

Louvain School of Management

“What are the cultural differences between France and the US and how do they impact influencer marketing on Instagram?”

Author(s): Romane Vanwichelen

Supervisor(s): Nadia Steils

Academic year 2021-2022

Dissertation for the master of GEST2MS/GE

TABLE OF CONTENT

TABLE OF ILLUSTRATIONS.....	V
ACKNOWLEDGEMENTS	VII
ABSTRACT	VIII
INTRODUCTION.....	1
PART 1: LITERATURE REVIEW	2
1. INFLUENCER MARKETING	2
1.1 THE EMERGENCE.....	2
1.1.1 WOM.....	2
1.1.2. WEB 1.0 to WEB 2.0	3
1.1.3. Celebrity endorsement.....	4
1.1.4. Influencer’s characteristics.....	5
1.2. THE TYPES OF INFLUENCERS.....	6
1.2.1. Mega-Influencers and Macro-Influencers	7
1.2.2. Micro-influencers	8
1.2.3. Nano Influencers	8
1.3. THE ENGAGEMENT RATE	9
2. CULTURAL DIFFERENCES	10
2.1. THE RELEVANCE OF THE CONTEXT ACCORDING TO HALL	10
2.1.1. Communication in low context	11
2.1.2. Communication in high context	13
2.1.3. Context of the studied cultures.....	15
2.2. THE SIX CULTURAL DIMENSIONS FOLLOWING HOSFTEDE	17

2.2.1. Power distance.....	17
2.2.2. Uncertainty avoidance.....	18
2.2.3. Individualism versus Collectivism	20
2.2.4. Masculinity versus Femininity	21
2.2.5. Long term versus short term orientation	22
2.2.6. Indulgence versus Restraint	23
2.2.7. Comparison between France and the United States of America	25
2.3. CONCLUSION ON THE CULTURAL DIFFERENCES.....	27
PART 2: EMPIRICAL ANALYSIS	29
1. HYPOTHESES TO BE TESTED	29
1.1. HYPOTHESES REGARDING POWER DISTANCE	29
1.2. HYPOTHESES REGARDING UNCERTAINTY AVOIDANCE.....	31
1.3. HYPOTHESES REGARDING INDIVIDUALISM.....	32
1.4. HYPOTHESES REGARDING COMMUNICATION STYLE	32
1.5. HYPOTHESES REGARDING HALL’S CONTEXT CULTURE THEORY	33
1.6. SUMMARY OF HYPOTHESES.....	35
2. METHODOLOGY.....	36
3. DATA ANALYSIS	39
3.1. HYPOTHESIS TESTING.....	40
3.1.1. Analysis of hypotheses 1a and 1b	40
3.1.2. Analysis of hypothesis 2	44
3.1.3. Analysis of hypothesis 3	46
3.1.4. Analysis of hypothesis 4	48
3.1.5. Analysis of hypothesis 5a and 5b.....	49
PART 3: CONCLUSION.....	53

1. DISCUSSION OF THE RESULTS	53
2. MANAGERIAL IMPLICATIONS.....	55
3. LIMITATIONS AND AVENUES OF RESEARCH.....	57
4. OVERALL CONCLUSION	58
APPENDICES.....	68

TABLE OF ILLUSTRATIONS

<i>Figure 1: The Source Credibility Theory (Canning and West, 2006)</i>	6
<i>Figure 2: Influencer categorization. (Brewster & Lyu, 2020)</i>	7
<i>Figure 3: Direct communication in advertising (Fonction langage publicité, 2019)</i>	11
<i>Figure 4: Direct communication in advertising (Fonction langage publicité, 2019)</i>	12
<i>Figure 5: Indirect communication in advertising (Fonction langage publicité, 2019)</i>	13
<i>Figure 6: Indirect communication in advertising (Fonction langage publicité, 2019)</i>	14
<i>Figure 7: Comparison of low- and high-context cultures reprinted from Business communication: Process & product (p. 64) by M.E. Guffey, D. Lowey, K. Rhodes, K., & P. Rogin.</i>	15
<i>Figure 8: High to low context cultures (Hall, 1990)</i>	16
<i>Figure 9: High to low context culture (Kotabe and Helsen, 2004)</i>	16
<i>Figure 10: Ten differences between Small- and Large- Power Distance Societies (Hofstede, 2011)</i>	18
<i>Figure 11: Ten Differences between Weak- and Strong- Uncertainty Avoidance Societies (Hofstede, 2011)</i>	19
<i>Figure 12: Ten Differences Between Collectivist and Individualist Societies (Hofstede, 2011)</i>	20
<i>Figure 13: Ten Differences Between Feminine and Masculine Societies (Hofstede, 2011)</i>	22
<i>Figure 14: Ten Differences Between Short- and Long-Term-Oriented Societies</i>	23
<i>Figure 15: Ten Differences between Indulgence and Restrained Societies (Hofstede, 2011)</i>	24
<i>Figure 16: Comparison of the 6 Hofstede dimension between France and the United States (Source: Hofstede Insights)</i>	25
<i>Figure 17: Moderating effect hypothesis 1a</i>	30
<i>Figure 18: Moderating effect hypothesis 1b</i>	31
<i>Figure 19: Moderating effect hypothesis 2</i>	31
<i>Figure 20: Main effect hypothesis 3</i>	32
<i>Figure 21: Main effect hypothesis 4</i>	33
<i>Figure 22: Main effect hypothesis 5</i>	34

Figure 23: Main effect hypothesis 6	34
Figure 24: Identification of selected influencers	37
Figure 25: Data selection for hypotheses 1 and 2	37
Figure 26: Data selection for hypotheses 3, 4 and 5	37
Figure 27: Example of data extraction (a)	37
Figure 28: Example of data extraction (b)	38
Figure 29: Example of the data extracted for the publication of Melodyslife	39
Figure 30: Distribution curve of our database	40
Figure 31: Levene's test of Equality of Error Variances for our database	41
Figure 32: Descriptive statistics for H1a	41
Figure 33: Tests of Between-Subjects Effects for H1a	42
Figure 34: Descriptive Statistics for H1b	43
Figure 35: Tests of Between-Subjects Effects for H1b	44
Figure 36: Descriptive Statistics for H2	45
Figure 37: Tests of Between-Subjects Effects for H2	46
Figure 38: Group Statistics for H3	47
Figure 39: Independent Samples Test for H3	47
Figure 40: Group Statistics for H4	48
Figure 41: Independent Samples Test for H4	48
Figure 42: Group Statistics for H5a	50
Figure 43: Independent Samples Test for H5a	50
Figure 44: Group Statistics for H5b	51
Figure 45: Independent Samples Test for H5b	51
Figure 46: Reviews of statistical test results	53

ACKNOWLEDGEMENTS

First of all, I would like to thank my supervisor, Nadia Steils, for her availability, her advice, her patience and her guidance which allowed me to progress peacefully throughout the writing of this thesis.

I would also like to express my thanks to the various professors of the Louvain School of Management (LSM) who have doubled their efforts in order to allow us, students, to obtain a quality education in spite of the various periods of lockdown.

I also wish to thank the professors of the Université du Québec à Trois-Rivières (UQTR) for the long debates and conversations we had during my exchange. It was really enriching to discover new visions and approaches to managerial issues.

I would like to thank my family and friends who supported and encouraged me during the writing of this paper.

Finally, I would like to thank Christian Dekeyser, managing director of Agoria Real Estate, for allowing me to use the coworking spaces of the Techlounge of Bluepoint Brussels to benefit from a serene workspace throughout my academic years.

ABSTRACT

This work aims to identify the cultural differences between France and the USA and to understand their impact on influencer marketing on Instagram.

Through the literature review, we will first explain the phenomenon of influencer marketing. Where does it come from? Who are these influencers? How to measure the effectiveness of an Instagram post?

On the second part of the literature review, we will talk about cultural differences based on the research of T. Hall (1953) and Geert Hofstede (2010).

After crossing the literature, we will formulate a research question: “What are the cultural differences between France and the United-States that affect the effectiveness of influencer marketing?”

Through seven different hypotheses, we will analyze the impact that the cultural differences could have on this marketing practice. To do so, we will create a database with 154 sponsored posts equally divided between French and American influencers. We will then analyze the outputs of our statistical tests and provide the resulting managerial recommendations. We will conclude by explaining the limitations and biases that this work has faced, and we will leave the door open for future exploratory research through two questions developed from the challenging results obtained.

INTRODUCTION

We know that brands have a myriad of possibilities to promote their product. Multiple marketing techniques are used all over the world. Some methods such as advertisements in magazines, newspapers or billboards are more traditional techniques that have been around for several decades. However, with the arrival of the internet and more particularly since the era of web 2.0, new marketing approaches have emerged. One of them is influencer marketing. Through this thesis, we will explain the characteristics of this new marketing practice.

Furthermore, we also know that when working in international marketing, it is essential to be attentive to cultural differences (Wursten, H., & Fadrhonc, T. 2021). It is very rare that an advertising campaign for a brand with an international presence can be copied/pasted in each of the countries in which it operates. Brands need to be aware of the different appeals effective in each region and adapt their campaign accordingly. But what about influencer marketing? What are the cultural elements to consider in marketing communication on Instagram to obtain a good engagement rate? Through this work, we will attempt to answer these questions. To do so, we will base our research on two previous studies on cultural differences in communication conducted by Edward T. Hall (1953) and Geert Hofstede (2010).

PART 1: LITERATURE REVIEW

1. INFLUENCER MARKETING

1.1 THE EMERGENCE

1.1.1 WOM

According to Backaler (2018), one of the first successful uses of word-of-mouth occurred in 1775 when Paul Revere, an American silversmith, heard of an impending planned attack by the British. At the time, the telephone did not exist and social networks even less. Revere therefore ran to warn the top leaders so that they would have the opportunity to prepare against this offensive. Revere was a trustworthy person, and the soldiers did not doubt the information he had brought them. Little by little, the word spread, the leaders went to warn others and soon, everyone knew about it.

In concrete terms, word-of-mouth (WOM) is an informal advice given by one person to another. This advice can concern products, services, or social issues. It is therefore a consumer opinion (East et al., 2007; Trusov et al., 2009). If the recommendation comes from someone we trust, it will likely make us want to share the information with those around us and the advice can quickly go viral. However, not everyone can have the same impact. That's why in marketing, when you want to use the WOM technique to get people talking about your brand, it is important to use a speaker with enough charisma and authority to spread the word on a large scale and generate a chain reaction (Backaler, 2018).

As we can tell by Revere's story, WOM is a practice that has existed for several centuries, but it has evolved with the times and especially with the arrival of the internet.

1.1.2. WEB 1.0 to WEB 2.0

The World Wide Web (WWW), created by Tim Berners-Lee in 1996, is a system of hyperlinks and documents accessible to users via the Internet (Shivalingaiah & Naik, 2008). Web 1.0, which was the first version of the Web, allowed readers to consult online documents posted on different websites. There were therefore two types of users of the WWW; the owners of Web sites who wanted to ensure an online presence and who therefore had to maintain their Web page and keep the published information up to date, and the readers, who could go and get any type of information directly from their source. This Web 1.0 was considered by its designer as the "read-only web". An interaction between the readers and the web site was simply not possible. In short, this first version of the web had as its main characteristic a one-to-many information sharing. (Shivalingaiah & Naik, 2008; Aghaei et al., 2012)

In October 2004, Tim O'Reilly used the term Web 2.0 for the first time during a conference with Media Life International in San Francisco (Aghaei et al., 2012). This term is now used to define the second era of the famous World Wide Web. Web 2.0 also called people-centric web, participative web, or read/write web (S. Murugesan, 2007) promotes a much more interactive use of the web than the previous one. Indeed, it is thanks to the new web tools that we saw the first social networks appear, such as blogs, forums, chats, or YouTube (Consoli, 2010). Users now have the opportunity to express themselves, give their opinions, make reviews, leave comments, and communicate with each other directly via the web pages. This sharing of data and information promotes a form of collective intelligence (Murugesan, 2007), which now offers greater power to consumers. This change in the marketplace had been much talked about in the early 2000s, as Constantinides explains: "...TIME magazine, breaking a tradition of almost 40 years, assigned the title of the 2006 Man of the Year not to any particular personality but to the modern virtual consumer. [...] The article also suggests that the Web 2.0, next to transforming peoples ' individual and group behavior, has also affected the power structures in the marketplace, causing a substantial migration of market power from producers or vendors towards customers." (Constantinides, 2008).

One of the major impacts of this new Internet era was that traditional marketing media were losing their impact on buying behavior (Constantinides, 2008). Consumers were less influenced by the old advertising techniques and now prefer to refer to the opinions of their peers. That

was a big turning point in the marketing world. The word-of-mouth was becoming more and more important, and we were seeing the emergence of what we now call influencers.

1.1.3. Celebrity endorsement

Khamis (2016) tells us that celebrities are people who have achieved something remarkable (such as sports elites, politicians, or innovators), who are very popular in their industry, or people who were born with privileges such as royalty. Guruge (2018), on the other hand, views celebrities as public figures with a large fan base. In short, celebrities are known on a large scale for what they do in their field of expertise.

Let's go back a few decades ago, before the Internet, the World Wide Web and smartphones were part of our daily lives. Marketing channels were limited to what we now call traditional media (television, magazines, radio, billboards, etc.). At this time, a random person did not have the opportunity to make himself known on a large scale via social networks. Creating content was not an option for the average person because the equipment was expensive and specific expertise was required (Backaler & Shankman, 2018). Therefore, the only people who were famous were celebrities. In order to convince consumers to purchase their product or service, brands practiced what is known as Celebrity Endorsement. According to Zipporah, M. M (2014), celebrity endorsement is the use of celebrities in advertisement to increase their effectiveness. Movie stars such as Jane Fonda and Marilyn Monroe, athletes such as Michael Jordan and Steffi Graf or singers such as 50 Cent and Whitney Houston were hired to participate in advertising campaigns. The objective of this practice was to make the brand more attractive, more likable, and more trustworthy (Erdogan, 1999).

At that time, this marketing strategy was very clever because when a consumer recognized a star in an advertising campaign, it caught their eyes and increased their attention. It also created fashion effects, people wanted to wear Nike like Michael Jordan (Fizel & McNeil & Smaby, 2008) or drink Pepsi like Madonna (Batra & Homer, 2004; Erdogan, 1999) because it was what was "hot" at the time (Backaler & Shankman, 2018).

However, this practice is not always effective. The choice of celebrity is very important. It is not enough for a star to be known to be a good celebrity endorser (Batra & Homer, 2004). The consumer must be convinced that the person in the ad is actually using the product they are

promoting. To use the example Rachel David employed in her Ted Talk presented in Vancouver in 2018: Jennifer Aniston doing a TV commercial for Aveeno shampoo doesn't offer a very credible image (Pavlou & Dimoka, 2006). Most savvy consumers would suspect that this TV star gets perfectly done hair care and blowouts before every entrance to the set.

Today, celebrities' lives are much easier to follow via social media (Kowalczyk & Pounders, 2016). We know their lifestyle and are less easily fooled by their image in advertising campaigns that don't fit them.

Another big downside to Celebrity Endorsement is its cost. Moreover, today more and more consumers are using ads blockers (Backaler & Shankman, 2018) so the advertisements are not even seen by as many people as expected. As a result, brands are investing astronomical amounts of money to ensure celebrity endorsements in their marketing campaigns but are getting less and less exposure.

In summary, using the influence of celebrities on traditional advertisement was a good marketing strategy before the digital era. It remains a good option today but has many limitations that brands must be aware of. Moreover, new relevant alternatives have appeared with social networks.

1.1.4. Influencer's characteristics

“Influencers are persons who influence the customer's purchasing decision” (Alassani & Göretz, 2019). Social media influencers are usually known by niche groups which differentiates them from regular celebrities (Lisichkova and Othman, 2017).

One of the major characteristics of influencers is the perception of credibility that they provide to their followers (AlFarraj et al., 2021). When an influencer promotes a product, they provide a more authentic image and offer potential consumers a direct contact as opposed to traditional advertising campaigns. (Lou and Yuan, 2019).

According to Ohanian's (1991) source credibility theory, three elements are at the origin of credibility: the influencer's expertise in the field in which he or she operates, trustworthiness as an individual, and finally, physical attractiveness.

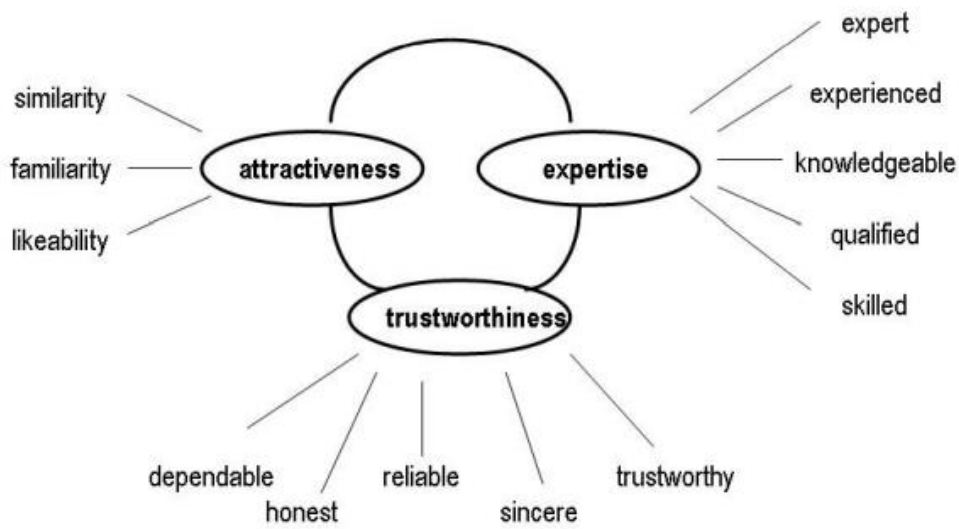


Figure 1: The Source Credibility Theory (Canning and West, 2006)

1.2. THE TYPES OF INFLUENCERS

According to Lou and Yuan's (2019) definition, influencers are "regular people who have become online celebrities by creating and posting content on social media". Social networks are crowded with different user profiles. On one hand, there are the influencers and on the other hand, there are the remaining users. Influencer marketing is the collaboration with influencers in order to turn these other users into consumers.

Brands sometimes tend to look for personalities who reach a maximum audience, i.e., individuals with a large number of followers. But being visible to many people is not necessarily the only element to take into consideration in influencer marketing. In fact, there are different categories of influencers and each one has its own characteristics. There are 4 categories of influencers: mega-influencers, macro-influencers, micro-influencers, and nano-influencers (Campbell, 2020).

Influencers are categorized according to their number of followers. There is not really an official range and therefore there are several variations of follower's scale in the literature. Through this work, we will use the scale given by Brewster & Lyu, 2020.

Number of followers	Category
1 to 5000	Nano influencers
5001 to 100 000	Micro influencers
100 001 to 1 000 000	Macro influencers
1 000 000 +	Mega influencers and celebrities

Figure 2: Influencer categorization. (Brewster & Lyu, 2020)

1.2.1. Mega-Influencers and Macro-Influencers

A mega-influencer is followed by more than 1 million subscribers. This category also includes celebrities who became famous outside social networks. On the other hand, macro-influencers will have a follower count ranging from 100k to 1M.

We brought these two categories together because, although they differ in size, many similarities can be observed, both in consumers' perceptions and in their collaboration with brands. (Park, J. et al., 2021).

From a brand perspective, these two categories have the advantage of offering low risk of fake followers. They also have experience in their field and therefore need less management and guidance from brands. However, the price they charge per post is much higher than smaller influencers. (Berne-Manero, C., & Marzo-Navarro, M., 2020)

From a follower perspective, their engagement rate is low. Between 1.5% and 2.5% of engagement for macro-influencers who still maintain a certain connection with their followers thanks to a high number of posts. The same engagement rate is expected for mega-influencers. (Narassiguin, A., & Sargent, S., 2019)

However, if they are followed by so many people it is because they have a high popularity rate. Their numerous posts make their subscribers dream and aspire to become like them.

1.2.2. Micro-influencers

Micro-influencers are followed by up to 100,000 subscribers. They are usually experts in a niche field. They therefore have a much more targeted following, and this offers the advantage of a much higher engagement rate than macro-influencers or mega-influencers. Indeed, their precise expertise brings a perception of authenticity and credibility that is appreciated by their subscribers. (Bour, 2017 and Alassani, R., & Göretz, J., 2019)

This category of influencer tends to communicate with their community through videos, whether it be Instagram reels, YouTube videos, Snapchat stories, TikTok videos, etc. This generates a sense of accessibility that is paramount to ensuring high engagement rates. (Campbel, 2020).

The advantage for brands is that micro-influencers, thanks to their expertise in specific fields, are opinion leaders. Their opinion is very important to their subscribers. It is therefore very interesting for brands to collaborate with micro-influencers who are experts in their same field. (Zak, S., & Hasprova, M., 2020).

1.2.3. Nano Influencers

Nano influencers are people with very few followers, usually no more than 5000 and therefore have a limited reach. However, their small community of followers interacts a lot with them. Most of them are friends or acquaintances and communication is therefore easy. This high level of authority and commitment leads to a high engagement rate. (Wibawa, R. C. et al, 2021 & Campbell, C., & Farrell, J. R., 2020)

This category of influencers is very advantageous for brands for several reasons. First, like micro-influencers, they are people who specialize in a very specific area. If a brand works in a niche and manages to collaborate with a nano-influencer specializing in this same niche, it will be a jackpot because the high engagement rate of the influencer will bring a high visibility to the brand. The second interesting point for brands is that nano influencers often agree to collaborate in exchange of free samples or products to promote them. So, companies don't have to spend a fortune to work with these influencers. (Au-Yong-Oliveira, M. et al, 2019)

Nano influencers are in the early stages of their influencer journey and can very quickly move to the micro-influencer stage. (Campbell, C., & Farrell, J. R., 2020)

1.3. THE ENGAGEMENT RATE

We discussed the different types of influencers. We classified them according to their number of followers. Since macro-influencers have many followers, their posts will have a higher impression than those of nano influencers. However, when looking to measure the performance of a post, one of the most commonly used metrics in marketing is engagement rate. (Öhman, 2017)

It's not about who has seen or read the post but rather who has interacted with it.

As described by Tuten and Salomon (2018), "Engagement is a psychological state that occurs through interactive and co-creative consumer experiences with a focal agent/object."

The engagement rate is therefore a quantifiable measure of the number of followers who interacted with the content posted on a social network. It measures the interest that the audience has in the content.

Each social network has its own characteristics, which means that the measurement of the engagement rate differs for each of these networks. For the continuation of this thesis, we will focus on a single social network: **Instagram**.

According to the authors, several methods exist to measure the engagement rate on Instagram.

Arman and Sidik (2019), use a method where the number of likes added to the number of comments are divided by the probability of followers seeing the post multiplied by the total number of followers.

Yew et al. (2018) propose as a measure the ratio of the number of likes added to the number of comments, all divided by the number of followers multiplied by 1000.

We will finally keep the measure proposed by Yu and Egger (2021) which is the most used measure in marketing. It consists in taking the total number of likes and comments of the post, divided by the total number of followers. We multiply the whole by 100 to obtain a percentage.

$$ER = \frac{\text{total likes} + \text{total comments}}{\text{total followers}} \times 100$$

As Tuten and Salomon (2018) mention, about 90% of Instagram users are passive, meaning they do not interact with the posts they see. In the remaining 10%, 9% participate irregularly and only 1% of users interact regularly with posts on the social network.

We can therefore raise the following question: How many percent is a good engagement rate? The answer is not simple and varies from one field to another. According to Sehl and Tien (2021), a good engagement rate lies between 1% and 5%.

2. CULTURAL DIFFERENCES

One of the major difficulties in international marketing is the cultural differences related to communication. Depending on the country and culture of origin, the audience of a marketing campaign will not perceive the different elements in the same way. It is therefore necessary to have a better understanding of the different styles of communication and the different possible interpretations to succeed in a marketing strategy.

Many authors have been interested in cultural differences. Explaining a subject as vast and as complex as culture, by setting up theories and tools of analysis, is not an easy task. None of the studies carried out to date have been able to describe this phenomenon in an exhaustive way.

In this paper, we will rely mainly on the work of Edward T. Hall (1953) and Geert Hofstede (1984 to 2010). Although their studies are widely used references in cross-cultural communication analysis, we would like to warn readers that these studies were conducted more than four decades ago and that some of the information and observations made at that time may be outdated. Moreover, their studies are strongly criticized for being based on cultures as geographical areas, which today seems to be an archaic approach.

2.1. THE RELEVANCE OF THE CONTEXT ACCORDING TO HALL

We will first look at Hall's theory (1953). He has extensively studied intercultural communication. Several elements explaining certain aspects of cultural differences have emerged, such as the consideration of time, the importance of space and territory, the speed of information, but above all, the importance of cultural context. (Rive J. & Roger A., 2014)

According to Hall, “culture is the way of life of a people” (Hall Jr, E. T., 1953). It includes behaviors, learnings, beliefs, attitudes, etc. We are born into a certain culture, and we are educated according to its principles. We integrate its values in an unconscious way and it is only when we are confronted with a culture different from our own that we realize the different facets of the latter. (Nishimura S., Nevgi A., & Tella, S., 2008).

From his multiple research studies, Hall realized that cultures can be classified according to the context that surrounds it. Context is defined as "the information surrounding an event" (Nishimura S. et al., 2008). Every communication is therefore based and inspired by a certain context and each people has its own system of information analysis. (Korac-Kakabadse, N., 2001)

2.1.1. Communication in low context

The main characteristic of low-context communication is that stakeholders have very little information. The content of the communication must be clear and comprehensive. The message must be direct, everything must be explained, leaving no room for innuendo. It is necessary to convey all the information in great detail. (Nishimura S. et al., 2008)



© 2019 Clinique Laboratories, LLC
Tous droits réservés. Toute réimpression est interdite.

**Le pouvoir de l'hydratation,
la force de votre peau.**

Nouveau. Émulsion Hydratante Tellement Différente+

Pourquoi une peau saine est-elle aussi belle que souple ? Son niveau d'hydratation lui permet de retenir les éléments essentiels à sa beauté et de renforcer sa barrière cutanée. Elle résiste ainsi mieux aux agressions extérieures.

La formule innovante de l'Émulsion Hydratante Tellement Différente+ renforce la barrière cutanée de 54%. Tout comme ce ballon rempli d'eau, la peau maintient son hydratation optimale. Elle est douce et rebondie. Éclatante de beauté. Une formule tellement différente. Un futur tellement différent pour votre peau.

 Pour une peau sublime, adoptez le programme complet Basic 3 Temps.

Découvrez ce que les femmes en pensent sur clinique.fr

CLINIQUE
Soumis à des tests d'allergie. 100% sans parfum.

Figure 3: Direct communication in advertising (Fonction langage publicité, 2019)

If an element of the message has not been communicated in a direct way, it will be lost. If a part of the message remains unclear, it is necessary to clarify it through the use of words. (Korac-Kakabadse, N., 2001)

Communication in a low context is genuine and does not require reading between the lines (Rive J. & Roger A., 2014). A direct communication will take the interlocutor aside by using the pronoun "you" or by speaking in the imperative.



Figure 4: Direct communication in advertising (Fonction langage publicité, 2019)

Populations in low-context cultures are seen as individualistic. They are fragmented and their members do not feel the need to interact with each other. Everyone has their own needs, goals, and desires. The needs of the group are not a priority. This "every man for himself" aspect does not allow for the creation of a common vision and understanding of the information. Therefore, all communication must be clear, precise, structured, and comprehensive. (Nishimura, S. et al., 2008 and Korac-Kakabadse, N. et al., 2001)

2.1.2. Communication in high context

In high context communication, not only information is transmitted, but also emotion. The speakers already have an informational background that will serve as a basis for comprehension of the message. (Roter, D. et al. 2006)



Figure 5: Indirect communication in advertising (*Fonction langage publicité*, 2019)

In high context cultures, verbal communication is not the priority. Of course, communicating with words is still important, but the real meaning will be found in the speaker's behavior. Attitude is everything. The message is therefore not expressed clearly either in writing or in speaking. (Korac-Kakabadse, N., 2001)

While communicating in high context culture, you must understand what is not being said. You must be able to read between the lines thanks to your personal knowledge. Gestures are very important. It is common for the speaker to use certain words verbally, in order to remain polite or courteous, but they take on a whole new meaning when accompanied by a certain attitude. The information is often implicit. (Nishimura S. et al., 2008)

A high context communication is very difficult to understand or interpret by an outsider because it requires knowledge and informational background to interpret the message correctly.



Figure 6: Indirect communication in advertising (*Fonction langage publicité*, 2019)

High context cultures are described as collectivist. Their individuals are motivated and guided by their relationships with others. Such cultures are more accepting of social hierarchy as well. They are rooted in their past and are proud of their history, to which they regularly refer. These cultures are stable, and their people tend to maintain long-term relationships. It is because of this collectivism that the people of these cultures do not need to be explicit in their communication. Their informational background is developed since their birth. (Nishimura, S. et al., 2008 and Korac-Kakabadse, N. et al., 2001)

2.1.3. Context of the studied cultures

Low context	High context
Tend to prefer direct verbal interaction	Tend to prefer indirect verbal interaction
Tend to understand meaning at one level only.	Tend to understand meanings embedded at many sociocultural levels.
Are generally less proficient in reading nonverbal cues.	Are generally more proficient in reading nonverbal cues.
Value individualism	Value group membership
Rely more on logic	Rely more on context and feeling
Employ linear logic	Employ spiral logic
Say “no” directly	Talk around point, avoid saying “no”
Communication in highly structured messages, provide details, stress literal meaning	Communication is simple, sometimes ambiguous, messages: understand visual message readily

Figure 7: Comparison of low- and high-context cultures reprinted from *Business communication: Process & product* (p. 64) by M.E. Guffey, D. Lowey, K. Rhodes, K., & P. Rogin.

Based on these different characteristics, Hall (1990) classified a selected number of countries on a scale ranging from high-context to low-context.

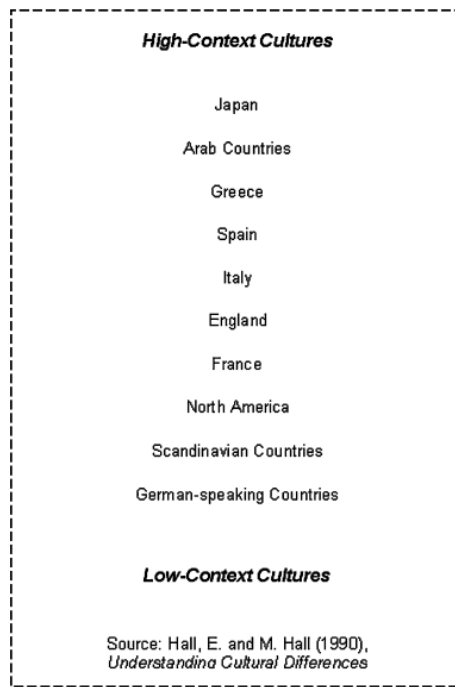


Figure 8: High to low context cultures (Hall, 1990)

As we can observe, North America, which also includes the United States of America, has a lower cultural context than most of the European countries listed in the ranking. However, France is in the place just above. According to the graph available in the book by Kotabe and Helsen (2004), France is still in a high context while the USA are in a low context culture.

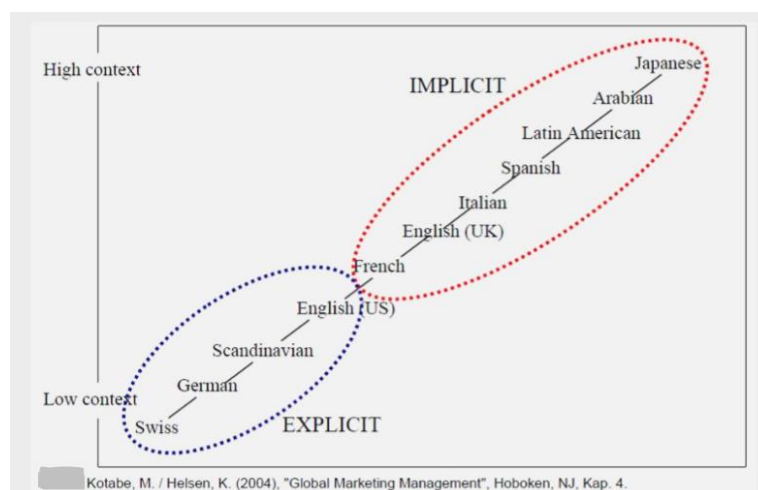


Figure 9: High to low context culture (Kotabe and Helsen, 2004)

2.2. THE SIX CULTURAL DIMENSIONS FOLLOWING HOSFTEDE

Hofstede (1984) tells us that culture is a programming of the mind. Each human would have a collective programming and an individual programming. Different cultures differ based on the collective programming. (Ferchakhi, W. & Meskeh, M., 2014)

Human beings tend to rely on what they know and what they observe. Thus, the vision of the issues in different cultures are not similar, as peoples have different baggage.

The experiences, the environment, the surroundings are all elements that act on the values of humans and the predominant values in a population will define the basis of a culture. (Hofstede, G., 1984)

By studying the different populations present in the international company IBM, Geert Hofstede defined the 4 dimensions which, according to him, determine a culture (Hofstede, G., 2001). Later, and inspired by the work of his colleagues, Hofstede will add two new dimensions to his work. We will develop all 6 of them in this chapter.

2.2.1. Power distance

First, we have what Hofstede calls the "power distance". This is the level of inequality present in an organization or institution. It defines how hierarchical a group of individuals is and how accepted is it by all members. (Ferchakhi, W. & Meskeh, M., 2014)

This applies to companies, schools, families, communities, groups of friends or any other group of individuals.

In cultures with a high level of power distance, it is important that everyone's status is publicly known and clear, for example through the wearing of luxury brands, so that everyone knows how to behave towards each other and what level of respect to offer (De Mooij and Hofstede, 2010).

The following table was created by Geert Hofstede to illustrate some of the differences between large and small power distance cultures:

Small Power Distance	Large Power Distance
Use of power should be legitimate and is subject to criteria of good and evil	Power is a basic fact of society antedating good or evil: its legitimacy is irrelevant
Parents treat children as equals	Parents teach children obedience
Older people are neither respected nor feared	Older people are both respected and feared
Student-centered education	Teacher-centered education
Hierarchy means inequality of roles, established for convenience	Hierarchy means existential inequality
Subordinates expect to be consulted	Subordinates expect to be told what to do
Pluralist governments based on majority vote and changed peacefully	Autocratic governments based on co-optation and changed by revolution
Corruption rare; scandals end political careers	Corruption frequent; scandals are covered up
Income distribution in society rather even	Income distribution in society very uneven
Religions stressing equality of believers	Religions with a hierarchy of priests

Figure 10: Ten differences between Small- and Large- Power Distance Societies (Hofstede, 2011)

This cultural dimension is based on the following question: What are the solutions to the issue of human inequality? (Hofstede, G., 2011)

We can summarize that within a small power distance culture, there is little hierarchy. The employees are not dependent on their superior and dare to argue with them.

In a large power distance culture, a strong hierarchy is established. There is a strong distance between the staff and the leader and there is little room for consultation.

2.2.2. Uncertainty avoidance

This dimension determines the degree to which members of the culture are uncomfortable with uncertainty. How do they react to the idea of not knowing what tomorrow is made of? (Hofstede, G. J., Jonker, C. M., & Verwaart, T., 2008)

The feeling of discomfort with uncertainty can lead to the development of collective beliefs. Behaviors may emerge, such as rituals to be carried out to certify a good future.

Communities with high uncertainty avoidance are societies in which beliefs are high. They have difficulty accepting any other point of view and reject members who deviate from these beliefs.

Communities with low uncertainty avoidance are less concerned about not knowing the future. They do not create beliefs about the future and deviant thinking is much more tolerated. (Hofstede, G., 1984).

But uncertainty avoidance is not just about the future. It is also about how members of a community feel in unstructured situations. (Ferchakhi, W. & Meskeh, M., 2014)

Communities with a high level of uncertainty avoidance put in place more laws, rules and impose a certain framework on each situation in order to minimize any risk of deviant behavior.

Communities with low uncertainty avoidance are more comfortable with the fact that there are many truths and that everyone can evolve according to their own practices. (Hofstede, G., 2011)

The following table was created by Geert Hofstede to illustrate some of the differences between cultures with weak uncertainty avoidance and with strong uncertainty avoidance:

Weak Uncertainty Avoidance	Strong Uncertainty Avoidance
The uncertainty inherent in life is accepted and each day is taken as it comes	The uncertainty inherent in life is felt as a continuous threat that must be fought
Ease, lower stress, self-control, low anxiety	Higher stress, emotionality, anxiety, neuroticism
Higher scores on subjective health and well-being	Lower scores on subjective health and well-being
Tolerance of deviant persons and ideas: what is different is curious	Intolerance of deviant persons and ideas: what is different is dangerous
Comfortable with ambiguity and chaos	Need for clarity and structure
Teachers may say 'I don't know'	Teachers supposed to have all the answers
Changing jobs no problem	Staying in jobs even if disliked
Dislike of rules - written or unwritten	Emotional need for rules – even if not obeyed
In politics, citizens feel and are seen as competent towards authorities	In politics, citizens feel and are seen as incompetent towards authorities
In religion, philosophy and science: relativism and empiricism	In religion, philosophy and science: belief in ultimate truths and grand theories

Figure 11: Ten Differences between Weak- and Strong- Uncertainty Avoidance Societies (Hofstede, 2011)

In summary, communities with high uncertainty avoidance are more structured, have more rules in place and do not tolerate deviant behavior.

Communities with low uncertainty avoidance are more phlegmatic, tolerate differences of opinion and especially differences of belief.

2.2.3. Individualism versus Collectivism

This cultural characteristic consists of defining whether the whole society connected to a certain culture act in an individualistic or collective way.

An individualistic culture will be composed of members who are primarily concerned with themselves and their immediate family. They have little interest in what happens to other members of society. They are "I-conscious" which means that they speak mainly in "I and me".

A collective culture will be composed of members who want to belong to a group. They are often associated with a certain group from birth. There is a strong cohesion between the different members. The group looks after each of its members in exchange for their loyalty. They are "We conscious" which means that they speak mainly in "we" when referring to their group. (Hofstede, G., 2011)

Individualism	Collectivism
Everyone is supposed to take care of him- or herself and his or her immediate family only	People are born into extended families or clans which protect them in exchange for loyalty
"I" – consciousness	"We" –consciousness
Right of privacy	Stress on belonging
Speaking one's mind is healthy	Harmony should always be maintained
Others classified as individuals	Others classified as in-group or out-group
Personal opinion expected: one person one vote	Opinions and votes predetermined by in-group
Transgression of norms leads to guilt feelings	Transgression of norms leads to shame feelings
Languages in which the word "I" is indispensable	Languages in which the word "I" is avoided
Purpose of education is learning how to learn	Purpose of education is learning how to do
Task prevails over relationship	Relationship prevails over task

Figure 12: Ten Differences Between Collectivist and Individualist Societies (Hofstede, 2011)

To summarize, individualistic communities are primarily concerned with themselves and their immediate family. An individual will make choices that concern him or herself. To relate to Hall's theory (1953), individualistic communities are in low-context culture. Everything must be explained explicitly. In their interactions with others, they like to get straight to the point.

Collectivist communities act according to the collective decisions of the group. Their communication is high-context and will therefore be a direct communication (De Mooij and Hofstede, 2010). You must be part of the group to understand between the lines. They need to get to know their interlocutor before making a deal or transaction. (Hofstede, G. J., Jonker, C. M., & Verwaart, T., 2008)

2.2.4. Masculinity versus Femininity

A culture is not feminine or masculine. Rather, it is the values promoted by the population within it that are said to be feminine or masculine (Al-Alawi and Alkhodari, 2016).

A population with masculine values will tend to seek success. Highly competitive and assertive, members of these populations like to show off their accomplishments by exhibiting brands, valuable jewelry, etc. (De Mooij and Hofstede, 2010) Masculine cultures respect successful people in life and they generally place a lot of importance on material possessions. (Hofstede and Usunier, 2003)

Populations with feminine values on the other hand are much more modest. (Hofstede, 2011) What is important to these populations is a good quality of life, a more ecological aspect, relationships between humans and interdependence. (Hofstede and Usunier, 2003) Female populations are caring and supporting the weakest. (Al-Alawi and Alkhodari, 2016)

Hofstede and De Mooij (2011) also mention that in a female society, there is little inequality between males and females. In contrast, this gap is very present in male populations.

Femininity	Masculinity
Minimum emotional and social role differentiation between the genders	Maximum emotional and social role differentiation between the genders
Men and women should be modest and caring	Men should be and women may be assertive and ambitious
Balance between family and work	Work prevails over family
Sympathy for the weak	Admiration for the strong
Both fathers and mothers deal with facts and feelings	Fathers deal with facts, mothers with feelings
Both boys and girls may cry but neither should fight	Girls cry, boys don't; boys should fight back, girls shouldn't fight
Mothers decide on number of children	Fathers decide on family size
Many women in elected political positions	Few women in elected political positions
Religion focuses on fellow human beings	Religion focuses on God or gods
Matter-of-fact attitudes about sexuality; sex is a way of relating	Moralistic attitudes about sexuality; sex is a way of performing

Figure 13: Ten Differences Between Feminine and Masculine Societies (Hofstede, 2011)

2.2.5. Long term versus short term orientation

This dimension expresses whether a given society places more importance on future events than on past and present events.

A long-term oriented society focuses on the future. It will advocate values such as perseverance, thrift, ordering relationships by status or having a sense of shame. (Hofstede, 2011) This society will focus on future prospects. (De Mooij and Hofstede, 2010) The population learns not to expect immediate gratification, they are taught to be persistent in order to accomplish their goals but also to be humble. This population gives everything to achieve future goals, they consider the old age as a happy period. In their work, members of long-term oriented companies will value adaptability, honesty, and self-discipline. They invest in their careers (Hofstede and Minkov, 2010).

Short-term oriented societies value their history. The key values of these societies are respect for tradition, reciprocating social obligation, protecting one's face or personal steadiness and stability (Hofstede, 2011). They are not looking for a bright future but are rather concerned with the present moment and finding peace of mind (De Mooij and Hofstede, 2010). Members of

these populations are educated to respect social norms and codes in order to be considered stable. Often, these individuals have an immediate need for gratification. Happiness is considered in the present moment, which is why old age is seen as an unhappy time. In their work, individuals from short-term oriented societies aspire to freedom, rights, achievements and thinking for oneself. They aim for short-term benefits and focus mainly on the current quarter. (Hofstede and Minkov, 2010)

Short-Term Orientation	Long-Term Orientation
Most important events in life occurred in the past or take place now	Most important events in life will occur in the future
Personal steadiness and stability: a good person is always the same	A good person adapts to the circumstances
There are universal guidelines about what is good and evil	What is good and evil depends upon the circumstances
Traditions are sacrosanct	Traditions are adaptable to changed circumstances
Family life guided by imperatives	Family life guided by shared tasks
Supposed to be proud of one's country	Trying to learn from other countries
Service to others is an important goal	Thrift and perseverance are important goals
Social spending and consumption	Large savings quote, funds available for investment
Students attribute success and failure to luck	Students attribute success to effort and failure to lack of effort
Slow or no economic growth of poor countries	Fast economic growth of countries up till a level of prosperity

Figure 14: Ten Differences Between Short- and Long-Term-Oriented Societies

2.2.6. Indulgence versus Restraint

This last dimension has been added more recently in Hofstede's work. Indeed, it appears for the first time in his publications in 2010. It is based on Michael Minkov's research called "Indulgence versus Restraint" (Hofstede, 2011).

This dimension is related to the degree of control over one's impulses and desires (Sun et al., 2019). A society with a high degree of indulgence will tend to succumb to its desires. A strong

sense of freedom is associated with these societies. Members often report being happy, and they gratify the human need to enjoy life and have fun (Enkh-Amgalan, 2016). Societies with a high indulgence score are also associated with a higher number of births, they are more involved in sports but also acknowledge a higher rate of obesity and are more lenient in sexual norms (Heydari, 2020).

Societies with a low indulgence score (or high degree of restraint) instead exhibit stricter social norms and control the satisfaction of their needs (Hofstede, 2011). Freedom of speech and leisure are less present. The population of these societies are less involved in sports and the birth rate is lower (Heydari, 2020).

Indulgence	Restrained
Higher percentage of people declaring themselves very happy	Fewer very happy people
A perception of personal life control	A perception of helplessness: what happens to me is not my own doing
Freedom of speech seen as important	Freedom of speech is not a primary concern
Higher importance of leisure	Lower importance of leisure
More likely to remember positive emotions	Less likely to remember positive emotions
In countries with educated populations, higher birthrates	In countries with educated populations, lower birthrates
More people actively involved in sports	Fewer people actively involved in sports
In countries with enough food, higher percentages of obese people	In countries with enough food, fewer obese people
In wealthy countries, lenient sexual norms	In wealthy countries, stricter sexual norms
Maintaining order in the nation is not given a high priority	Higher number of police officers per 100,000 population

Figure 15: Ten Differences between Indulgence and Restrained Societies (Hofstede, 2011)

Heydari et al. (2021) also studied the purchasing behavior of members of indulgent and restrained societies. They validated their first hypothesis explaining that indulgent societies express more happiness and recall positive feelings more easily. The same is true for their post-purchase feelings and therefore have a better overall buying experience which makes them more likely to repurchase than members of a restrained society.

2.2.7. Comparison between France and the United States of America

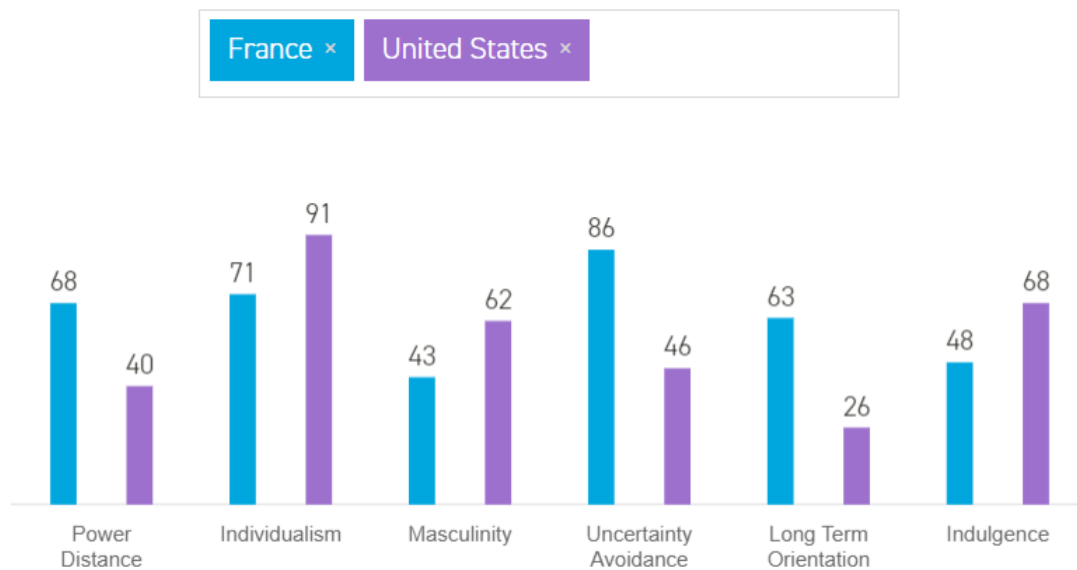


Figure 16: Comparison of the 6 Hofstede dimension between France and the United States (Source: Hofstede Insights)

The graph above gives us the score for each of the different Hofstede dimensions for France and the USA.

Let's start by analyzing **France's** results.

- Its **Power distance** score is 68 out of 100, which is high. This means that inequalities are generally accepted. Inequalities can be distinguished at several levels: regional, communal, etc. Power is centralized in Paris (Le Bras et al., 2020). In companies, status is also very hierarchical, and it is common for a simple employee to have several levels of superiors above him. Status is important in France (Jean, 2019).
- France's **Individualism** score is 71 out of 100 which is also a very high score. A contradiction can be noticed between the high-power distance score and an equally high level of individualism. This could be translated by the fact that French people require a hierarchical structure but also want their immediate superior to value their personal work. The French are self-motivated people. They need to be able to separate their work from their personal life (Sabatier, 2005; Jean, 2019).
- The **Masculinity** score is 43 out of 100 which is low. This means that France has a rather feminine culture. More modest and less competitive, the goal is not to always

win. It is a culture that is interested in the social side of life, and this can be seen in their great social security system (Jean, 2019).

- France scores 86 in terms of **Uncertainty Avoidance**. This is a high score. France does not like uncertainty and needs structure and regulation. Because people are risk averse, France is a country with a low rate of entrepreneurs. (Jean, 2019)
- France's score in the **Long-Term Orientation** dimension is 63. This is considered as a high score. This is a country with a pragmatic culture. Although traditions seem to be important to this people, they do not find it difficult to look to the future and they easily acclimate to changes. Their vision is future-oriented, and students do not hesitate to invest time in their studies to ensure a bright future. (Jean, 2019)
- For the **Indulgence Dimension**, France scores 48, which is an average result but relatively low for what one would expect from France. It seems that the French do not take advantage of relaxing time and they scored very low in the OECD life satisfaction assessment (Jean, 2019; OECD, 2022).

We will now analyze the results of the **USA**.

- Its **Power Distance** score is 40 out of 100, which is considered relatively low. Inequality is therefore much less accepted than in France. The United States represents the "American dream". This expression translates into the image that everyone can succeed in this country. It is not necessary to have a high social status or to come from a privileged family to succeed in business (Solorzano, 2018).
- The **Individualism** score in the United States is 91 out of 100, which is extremely high. In this culture, people are particularly interested in themselves and their immediate family. This connects with figure 8 which shows that the United States is part of a Low-Context culture according to Hall's classification (Chiou, 2001).
- The **Masculinity** score of the United States is 62, which is high. It is therefore a masculine culture. There is a strong competition, probably linked to the American dream mentioned above. Everything is possible, but you must give yourself the means to achieve it (Sørnes, 2004).

- The United States has a score of 46 for **Uncertainty Avoidance**. This is a relatively low score. They are more willing than France to try new things and are more open-minded, accepting of other people's ideas and allowing free speech (Cassell, 2012).
- In terms of the **Long-Term Orientation** dimension, the USA scores 26, which is very low. Their culture is therefore qualified as normative. Their vision is more short-term, and this is reflected in the way they measure the performance of their companies by analyzing data by quarter. They look for quick results and save little (Bearden, 2006; Merkin, 2004).
- Finally, on the **Indulgence** dimension, the USA scores 68. This again represents the American Dream mentality. They work a lot to be able to enjoy in return. There is also a high level of drug addiction, which is partly explained by the fact that citizens like to indulge their desires. (Enkh-Amgalan, 2016)

2.3. CONCLUSION ON THE CULTURAL DIFFERENCES

According to Hall's study (1953), France and the United States are two countries with different contexts, but they lie side by side at the boundaries of this classification (See figure 9). France is therefore considered as a High-Context country, while the United States is considered as a Low-Context country.

We note, however, that according to Hall's work, France being in High context should communicate indirectly. However, according to Hofstede's model (2010), France obtains a score of 71 in Individualism which means that it should communicate in a direct way. There is therefore a disagreement between these two classifications.

In terms of Hofstede's six-dimension model, France and the United States are only similar in the Individualism dimension, scoring 71 and 91 out of 100 respectively.

The dimension of Indulgence separates the two countries, however, with France scoring an average of 48, we believe that the Restrained side of this culture will be only slightly marked.

The remaining four dimensions show a real difference in culture between France and the United States. The gap between the two countries is particularly striking for the dimension of Long-term Orientation where France and the US score 63 and 26 respectively out of 100.

PART 2: EMPIRICAL ANALYSIS

1. HYPOTHESES TO BE TESTED

From the literature review, we found that four of Hofstede's six dimensions offered a significant cultural difference between France and the United States. These are the dimensions of Power Distance, Uncertainty Avoidance, Long-Term Orientation and finally Masculinity. (See figure 16)

We also know that only three of Hofstede's dimensions can explain the variance in communication styles across cultures. These are the dimensions of Power Distance, Individualism and Uncertainty Avoidance. (De Mooij & Hofstede, 2010)

It would therefore be relevant to only analyze the impact of the Power Distance and Uncertainty Avoidance dimensions on the communication of French and American influencers during an influencer marketing campaign.

However, as we pointed out in the literature review, Hall's theory (1953) of cultural context and Hofstede's dimension of Collectivism (2010) are contradictory regarding the direct or indirect communication supposedly adopted by the French culture. We therefore also find it relevant to confront these two theories in our empirical analysis.

Thanks to our hypotheses below, we will analyze the impact of Power Distance, Uncertainty Avoidance, Individualism and Culture Context on influencer marketing between French influencer and American Influencer.

1.1. HYPOTHESES REGARDING POWER DISTANCE

As explained in the literature review, cultures with a high level of power distance place a high value on status. Based on the elements we have gathered from our readings, we put forward a two-part hypothesis.

The first part of the hypothesis concerns the communication strategy of influencers to increase their engagement rate. Since in cultures with high power distance, respect is shown to members with high hierarchical status, we assume that it is important for influencers in these cultures to

display signs representative of their status to increase their notoriety. On the contrary, cultures with low power distance do not care about social status. They believe that everyone should be treated equally. Given that France is a high-power distance culture, and the US is a low-power distance culture we hypothesize the following.

H1a: The presence of a luxury brand on an Instagram post will generate a better engagement rate if the influencer is of French culture.

This is a hypothesis with a moderating effect: the culture of the influencer supposedly has an amplifying effect on the relationship between the presence of luxury products and the engagement rate.

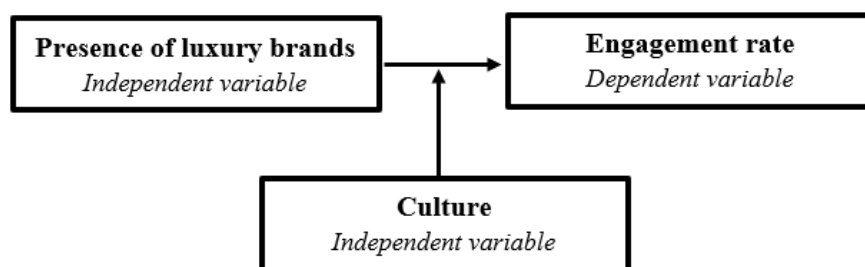


Figure 17: Moderating effect hypothesis 1a

The second part of the hypothesis concerns the strategy adopted by brands when selecting influencers for their marketing campaign. We believe that the engagement rate of a macro-influencer is higher than that of micro-influencers in high power distance cultures due to social status. We will therefore test whether adding the moderator variable "number of followers" has an additional impact on the engagement rate of French influencers.

H1b: The presence of luxury brand in an Instagram post will generate better engagement if it comes from a macro or mega influencer.

This is also a hypothesis with a moderating effect: the type of influencer supposedly has an amplifying effect on the relationship between the presence of luxury products and the engagement rate.

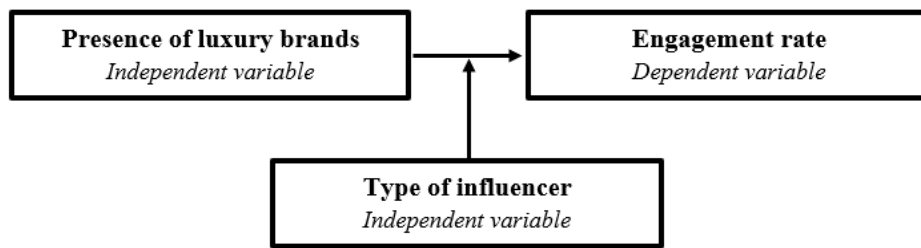


Figure 18: Moderating effect hypothesis 1b

1.2. HYPOTHESES REGARDING UNCERTAINTY AVOIDANCE

As we have learned from the literature review, cultures with a high degree of Uncertainty Avoidance are risk averse and need to be in possession of sufficient information to maintain some control in their decisions. We therefore assume that French influencers will have a better engagement rate if they take the time to share clear information about the product they are promoting. By clear information, we imply that the following elements, identified by Tai and Chan (2001), are presented in the post: price, quality, performance, components, and special offers.

On the contrary, cultures with a low level of Uncertainty Avoidance dislike rules and overly structured environments. We know that this culture is more inclined to try new things and are very open-minded. Based on these findings, we assume that the presence of clear information will not impact the engagement rate of American influencers.

We therefore make the following hypothesis.

H2: The clearer the information in the post, the higher the engagement rate will be if it comes from an influencer of French culture.

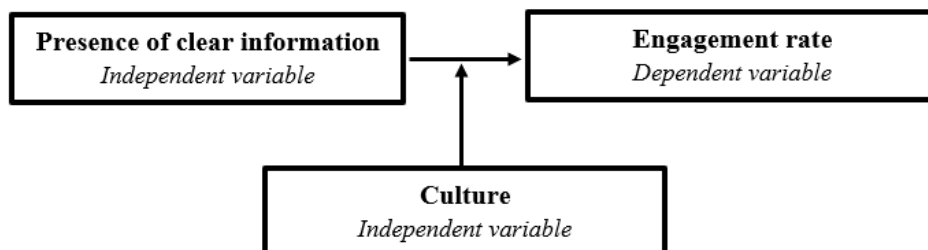


Figure 19: Moderating effect hypothesis 2

1.3. HYPOTHESES REGARDING INDIVIDUALISM

We now know that individualism is a dimension that characterizes an individual-centric culture as opposed to a group-centric culture.

Group-centric cultures will tend to focus on creating a feeling, an atmosphere, a sense of belonging. Individual-centric cultures will tend to persuade the consumer. We know that members of individualistic cultures are particularly motivated by what concerns them directly and are therefore I-conscious.

France and the US being both individualistic cultures, we assume that posts featuring appeals on individuals' benefits will have a positive impact on the engagement rate of influencers in these countries. When we mention appeals on individual benefits, we mean posts promoting well-being, self-care, etc. We therefore put forward the following hypothesis.

H3: An Instagram publication containing appeals on individuals will have a better engagement rate than a publication without appeals on individuals, no matter if it is from a French or an American influencer.

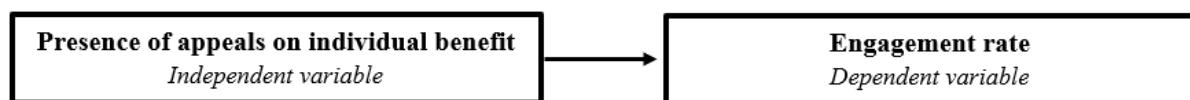


Figure 20: Main effect hypothesis 3

1.4. HYPOTHESES REGARDING COMMUNICATION STYLE

We previously mentioned the contradiction between Hall's theory (1953) and Hofstede's theory (2010) regarding the communication style prevalent in French culture.

According to Hall, France is a high-context culture and would therefore use indirect communication. However, Hofstede stated that an individualistic culture such as France communicates in a direct way. In order to challenge these two theories, we make the following hypothesis.

We assume that direct communication in Instagram posts will have a positive impact on the engagement rate of French influencers. As a reminder, in a direct communication, everything

must be communicated in words, without leaving room for innuendo to sow no doubt. Many details must be given, and the information must be straight to the point. The use of the pronoun "you" and the imperative are common to take the interlocutor aside.

We therefore define the direct communication of an influencer on Instagram as a post communicating only about the promoted product. Hence, this is our hypothesis.

H4: An Instagram post from a French influencer using direct communication will have a better engagement rate than a post not using direct communication.

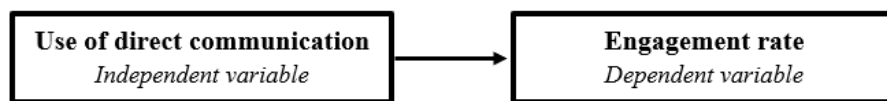


Figure 21: Main effect hypothesis 4

In the next hypothesis, we will study the impact of indirect communication on French culture, as suggested by Hall.

1.5. HYPOTHESES REGARDING HALL'S CONTEXT CULTURE THEORY

According to Hall's theory (1953), cultures with a high context would communicate indirectly. As King (1988) stated, direct or indirect communication refers to the way in which the subject indicates his or her intentions to the other person. Indirect communication is simple, devoid of superfluous words leaving the interlocutor to interpret the message by reading between the lines.

Based on this information, we define an influencer's indirect communication on Instagram as a post either not talking about the promoted product at all or not talking solely about the promoted product.

Hall categorizes France as a country in high context. We therefore make the following hypothesis.

H5a: An Instagram post from a French influencer using indirect communication will have a better engagement rate than a post not using indirect communication.

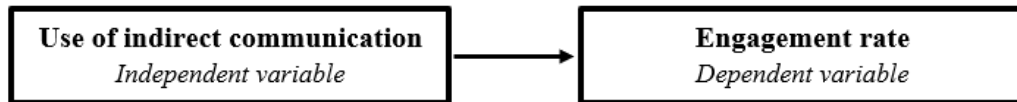


Figure 22: Main effect hypothesis 5

Unlike France, Hall classifies the US as a low-context country, this means that they communicate in a direct way. As mentioned for hypothesis 4, we defined an influencer's direct communication on Instagram as a post communicating only about the promoted product.

We therefore assume that the use of direct communication by American influencers will have a positive impact on their engagement rate. Here is our hypothesis.

H5b: An Instagram post from an American influencer using direct communication will have a better engagement rate than a post not using direct communication.

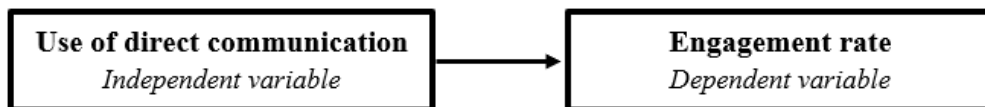


Figure 23: Main effect hypothesis 6

1.6. SUMMARY OF HYPOTHESES

H1a: The presence of a luxury brand on an Instagram post will generate a better engagement rate if the influencer is of French culture.

H1b: The presence of luxury brand in an Instagram post will generate better engagement if it comes from a macro or mega influencer.

H2: The clearer the information in the post, the higher the engagement rate will be if it comes from an influencer of French culture.

H3: An Instagram publication containing appeals on individuals will have a better engagement rate than a publication without appeals on individuals, no matter if it is from a French or an American influencer.

H4: An Instagram post from a French influencer using direct communication will have a better engagement rate than a post not using direct communication.

H5a: An Instagram post from a French influencer using indirect communication will have a better engagement rate than a post not using indirect communication.

H5b: An Instagram post from an American influencer using direct communication will have a better engagement rate than a post not using direct communication.

2. METHODOLOGY

In this descriptive research study, we aim to analyze the cultural differences in influencer marketing between a French and an American influencer. For this purpose, we will use a secondary data analysis method.

In order to answer the hypotheses stated above, we created a database containing 154 publications of influencers promoting brands. Half of these publications are from French influencers and the other half from American influencers, i.e., 77 publications for each of the two cultures.

We started by selecting the French influencers, taking care to choose publications that included either the mention "paid partnership" at the top of the post or the #collaboration.

In order to compare the communication style between the two cultures, we then selected American influencers promoting the same brands as the French influencers we had selected. To do so, we used two methods. First, we went to the official Instagram account of each of these brands and consulted the posts in which they were mentioned. If an American influencer was present, we retained the post. If no U.S. influencer had identified the brand being studied, we would search by hashtag. For example, if we were looking for a collaboration for the sports brand Adidas, we would search #AdidasUs or #AdidasUsa. Again, we only selected influencer posts featuring a collaboration with the brand.

We then analyzed each of these posts. First, we extracted data specific to the influencer and the brand such as their Instagram username, the size of their community, their culture, the brand they collaborate with and the date they published the post. We also calculated their engagement rate using the formula explained earlier (see Part 1 point 1.3 Engagement Rate). For practical reasons, we have indicated the date on which we consulted the post, in order to freeze the data in time (indeed, this data fluctuates rapidly).

INFLUENCER DATA					
Influencer's username	Influencer's culture	Number of followers	Type of influencer	Brand promoted	Post date
	FR; USA		Nano; micro; macro; méga		

Number of likes	Number of comments	Engagement rate	Consultation date
		In %	

Figure 24: Identification of selected influencers

Next, we categorized, in an Excel table, the relevant data to address each of our hypotheses.

HYPOTHESIS 1		HYPOTHESIS 2					
Luxury brands	Macro influencer	Price	Quality	Performance	Component	Special Offers	Presence of clear info
Yes = 1 ; No = 0	Macro and + = 1 ; Micro and - = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	0 to 5

Figure 25: Data selection for hypotheses 1 and 2

HYPOTHESIS 3	HYPOTHESIS 4		HYPOTHESIS 5	
Appeals on individual	Only talk about the product	Direct communication	talk about other topics than the product	Indirect communication
Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0

Figure 26: Data selection for hypotheses 3, 4 and 5

Example of data extraction that we carried out:



Figure 27: Example of data extraction (a)



Figure 28: Example of data extraction (b)

Influencer's username		Melodyslife
Influencer's culture	FR ; USA	USA
Total of followers		116.000
Type of influencer	Nano ; micro ; macro ; mega	Macro
Brand promoted		Lancôme
Post date		29/04/2022
Total of likes		234
Total of comments		12
Engagement rate	%	0,21
Consultation date		14/06/2022
Presence of luxury brand	Yes = 1 ; No = 0	1
Macro influencer	Macro and + = 1 ;	1

	Micro and - = 0	
Price	Yes = 1 ; No = 0	0
Quality	Yes = 1 ; No = 0	0
Performance	Yes = 1 ; No = 0	1
Component	Yes = 1 ; No = 0	0
Special Offer	Yes = 1 ; No = 0	1
Total amount of information present	0 to 5	2
Appeal on Individual	Yes = 1 ; No = 0	1
Only talk about the product promoted	Yes = 1 ; No = 0	0
Direct communication	Yes = 1 ; No = 0	0
Talk about another topic than the product promoted	Yes = 1 ; No = 0	1
Indirect communication	Yes = 1 ; No = 0	1

Figure 29: Example of the data extracted for the publication of Melodyslife

You can access all the analyses of the 154 items in the appendices.

3. DATA ANALYSIS

To verify the hypotheses that we have established through the information presented in the literature review, we will perform statistical tests for each of them using the IBM SPSS 27 software.

3.1. HYPOTHESIS TESTING

3.1.1. Analysis of hypotheses 1a and 1b

Recall hypothesis H1a:

“The presence of a luxury brand on an Instagram post will generate a better engagement rate if the influencer is of French culture.”

We have here an effect of two nominal qualitative independent variables (luxury brand and culture) on a continuous quantitative dependent variable (engagement rate).

The statistical test selected to answer this hypothesis is therefore a two-factor ANOVA. It will allow us to determine the importance of our two factors by comparing the average of our variables. We will then be able to verify if there are interactions between the variability of these different factors and our dependent variable.

We first conduct a normality test.

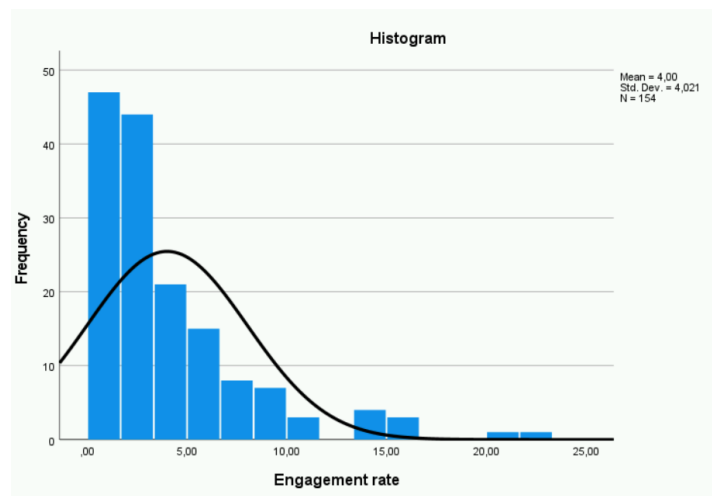


Figure 30: Distribution curve of our database

This graph shows us that our data are not normally distributed. However, the ANOVA test is said to be "robust" to the normality assumption because it is a test based on means. We can therefore reasonably assume that the results will be satisfactory despite the non-normal distribution of our sample.

Since ANOVA is an analysis of variance, we must perform a test of homogeneity of variances. To do so, we pose:

- H_0 = All variances are equal.
- H_1 = Not all variances are equal.

		Levene Statistic	df1	df2	Sig.
Engagement rate	Based on Mean	1,906	3	150	,131
	Based on Median	,568	3	150	,637
	Based on Median and with adjusted df	,568	3	132,005	,637
	Based on trimmed mean	1,342	3	150	,263

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Dependent variable: Engagement rate

b. Design: Intercept + Luxurybrands + Culture + Luxurybrands * Culture

Figure 31: Levene's test of Equality of Error Variances for our database

Our p-value being higher than 0.05, we can consider this test as non-significant. We do not reject the null hypothesis, which means that the variances of our subgroups are relatively homogeneous.

We can now perform our two-factor ANOVA test. We now pose:

- H_0 = Engagement rate means are equivalent across groups, regardless of luxury brand presence and influencer culture.
- H_1 = At least one mean is different from the others.

Dependent Variable: Engagement rate				
Luxury brands	Influencer's culture	Mean	Std. Deviation	N
No	French	3,6497	3,51024	53
	American	4,2063	4,77293	54
	Total	3,9306	4,18488	107
Yes	French	4,7411	3,87962	27
	American	3,3927	3,27288	20
	Total	4,1673	3,65867	47
Total	French	4,0180	3,65156	80
	American	3,9864	4,41133	74
	Total	4,0028	4,02117	154

Figure 32: Descriptive statistics for H1a

Looking at the table of descriptive statistics, we see that when there is no luxury brand presence, American influencers get on average a better engagement rate than French influencers. Conversely, when a luxury brand is present in the post, it is the French influencers who get a better engagement rate on average than the American influencers.

Let's now move on to the between-subject effects table.

Tests of Between-Subjects Effects					
Dependent Variable: Engagement rate					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	31,009 ^a	3	10,336	,635	,594
Intercept	2054,868	1	2054,868	126,170	<,001
Luxurybrands	,620	1	,620	,038	,846
Culture	5,038	1	5,038	,309	,579
Luxurybrands * Culture	29,170	1	29,170	1,791	,183
Error	2442,975	150	16,286		
Total	4941,490	154			
Corrected Total	2473,984	153			

a. R Squared = ,013 (Adjusted R Squared = -,007)

Figure 33: Tests of Between-Subjects Effects for H1a

The p-value corresponding to our Luxurybrands*Culture variable is 0.183 which is greater than 0.05 and therefore gives us a non-significant result. We cannot reject the null hypothesis stating that the means of the engagement rate are equivalent in the different groups, regardless of the presence of luxury brands and the culture of the influencer. There is no interaction between our two independent variables.

Furthermore, we can also observe that our Luxurybrands and Culture variables analyzed separately also offer a non-significant result. Therefore, these elements do not have an impact on the engagement rate of the influencers.

Let's now take hypothesis H1b:

"The presence of luxury brand in an Instagram post will generate better engagement if it comes from a macro or mega influencer."

We again have an effect of two independent nominal qualitative variables (luxury brand and type of influencer) on a dependent continuous quantitative variable (engagement rate).

We will use the same statistical test as for H1a, i.e., a two-factor ANOVA.

We will perform our statistical test by posing:

- H_0 = The means of the engagement rate are equal in the different groups, regardless of the presence of luxury brand or the type of influencer.
- H_1 = At least one mean is different from the others.

Descriptive Statistics				
Dependent Variable: Engagement rate				
Luxury brands	Type of influencers	Mean	Std. Deviation	N
No	Micro and less	5,3454	5,03570	38
	Macro and more	3,1515	3,43041	69
	Total	3,9306	4,18488	107
Yes	Micro and less	8,8308	8,31155	5
	Macro and more	3,6121	2,30448	42
	Total	4,1673	3,65867	47
Total	Micro and less	5,7506	5,49515	43
	Macro and more	3,3258	3,05030	111
	Total	4,0028	4,02117	154

Figure 34: Descriptive Statistics for H1b

Looking at the table of descriptive statistics, we can observe that the group of micro and nano influencers obtain on average a better engagement rate than the macro and mega influencers, regardless of the presence of luxury brands.

Let's now look at the between-subjects effects table.

Tests of Between-Subjects Effects					
Dependent Variable: Engagement rate					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	241,463 ^a	3	80,488	5,408	,001
Intercept	1657,007	1	1657,007	111,332	<,001
Luxurybrands	58,847	1	58,847	3,954	,049
InfluencersType	207,644	1	207,644	13,951	<,001
Luxurybrands * InfluencersType	34,575	1	34,575	2,323	,130
Error	2232,520	150	14,883		
Total	4941,490	154			
Corrected Total	2473,984	153			

a. R Squared = ,098 (Adjusted R Squared = ,080)

Figure 35: Tests of Between-Subjects Effects for H1b

The p-value of our variable Luxurybrands*InfluencersType is greater than 0.05, so it is not significant. We cannot reject the null hypothesis that the engagement rate averages are equivalent in the different groups, regardless of the presence of luxury brand or influencer type. However, when we look at the p-values for the Luxurybrands and InfluencerType variables separately, we find that they are both less than 0.05 and are thus significant and therefore have an impact on the engagement rate.

3.1.2. Analysis of hypothesis 2

As a reminder, hypothesis 2 is as follows:

"The clearer the information in the post, the higher the engagement rate will be if it comes from an influencer of French culture".

We have again two qualitative independent variables, one nominal (culture) and one ordinal (clear information). Indeed, the number of information elements present in the post can range from 0 to 5.

We will again use a two factor ANOVA.

For this, we assume:

- H0 = The means of the engagement rate are equivalent across groups, regardless of the number of pieces of information present in the post or culture.
- H1 = At least one mean is different from the others.

Descriptive Statistics				
Dependent Variable: Engagement rate				
Presence of clear info	Influencer's culture	Mean	Std. Deviation	N
0	French	3,8108	2,31424	33
	American	4,9311	5,21392	34
	Total	4,3793	4,06295	67
1	French	5,6432	5,43088	24
	American	3,3755	3,18825	14
	Total	4,8077	4,80986	38
2	French	2,2373	1,47879	16
	American	3,8189	4,02790	19
	Total	3,0959	3,19265	35
3	French	3,5594	3,26079	6
	American	,8060	,71538	5
	Total	2,3079	2,75475	11
4	French	3,0950	.	1
	Total	3,0950	.	1
5	American	1,7468	,73429	2
	Total	1,7468	,73429	2
Total	French	4,0180	3,65156	80
	American	3,9864	4,41133	74
	Total	4,0028	4,02117	154

Figure 36: Descriptive Statistics for H2

Looking at the table above, we can see that a French influencer gets on average a better engagement rate when there is only one piece of information about the product in his post. As for the American influencers, they get on average a better engagement rate when there is no piece of information about the product in their post.

Tests of Between-Subjects Effects					
Dependent Variable: Engagement rate					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	214,397 ^a	9	23,822	1,518	,147
Intercept	311,780	1	311,780	19,869	<,001
ClearInformation	94,550	5	18,910	1,205	,310
Culture	8,217	1	8,217	,524	,470
ClearInformation * Culture	108,231	3	36,077	2,299	,080
Error	2259,586	144	15,692		
Total	4941,490	154			
Corrected Total	2473,984	153			

a. R Squared = ,087 (Adjusted R Squared = ,030)

Figure 37: Tests of Between-Subjects Effects for H2

Looking now at the table of tests of between Subjects Effects, we see that the p-value of the variable Clearinformation*Culture is greater than 0.05 ($0.08 > 0.05$) and therefore not significant at the 5% level. However, our result is significant at the 10% level ($0.08 < 0.1$). We therefore reject the null hypothesis stating that the means of the engagement rate are equivalent in the different groups, regardless of the amount of information present in the post or the culture of the influencer. Nevertheless, since the significance level is set at 10%, we will interpret these results with great caution.

3.1.3. Analysis of hypothesis 3

As a reminder, hypothesis 3 is as follows:

“An Instagram publication containing appeals on individuals will have a better engagement rate than a publication without appeals on individual, no matter if the influencer is from French or American culture.”

The aim is to verify if the qualitative independent variable "appeals on individual" has an impact on the quantitative dependent variable "engagement rate" of influencers. To test the hypothesis, we will use the t-test for independent samples. This will compare the average engagement rate of Instagram posts with appeals on individuals benefits to that of posts without this appeal.

We therefore pose:

- H0 = The average engagement rate is equal regardless of the presence of appeals on individuals.
- H1 = The average engagement rate of a publication with appeals on individuals' benefits is higher than the average engagement rate of a publication without appeals on individuals' benefits.

Group Statistics					
	Appeals on individual	N	Mean	Std. Deviation	Std. Error Mean
Engagement rate	Yes	19	2,9772	3,41284	,78296
	No	135	4,1472	4,08997	,35201

Figure 38: Group Statistics for H3

We can see that the average engagement rate of influencers is higher when the post does not have appeals on individuals. This does not correspond to the results we would have expected with the information from the literature review.

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Engagement rate	Equal variances assumed	,476	,491	-1,189	152	,236	-1,16996	,98397	-3,11399 ,77407
	Equal variances not assumed			-1,363	25,870	,185	-1,16996	,85845	-2,93496 ,59504

Figure 39: Independent Samples Test for H3

In this table, we see that the test of equality of variances is not significant ($0.05 < 0.491$), so we will look at the p-value of the engagement rate for equal variances. The p-value being 0.236, the result is not significant, and we cannot reject the null hypothesis. The presence of appeals on individual has no impact on the engagement rate of influencers.

3.1.4. Analysis of hypothesis 4

We had formulated the following hypothesis 4:

“An Instagram post from a French influencer using direct communication will have a better engagement rate than a post not using direct communication.”

We will compare the average engagement rate when French influencers use direct communication and when they do not use direct communication. To do so, we will use a t-test for independent samples.

We will start by selecting only the French influencers in our database.

We then make the following assumptions:

- H0 = The mean engagement rate is equal regardless of the use of direct communication.
- H1 = The mean engagement rate of a publication using direct communication is higher than the mean engagement rate of a publication without direct communication.

Group Statistics					
Direct communication		N	Mean	Std. Deviation	Std. Error Mean
Engagement rate	Yes	36	3,6346	2,90517	,48419
	No	41	4,0406	3,05577	,47723

Figure 40: Group Statistics for H4

We find that publications that do not use a direct communication style have better mean engagement rates than posts that use a direct communication style. These results are the opposite of what we would have expected from our literature review.

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference Lower Upper
Engagement rate	Equal variances assumed	,369	,545	-,595	75	,553	-,40602	,68211	-1,76485 ,95282

Figure 41: Independent Samples Test for H4

We observe that the test of equality of variances is not significant ($0.05 < 0.545$), so we will look at the p-value of the engagement rate for equal variances. The p-value being 0.553 which is higher than 0.05, the result is not significant, and we cannot reject the null hypothesis. French influencers' use of direct communication in their Instagram posts does not impact their engagement rates.

3.1.5. Analysis of hypothesis 5a and 5b

First, let's recall hypothesis 5a:

“An Instagram post from a French influencer using indirect communication will have a better engagement rate than a post not using indirect communication.”

As a reminder, this is the opposite hypothesis to Hypothesis 4, to challenge Hall's and Hofstede's theories regarding the use of a direct or indirect communication style by the French culture.

The analysis of Hypothesis 4 was unable to validate that the use of direct communication had a positive impact on the rate of engagement, as one might have assumed based on the work of Geert Hofstede (2010). Let's now see if, as we could assume through the work of Hall (1953), the use of indirect communication would have a positive impact on the rate of engagement of French influencers.

To do so, we will again use a t-test for independent samples to compare the means of the engagement rate of posts using indirect communication and those not using indirect communication.

We will select only the French influencers present in our database and then make the following hypotheses:

- H_0 = The mean engagement rate of French influencers is equal regardless of the use of indirect communication.
- H_1 = The mean engagement rate of a publication of French influencers using indirect communication is higher than that of a publication without indirect communication.

Group Statistics					
	Indirect communication	N	Mean	Std. Deviation	Std. Error Mean
Engagement rate	Yes	41	4,0406	3,05577	,47723
	No	36	3,6346	2,90517	,48419

Figure 42: Group Statistics for H5a

Looking at the descriptive statistics above, we observe that the mean engagement rate of French influencers using an indirect communication style in their posts is higher than the mean engagement rate of influencers not using indirect communication. This is in line with the information we gathered in our literature review through Hall's theory.

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Engagement rate	Equal variances assumed	,369	,545	,595	75	,553	,40602	,68211	Lower: -,95282 Upper: 1,76485
	Equal variances not assumed			,597	74,507	,552	,40602	,67985	Lower: -,94846 Upper: 1,76049

Figure 43: Independent Samples Test for H5a

We notice that the test of equality of variances is not significant ($0.05 < 0.545$), so we will look at the p-value of the engagement rate for equal variances. The p-value being 0.553, the result is not significant, and we cannot reject the null hypothesis. Although the analysis of descriptive statistics was in the direction of our hypothesis, the use of indirect communication in the Instagram posts of French influencers does not have an impact on their engagement rate.

Finally, we conclude with Hypothesis 5b:

“An Instagram post from an American influencer using direct communication will have a better engagement rate than a post not using direct communication.”

This time, it is about analyzing the communication style of American influencers, so we will only select American culture influencers from our sample. We will again perform a statistical t-test for independent samples in order to compare the mean engagement rate of American influencers using direct communication in their Instagram post and those who do not use direct communication.

We therefore posit:

- H0 = The mean engagement rate of US influencers is equal regardless of the use of direct communication.
- H1 = The mean engagement rate of an American influencer's Instagram post using direct communication is higher than that of a post not using direct communication.

Group Statistics					
	Direct communication	N	Mean	Std. Deviation	Std. Error Mean
Engagement rate	Yes	34	5,2893	6,27231	1,07569
	No	43	3,2579	3,16877	,48323

Figure 44: Group Statistics for H5b

From the descriptive statistics above, we find that the mean engagement rate for posts using direct communication is higher than the mean for posts not using direct communication. This is consistent with the information in our literature review.

Independent Samples Test									
		Levene's Test for Equality of Variances		t-test for Equality of Means					
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference
Engagement rate	Equal variances assumed	14,527	<,001	1,848	75	,068	2,03133	1,09902	Lower: -,15803 Upper: 4,22070
	Equal variances not assumed			1,723	46,185	,092	2,03133	1,17925	Lower: -,34211 Upper: 4,40478

Figure 45: Independent Samples Test for H5b

The test for equality of variances is significant ($0.05 > 0.001$) which means that we should focus on the p-value of the engagement rate when the variances are not equal. The p-value is of 0.092

which is greater than 0.05. Although this result is not significant at the 5% level, it is significant at the 10% level ($0.092 < 0.1$). Therefore, we can reject the null hypothesis. Due to the wide scope of the significance level, we will take great caution in the analysis of the results, but we can therefore say that at the 10% level, the use of direct communication in the Instagram posts of American influencers has an impact on their engagement rate.

PART 3: CONCLUSION

1. DISCUSSION OF THE RESULTS

As a reminder, this thesis aims to identify the cultural differences between France and the USA and understand their impact on influencer marketing to properly adapt the strategy as a brand.

HYPOTHESES		RESULTS
H1a	The presence of a luxury brand on an Instagram post will generate a better engagement rate if the influencer is of French culture.	Rejected
H1b	The presence of luxury brand in an Instagram post will generate better engagement if it comes from a macro or mega influencer.	Rejected
H2	The clearer the information in the post, the higher the engagement rate will be if it comes from an influencer of French culture.	Validated at the 10% level
H3	An Instagram publication containing appeals on individuals will have a better engagement rate than a publication without appeals on individuals, no matter if it is from a French or an American influencer.	Rejected
H4	An Instagram post from a French influencer using direct communication will have a better engagement rate than a post not using direct communication.	Rejected
H5a	An Instagram post from a French influencer using indirect communication will have a better engagement rate than a post not using indirect communication.	Rejected
H5b	An Instagram post from an American influencer using direct communication will have a better engagement rate than a post not using direct communication.	Validated at the 10% level

Figure 46: Reviews of statistical test results

As we have seen previously, only two of our hypotheses are significant and at the 10% level. We can therefore validate only two of the hypotheses established through the reading of the literature.

Let's take a look at each of the hypotheses in order to analyze the results.

Contrary to what we had assumed following the definition of power distance by De Mooij and Hofstede, 2010 and the ranking of French culture as well as American culture in the Hofstede Insights, the presence of luxury items in influencers' Instagram posts does not have an impact on their engagement rate. Indeed, our ANOVA statistical test came out insignificant at the 5% level. However, when we only look at the differences in the means of each group, we notice that the engagement rate of French influencers is indeed higher when they expose luxury brands in their post (4.74%) than when they do not (3.65%). Conversely, American influencers who use luxury brands in their post get a lower engagement rate (3.39%) than when they don't (4.20%). Although the relationship is not significant according to the statistical tests performed on our database, these results are consistent with our hypothesis, and it could be interesting to dig deeper in this way, for instance by repeating the tests with a larger sample than the one of our exploratory studies.

In addition, we hypothesized that the presence of a luxury brand would have a greater impact on the engagement rate of macro-influencers than micro-influencers. We observe that in both groups, the presence of a luxury brand produces a better engagement rate. However, the difference in the average engagement rate between macro-influencers exposing luxury brands and those who do not is only 0.46% ($= 3.61\% - 3.15\%$) while the difference in the average engagement rate between micro-influencers exposing luxury brands and those who do not is 3.45% ($= 8.8\% - 5.35\%$), which goes against the expected results.

Let's now consider the hypothesis on uncertainty avoidance. As far as the number of pieces of information is concerned, the impact is indeed significant on the engagement rate when considering the 10% level. However, by observing the differences in mean for each group, we notice that both American and French influencers obtain a better engagement rate when there is little information present. Indeed, for the American influencers, the best average engagement rate is obtained when no information on the promoted product is present (4.93%). For French influencers, the best average engagement rate is obtained when only one piece of information is present (5.64%)

In relation to our hypothesis on individualism, we thought, following the readings of Sabatier, 2005; Jean, 2019; Chiou, 2001 and Hofstede 2010, that a publication containing appeals on individuals would have a greater engagement rate in the two cultures analyzed. Our statistical test did not validate any relationship between the presence of these appeals and the engagement rate. However, by observing the differences in means, we notice that the posts of influencers presenting appeals on individuals obtain a lower average engagement rate (2.98%) than those without such appeals (4.15%).

We will now consider the hypothesis about communication styles. We wanted to challenge the contradictory studies of Hofstede (2010) and Hall (1953) regarding the communication style favored by the French culture. Our statistical tests only allowed us to validate, at a level of 10%, the hypothesis stating that direct communication in the Instagram post of American influencers has an impact on their engagement rate. The impact appears to be positive since when we examine the average engagement rate of American influencers, it reaches 5.29% when the communication is direct compared to 3.26% for an indirect communication. However, by observing only the differences in mean values, French influencers who use an indirect communication style obtain on average a better engagement rate (4.04%) than those who use a direct communication style (3.63%). Based solely on the results of these average differences regarding French influencers, Hall's study is the most consistent.

2. MANAGERIAL IMPLICATIONS

Formulating managerial implications when few results are significant is not an easy task. However, the analysis of our results has enabled us to clarify certain points that it would be useful to be aware of as an international marketer on social networks and more particularly on Instagram.

Although most of the results of our statistical tests are non-significant, we still notice substantial differences in means, especially when we analyze the impact of luxury brand presence on the Instagrammer's post. Why such a difference in average engagement rate? Luxury brand may not be the only factor. This would explain why our results are not significant. It would be interesting for brands and marketers to consider whether the aesthetics and atmosphere of the photos has

an impact on the engagement rate and if so, is this impact similar for French influencers and for American influencers? If this is the case, we would advise brands to always discuss beforehand with the different influencers to precisely define the image they would like to bring out. Indeed, some brands like to let the influencers decide themselves what they will post, as long as they present the product to be promoted, because they know better the reactions and expectations of their community (Reinikainen, H. et al., 2021). But if the elements present on the photo have a real impact on the engagement rate according to cultures, brands must be aware of it and prepare for it. Moreover, we thought that with the presence of luxury articles, macro influencers would get a better engagement rate but by observing the differences in average it seems that even in this case, the smallest influencers such as micro and nano influencers remain the ones with the best engagement rate. We therefore advise brands to turn to these small influencers specialized in niche markets to promote their products or services.

We were able to validate our second hypothesis at the 10% level stating that the amount of information in the post of the influencers has an impact on the engagement rate. However, we thought that a large amount of information present in the post of the French influencers would have a positive impact on their engagement rate but by observing the differences in means, it seems that both the American influencers and the French influencers benefit from a better engagement rate when there is little (1) or no (0) information about the product in the caption of the post. We therefore advise brands wishing to collaborate with French or American influencers not to provide too much information about the product in the post. The influencer will play a visibility role for the promoted product. We would still advise providing a link to the brand's website so that potential customers can search for information by themselves if they wish. However, we would like to warn readers that this result should be taken with caution because the risk of error stands at 10%. It would therefore be reasonable to carry out new tests with a larger sample in order to ensure the validity of the findings of our exploratory study.

Let's go back to the hypotheses concerning the impact of cultural elements present in the post description on the engagement rate of influencers. French and American influencers obtain a better engagement rate when they give little information about the product promoted in their post. The hypothesis concerning appeals on individuals could not be validated. And only the hypothesis of the use of direct communication having a positive impact on the engagement rate of American influencers could be validated. So the communication style does not seem to have

an impact on the engagement rate of French influencers. Therefore, we advise brands targeting an international audience not to modify the content of the post description according to their collaboration with French and American influencers. There is no need to adapt the quantity of information available (0 information or only 1 piece of information will be enough), the presence of appeals on individuals or even the communication style as long as the communication is direct. There is no need to create two separate campaigns except for the translation.

3. LIMITATIONS AND AVENUES OF RESEARCH

This work contains several biases that we will outline below.

First, although we analyzed a database of 154 influencer posts, we only collected results for 77 influencers from each of the two cultures. While this number is sufficient for our statistical tests, a larger database could provide more accurate results.

Second, to build our database, we only selected influencers that mentioned a partnership. Yet, the Instagram users might have a negative reaction to this mention of partnership because it creates a sense of advertising target even on a platform where they go to relax (Evans et al., 2017). Thus, the engagement rate on posts with partnership mentions could be biased.

Third, we based our analysis on two previous studies. These are Hofstede's (1984) cultural dimensions model and Hall's (1954) cultural context model. Both studies were conducted decades ago and although Hofstede's study was updated in 2010, it is likely that these models are no longer current with the cultural realities of 2022.

Finally, we provided definitions for appeals on individuals, information clarity, direct and indirect communications, and we also selected a measure for the engagement rate. Each of these definitions was derived from the literature review, but several other choices would have been possible. Depending on the definitions selected, the results of the statistical tests could vary.

Based on the results obtained, we have developed two questions that could be the subject of future research.

Aside from the presence of luxury items on the influencers' Instagram post, all the cultural elements we analyzed were found in the description of the post, i.e., in the text that accompanies the influencer's photo or video. Instagram is a visual social network (Huey, L. S., & Yazdanifard, R, 2014). Moreover, Silva et al. (2013) use a well-known quote that perfectly describes the spirit of Instagram: "A picture speaks a thousand words". It would therefore be possible that users of the platform do not bother to read the descriptions and that the cultural elements present do not have an impact on the engagement rate because followers only take the visual into consideration. A more in-depth study in this sense, analyzing only cultural differences present in the visual of Instagram posts, could be an interesting avenue of research. We pose a final question. Could it be that the breaking down of international barriers through the global accessibility of social networks tends to diminish cultural differences between countries and thus create a single global culture? This may also be the subject of future studies.

4. OVERALL CONCLUSION

This thesis aimed to answer the following question: "What are the cultural differences between France and the United-States that have an impact on the influencer marketing on Instagram? ".

In order to answer this question, we first reviewed the existing literature. We started by explaining the origin of influencer marketing, how it operates and its evolution. We then expressed the measure of engagement rate that we decided to use throughout this work to express the success or not of a sponsored Instagram post. We then set about the complex definition of Culture. Since this work is of a marketing nature, we decided to rely on two previous studies regarding culture in communication. These are the works of Edward T. Hall (1956) and Geert Hofstede (2010). We then classified the two cultures subject to our study, i.e. France and the United States of America.

The literature review allowed us to formulate seven hypotheses concerning cultural differences in influencer marketing between France and the United States. We then collected a database of 154 posts from French and American influencers. Next, we performed multiple statistical tests on this database and were able to validate two of the hypotheses we had previously put forward. In order to explain the results, we analyzed the differences in averages obtained between the groups studied. We would advise companies wishing to launch an international influencer

marketing campaign not to waste their energy creating two different campaigns regarding Instagram post descriptions. Our non-significant results ultimately prompted us to issue several questions that could lead to future studies: (i) Do cultural differences in influencer marketing on Instagram have a bigger impact when present in the visual? (ii) Are cultural differences diminished since the international accessibility of social networks? And are we moving towards a single global culture?

REFERENCES

- [1] Aghaei, S., Nematbakhsh, M. A., & Farsani, H. K. (2012). Evolution of the world wide web: From WEB 1.0 TO WEB 4.0. *International Journal of Web & Semantic Technology*, 3(1), 1-10.
- [2] Al-Alawi, A., & Alkhodari, H. J. (2016). Cross-cultural differences in managing businesses: applying Hofstede cultural analysis in Germany, Canada, South Korea and Morocco. *Elixir International Business Management*, 95(2016), 40855-40861.
- [3] Alassani, R., & Göretz, J. (2019, July). Product placements by micro and macro influencers on Instagram. In *International conference on human-computer interaction* (pp. 251-267). Springer, Cham.
- [4] AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*.
- [5] Arman, A. A., & Sidik, A. P. (2019, November). Measurement of Engagement Rate in Instagram (Case Study: Instagram Indonesian Government Ministry and Institutions). In *2019 International Conference on ICT for Smart Society (ICISS)* (Vol. 7, pp. 1-6). IEEE.
- [6] Au-Yong-Oliveira, M., Cardoso, A. S., Goncalves, M., Tavares, A., & Branco, F. (2019, June). Strain Effect-A Case Study About the Power of Nano-Influencers. In *2019 14th Iberian conference on information systems and technologies (CISTI)* (pp. 1-5). IEEE.
- [7] Backaler, J., & Shankman, P. (2018). *Digital influence*. Macmillan.
- [8] Bakker, D. (2018). Conceptualising influencer marketing. *Journal of emerging trends in marketing and management*, 1(1), 79-87.
- [9] Batra, R., & Homer, P. M. (2004). The situational impact of brand image beliefs. *Journal of consumer psychology*, 14(3), 318-330.
- [10] Bearden, W. O., Money, R. B., & Nevins, J. L. (2006). A measure of long-term orientation: Development and validation. *Journal of the Academy of Marketing Science*, 34(3), 456-467.
- [11] Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability*, 12(11), 4392.

- [12] Boiger, M., De Deyne, S., & Mesquita, B. (2013). Emotions in “the world”: cultural practices, products, and meanings of anger and shame in two individualist cultures. *Frontiers in psychology*, 4, 867.
- [13] Brewster, M. L., & Lyu, J. (2020, December). Exploring the parasocial impact of nano, micro and macro influencers. In *International Textile and Apparel Association Annual Conference Proceedings* (Vol. 77, No. 1). Iowa State University Digital Press.
- [14] Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469-479.
- [15] Canning, L. E., & West, D. (2006, January). Celebrity endorsement in business markets. In *22nd IMP Conference*.
- [16] Cassell, M. A., & Blake, R. J. (2012). Analysis of Hofstede's 5-D model: the implications of conducting business in Saudi Arabia. *International Journal of Management & Information Systems (IJMIS)*, 16(2), 151-160.
- [17] Chiou, J. S. (2001). Horizontal and vertical individualism and collectivism among college students in the United States, Taiwan, and Argentina. *The Journal of Social Psychology*, 141(5), 667-678.
- [18] Consoli, D. (2010). A new concept of marketing: The emotional marketing. *BRAND. Broad Research in Accounting, Negotiation, and Distribution*, 1(1), 52-59.
- [19] Constantinides, E., Fountain, S. (2008). Web 2.0: Conceptual foundations and marketing issues. *J Direct Data Digit Mark Pract* 9, 231-244.
<https://doi.org/10.1057/palgrave.dddmp.4350098>
- [20] Country Comparison. (2021, June 21). Hofstede Insights.
<https://www.hofstedeinsights.com/country-comparison/belgium,france,the-usa/>
- [21] Defrance, O. (2020). La monarchie et son image auprès des Belges. *La Revue Nouvelle*, 4(4), 26-29.
- [22] De Mooij, M., & Hofstede, G. (2010). The Hofstede model: Applications to global branding and advertising strategy and research. *International Journal of advertising*, 29(1), 85-110.

- [23] Dhondt, J. (1968). *Histoire de la Belgique*. FeniXX.
- [24] East, R., Hammond, K., & Wright, M. (2007). The relative incidence of positive and negative word of mouth: A multi-category study. *International journal of research in marketing*, 24(2), 175-184.
- [25] Enkh-Amgalan, R. (2016). The indulgence and restraint cultural dimension: A cross-cultural study of Mongolia and the United States.
- [26] Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of marketing management*, 15(4), 291-314.
- [27] Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of interactive advertising*, 17(2), 138-149.
- [28] Ferchakhi, W. & Meskeh, M. (2014). XVIII. *Geert Hofstede*. Cultures nationales et pratiques managériales. Dans : Ulrike Mayrhofer éd., *Les Grands Auteurs en Management International* (pp.343-356). Caen : EMS
- [29] Fize, J., McNeil, C. R., & Smaby, T. (2008). Athlete endorsement contracts: the impact of conventional stars. *International Advances in Economic Research*, 14(2), 247-256.
- [30] Fonction langage publicité. (2019, 2 avril). Pub en stock. <http://www.pubenstock.com/2019/fonctions-langage-publicite-jakobson/>
- [31] Fred, S. (2015). *Examining endorsement and viewership effects on the source credibility of YouTubers*. University of South Florida.
- [32] Guruge, M. C. (2018). Comparison between attributes related to celebrity endorsement and social media influencer marketing: A conceptual review. *Sri Lanka Journal of Marketing*, 4(1), 17-37.
- [33] Hall Jr, E. T., & Trager, G. L. (1953). *The Analysis of Culture*.
- [34] Heydari, A. (2020). *Three Essays on the Role of Indulgence vs. Restraint in Consumer Behavior* (Doctoral dissertation, Concordia University).
- [35] Heydari, A., Laroche, M., Paulin, M., & Richard, M. O. (2021). Hofstede's individual-level indulgence dimension: Scale development and validation. *Journal of Retailing and Consumer Services*, 62, 102640.

- [36] Hofstede, G. (1984). Cultural dimensions in management and planning. *Asia Pacific journal of management*, 1(2), 81-99.
- [37] Hofstede, G. (2001). Culture's recent consequences: Using dimension scores in theory and research. *International Journal of cross cultural management*, 1(1), 11-17.
- [38] Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online readings in psychology and culture*, 2(1), 2307-0919.
- [39] Hofstede, G. J., Jonker, C. M., & Verwaart, T. (2008, April). Modeling culture in trade: uncertainty avoidance. In *SpringSim* (pp. 143-150).
- [40] Hofstede, G., & Minkov, M. (2010). Long-versus short-term orientation: new perspectives. *Asia Pacific business review*, 16(4), 493-504.
- [41] Hofstede, G., & Usunier, J. C. (2003). Hofstede's dimensions of culture and their influence on international business negotiations. *International business negotiation*, 60(3), 137-153.
- [42] Huey, L. S., & Yazdanifard, R. (2014). How Instagram can be used as a tool in social network marketing. *Kuala Lumpur: College of Art and Technology-(SNHU) Program HELP*.
- [43] Jean, J. (2019). Negotiating with Managers from France. In *The Palgrave Handbook of Cross-Cultural Business Negotiation* (pp. 189-218). Palgrave Macmillan, Cham.
- [44] Jong, K. (2019). *The Impact of Instagram Influencers for a Purchase Decision of Fashion Items from a Belgian Female Millennials' Perspective* (Doctoral dissertation, University of Worcester).
- [45] James, K. (1988). Cross-cultural reactions to advertising: the promise of non-verbal, continuous measurement. *European Research*, February.
- [46] Korac-Kakabadse, N., Kouzmin, A., Korac-Kakabadse, A., & Savery, L. (2001). Low-and high-context communication patterns: towards mapping cross-cultural encounters. *Cross cultural management: An international journal*.
- [47] Kotabe, M. & Helsen, K. (2004) *Global marketing management* (3rd ed.), Wiley, Hoboken, NJ.
- [48] Kowalczyk, C. M., & Pounders, K. R. (2016). Transforming celebrities through social media: the role of authenticity and emotional attachment. *Journal of Product & Brand Management*.

- [49] Le Bras, H., Fink, P., Hennicke, M., Tiemann, H., & Warnant, A. (2020). Les inégalités socio-spatiales en France et en Allemagne. *Paris: Éditions Fondation Jean-Jaurès*.
- [50] Life Satisfaction. (2022). OECD Better Life Index. Retrieved June 4, 2022, from <https://www.oecdbetterlifeindex.org/topics/life-satisfaction/>
- [51] Lisichkova, N., & Othman, Z. (2017). The impact of influencers on online purchase intent.
- [52] Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
- [53] Merkin, R. S. (2004). Cultural long-term orientation and facework strategies. *Atlantic Journal of Communication*, 12(3), 163-176.
- [54] Narassiguin, A., & Sargent, S. (2019). Data science for influencer marketing: feature processing and quantitative analysis. *arXiv preprint arXiv:1906.05911*.
- [55] Nishimura, S., Nevgi, A., & Tella, S. (2008). Communication style and cultural features in high/low context communication cultures: A case study of Finland, Japan and India. *Teoksessa A. Kallioniemi (toim.), Uudistuva ja kehittyvä ainedidaktiikka. Ainedidaktinen symposiumi*, 8(2008), 783-796.
- [56] Öhman, W. (2017). *Instagram marketing: A study about the effect of visual content on customer engagement in the airline industry* (Doctoral dissertation).
- [57] O'Reilly, T. (2005, September). What Is Web 2.0? *Pattern Recognition*. San Francisco: Retrieved from <http://oreilly.com/web2/archive/what-is-web-20.html>
- [58] Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and Why Micro-Influencers Are More Persuasive Than Mega-Influencers. *Journal of Advertising*, 50(5), 584-602.
- [59] Pavlou, P. A., & Dimoka, A. (2006). The Nature and Role of Feedback Text Comments in Online Marketplaces: Implications for Trust Building, Price Premiums, and Seller Differentiation. *Information Systems Research*, 17(4), 392-414. <http://www.jstor.org/stable/23015813>
- [60] Piraux, A. (2017). La justice sous contrat de gestion avec le pouvoir exécutif. *Pyramides. Revue du Centre d'études et de recherches en administration publique*, (29), 21-36.

- [61] Reinikainen, H., Tan, T. M., Luoma-aho, V., & Salo, J. (2021). Making and breaking relationships on social media: the impacts of brand and influencer betrayals. *Technological Forecasting and Social Change*, 171, 120990.
- [61] Rive, J., & Roger, A. (2014). XX. Edward T. Hall. La communication interculturelle. In *Les grands auteurs en management international* (pp. 375-390). EMS Editions.
- [62] Roter, D. L., Frankel, R. M., Hall, J. A., & Sluyter, D. (2006). The expression of emotion through nonverbal behavior in medical visits. *Journal of general internal medicine*, 21(1), 28-34.
- [63] Sabatier, C., & Lannegrand-Willems, L. (2005). Transmission of family values and attachment: a French three-generation study. *Applied Psychology*, 54(3), 378-395.
- [64] Sehl, K., 2019. All the Different Ways to Calculate Engagement Rate. [Blog] Hootsuite, Available at: <https://blog.hootsuite.com/calculate-engagement-rate/> [Accessed 29 May 2022].
- [65] Shivalingaiah, D., & Naik, U. (2008). Comparative study of web 1.0, web 2.0 and web 3.0.
- [66] Silva, T. H., De Melo, P. O. V., Almeida, J. M., Salles, J., & Loureiro, A. A. (2013, May). A picture of Instagram is worth more than a thousand words: Workload characterization and application. In *2013 IEEE International Conference on Distributed Computing in Sensor Systems* (pp. 123-132). IEEE.
- [67] S. Murugesan, "Understanding Web 2.0," in *IT Professional*, vol. 9, no. 4, pp. 34-41, July-Aug. 2007, doi: 10.1109/MITP.2007.78.
- [68] Solorzano, D. G. (2018). *We are Americans: Undocumented students pursuing the American dream*. Stylus Publishing, LLC.
- [69] Sørnes, J. O., Stephens, K. K., Sætre, A. S., & Browning, L. D. (2004). The reflexivity between ICTs and business culture: Applying Hofstede's theory to compare Norway and the United States. *Informing science journal*, 7(1), 1-30.
- [70] Sun, J., Yoo, S., Park, J., & Hayati, B. (2019). Indulgence versus restraint: The moderating role of cultural differences on the relationship between corporate social performance and corporate financial performance. *Journal of Global Marketing*, 32(2), 83-92.

- [71] Susie Khamis, Lawrence Ang & Raymond Welling (2016): Self-branding, “micro-celebrity” and the rise of Social Media Influencers, *Celebrity Studies*, doi: 10.1080/19392397.2016.1218292
- [72] Tai, S. H., & Chan, R. Y. (2001). Cross-cultural studies on the information content of service advertising. *Journal of Services Marketing*.
- [73] Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: findings from an internet social networking site. *Journal of marketing*, 73(5), 90-102.
- [74] Tuten, T. and Solomon, M., 2018. *Social Media Marketing*. 3rd ed. SAGE Publications
- [75] van Oudenhoven, J. P., Mechelse, L., & De Dreu, C. K. (1998). Managerial conflict management in five European countries: The importance of power distance, uncertainty avoidance, and masculinity. *Applied psychology*, 47(3), 439-455.
- [76] Wibawa, R. C., Pratiwi, C. P., & Larasati, H. (2021, December). The Role of Nano Influencers Through Instagram as an Effective Digital Marketing Strategy. In *Conference Towards ASEAN Chairmanship 2023 (TAC 23 2021)* (pp. 233-238). Atlantis Press.
- [77] Wursten, H., & Fadrhonc, T. (2012). International marketing and culture. *itim International*, 1(9).
- [78] Würtz, E. (2005). Intercultural communication on web sites: A cross-cultural analysis of web sites from high-context cultures and low-context cultures. *Journal of computer-mediated communication*, 11(1), 274-299.
- [79] Yew, R. L. H., Suhaidi, S. B., Seewoosoon, P., & Sevalalai, V. K. (2018, October). Social Network Influencers’ Engagement Rate Algorithm Using Instagram Data. In *2018 Fourth International Conference on Advances in Computing, Communication & Automation (ICACCA)* (pp. 1-8). IEEE.
- [80] Yu, J., & Egger, R. (2021). Color and engagement in touristic Instagram pictures: a machine learning approach. *Annals of Tourism Research*, 89, 103204.
- [81] Zak, S., & Hasprova, M. (2020). The role of influencers in the consumer decision-making process. In *SHS web of conferences* (Vol. 74, p. 03014). EDP Sciences.

[82] Zipporah, M. M., & Mberia, H. K. (2014). The effects of celebrity endorsement in advertisements. *International Journal of Academic Research in Economics and Management Sciences*, 3(5), 178.

APPENDICES

Full analysis of all 154 Instagram posts :

INFLUENCER DATA										HYPOTHESIS 1		HYPOTHESIS 2						HYPOTHESIS 3				
Influencer's username	Influencer's culture	Number of followers	Type of influencer	Brand promoted	Post date	Number of likes	Number of comments	Engagement rate	Consultation date	Luxury brands	Macro influencer	Price	Quality	Performance	Component	Special Offers	Presence of clear info	Appeals on individual	Only talk about the product	Direct communication	talk about other topics than the product	Indirect communication
	FR = 1 ; USA = 2		Nano; micro; macro; méga					In %		Yes = 1 ; No = 0	Macro and + = 1 ; Micro and - = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0		Yes = 1 ; No = 0	Yes = 1 ; No = 0	Yes = 1 ; No = 0
1	madamefloutch	1	79.100	Micro	Dyson	22/05/2020	2.239	113	2,97	07/06/2022	0	0	0	0	1	0	0	1	0	0	1	1
2	aquacorg	2	138.000	Macro	Dyson	04/05/2018	4.266	79	3,15	07/06/2022	0	1	0	1	1	0	0	2	0	0	1	1
3	philipleclerc	2	61.600	Micro	Dyson	05/01/2017	553	15	0,92	07/06/2022	0	0	0	0	1	0	0	1	0	0	1	1
4	kenzasmg	1	219.000	Micro	Dyson	08/07/2021	2.302	46	1,07	11/06/2022	0	1	0	1	1	0	0	2	0	1	1	0
5	chiyobabe	2	5.544	Micro	Daniel Wellington	01/06/2022	559	47	10,93	07/06/2022	1	0	0	0	0	0	1	1	0	1	1	0
6	aprilbenayoum	1	252.000	Macro	Daniel Wellington	08/02/2021	38.125	0	15,13	07/06/2022	0	1	0	0	0	0	1	1	0	1	1	0
7	antoine_fombonne	1	70.000	Micro	Gymshark	14/05/2022	993	9	1,43	07/06/2022	0	0	0	0	0	0	0	0	0	0	1	1
8	agjosephine	1	52.500	Micro	Gymshark	02/06/2022	3.348	108	6,58	07/06/2022	0	0	0	0	0	0	0	1	0	0	1	1
9	jjyosh	2	753.000	Mega	Hello Fresh	14/10/2019	9.099	145	1,23	07/06/2022	0	1	1	1	1	1	5	0	0	0	1	1
10	natachacarel	1	9174	Micro	Hello Fresh	09/12/2021	756	41	8,69	07/06/2022	0	0	0	1	1	0	1	3	0	1	1	0
11	kk_fit_	2	1.200.000	Mega	Gymshark	06/05/2022	19.085	103	1,60	07/06/2022	0	1	0	0	0	0	0	1	0	0	1	1

12	savwright_	2	447.000	Macro	Gymshark	26/05/2022	14.157	118	3,19	07/06/2022	1	1	0	0	0	0	1	1	0	0	0	1	1
13	hervecuisine	1	714.000	Macro	Peugeot saveurs	01/06/2022	2.972	45	0,42	07/06/2022	0	1	0	1	1	1	0	3	1	0	0	1	1
14	mrs_littlefit	1	57.300	Micro	Women's Best	06/05/2022	1.049	56	1,93	07/06/2022	0	0	0	0	1	1	1	3	1	1	1	0	0
15	emilyskyefit	2	2.600.000	Mega	Women's Best	27/02/2022	3.439	48	0,13	07/06/2022	0	1	0	1	0	1	1	3	1	0	0	1	1
16	6ourt	2	87.000	Micro	Gymshark	18/05/2022	13.813	159	16,06	07/06/2022	0	0	0	0	0	0	0	0	0	1	1	0	0
17	louisegrdd	1	113.000	Macro	Caudalie	28/05/2022	5.855	109	5,28	07/06/2022	1	1	0	1	1	0	0	2	0	1	1	0	0
18	joyjah	1	510.000	Macro	Caudalie	23/03/2022	1.243	160	0,28	07/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
19	shelleygregoryhair	1	107.000	Macro	L'Oréal Pro	25/04/2022	88	5	0,09	07/06/2022	0	1	0	1	0	0	0	1	0	1	1	0	0
20	Mimiarr	2	637.000	Macro	L'Oréal Pro	01/06/2022	12.807	72	2,02	07/06/2022	0	1	0	0	1	0	0	1	0	1	1	0	0
21	lenamahfouf	2	3.700.000	Mega	Adidas	30/07/2021	271.387	312	7,34	09/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
22	_klc215	1	52.400	Micro	Adidas	19/11/2021	5.416	97	10,52	09/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1
23	indyz	2	11.700	Micro	La Roche Posay	11/02/2021	327	0	2,79	15/06/2022	0	0	0	1	1	0	0	2	0	1	1	0	0
24	glambyfnda	1	53.300	Micro	La Roche Posay	17/05/2022	2.160	22	4,09	09/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1
25	lavashiaa	1	2.687	Nano	Ideal of Sweden	20/12/2021	437	145	21,66	09/06/2022	1	0	0	0	0	0	1	1	0	1	1	0	0
26	saramontazami	1	116.000	Macro	Ideal of Sweden	09/08/2020	514	13	0,45	11/06/2022	0	1	0	0	0	0	1	1	0	1	1	0	0
27	camilaguiribitey	2	750.000	Macro	Nivea	24/05/2022	4.333	126	0,59	09/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
28	jennifer_galap	1	24.400	Micro	Nivea	23/05/2022	433	10	1,82	09/06/2022	0	0	0	1	0	1	0	2	0	1	1	0	0
29	xeniaadonts	2	2.000.000	Mega	Liulo	14/03/2022	27.826	121	1,40	09/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1

30	anouchkagauthier	1	113.000	Macro	Liulo	04/04/2022	5.186	32	4,62	09/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
31	anaisgrangerac	1	56.100	Micro	Rituals Cosmetics	22/04/2022	1.221	10	2,19	09/06/2022	0	0	0	1	1	0	1	3	1	0	0	1	1
32	laurenelyce	2	32.400	Micro	Rituals Cosmetics	30/04/2022	113	4	0,36	09/06/2022	0	0	0	1	1	1	0	3	1	0	0	1	1
33	ayy.bee	2	161.000	Macro	New Era	07/06/2022	1902	35	1,20	09/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
34	alijahall	2	2.596	Micro	New Era	02/06/2022	206	14	8,47	09/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1
35	ogmaxaveli	1	10.100	Micro	New Era	24/05/2022	752	8	7,52	09/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1
36	chloebbb	1	908.000	Macro	New Era	01/04/2022	59.924	119	6,61	09/06/2022	1	1	0	0	0	0	0	0	0	1	1	0	0
37	trinity_rodman	2	102.000	Macro	Adidas	05/06/2022	14.263	144	14,12	09/06/2022	0	1	0	0	0	0	0	0	0	1	1	0	0
38	style_tonic	1	824.000	Macro	Adidas	20/02/2022	80.647	87	9,80	09/06/2022	0	1	0	0	1	0	0	1	0	1	1	0	0
39	mikaelashiffrin	2	1.100.000	Mega	Adidas	29/04/2022	29.347	187	2,68	11/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
40	nijelbmurray	2	2.280	Micro	Samsung	03/05/2022	423	97	22,81	09/06/2022	0	0	0	0	0	0	0	0	0	1	1	0	0
41	mayadorable	1	1.000.000	Mega	Samsung	21/05/2022	59.877	39	5,99	09/06/2022	1	1	0	0	1	0	0	1	0	1	1	0	0
42	mayadorable	1	1.000.000	Mega	Magnum	20/05/2022	54.402	28	5,44	09/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
43	bostonfoodjournal	2	55.900	Micro	Magnum	21/02/2022	1203	26	2,20	09/06/2022	0	0	0	1	1	0	0	2	0	1	1	0	0
44	lovinbeautyandlife	2	25.100	Micro	Armanibeauty	06/06/2022	716	19	2,93	11/06/2022	1	0	0	0	1	0	0	1	0	1	1	0	0
45	wendyswan	1	208.000	Macro	Armanibeauty	29/11/2021	2.550	209	1,33	11/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
46	carolinereceveur	1	4.800.000	Mega	Armanibeauty	01/06/2022	40.915	302	0,86	11/06/2022	1	1	0	0	1	0	0	1	0	1	1	0	0
47	michelejalienne	2	266.000	Macro	Armanibeauty	28/03/2022	3.194	118	1,25	11/06/2022	1	1	0	1	1	0	0	2	0	1	1	0	0

48	lindamakeupm	2	63.700	Micro	Benefit	19/04/2022	427	12	0,69	11/06/2022	0	0	0	1	1	0	0	2	0	1	1	0	0
49	mariecooles	1	45.900	Micro	Benefit	10/06/2022	6.148	46	13,49	12/06/2022	0	0	0	0	1	0	0	1	0	0	0	1	1
50	hugophilips	1	927.000	Macro	Boss	04/06/2022	7.655	15	0,83	12/06/2022	1	1	0	0	0	0	0	0	1	0	0	1	1
51	noahbeck	2	9.100.000	Mega	Boss	05/06/2022	483.138	1.199	5,32	12/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
52	horia_insta	1	1.400.000	Mega	Braun	02/05/2022	15.461	157	1,12	12/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
53	amidesai	2	155.000	Macro	Braun	26/03/2022	979	43	0,66	12/06/2022	0	1	0	1	1	0	1	3	0	1	1	0	0
54	wendyswan	1	208.000	Macro	Caudalie	29/04/2022	3.528	80	1,73	12/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
55	hello_im_megan	2	6.467	Micro	Caudalie	05/06/2022	502	67	8,80	12/06/2022	0	0	0	0	1	0	0	1	0	1	1	0	0
56	carla_ginola	1	454.000	Macro	Essie	17/07/2022	30.186	65	6,66	12/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
57	chloemorello	2	1.200.000	Mega	Essie	13/10/2021	7.424	83	0,63	12/06/2022	0	1	0	0	0	0	1	1	0	1	1	0	0
58	chloebbb	1	908.000	Macro	Gucci	25/04/2022	38.012	79	4,20	12/06/2022	1	1	0	0	0	1	0	1	0	1	1	0	0
59	charlottebridgeman	2	278.000	Macro	Gucci	21/09/2020	2.097	46	0,77	12/06/2022	1	1	0	0	1	0	0	1	0	1	1	0	0
60	paolalct	1	1.800.000	Mega	Gucci	17/07/2021	68.819	64	3,83	12/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
61	isabellrose	2	434.000	Macro	Gucci	25/01/2020	18.922	257	4,42	12/06/2022	1	1	0	0	1	1	0	2	0	1	1	0	0
62	jujuftcat	1	3.100.000	Mega	Gymshark	30/05/2022	125.774	1.119	4,09	12/06/2022	0	1	0	0	1	0	0	1	0	0	0	1	1
63	sanfrankrisco	2	63.900	Micro	Gymshark	07/02/2022	4.366	34	6,89	12/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1
64	highishe	1	43.500	Micro	H&M	21/04/2022	1.644	43	3,88	12/06/2022	0	0	0	0	0	1	0	1	1	1	1	0	0
65	rae.hersey	2	128.000	Macro	H&M	15/02/2022	2.956	208	2,47	12/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1

66	wendyswan	1	208.000	Macro	H&M	14/05/2022	8.392	137	4,10	12/06/2022	1	1	0	0	0	0	0	0	0	1	1	0	0
67	waityouneedthis	2	131.000	Macro	H&M	03/03/2022	1.762	57	1,39	12/06/2022	1	1	0	0	0	0	1	1	0	1	1	0	0
68	lenanahfouf	1	3.700.000	Mega	Havaianas	17/08/2022	311.919	330	8,44	12/06/2022	1	1	0	0	1	0	0	1	0	0	0	1	1
69	michelleinfousino	2	244.000	Macro	Havaianas	21/12/2020	12.798	133	5,30	12/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
70	mayadorable	1	1.000.000	Mega	Havaianas	12/06/2021	27.314	0	2,73	12/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
71	porschethomas	2	75.100	Micro	Havaianas	17/09/2021	241	9	0,33	12/06/2022	1	0	0	0	0	0	0	0	0	0	0	1	1
72	chloebbb	1	908.000	Macro	Charlotte Tilbury	05/09/2021	16.551	52	1,83	13/06/2022	1	1	0	0	0	0	0	0	0	1	1	0	0
73	annanpage	2	13.000	Micro	Charlotte Tilbury	06/10/2021	823	68	6,85	13/06/2022	0	0	0	1	0	0	0	1	0	0	0	1	1
74	horia_insta	1	1.400.000	Mega	Charlotte Tilbury	30/11/2021	15.710	125	1,13	13/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
75	kensnation	2	195.000	Macro	Charlotte Tilbury	20/04/2022	4.305	36	2,23	13/06/2022	0	1	0	0	1	0	0	1	0	1	1	0	0
76	mayadorable	1	1.000.000	Mega	Clinique	28/10/2021	44.522	54	4,46	13/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
77	annesophiethieme	2	1.500.000	Mega	Clinique	25/05/2022	35.198	136	2,36	13/06/2022	0	1	0	0	0	0	0	0	0	1	1	0	0
78	carla_ginola	1	454.000	Macro	Clinique	08/07/2021	11.600	48	2,57	13/06/2022	0	1	0	0	1	0	0	1	0	1	1	0	0
79	Nicolehamilton	2	15.400	Micro	Clinique	13/03/2022	27	5	0,21	13/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1
80	paolalct	1	1.800.000	Mega	Clinique	09/03/2022	33.040	44	1,84	13/06/2022	0	1	0	0	0	0	0	0	0	1	1	0	0
81	vivianeaudi	2	372.000	Macro	Clinique	28/10/2021	56.400	51	15,18	14/06/2022	0	1	0	0	1	1	0	2	0	1	1	0	0
82	lisonseb	1	290.000	Macro	Cosstore	01/12/2021	7.461	146	2,62	14/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
83	anaiseleni	2	45.000	Micro	Cosstore	25/04/2022	1.058	49	2,46	14/06/2022	0	0	0	0	0	0	0	0	0	0	0	1	1

84	carla_ginola	1	454.000	Macro	Dior	20/05/2022	19.614	86	4,34	14/06/2022	1	1	0	1	0	0	0	1	0	1	1	0	0
85	miamoretti	2	108.000	Macro	Dior	26/05/2018	1.430	56	1,38	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
86	lenanahfouf	1	3.700.000	Mega	Dior	27/07/2021	209.000	219	5,65	14/06/2022	1	1	0	0	1	0	0	1	0	0	0	1	1
87	yoyokulala	2	437.000	Macro	Dior	10/06/2022	4.512	36	1,04	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
88	leniklum	2	1.400.000	Mega	Diorbeauty	31/05/2022	85.467	193	6,12	14/06/2022	1	1	0	1	1	0	0	2	0	1	1	0	0
89	chloebbb	1	908.000	Macro	Diorbeauty	27/05/2022	31.960	69	3,53	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
90	carla_ginola	1	454.000	Mega	Dior	06/01/2022	23.845	110	5,28	14/06/2022	1	1	0	0	0	0	0	0	0	1	1	0	0
91	christianserratos	2	2.700.000	Mega	Diorbeauty	27/05/2022	57.956	295	2,16	14/06/2022	1	1	0	0	0	0	0	0	0	1	1	0	0
92	paolalct	1	1.800.000	Mega	Dior	06/01/2022	101.849	95	5,66	14/06/2022	1	1	0	1	0	0	0	1	0	1	1	0	0
93	natalieportman	2	7.900.000	Mega	Diorbeauty	23/08/2021	298.733	0	3,78	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
94	shera	1	1.500.000	Mega	Erborian	29/04/2022	97.462	203	6,51	14/06/2022	0	1	0	1	1	1	0	3	1	0	0	1	1
95	montserratmurilloc	2	119.000	Macro	Erborian	11/05/2020	237	10	0,21	14/06/2022	0	1	0	0	1	0	1	2	0	1	1	0	0
96	carla_ginola	1	454.000	Macro	Estee Lauder	12/11/2021	16.299	71	3,61	14/06/2022	1	1	0	1	0	0	0	1	0	1	1	0	0
97	jaxandrose	2	21.500	Micro	Estee Lauder	31/03/2022	1.763	22	8,30	14/06/2022	1	0	0	1	1	0	0	2	0	1	1	0	0

98	wendyswan	1	209.000	Macro	GHD	08/12/2021	5.540	181	2,74	14/06/2022	0	1	0	0	0	1	1	2	0	1	1	0	0
99	leniklum	2	1.400.000	Mega	GHD	03/05/2022	73.000	203	5,23	14/06/2022	0	1	0	0	0	0	0	0	0	1	1	0	0
100	kensnation	2	195.000	Macro	GHD	30/03/2022	5.096	16	2,62	14/06/2022	0	1	0	1	0	0	0	1	0	1	1	0	0
101	carla_ginola	1	454.000	Macro	GHD	28/09/2021	9.356	97	2,08	14/06/2022	1	1	0	1	0	0	0	1	0	1	1	0	0
102	madeandtaylored	2	48.500	Micro	GHD	24/05/2022	1.187	6	2,46	14/06/2022	0	0	0	0	0	0	0	0	0	1	1	0	0
103	chloebbb	1	908.000	Macro	Kerastase	09/10/2021	7.369	23	0,81	14/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
104	kathleen.post	2	409.000	Macro	Kerastase	16/10/2021	3.595	87	0,90	14/06/2022	0	1	0	1	1	0	1	3	0	1	1	0	0
105	justezoe	1	1.400.000	Mega	Lancome	28/05/2022	38.682	20	2,76	14/06/2022	1	1	0	0	1	0	1	2	1	0	0	1	1
106	jastookes	2	5.900.000	Mega	Lancome	10/06/2022	67.087	225	1,14	14/06/2022	1	1	0	0	0	1	0	1	0	0	0	1	1
107	justezoe	1	1.400.000	Mega	Lancome	02/12/2021	63.262	50	4,52	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
108	sandrashehab	2	425.000	Macro	Lancome	09/06/2022	2.173	24	0,52	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
109	wendyswan	1	209.000	Macro	Lancome	01/12/2021	4.924	210	2,46	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
110	valerialipovetsky	2	1.900.000	Mega	Lancome	10/06/2022	20.891	244	1,11	14/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
111	styletonic	1	824.000	Mega	Lancome	08/06/2022	29.958	43	3,64	14/06/2022	1	1	0	1	1	0	0	2	0	1	1	0	0
112	melodyslife	2	116.000	Macro	Lancome	29/04/2022	234	12	0,21	14/06/2022	1	1	0	0	1	0	1	2	1	0	0	1	1
113	hugophilips	1	926.000	Macro	La Roche Posay	17/05/2022	13.852	54	1,50	14/06/2022	0	1	0	0	1	0	0	1	0	1	1	0	0
114	hautehouseflower	2	221.000	Macro	La Roche Posay	26/05/2022	4.970	38	2,27	14/06/2022	0	1	1	1	1	1	1	5	1	1	1	0	0
115	lisonseb	1	290.000	Macro	Levi's	27/10/2021	5.732	123	2,02	14/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1

116	dewjessup	2	45.400	Micro	Levi's	10/05/2022	1.111	17	2,48	14/06/2022	0	0	0	0	0	0	0	0	0	0	1	1
117	wendyswan	1	209.000	Macro	Levi's	14/02/2022	4.754	186	2,36	14/06/2022	0	1	0	0	0	0	0	0	1	1	0	0
118	jules.eberting	2	9.128	Micro	Levi's	28/03/2022	761	60	8,99	14/06/2022	0	0	0	0	0	0	0	0	1	1	0	0
119	horia_insta	1	1.400.000	Mega	L'Oréal Paris	26/05/2022	22.399	177	1,61	14/06/2022	0	1	0	1	1	1	0	3	0	1	1	0
120	hautehouseflower	2	221.000	Macro	L'Oréal Paris	13/04/2022	95	23	0,05	14/06/2022	0	1	0	1	1	0	0	2	0	0	0	1
121	carla_ginola	1	454.000	Macro	L'Oréal Paris	27/03/2022	5.503	37	1,22	14/06/2022	0	1	0	0	1	0	0	1	0	0	0	1
122	militzayovanka	2	1.200.000	Mega	L'Oréal Paris	19/05/2022	124.149	788	10,41	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1
123	lenanahfouf	1	3.700.000	Mega	Maison Valentino	28/04/2022	254.807	189	6,89	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1
124	sharon.alexie	2	391.000	Macro	Maison Valentino	01/06/2022	8.807	48	2,26	14/06/2022	1	1	0	0	0	0	0	0	0	0	0	1
125	hugophilips	1	926.000	Macro	Vital proteins	30/06/2021	6.283	46	0,68	14/06/2022	0	1	0	0	0	0	0	0	1	0	0	1
126	cjaybathiany	2	3.188	Nano	Vital proteins	10/04/2021	277	21	9,35	14/06/2022	0	0	0	1	1	0	0	2	0	1	1	0
127	yanissaxoxo	1	1.100.000	Mega	Maybelline	13/06/2022	44.883	109	4,09	15/06/2022	0	1	0	1	1	0	0	2	0	1	1	0
128	kubiat	2	11.000	Micro	Maybelline	20/05/2022	492	10	4,56	15/06/2022	0	0	0	0	0	0	0	0	0	0	0	1
129	mayadorable	1	1.000.000	Mega	Maybelline	12/01/2022	134.049	117	13,42	15/06/2022	0	1	0	0	1	0	0	1	0	0	0	1
130	manilaluzon	2	1.500.000	Mega	Maybelline	10/06/2022	15.503	57	1,04	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1
131	stephaniedurant	1	3.200.000	Mega	Mustella	19/01/2022	98.676	365	3,10	15/06/2022	0	1	0	1	1	1	1	4	0	0	0	1
132	irinakolyadich	2	4.798	Nano	Mustella	22/05/2020	131	5	2,83	15/06/2022	0	0	0	0	0	1	0	1	0	0	0	1
133	mayadorable	1	1.000.000	Mega	Nike	03/05/2022	45.310	99	4,54	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1

134	sabrina_i	2	690.000	Macro	Nike	17/03/2022	23.105	122	3,37	15/06/2022	0	1	0	0	0	0	0	0	1	0	0	1	1
135	hugophilips	1	926.000	Macro	Patron	20/02/2022	23.753	50	2,57	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
136	petersom	2	49.600	Micro	Patron	11/05/2022	680	29	1,43	15/06/2022	0	0	0	0	0	2	0	2	1	0	0	1	1
137	paolalct	1	1.700.000	Mega	Puma	17/11/2021	37.348	72	2,20	15/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
138	rileythree	2	67.600	Micro	Puma	28/05/2022	9.298	43	13,82	15/06/2022	0	0	0	0	0	0	0	0	1	0	0	1	1
139	hugophilips	1	926.000	Macro	Rayban	27/04/2022	10.591	66	1,15	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
140	shandathapanda	2	219.000	Macro	Rayban	21/04/2022	4.380	28	2,01	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
141	horia	1	1.400.000	Mega	Redken	18/10/2021	24.894	181	1,79	15/06/2022	0	1	0	0	0	1	0	1	0	0	0	1	1
142	andrew_steven	2	8.698	Micro	Redken	08/03/2022	58	8	0,76	15/06/2022	0	0	0	1	1	0	0	2	0	1	1	0	0
143	stefan_tisseyre	1	106.000	Macro	Rituals Cosmetics	08/12/2021	2.686	11	2,54	15/06/2022	0	1	0	0	0	1	0	1	0	1	1	0	0
144	nikkkki.talbot	2	3.061	Nano	Rituals Cosmetics	28/04/2021	195	15	6,86	15/06/2022	0	0	0	1	1	0	0	2	1	0	0	1	1
145	wendyswan	1	209.000	Macro	Rituals Cosmetics	22/09/2021	4.903	115	2,40	15/06/2022	0	1	0	1	1	0	0	2	0	0	0	1	1
146	iamjohnpau	2	44.600	Micro	Rituals Cosmetics	17/02/2021	859	22	1,98	15/06/2022	0	0	0	1	1	1	0	3	0	0	0	1	1
147	hugophilips	1	962.000	Macro	San Pellegrino	19/07/2021	37.388	58	3,89	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1

148	stanleytucci	2	1.300.000	Mega	San Pellegrino	13/06/2022	87.466	602	6,77	15/06/2022	0	1	0	1	0	0	1	2	0	0	0	1	1
149	wendyswan	1	209.000	Macro	Uniqlo	26/01/2022	10.990	208	5,36	15/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1
150	arina.negishi	2	36.500	Micro	Uniqlo	26/05/2022	767	47	2,23	15/06/2022	0	0	0	1	1	0	0	2	0	0	0	1	1
151	jade_distinguinn	1	187.000	Macro	Tiffany and co	15/06/2022	9.270	73	5,00	20/06/2022	1	1	0	0	0	0	0	0	0	0	0	1	1
152	zoiamossour	1	347.000	Macro	La bouche rouge Paris	25/04/2022	5.965	76	1,74	20/06/2022	0	1	0	1	1	0	0	2	0	1	1	0	0
153	margauxdefouchier	1	47.100	Micro	Filorga	30/05/2022	334	9	0,73	20/06/2022	0	0	0	1	1	0	0	2	1	0	0	1	1
154	estellechemouny	1	209.000	Macro	Jennyfairy	02/06/2022	1.461	31	0,71	20/06/2022	0	1	0	0	0	0	0	0	0	0	0	1	1

UNIVERSITÉ CATHOLIQUE DE LOUVAIN
Louvain School of Management

Place des Doyens, 1 bte L2.01.01, 1348 Louvain-la-Neuve
Boulevard Emile Devreux 6, 6000 Charleroi, Belgique
Chaussée de Binche 151, 7000 Mons, Belgique

www.uclouvain.be/lsm