert <i>Is not an expert</i>
Est expérimenté <i>Is experienced</i>						Est inexpérimenté <i>Is not experienced</i>
Est bien informé <i>Is knowledgeable</i>						Est mal informé <i>Is unknowledgeable</i>
Est qualifié <i>Is qualified</i>						N'est pas qualifié <i>Is unqualified</i>
Est habile <i>Is skilled</i>						Est malhabile <i>Is unskilled</i>

6. Attitude / *Attitude*

Q8. Quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?

How do you agree with the following statements on a scale of 1 to 5 ?

<i>Le post de l'influenceur</i> <i>The influencer's post</i>	1	2	3	4	5	
Ne rend pas la marque attrayante <i>Makes the brand unappealing</i>						Rend la marque attrayante <i>Makes the brand appealing</i>

Rend la marque mauvaise Makes the brand bad						Rend la marque bonne Makes the brand good
Rend la marque déplaisante Makes the brand unpleasant						Rend la marque plaisante Makes the brand pleasant
Est peu agréable Is unfavorable						Est agréable Is favorable
Ne rend pas la marque sympathique Makes the brand unlikable						Rend la marque sympathique Makes the brand likable

7. Engagement / Engagement

Q9. Quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?
How do you agree with the following statements on a scale of 1 to 5?

	1 Pas du tout d'accord Not agree at all	2 Pas d'accord Not agree	3 Ni d'accord ni pas d'accord Neither agree nor disagree	4 Plutôt D'accord Rather agree	5 Tout à fait d'accord Totally agree
Porter des sneakers de cette marque me fait penser à la marque Wearing sneakers of this brand makes me think of the brand					
Je pense beaucoup à la marque quand je porte des sneakers de la marque I think a lot about the brand when I wear sneakers of the brand					
Utiliser des sneakers de la marque stimule mon intérêt à en apprendre davantage sur la marque Using sneakers of the brand stimulates my interest in learning more about the brand					
Je me sens positif quand je porte des sneakers de la marque I feel positive when I wear sneakers of the brand					
Utiliser des sneakers de la marque me rend heureux(se) Using sneakers of the brand makes me feel happy					
Je me sens positif(ve) quand j'utilise des sneakers de la marque I feel positive when I use sneakers of the brand					
Je suis fier(ère) de porter des sneakers de la marque I am proud to wear sneakers of the brand					
Je porte plus souvent des sneakers de cette marque que d'autres marques I wear sneakers of this brand more often than other brands					

Si je porte des sneakers, je porte habituellement des sneakers de cette marque If I wear sneakers, I usually wear sneakers of this brand					
La marque est l'une des marques que j'utilise habituellement si je porte des sneakers The brand is one of the brands I usually use if I wear sneakers					

8. Intentions d'achat / Purchase intentions

Q10. Sur base des informations fournies par l'influenceur, quel est votre degré d'accord avec les propositions suivantes sur une échelle de 1 à 5 ?

Based on the information provided by the influencer, how do you agree with the following statements on a scale of 1 to 5?

	1	2	3	4	5	
Je n'achèterai jamais ces sneakers I will never buy these sneakers						J'achèterai certainement ces sneakers I will definitely buy these sneakers
Je n'ai pas l'intention d'acheter ces sneakers I definitely do not intend to buy these sneakers						J'ai l'intention d'acheter ces sneakers I definitely intend to buy these sneakers
Mon intention d'acheter ces sneakers est très faible My purchase interest for these sneakers is very low						Mon intention d'acheter ces sneakers est très élevé My purchase interest for these sneakers is very high
Sans aucun doute, je n'achèterai pas ces sneakers I definitely not buy these sneakers						Sans aucun doute, j'achèterai ces sneakers I definitely buy these sneakers
Je n'achèterai probablement pas ces sneakers I probably not buy these sneakers						J'achèterai probablement ces sneakers I probably buy these sneakers

9. Informations sur le mode de consommation / Information on consumption pattern

Q11. Au cours du mois passé, dans quelle mesure avez-vous opté pour un produit écologique plutôt qu'une option non écologique quand vous en aviez la possibilité ?

In the past month, to what extent have you opted for an eco-friendly product over a non-eco-friendly option whenever you had the opportunity?

Jamais Never	Rarement Rarely	Parfois Sometimes	Souvent Often	Toujours Always

10. Informations sur les avantages perçus du produit / Information about the perceived products advantages

Q12. Selon vous, les sneakers recommandés par l'influenceur présentent :

In your opinion, the sneakers recommended by the influencer have:

Énormément d'avantages Very much advantages	Beaucoup d'avantages A lot of advantages	Moyennement d'avantages Moderately advantages	Peu d'avantages A few advantages	Aucun avantage No advantages

11. Question de contrôle / Manipulation check

Q13. L'influenceur vous a présenté des sneakers de la marque :

The influencer showed you sneakers from the brand:

- ☐ Nike / Nike
- ☐ Nijà / Nijà
- ☐ Vejà / Vejà

12. Informations générales/ General information

Q14. Genre / Gender

Vous êtes du genre / Your gender is:

- ☐ Féminin / Female
- ☐ Masculin / Male

Q15. Tranche d'âge / Age range

Vous êtes / You are:

- ☐ Né en 2000 et + / Born in 2000 and more
- ☐ Né entre 1990 et 1999 / Born between 1990 and 1999
- ☐ Né entre 1980 et 1989 / Born between 1980 and 1989
- ☐ Né entre 1970 et 1979 / Born between 1970 and 1979
- ☐ Né avant 1970 / Born before 1970

Q16. Lieu de résidence / Place of residence

Vous habitez en Belgique / You live in Belgium:

- ☐ Oui / Yes
- ☐ Non / No

**Un tout grand merci pour votre participation.
Thank you very much for your participation.**

