

Master's thesis in Marketing

Is our well-being a motive for who we follow on social media?

The role of self-discrepancy on consumer influencer portfolios

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Abstract

Influencer marketing has been an important marketing strategy for brands to reach their consumers on social media. Social media influencers are relevant for brands as they can influence consumer behavior. Prior literature has focused on the effectiveness of influencers based on the characteristics of the influencers. Consumers' motives for following specific influencers have received little attention in studies. While research has proven socio psychological motives to play a role in this, no research has been conducted so far. This research takes a 'portfolio' perspective and studies the characteristics of multiple influencers a consumer follows instead of only one influencer. The purpose of this research is to examine if influencer portfolios differ based on a consumer's degree of actual-ideal self-discrepancy. An online questionnaire with a qualified sample of 452 respondents was used to perform the research. Findings of the research indicate that influencer portfolios do not differ based on a consumer's degree of actual-ideal self-discrepancy. Interestingly, actual ideal self-discrepancy showed a significant effect for some influencer characteristics in the influencer portfolio of young consumers. This could be explained by the social identity theory and would serve as an interesting area for future research.

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1. Introduction

1.1 Problem definition

The rise of social media has been a valuable means for brands to connect with consumers (Lin, Jan & Chuang, 2019; Aw & Chua, 2021). Social media enables people to connect with others and marketers to reach customers and build customer relationships (Appel, 2019; Teng, Khong & Goh, 2014). The opinion leaders of traditional marketing, or individuals who can influence consumer behavior have transitioned to social media as social media influencers (hereafter SMIs). Consumers are being influenced by these individuals on social media and this has provided opportunities for the digitalization of marketing for brands (Uzunoğlu & Kip, 2014; Aw & Chua, 2021).

For many years now, influencer marketing has proven to be an effective marketing strategy (Lee & Kim, 2020; Lin, Jan & Chuang, 2019). Influencer marketing is a marketing strategy where brands partner up with influencers helping them create brand awareness and build customer relationships on social media (Brown & Hayes, 2008). Social media influencers can be defined as online personalities who serve as third-party actors and have established relationships with audiences by posting content and interacting with their audience on social media platforms (Lou & Yuan, 2018; Enke & Borchers, 2019; Lin, Jan & Chuang, 2019). SMIs generally have expertise in various fields, such as fashion, sports, and beauty (Lou & Yuan, 2018). With influencer marketing, the advertised content is integrated in the influencer's lifestyle making it seem like it is a natural part of their lives instead of advertising (Lin, Jan & Chuang, 2019).

SMIs can differ from each other in various aspects. Until now, reports and studies have made classifications of SMIs with terminology such as nano, micro, mega, macro influencers. This classification indicates the size of the SMIs based on their number of followers (Haenlein et al., 2020; Campbell & Farrell, 2020; de Veirman et al., 2015). In more recent studies, researchers have moved towards measuring more intangible characteristics of SMIs, such as authenticity and credibility (e.g., Zogaj, Tscheulin, & Olk, 2020; Gomez, 2019; Lee et al., 2021). Research shows that SMIs with a smaller audience are perceived to be more authentic and useful for reaching a specific target group. In contrast, SMIs with a bigger audience tend to be effective for reaching a greater audience and address credibility (Haenlein et al., 2020; Campbell & Farrell, 2020). Furthermore, SMIs can either present themselves as aspirational by posting content that is close to the ideal self-image that consumers desire to reach. There are also SMIs that are perceived as more authentic as their content is closer to the actual self of the consumer (Hwang & Zhang, 2018; Lou & Kim, 2019). Brands are starting to shift towards

showcasing SMIs that are closer to consumers' actual self in their marketing strategies, such as Nike collaborating with SMIs of all body sizes on social media instead of just with the idealistic athletic body. Still, there are also brands presenting the ideal self in their influencer marketing activities (Malär et al., 2011). Thus, there are both practices where the ideal or the self of consumers are represented (Malär et al., 2011).

These studies show that influencer marketing is an effective digital marketing strategy. Measuring the effectiveness of the SMIs has always been based on the characteristics of SMIs. However, the effectiveness of influencer marketing might also be related to what consumers are looking for in SMIs (Lee et al., 2021). There has been little attention paid to what the consumer's motives are for following and interacting with various SMIs. Next to the above-mentioned characteristics of SMIs, there could be more relevant characteristics that could play a role in consumers deciding to follow them (e.g., gender and content category). These characteristics can be combined to establish 'influencer portfolios,' which help marketers improve their influencer marketing strategy. The consumer influencer portfolio can be defined as a set of SMIs a consumer follows at a particular point in time. A portfolio perspective holds looking at multiple SMIs and their characteristics instead of only one SMI. When looking at just one SMI it would be difficult to say something about the behavior of that consumer. Conversely, a portfolio perspective is likely to provide more information about the patterns of consumers following specific influencers.

As consumers spend more time on social media following social influencers, it is critical to understand why they do so (Croes & Bartels, 2021). Understanding the motivational process in SMI consumption is important since the effectiveness of influencer marketing could depend on this (Lee et al., 2021). Therefore, the focus of this research is to examine consumer influencer portfolios. This could provide marketers with valuable insights about their consumers and how they could tailor their influencer marketing efforts to their consumers.

Influencer marketing heavily relies on the interaction between SMIs and consumers. Research shows that consumers tend to make social comparisons with SMIs (Jin, Muqaddam & Rye, 2019). Rather than traditional opinion leaders, consumers perceive the lifestyle of influencers as more achievable to compare with and imitate. The perceived relatability of SMIs causes people to follow and identify with SMIs and attempt to imitate them to fulfill an ideal state of themselves (Tran & Strutton, 2014; Jin, Muqaddam & Rye, 2019). Influencer portfolios can be different for various consumers, and person's degree of self-discrepancy could be a determinant of the type of SMIs consumers look for. Higgins (1987) states that people with self-discrepancies seek relationships that help decrease their self-discrepancies. Social media

has created the possibility to establish such relationships with SMIs, which is why the focus on this study will be on the consumer's degree of self-discrepancy. The self-discrepancy theory developed by Higgins (1987) proposes various types of the self a person compares him or herself with. Comparison is done with a person's actual self, how they see themselves, to their ideal-self or ought-self, which will be further explained in the theoretical background of the study. A person can have different types of self-discrepancies, for instance between their actual and ought self or actual and ideal self. This research focuses solely on the actual and ideal self. It would be worthwhile to find out whether the degree of self-discrepancy of a consumer is a reason for differences in the SMIs consumers follow as it could be a determinant of why consumer follow certain SMIs (Malär et al., 2011).

1.2 Research question

The research question that will be addressed in this study is: *How do influencer portfolios of consumers differ based on their degree of actual-ideal self-discrepancy?*

1.3 Contribution and relevance

The goal of this study is to identify whether there are differences in the SMIs consumers follow based on the consumer's actual-ideal self-discrepancy (hereafter AISD). Selecting the right influencer has started to become more of a struggle for marketers due to the growing variety in influencer types (Gross & Wangenheim, 2018). This study aims to provide marketers a better understanding of the psychological motives of consumers following influencers based on various characteristics. The characteristics of the influencer chosen in this study are, ideal self-congruence with the SMIs, number of followers, perceived authenticity, content category, and gender. Marketers must adopt a consumer-oriented perspective in their brand personality (Malär et al., 2011), which in this case can be achieved through SMIs. This will enable marketers to develop strong brand attachments among consumers and plan an effective influencer marketing strategy (Park et al., 2010; Lee et al., 2021).

Next to the managerial relevance, this study offers theoretical insights into the research domain of influencer marketing. The current research is one of the first attempts to establish the concept of influencer portfolio that provides evidence on what characteristics consumers look for when following SMIs based on their level of self-discrepancy. It looks at multiple SMIs a consumer follows instead of looking at only one SMI. This derives an influencer portfolio per consumer. It adds onto the study of Malär et al. (2018), who studied whether self-discrepancy

influenced the relationship one has with only one brand. Likewise, the study of Croes & Bartels (2021) focused on consumer's motives for following SMIs based on just one SMI. Looking at more than one SMI, thus a portfolio, provides more information about the following patterns of consumers. Furthermore, Lee et al. (2021) emphasize the importance of investigating the consumers' motives for following SMIs, which could be influenced by socio psychological needs. Higgins (1987) state that consumers with high self-discrepancies seek to establish relationships to decrease their self-discrepancies, which could be one of these socio psychological needs. Therefore, this study contributes to the literature by finding out whether there is a relationship between consumer's level of AISD and their choice in following certain SMIs. To conclude, by evaluating influencer portfolios of consumers based on their degree of AISD, this study will seek to provide managerial implications as well as address gaps in the literature.

To establish the study, this paper continues with a theoretical background and the development of hypotheses (chapter 2). After the research method is explained (chapter 3), the analysis procedure along with the results will be presented (chapter 4). Finally, a conclusion and discussion of the results will be given as well as limitations of the study and directions for further research (chapter 5).

2. Theoretical background and hypotheses development

In this section of the paper, existing literature regarding the social discrepancy theory and social media influencers will be presented. It will dive deeper into current knowledge on influencers characteristics consumers with actual-ideal self-discrepancy look for.

2.1 Self-discrepancy theory

The self-discrepancy theory was developed by psychologist E. Tory Higgins (1987). Higgins (1987) identifies three domains of the self: actual, ideal, and ought self. The primary purpose of the self-discrepancy theory is to discover what negative emotions the discrepancies in the three different domains evoke. The actual self is one's representation of oneself (i.e., whom I think I am). The ideal self refers to the representation of the individual desires to possess, which is related to one's hopes and wishes (i.e., whom I would like to be). The final domain of the self is the ought self, which is what one believes the individual should possess regarding obligations and responsibilities (i.e., who I should be). There are different types of discrepancies. Every type is established by looking at only two domains of the self (i.e., actual vs. ideal or actual vs. ought) (Higgins, 1987). The research focus is solely on the actual and ideal self. The theory poses that a discrepancy between the actual and ideal self (AISD) reflects a particular type of negative psychological mood that is associated with specific emotional and motivational problems, which are dejection emotions. Individuals with a lower AISD tend to be happier and more satisfied, whereas someone with a high AISD is more likely to feel sad and depressed (Higgins, 1987).

2.2 Consumer influencer portfolio

Social media has come with a great variety of influencers. According to Gross and von Wangenheim (2018) influencers can differ in content, social presence, actionability, and reach, but also through personality, domain, or topic. These are a few examples of how SMIs could vary. Prior literature on specific SMI characteristics in relation to the consumer that could make up an influencer portfolio are discussed in the section below. The characteristics that are studied are: ideal self-congruence, number of followers, content category, and perceived authenticity, and gender.

2.2.1 Ideal self-congruence

The self-discrepancy theory explains that individuals seek to decrease their level of AISD and reach a state that is consistent with their ideal self (Higgins, 1987; Dittmar et al., 2009). The greater the gap between one's actual and ideal self, the more likely to experience negative dejection emotions. Nowadays one way of reducing this self-concept with negative dejection emotions is by following media figures (Maltby et al., 2003). A study by Bessenoff (2006) revealed that people with higher levels of AISD were twice as likely to engage in social comparisons with the ideal-self representation in media and more likely to experience negative emotions after exposure to ideal-self representation. Malär et al. (2011) conducted a similar research based on a person's self-esteem. Someone's self-esteem refers to the person's overall evaluation of him/herself. High self-esteem can be associated with a lower level of AISD and a low self-esteem with a higher level of AISD (Moretti and Higgins, 1990). According to Malär et al. (2011), people with low self-esteem, higher AISD, seek to avoid brands closer to the follower's actual self to avoid the negative emotions about the self. In line with the findings of Besenoff (2006), Malär et al. (2001) found that individuals with high self-esteem, or lower AISD, evaluate their actual-self as positive and seek to affirm their actual self-image by following SMIs closer to their actual-self.

While there is a trend towards showcasing the actual self in marketing, there are still marketers showcasing SMIs representing the ideal self in their influencer marketing activities (Bessenoff, 2006; Malär et al., 2011). All in all, the practice and theory are contradicting. Based on the results of the studies above, it is expected that consumers with higher degrees of AISD would be more likely to follow SMIs that are closer to their ideal self.

H1: The higher the actual ideal self-discrepancy of a consumer, the higher the average SMI / ideal self-image congruence for the SMIs in the influencer portfolio.

2.2.2 Number of Followers

The reach of SMIs varies starting with a following of thousands up to millions of people. The number of followers has been an important factor for marketers when selecting an SMI as it is an indication of the audience size for conveying a message (De Veirman et al., 2015). Looking at it from the consumer's perspective, Cha et al. (2010) and Romero et al. (2010) found that the number of followers also represents the popularity of an SMI. De Veirman et al. (2015) claim that consumers consider SMIs with a higher following to be more popular as they have socially desirable characteristics. Similarly, Campbell & Farrell (2020) state that SMIs with a high number of followers are seen as an aspiration, and their audience often aspires to imitate them.

Hung (2014) explains the dual entertainment model in which aspiration is one of the reasons to follow bigger SMIs, like celebrities. This aspiration is driven by the need for some sense of achievement as they become envious of the, often luxurious, lifestyle of bigger SMIs (Lee et al., 2021), which is what consumers with high AISD look for (Jin, 2018). Consumers with a higher AISD are more motivated to follow and imitate the influencers' appearance (Jin, 2018). This may suggest that SMIs with a high number of followers are perceived as more popular and as an aspiration. In turn, it could indicate that consumers with high AISD are more likely to follow popular influencers with a high number of influencers rather than smaller influencers.

H2: The higher the actual ideal self-discrepancy of a consumer, the higher the average number of followers of the social media influencers in the influencer portfolio.

2.2.3 Content category

Social media influencers operate in content categories and can represent brands in the corresponding categories. People choose to follow certain influencers based on the category that the SMI operates in (Yuan & Lou, 2020). This is because people establish a better relationship with the influencer when they share similar interests (Boerman, 2020). Thus, the category the SMI operates in could be one deciding factor in why a certain person would follow a certain SMI.

Social media marketing relies heavily on interactivity and social comparisons between the SMIs and the follower, more often among followers with high AISD (Jin, Muqaddam & Rye, 2019). Malär et al. (2011) study social media marketing in the beauty/cosmetics category. For years, businesses have been telling consumers that using their products will make them more attractive and will bring them closer to achieving their ideal selves. It leads to people constantly comparing themselves with the ideal beauty standards in the industry. However, there is a shifting approach towards representing the brand with SMIs that are closer to the consumers, such as Hunkemöller collaborating SMIs with plus-size models body sizes on social media instead of just with the thin ideal. This has been proven to result in a stronger emotional connection of consumers with the brand. Showcasing a more representative version of the actual self in the beauty category is gaining more importance in marketing (Malär et al., 2011). In contrast, Jin, Muqaddam & Rye (2019) state that social media marketing creates an opportunity for the follower to feel closer to and identify with a brand that would not be in their point of reach to consume. The researchers claim that by following SMIs that wear or use specific brands, followers can identify with a brand because of the SMI without being a customer of brands (Jin, 2018).

Consumers mainly engage in social comparison with SMIs in the beauty and fashion as appearance-related categories (Arnocky et al. 2015), which is more common among consumers with a high AISD (Jin, Muqaddam & Rye, 2019). In line with this, Bessenoff (2006) found that women with a higher self-discrepancy tend to be more exposed to and engaged with advertisements that present an ideal beauty standard comparing it with their actual self. Existing literature proves that consumers exhibiting a high degree of AISD tend to be more involved in comparison with SMIs in appearance-related categories (beauty and fashion). Consequently, it is expected that consumers with high AISD have more SMIs in their influencers in the appearance-related categories in their influencer portfolios.

H3: The higher the actual-ideal self-discrepancy of a consumer, the more social media influencers in the portfolio that are active in appearance-related categories.

Fitness and sports can be a means to realize the ideal beauty. Fitness and sports are considered categories that serve as a source of motivation for consumers (Santora, 2021). SMIs in these categories aim to promote a healthy lifestyle based on exercise and balanced eating (Aguilar & Arbaiza, 2021) making it more instructional categories rather than SMIs consumers compare themselves to. Therefore, these categories were not included as appearance-related categories, but additional analyses were conducted to investigate if there is a relationship between consumers' AISD and appearance-related categories including sports and fitness categories.

2.2.4 Perceived authenticity

In a study by Lee et al. (2021), the perceived authenticity of influencers was found to be an important factor for consumers following SMIs. Authenticity refers to what extent an SMI shares unfiltered and real content (Abidin & Thompson, 2012) and “behave according to his or her true self” (Moulard, Garrity, and Rice, 2015). Many researchers explore the concept authenticity as they see that authenticity of the SMI impacts consumer behaviour (Kapitan et al., 2021; Leung et al., 2022). Authenticity is found to be a strong predictor for trust towards SMIs, in turn, trust can impact consumer's purchase behavior (Kim & Kim, 2021)

SMIs that present an actual image of the true self are perceived authentic, whereas SMIs that present an ideal self-image perceived as unrealistic and not authentic (Zogaj, Tscheulin & Olk, 2020; Malär et al, 2011). Earlier in the report it was mentioned that consumers with a higher AISD tend to follow SMIs that are represent the consumer's ideal self-image (Bessenof, 2006; Malär et al., 2011). However, SMIs that live up to this ideal self-image of the consumer

are not authentic, because ideal standards are unrealistic (Zogaj, Tscheulin & Olk, 2020). Based on that, it is expected that consumers with high AISD follow less authentic influencers.

H4: The higher the actual-ideal self-discrepancy of a consumer, the lower the average perceived authenticity of the social media influencers in their portfolio.

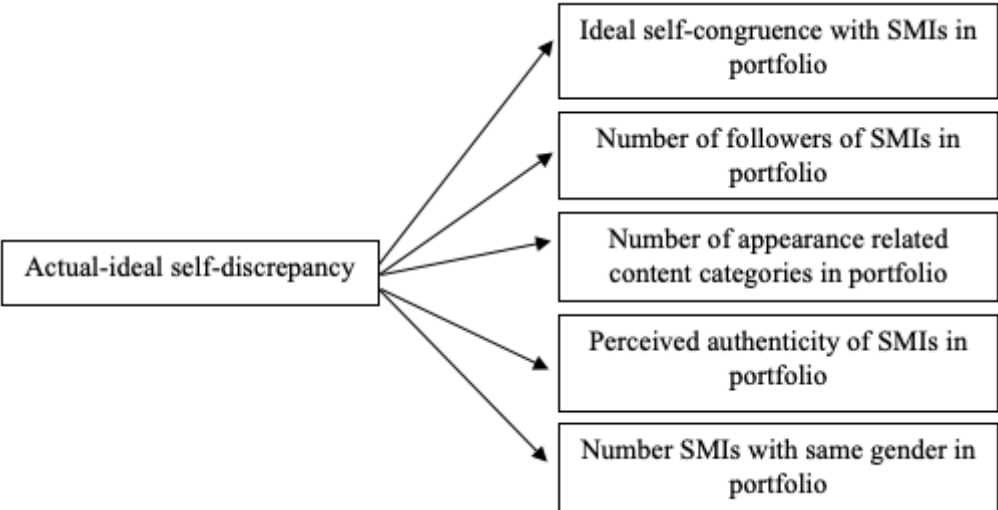
2.2.5 Gender

People with higher actual-ideal self-discrepancy tend to be involved in social comparison with SMIs (Jin, Muqaddam & Rye, 2019). They look for characteristics in the SMI that are related to the consumer’s ideal self-image (Dahl, 2021). Social comparison and reaching one’s ideal self through an SMI would be easier when following an SMI of the same gender. According to Chae (2018), female consumers might be more interested in following and interacting with female SMIs rather than with male SMIs. Hudders and Jan (2021) confirm this prediction with empirical evidence. They also state that this can be explained by the social identity theory implying that women regard themselves as being more similar to the female SMI than the male SMI. Since consumers with a high AISD tend to be more involved in social comparison with SMIs and seek to identify with certain similarities, it is expected that gender plays a role in their consumer influencer portfolios.

H5: The higher the actual-ideal self-discrepancy of a consumer, the higher the number of social media influencers in the influencer portfolio of the same gender as themselves.

2.3 Conceptual model

Figure 1. Conceptual model



3. Method

3.1 Procedure

An online survey was conducted to conduct this research. The survey was available in both Dutch and English to reach a wide range of respondents (see Appendix A). The survey was also used for different studies of two other Master's students. As a consequence, some of the questions in the survey are irrelevant for the current study, but relevant for the other students. This will be elaborated on later in the report. The survey was distributed with a snowball sampling method within the researchers' own network on online social platforms (Facebook, Linked-In, Instagram, WhatsApp, and Snapchat) and was also posted in several Facebook groups. Three gift cards were raffled amongst participants, and this was mentioned in the beginning of the survey to stimulate participation.

In the beginning of the survey, it was checked whether respondents were at least 16 years and following at least one SMI. If respondents did not meet these two criteria, they were thanked, and the survey was ended. Prior to the question about the requirement of following at least one SMI, the respondents were shown a definition of the term "influencer", which was as follows: "*An influencer is someone who has access to an audience on social media (YouTube, Instagram, blogs, etc.). Influencers can vary in their degree of popularity (influencers with little to lots of followers and big celebrities). The audience listens to and engages with this influencer on a regular basis (think of liking and sharing posts or commenting on posts). A social media influencer has established credibility in a specific industry and posts content about their area of expertise on a frequent basis.*". After this definition, respondents were asked to answer questions about a maximum of three influencers they were following. These SMIs together create a consumer's *influencer portfolio* (see Table 1), its measures will be explained in chapter 3.3. There were eleven questions formulated for each SMI that the respondents were expected to answer. Respondents were asked to indicate the SMIs they engage the most with in terms of likes, comments, shares, and messages. If the respondent indicated to be following one SMI, the respondent was shown the questions about the SMI only once. With a response of two SMIs they were shown the same questions twice, which they answered per SMI separately. The respondents following three or more SMIs answered these questions for three SMIs they followed and engaged most with.

After the questions regarding the SMIs, the questions about the consumer's well-being constructs were shown. It was indicated that the questions could be personal and that there was no right or wrong answer. The consumer's well-being constructs that were relevant for this

study were actual-ideal self-discrepancy and mood (negative dejection emotions). The other three questions about consumer's well-being were of relevance to the other studies of the Master students and therefore disregarded for this research. Subsequently, the respondents were asked to provide demographic information about themselves with regard to their age, gender, education, and nationality. Finally, the respondents were given the option to leave their email for the gift card raffle as well as any comments or suggestions.

Table 1: Example influencer portfolio

SMI	Questions
<i>SMI 1</i> Mijnsmaak	Number of followers: 100,000-500,000
	Gender: Other
	Content Category: Food
	Average on ideal self-congruence: 2
	Average on perceived authenticity: 5
<i>SMI 2</i> Selma Omari	Number of followers: 500,000-1,000,000
	Gender: Female
	Content Category: Fashion, beauty, fitness, food, travel
	Average on ideal self-congruence: 3
	Average on perceived authenticity: 2
<i>SMI 3</i> Enzo Knol	Number of followers: > 1,000,000
	Gender: Male
	Content Category: Entertainment
	Average on ideal self-congruence: 2
	Average on perceived authenticity: 4

3.2 Sample

The survey was distributed by three Master's students and was live between the 7th and 13th of April 2022. In total, 764 participants started the survey of which 52 did meet the participation criteria. 260 participants did not finish the survey. This means the survey resulted in a qualified sample of 452 respondents ($N = 452$).

The qualified sample consists of 82.3% female, 17.3% male, and 0.4% who preferred not to indicate their gender. As for the age of the respondents, the average was 25.59 years old (16 – 63; $SD = 6.52$). Most of the respondents were from The Netherlands (84.7%) followed by the United States of America (5.3%), Germany (4.2%), Belgium (2.9%), (1.8%) Turkey. There was one respondent from the respective countries Kenya, Portugal, Scotland, and United Arab Emirates, altogether accounting for 1% of the sample. The respondents were mostly graduates from University of Applied Sciences (39.6%) followed by University Bachelor's

(21.0%), Community College (17.9%), University Master’s (15.5%), High School (5.3%), Elementary School (.4%), and PhD or higher (.2%). To indicate the number of SMIs respondents were following, the respondents were able to pick between the following options: 1 influencer (8%), 2 influencers (15.5%), 3 influencers (15%), and more than 3, namely (61.5%). The average number of SMIs a respondent was following was 11.58 ($SD = 20.99$). The demographics are summarized in Table 2 below.

Table 2: Demographics sample

Demographics	Frequency N (%)	
Age	16-30	393 (86.9)
	31-45	47 (13.1)
	45+	12 (3)
Gender	Male	78 (17.3)
	Female	372 (82.3)
	Would rather not say	2 (.4)
Education	Elementary school	2 (.4)
	High school	24 (5.3)
	Community college	81 (17.9)
	University of Applied sciences	179 (39.6)
	University’s Bachelor’s	95 (21)
	University Master’s	70 (15.5)
	PhD or higher	1 (.2)
Nationality	Dutch	382 (84.7)
	German	19 (4.2)
	Belgian	13 (2.9)
	United States	24 (5.3)
	Other	13 (2.7)
Total	452 (100)	

3.3 Measures

This section describes the measurement of the independent (AISD) variable and dependent variables (the characteristics in the consumer influencer portfolio). Measurements are also listed in Table 3.

3.3.1 Actual-Ideal Self Discrepancy

To measure the respondent’s degree of self-discrepancy the Integrated Self-Discrepancy Index (ISDI) was used (Table 3). The ISDI is a modification of the Selves Questionnaire of Higgins developed by Hardin and Larkin (2009). The ISDI measures an individual’s ideal and ought self-discrepancy from one’s own and another’s perspective. In this study, the focus is on the

ideal self from the individual's standpoint. The respondents were first asked to list four attributes that they would ideally like to possess indicating the person they wish to be (e.g., own ideal 1: I hope I am a *rich* person). Hardin and Larkin (2009) state that although Selves Questionnaire by Higgins requires 10 attributes for the self-states, five attributes are optimal, which is empirically proven by Francis et al. (2006). To keep the length of the survey minimal, it was decided to ask for 4 attributes. Respondents were also presented possible attributes in an image to ensure that they had an idea of how to answer this question but were not limited to just those attributes (see Appendix A).

Thereafter, the attributes that the respondents reported to ideally possess were shown in the next question. Here, the respondents were asked to indicate how each ideal attribute describes their current selves based on a 5-point Likert-scale (1= does not describe me at all and 5 = completely describes me) ($M = 3.520$; $SD = .820$). A total score was computed per respondent, which was based on an average of the scales. A higher score on AISD indicates a higher greater gap between the actual-self and ideal-self-image of the consumer.

3.3.2 Consumer influencer portfolio

The dependent variables are related to the SMIs the participants follow. The respondents were first asked how many SMIs they are following currently. Based on that answer, they were shown the same questions about the SMIs for either one SMI (8%), two SMIs (15.5%), or three SMIs (76.5%). The measures for the questions about the SMIs are summarized in Table 3 below. After the respondents filled in the name of the SMI, the name recurred in the phrasing of the following questions. See Table 3 for the phrasing. Although this research is focused on a portfolio view, meaning looking at multiple SMIs that a consumer follows, the answers of respondents with just one SMI were left in the study since this is less than 10% of the sample.

3.3.2.1 Ideal self-congruence: To address the contrasting literature and practice whether people with high AISD follow SMIs closer to their actual or ideal self, a question was asked for each SMI in the consumer influencer portfolio. The self-congruence scales measure how the actual and ideal self of a consumer is in line with the brand personality (Malär et al., 2011). To measure the self-congruence of the ideal self with SMIs, statements were adapted to the context of this study from the items of Malär et al. (2011) shown in Table 3. The congruence with the brand personality was changed into the congruence with the SMIs personality. The respondents were shown two statements to rate whether the SMIs they follow are close to their ideal self-image with the ideal self-congruence scale ($M = 2.83$; $SD = .89$). The measures are based on a

5-point Likert-scale (1= strongly disagree and 5 = strongly agree). A higher total average score indicated that a higher congruence of the SMI and the consumer's ideal self-image.

3.3.2.2 Number of followers: Since it is highly unlikely for the participants to be aware of the number of followers of the SMIs they follow a range was provided. The ranges are developed based on that SMIs range from followers starting from a thousand to more than a million (Campbell & Farrell, 2020; Lehto & Lyu, 2020; Mediakix, 2020). The ranges are as follows, <10,000 followers; 10,000-100,000 followers; 100,000-500,000 followers; 500,000-1,000,000 followers, and +1,000,000 followers ($M = 11,534,486.917$; $SD = 11,003,749.446$). Since this is a categorical variable, it is difficult to examine the data. This is because an average of a categorical variable is not useful for analysis. Therefore, for every range of followers, a mid-point was assigned serving as a value for each response. However, the final range (>1,000,000) does not have an endpoint to draw an average from. To assign a value to the last category option, a random sample of 25 SMIs in that category was chosen to derive an average. The number of followers of the 25 SMIs was checked on Instagram and an average was concluded from that (see Appendix B). This average of 31,000,000 was used as the "mid-point" for the fifth range. This makes the variable number of followers a metric variable. Although these are estimated values, it is still useful for data analysis.

After the respondents answered this, a question was asked to check how accurate the respondent believed his or her estimation of the number of followers to be ($M = 3.65$, $SD = .95$). The measure for that was based on a 5-point Likert-scale (1 = not at all accurate, 5 = absolutely accurate). In total, only 10.6% of the respondents indicated believing their estimation was not at all accurate or not accurate. 26.4% of them were neutral about their answer whereas 38% believed it to be accurate, and 25% to be absolutely accurate. The mean was 3.65 meaning in general the answers were accurate, which indicates that the answers to the question regarding the number of followers of the SMIs can be considered reliable.

3.3.2.3 Content categories: Mediakix (2020) and Rutter et al. (2021) sum up the main content categories that SMIs operate in on Instagram. The respondents could pick amongst various content categories and were allowed to choose multiple options in case the SMI operates in multiple categories. There was also an option available to fill in another category if necessary. The provided options for categories were beauty, fashion, entertainment (for instance, funny videos), travel, gaming, fitness, sports, food, traditional celebrity (someone is famous due to another skillset), and a fill in option "other, namely".

Prior to the analysis, the answers in the choice "other, namely" were sorted through and various new items in categories were created as these categories were mentioned often. The

additional categories are religion, family, motivational & inspiration, lifestyle, education, interior design & architecture, and gossip. Afterwards, the category variables were turned into dichotomous variables with a 0 indicating that a category was not selected and a 1 indicating that a category was selected in a certain consumer influencer portfolio. The categories were then divided into two groups, appearance, and non-appearance related categories. Since the hypothesis is about the appearance related categories, fashion and beauty, these variables were turned into a count variable in order to make it suitable for a regression analysis ($M = 1.290$; $SD = 1.083$). A score of 0 indicates the consumer does not follow SMIs in the appearance-related content category, and a score of means the respondent follows 3 SMIs in the appearance-related category.

3.3.2.4 Perceived authenticity: The perceived authenticity ($M = 3.825$; $SD = .622$) of the SMI was measured using the celebrity authenticity scale by Moulard (2015) assessing the SMI on the following: The SMI “is genuine”, “seems real to me”, “is authentic”. The measures were based on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). An average total score was computed for the perceived authenticity of the SMIs in the portfolio per consumer. A higher score indicates a higher average perceived authenticity of the SMIs.

3.3.2.5 Gender: Finally, the respondents were asked to indicate the gender of the SMIs in their portfolio(s) to see how many SMIs they follow that are of the same gender as them ($M = 2.204$; $SD = .907$). The possible options were male, female, and other (for example, non-binary). Since this is a categorical variable, it was transformed into a count variable. A count value of 0 means that the consumer has 0 SMIs in the portfolio of the same gender. Consequently, a score of 0 means the respondent does not follow any SMI of the same gender, whereas a 3 means the respondent follows 3 SMIs of the same gender in the influencer portfolio. Additional analyses were conducted for the number of SMIs of the same gender per portfolio type.

Table 3. Measures

Construct	Items	Scale	Source	Transformed in SPSS
Ideal self-congruence	The image I have of [SMI]: ... is consistent with how I would like to be. ... is a mirror image of the person I would like to be.	1 (strongly disagree) to 5 (strongly agree)	Malär (2011)	One average was calculated of the ideal self-congruence with the multiple SMIs (max 3) in the portfolio.
Number of followers of SMI	How many followers does [SMI] have?	<10,000 followers 10,000-100,000 followers 100,000-500,000 followers 500,000-1,000,000 followers >1,000,000 followers	n.a.	1 = 5,000 2 = 55,000 3 = 300,000 4 = 750,000 5 = 31,530,240 One average was calculated of the number of followers of the multiple SMIs (max 3) in the portfolio.
Content category	In what category does [SMI] operate in?	Appearance related categories: beauty, fashion Non-appearance related categories: entertainment (for example, funny videos), travel, gaming, fitness, sports, food, traditional celebrity (someone is famous due to another skill set), and others	Mediakix (2020) and Rutter et al. (2021)	Count variable: number of SMIs in appearance related content category. (0-3)
Perceived authenticity	To what extent do you agree with the following statements? [SMI] is genuine. [SMI] seems real to me. [SMI] is authentic.	1 (strongly disagree) to 5 (strongly agree)	Moulard (2015)	One average was calculated of the perceived authenticity of the multiple SMIs (max 3) in the portfolio.
Gender of the SMI	What is the gender of [SMI]?	Male Female Other (for example non-binary)	n.a.	Count variable: Number of SMIs with same gender in the portfolio. (0-3)
Actual-ideal self-discrepancy	Consumers' self-reported attributes about the ideal self	1 (does not describe me at all) to 5 (completely describes me)	Higgins (1987) and Hardin and Larkin (2009)	n.a.

After data collection, the Master students randomly selected ten percent of the sample to assess how accurate the responses were about the SMIs. A random number picker tool on internet was used to determine which respondent's answers were to be checked in terms of the gender of the SMI, number of followers of the SMI, and the content category. The three Master students were each assigned 15 SMIs to check the answers for. The students looked up the SMIs assigned to them on the social media platform Instagram and compared it with the answer given by the respondents. Overall, the answers were correct, but the most occurring fault was that the categories of the SMIs were incomplete or wrongly checked. Out of the random sample, this was the case for only seven people (out of forty-five), 15.5% of the sample. Surprisingly, most of the respondents in the random sample were correct on the number of followers. Only 3 people, 6.7% of the sample, were off in their estimation in number of followers.

3.3.3 Control variables

3.3.3.1 Sociodemographic: The sociodemographic characteristics of the respondent serve as the control variables in this study, which are age, gender, nationality, and education (see Table 4). The respondents were asked to indicate their age ($M = 25.56$; $SD = 6.618$) and gender (female, male or non-binary). Nationality was measured by asking the respondents to report the country they are from. Finally, respondents were asked to indicate their education level (1 = *elementary school* to 6 = *PhD or higher*). Since the variables gender, education, and nationality are not metric, dummy variables were created in SPSS. Only two respondents refused to indicate their gender or were non-binary, therefore they were added to the male group, creating a 'not female' category. As the group 'elementary school' was also small it was added to the 'high school' group forming a new group 'High school or lower'. This was also the case for the group 'PhD or higher, which was therefore added together with 'University Master's' to a new group 'University Master's or higher'.

3.3.3.2 Number of social media platforms: SMIs are present on various social media platforms. It is relevant to use this as a control variable as different social media platforms pose different consumer experiences (Voorveld et al., 2018). However, the data only allowed for an analysis of how many platforms the respondent is following the SMI on ($M = 1.64$; $SD = .70$). Respondents were able to choose the following options: 'Instagram', 'TikTok', 'Facebook', 'YouTube', 'Twitter', 'Blogs', or 'Other' based on the findings of relevant and effective platforms for influencers by Haenlein et al. (2020).

3.3.3.3 Negative mood: The mood of the individual will also serve as a control variable. The self-discrepancy theory states that people with a high AISD tend to experience negative

dejection-related emotions, which are disappointment, dissatisfaction, and sadness (Higgins, 1987). There is currently no research on the effect of a negative mood on the SMIs an individual follows, thus it would not be possible to derive a hypothesis. To find out whether dejection-related emotions influence the influencer portfolio, this control variable was added to the study. To measure this, the participants were asked to indicate to what extent each adjective described how they generally feel using a 5-point Likert scale (1 = not at all to 5 = extremely). Scores were computed on all mood types by averaging responses to the items ($M = 3.525$; $SD = 1.693$). Higher scores indicate a greater intensity of a mood in level of dejection emotions.

Table 4: Measures control variables

Construct	Items	Scale	Source
Age	What is your age?	Fill-in option	n.a.
Gender	What is your gender?	Male Female Other (for example non-binary)	n.a.
Education	What is the highest degree or level of education you have completed?	1: Elementary School 2: High School 3: Community College 4: University of Applied Sciences 5: University Bachelor's 6: University Master's 7: PhD or higher	n.a.
Nationality	Which country are you residing in?	Fill-in option	n.a.
Social Media Platforms of Influencers	On what social media platform(s) do you follow [SMI]?	'Instagram', 'TikTok', 'Facebook' 'YouTube', 'Twitter', 'Blogs', or 'Other	Haenlein et al. (2020)
Negative mood	To what extent do you agree with the following statements? I often feel disappointed. I often feel dissatisfied. I often feel sad.	1 (strongly disagree) to 5 (strongly agree)	Higgins (1987)

3.4 Research ethics

To ensure transparency among the participants, the survey started with a description of the study. The respondents then checked the box 'I want to participate' when they agreed to participate. The participants were free to leave the survey at any point they wish since it was an online survey. The survey also disclosed a message that all data ensured confidentiality and

anonymity. All data concerning IP addresses were deleted from the data set. At the end of the survey, the e-mail address of one of the Master’s students was shared in case the participant wished to contact the researcher for questions.

3.5 Data quality

3.5.1 Discriminant validity

To determine whether the collected data fits the measured variables a confirmatory factor analysis (CFA) had to be conducted (Hair et al., p. 660). The confirmatory factor analysis determines whether scales’ items are unidimensional and measure the construct. The first analysis was run on 12 items that belong to the constructs: ideal self-congruence, perceived authenticity, actual-ideal self-discrepancy, and mood. The suitability of a principal component analysis was checked using two assumptions: the sampling adequacy and the linearity between the variables. The factor correlation matrix showed various variables higher than .3. As a result, an orthogonal rotation (VARIMAX) was conducted for the constructs not to show a correlation with each other (Field, 2018). The Kaiser-Meyer-Olkin (KMO) was above the threshold of .5 (.723), which implied that the data was useful for the analysis (see Appendix C) (Field, 2018). In addition, the result of Bartlett’s test of sphericity was significant ($p < .001$). All items contained a value higher than .3, which is the threshold of a sufficient factor loading (Field, 2018). An overview of the factor analyses can be found in Table 5. The total variance explained by all the factors is 74.928 %, which is regarded as satisfactory.

Table 5: Rotated factor matrix

	Factor			
	1	2	3	4
Ideal self-congruence 1	.923			
Ideal self-congruence 2	.935			
Perceived authenticity 1		.883		
Perceived authenticity 2		.924		
Perceived authenticity 3		.829		
Mood			.897	
Mood			.870	
Mood			.829	
Actual ideal self-discrepancy 1				.750
Actual ideal self-discrepancy 2				.778
Actual ideal self-discrepancy 3				.780
Actual ideal self-discrepancy 4				.729

3.5.2 Convergent validity

The next factor analyses were conducted to test the convergent validity (see Appendix E-G). The convergent validity refers to the degree to which various items within the same construct are correlated. If there are strong positive correlations between the items it can be said that the construct has a high convergent validity (Hair et al., 2019). The suitability of a principal component analysis was checked by the sample adequacy and the correlations between the variables. The sample adequacy is satisfied as the sample is greater than 300. The linearity between the variables was evaluated with a correlation matrix. The criterion of linearity is that the correlations must be significant and above .3, which was met for all the constructs. This means that all the constructs have convergent validity. The factor analyses for each construct provided a sufficient KMO (>.50) and were significant on the Bartlett's Test of Sphericity ($p < .001$), which are presented in Appendix E, F and G. The percentages of the variance explained for all factors are shown in Table 6. For all the constructs, the explained variances were all above 50%, thus no items had to be removed.

Table 6: Results convergent validity

	Ideal self-congruence	Perceived authenticity	Mood	Actual ideal self-discrepancy
Eigenvalues	1.874	2.416	2.307	2.344
% Explained variance	93.705	80.520	76.898	58.597

3.5.3 Reliability

A reliability test was performed using Cronbach's alpha to assess whether an item reflects the construct it is measuring. An alpha of .7 or higher indicates a reliable scale (Field, 2018). The items of the constructs shown in Table 7 were all higher than .7. The reliability tests (see Appendix H) showed that no items had to be deleted to increase the Cronbach's alpha.

Table 7: Reliability analysis

	Original # items	Cronbach's alpha	# Of items deleted	Cronbach's alpha
Ideal self-congruence	2	.933	0	.933
Perceived authenticity	3	.879	0	.879
Mood	3	.849	0	.849
Actual ideal self-discrepancy	4	.764	0	.764

4. Results

To report the results of the study, the descriptive analysis is discussed. Furthermore, the assumptions for a multiple linear regression analysis were checked and the multiple linear regression analyses were conducted to test the hypotheses.

4.1 Descriptive statistics

The descriptive statistics and correlation for each construct and control variables are presented in Table 8 below. There are various significant correlations, however most of them are too small to draw conclusions from. Correlations close to 3 and higher than 3 are analyzed below.

There are two interesting correlations with ideal self-congruence. Number of followers ($r = .228$; $p < .001$; $N = 452$) and perceived authenticity ($r = .408$; $p < .001$; $N = 452$) of the SMI show positive correlation with ideal self-congruence. This indicates that the higher the consumer scores on ideal self-congruence, the more likely the influencer portfolio consists of SMIs that are perceived authentic and have a higher number of followers.

There was also a strong positive correlation found between the number of SMIs in the portfolio in appearance related category ($r = .459$; $p < .001$; $N = 452$) and the number of SMIs of the same gender. In other words, when people choose to follow SMIs in appearance related categories, they are more likely to be SMIs of the same gender.

Furthermore, the correlation matrix shows that AISD has a negative correlation with mood ($r = -.247$; $p < .001$; $N = 452$). The higher the consumer's degree of AISD, the lower the consumers scores on mood, which indicates that the consumer is less likely to experience negative dejection emotions.

Table 8: Correlation matrix and descriptive statistics

Factor	1	2	3	4	5	6	7	8	9
Ideal self-congruence									
No. of followers	.228**								
No. of SMIs in appearance	-.047	-.007							
related categories									
Perceived authenticity	.408**	.066	-.180**						
No. of SMIs with same gender	.011	-.061	.459**	-.077					
AISD	.017	.065	-.075	.082	.001				
No. of platforms	-.026	-.048	.053	.060	.111*	.020			
Age Respondent	-.034	-.042	-.189**	.010	-.117*	.040	.014		
Mood	.173**	-.029	.063	-.059	.015	-.247**	-.074	-.106*	
Mean	2.830	11,534,486.917	1.290	3.835	1.641	3.520	.996	25.560	3.525
Standard deviation	.890	11,003,749.446	1.083	.622	.703	.820	.042	6.618	1.693

N = 452

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.2 Assumptions for linear regression

Prior to conducting the linear regression analysis, five assumptions need to be checked which are described below. The first assumption is that the data variables must be normally distributed. The outcomes of the checks for the assumptions are presented in Appendix I. The values of the skewness and kurtosis should be between -1.96 and 1.96 (Field, 2018). This requirement was met for the five dependent variables. Furthermore, the P-P Plots showed that the items were normally distributed. To conclude, the data has met the assumption of normal distribution.

The second assumption concerned with the regression analysis are the scales of the measurements. The variables must be of a metrical scale (Field, 2018). The independent variable, AISD, was measured with a 5-point Likert scale and is a metrical scale. The dependent variables, ideal self-congruence and perceived authenticity are also measured with a 5-point Likert scale and meet this assumption. The variables, content category and the same gender as SMI were originally categorical scales, however, count variables were created for these variables. The final dependent variable, number of followers, is metrically scaled. The control variables number of platforms, mood and age of the respondents are all metrically scaled. The control variables education and gender of the respondents were categorical, which is why dummies were created for these variables. All in all, it can be concluded that the data has met the second assumption of scales of measurements.

The third assumption holds that the relationship between the independent and dependent variables are linear. This was analyzed by means of scatterplots. The scatterplots show linear and horizontal relationships between the independent and dependent variables; thus, the assumption of linearity has been met. The scatterplots for the count variables number of SMIs in appearance related content categories and with same gender are not considered to be linear, however, this is because there are few data points for these variables. Since these variables are normally distributed, a regression analysis can be conducted.

The fourth assumption for a regression analysis is multicollinearity. Multicollinearity occurs when various independent variables are correlated to each other (Field, 2018). Since this research only has one independent variable, this assumption can be disregarded.

The fifth assumption concerns the homoscedasticity of the data, which means that the variance of the residuals is the same. This assumption is checked with a scatterplot (Hair, 2019). The dots in the scatterplot are spread evenly on the x-axis, meaning that the assumption of homoscedasticity has been met.

Finally, to test the independence of the errors. The Durbin-Watson test was conducted in to check the independence of the errors. Values between 1.5 and 2.5 are considered as

satisfied (Field, 2018). Except for the variable number of followers, all variables matched this criterion. When evaluating the normality of the distribution for number of followers, no deviant distributions were found. Therefore, it is accepted to still carry out the regression analysis. As a result, all assumptions are met, and the regression analysis can still be carried out.

4.3 Hypotheses testing

After all assumptions have been met, five linear regression analyses were run since there are five dependent variables in this study. For each dependent variable two models are run: one with all the control variables (age, gender, nationality, education, number of social media platforms, and negative mood) and one with all the control variables and the main variable (AISD).

4.3.1 Hypothesis 1: Ideal self-congruence

The first hypothesis of this study is that the higher the AISD of consumers, the higher the average congruence with SMIs and the consumer's ideal self-image. The dependent variable used in this regression analysis is ideal self-congruence. Results of the regression analysis showed (see Appendix J) that the first model explained a significant proportion of the variance ($R^2 = .104$, $F(9, 442) = 5.711$, $p < .001$). Model 2 with the main variable (AISD) did not explain any additional variance to the control variables ($R^2 \Delta = .003$, $F(1, 441) = 1.278$, $p = .259$). Results showed that the complete model remained significant ($R^2 = .107$, $F(10, 441) = 5.271$, $p < .001$).

Two control variables show a significant effect on ideal self-congruence (see Table 9). Nationality has a positive effect on ideal self-congruence ($\beta = .622$; $p < .001$). Thus, non-Dutch people follow SMIs that are more self-congruent than the Dutch people. Furthermore, negative mood has a positive effect on ideal self-congruence ($\beta = .082$; $p < .001$). Meaning that if someone scores higher on mood, thus experiences more dejection emotions, they have more SMIs that are ideal self-congruent in their influencer portfolio. In other words, consumers that experience higher negative dejection emotions tend to follow SMIs that are closer to their ideal self-image. However, the main variable, AISD of a consumer, does not have a significant effect on the ideal self-congruence with SMIs in the consumer's portfolio ($\beta = .058$; $p = .259$). Therefore, Hypothesis 1 is rejected.

Table 9: Effect of actual-ideal self-discrepancy on ideal self-congruence

	Model 1: Control variables only			Model 2: Control variables with main variable		
	β	SE	p	β	SE	p
Age	-.006	.006	.312	-.006	.006	.300
Gender: Not female	.060	.107	.576	.053	.107	.623
Education: High school or lower	.170	.180	.343	.175	.180	.332
Education: Community college	.118	.114	.305	.121	.114	.289
Education: University Bachelor's	.102	.116	.379	.092	.116	.432
Education: University Master's or higher	.052	.123	.673	.039	.124	.750
Nationality: Not Dutch	.619***	.123	<.001	.622***	.123	<.001
No. Of platforms	-.007	.058	.903	-.007	.058	.906
Mood	.076**	.024	.002	.082***	.025	<.001
Actual-ideal self-discrepancy				.058	.051	.259
R ² (Adjusted R ²)	.104 (.086)			.107 (.087)		

$N = 452$; * $p < .05$; ** $p < .01$; *** $p < .001$

For gender, the reference category is female.

For education, the reference category is university of applied sciences

For nationality, the reference category is Dutch

4.3.2 Hypothesis 2: Number of followers

The second hypothesis focuses on differences in consumer influencer portfolios regarding the number of followers of the SMI based on the consumer's degree of AISD. Thus, the dependent variable is number of followers. The regression analysis shows (see Appendix J) that model 1 explains a small proportion of the variance ($R^2 = .067$, $F(9, 442) = 3.509$, $p < .001$). Model 2 with the main variable (AISD) did not explain any additional variance ($R^2 \Delta = .001$, $F(1, 441) = .648$, $p = .421$). Results show that the complete model remained significant ($R^2 = .068$, $F(10, 451) = 3.220$, $p < .001$).

Two control variables show a significant effect on number of followers (see Table 10). Gender has a positive effect on 'number of followers' ($\beta = 2,944,595.864$; $p = .031$). This indicates that influencer portfolios of non-females have SMIs with a higher average number of followers than females. Furthermore, nationality has a positive effect on number of followers ($\beta = 4,455,930.552$; $p = .004$). Thus, non-Dutch people have SMIs that have higher number of followers in their portfolio. However, the main variable, AISD of a consumer, does not have a significant effect on the number of followers of the SMIs in the consumer's portfolio ($\beta = 520476.084$; $p = .421$). Therefore, Hypothesis 2 is rejected.

Table 10: Effect of actual-ideal self-discrepancy on number of followers

	Model 1: Control variables only			Model 2: Control variables with main variable		
	β	SE	<i>p</i>	β	SE	<i>p</i>
Age	-83547.204	78459.088	.288	-84880.062	78507.780	.280
Gender: Not Female	3009716.422*	1356531.179	.027	2944595.864*	1359479.357	.031
Education: High school or lower	-129398.439	2274291.519	.955	-91270.053	2275689.786	.968
Education: Community college	-1672793.926	1446886.730	.248	-1638556.968	1448087.266	.258
Education: University Bachelor's	2346447.564	1469341.032	.111	2250762.306	1474722.384	.128
Education: University Master's or higher	-49175.258	1558445.440	.975	-163933.129	1565567.517	.917
Nationality: Not Dutch	4431321.630*	1556646.322	.005	4455930.552*	1557566.003	.004
No. Of platforms	699746.861	737986.863	.344	701367.297	738283.428	.343
Mood	-227466.674	306357.894	.458	-170508.484	314538.514	.588
Actual-ideal self-discrepancy				520476.084	646439.505	.421
R ² (Adjusted R ²)	.067 (.048)			.068 (.047)		

N = 452; * *p* < .05; ** *p* < .01; *** *p* < .001

4.3.3 Hypothesis 3: Number of appearance related categories

The third hypothesis argued that the higher the AISD of consumers, the more SMIs in appearance related content categories in their portfolio. Data showed that 79% of the respondents were following at least one SMI in the appearance related categories (*N* = 357). A regression analysis was conducted to test the effect of AISD on the dependent variable appearance related categories (see Appendix J). Results show that model 1 explains a significant proportion of the variance ($R^2 = .305$, $F(9, 442) = 21.601$, $p < .001$). Model 2, with the main variable (AISD), does not explain any additional variance to the control variables ($R^2 \Delta = .001$, $F(1, 441) = .875$, $p = .350$). The regression analysis shows that the complete model remains significant ($R^2 = .307$, $F(10, 441) = 19.523$, $p < .001$).

Control variables, age, and gender (non-female), show a significant negative effect on number of SMIs in appearance related categories in the portfolio. The model (see Table 11) indicates that the higher the age is of the consumer the less SMIs they have in their portfolio that produce content in appearance related categories ($\beta = -.026$; $p < .001$). Likewise, it appears that non-females have less SMIs in their portfolios in the appearance related categories than female consumers ($\beta = -1.349$; $p < .001$). Still, the regression analysis of the complete model

shows that AISD does not have a significant effect on the number of SMIs in appearance related categories ($\beta = -.053$; $p = .350$). Thus, Hypotheses 3 is rejected.

Table 11: Effect of actual-ideal self-discrepancy on number of appearance related categories

	Model 1: Control variables only			Model 2: Control variables with main variable		
	β	SE	p	β	SE	p
Age	-.026***	.007	<.001	-.026***	.007	<.001
Gender: Not female	-1.356***	.118	<.001	-1.349***	.118	<.001
Education: High school or lower	-.365	.198	.066	-.369	.198	.063
Education: Community college	-.020	.126	.876	-.023	.126	.854
Education: University Bachelor's	-.007	.128	.955	.002	.128	.985
Education: University Master's or higher	.026	.136	.845	.038	.136	.780
Nationality: Not Dutch	.135	.135	.321	.137	.135	.312
No. Of platforms	.233***	.064	<.001	.233***	.064	<.001
Mood	.037	.027	.166	.031	.027	.255
Actual-ideal self-discrepancy				-.053	.056	.350
R ² (Adjusted R ²)	.172 (.155)			.174 (.155)		

N = 452; * $p < .05$; ** $p < .01$; *** $p < .001$

4.3.4 Hypothesis 4: Perceived authenticity

The fourth hypothesis argued that the higher the degree of AISD of a consumer, the less authentic the SMIs in their portfolio are. Results of the regression analysis (see Appendix J) showed that the first model is not significant ($R^2 = .037$, $F(9, 442) = 1.863$, $p = .056$). Model 2 does not explain an additional variance to the control variables ($R^2 \Delta = .003$, $F(1, 441) = 1.488$, $p = .223$). Results show that the complete model with the independent variable remains not significant ($R^2 = .040$, $F(10, 441) = 1.828$, $p = .054$).

The control variable number of platforms shows a positive significant effect on perceived authenticity (see Table 12). Consumers with a higher number of platforms they follow SMIs on, score on average higher on perceived authenticity of the SMIs in their portfolio ($\beta = .089$; $p = .036$). However, the regression analysis of the complete model shows that the effect of AISD on perceived authenticity is insignificant ($\beta = .045$; $p = .223$). Therefore, the fourth hypothesis is not supported.

Table 12: Effect of actual-ideal self-discrepancy on perceived authenticity

	Model 1: Control variables only			Model 2: Control variables with main variable		
	β	SE	p	β	SE	p
Age	.000	.005	.932	.000	.005	.952
Gender: Not female	.087	.078	.263	.082	.078	.296
Education: High school or lower	.227	.131	.083	.230	.131	.079
Education: Community college	.093	.083	.265	.096	.083	.250
Education: University Bachelor's	.161	.084	.057	.153	.085	.071
Education: University Master's or higher	.190	.090	.034	.180	.090	.045
Nationality: Not Dutch	.043	.089	.634	.045	.089	.617
No. Of platforms	.089*	.042	.037	.089*	.042	.036
Mood	-.023	.018	.192	-.018	.018	.319
Actual-ideal self-discrepancy				.045	.037	.223
R ² (Adjusted R ²)	.037 (.017)			.040 (.018)		

N = 452; * *p* < .05; ** *p* < .01; *** *p* < .001

4.3.5 Hypothesis 5: Number of SMIs of same gender

The fifth hypothesis predicted that the higher the AISD of consumers, the more SMIs of the same gender in their consumer influencer portfolio. In general, the data shows that the portfolios of almost half of the respondents (48%) contain only SMIs of the same gender. A regression analysis was conducted to test the effect of AISD on number of SMIs of the same gender as the consumer (see Appendix J). Model 1 explains a small proportion of the variance ($R^2 = .084$, $F(9, 442) = 4.518$, $p < .001$). Model 2, which includes the main variable AISD, does not explain an additional variance to the control variables ($R^2 \Delta = .000$, $F(1, 441) = .084$, $p = .773$). Results show that the complete model is still significant ($R^2 = .084$, $F(10, 441) = 4.066$, $p < .001$).

The control variable gender has a significant effect on the number of SMIs of the same gender (see Table 13). Non-female consumers ($\beta = -.558$; $p < .001$) have smaller number of SMIs of the same gender in their portfolios compared to those of female consumers. Looking at the results of the regression analysis, it can be concluded that there is no significant effect of the main variable, AISD, on the number of SMIs with the same gender ($\beta = .015$; $p = .751$). Therefore, Hypothesis 5 is rejected.

Table 13: Effect of AISD on number of SMIs of the same gender

	Model 1: Control variables only			Model 2: Control variables with main variable		
	β	SE	p	β	SE	p
Age	-.012	.006	.054	-.012	.006	.054
Gender: Male	-.556***	.111	<.001	-.558***	.111	<.001
Education: High school or lower	-.159	.186	.391	-.158	.186	.395
Education: Community college	-.222	.118	.061	-.221	.118	.062
Education: University Bachelor's	.070	.120	.563	.067	.121	.580
Education: University Master's	.084	.127	.508	.081	.128	.527
Education: PHD or higher	-.170	.127	.183	-.169	.127	.185
Nationality: Not Dutch	.048	.060	.428	.048	.060	.428
No. Of platforms	-.002	.025	.947	.053	.060	.380
Mood	.001	.025	.963	.003	.026	.908
Actual-ideal self-discrepancy				.015	.053	.751
R ² (Adjusted R ²)	.084 (.066)			.084 (.064)		

N = 452; * *p* < .05; ** *p* < .01; *** *p* < .001

4.4 Additional analyses

Since the hypotheses in this study were not statistically significant, various additional analyses were carried out. Data showed that 76.1% of the respondents claimed to be following three or more SMIs. Nevertheless, some respondents stated to be following only one or two influencers. The difference in number of SMIs in the portfolios could have influenced the significance of the results. This is because a portfolio with two SMIs cannot have a count value of 3, as the maximum score is 2. Whereas the maximum score for someone following three or more SMIs is 3. Therefore, three separate additional analyses were conducted for the different portfolio groups (with 1 SMI (*N* = 36), with 2 SMIs (*N* = 70), with 3 SMIs (*N* = 346). The regression analyses were conducted for the hypotheses with count variables, which were hypothesis 3 and hypothesis 4. The same control variables as in the prior analyses were included. However, results of these additional analyses were not statistically significant.

Earlier in the report, it was mentioned that respondents were asked to indicate on how accurate they believed their estimation about the number of followers of the SMI(s) to be. Since the second hypothesis concerning the number of followers of the SMIs was rejected, it would be interesting to look at whether the accuracy of the answers would have impacted the results. Therefore, additional analysis was performed for two separate groups. Data was split by dividing the sample into two groups of lower values and higher values on accuracy. Thus, the first group was not very sure about their accuracy (*score* 1-3; *N* = 143) and the second was very

sure about their accuracy (*score* 4-5; $N = 309$). The results of the additional analyses were not significant.

Next, various additional analyses were conducted to check for the influence of demographic characteristics of the respondents on the results. The data was split on three demographic variables, gender, age. The regression analyses were run on all dependent variables used in prior analyses.

First, it was decided to conduct an additional analysis for gender as Hudders and Jan (2021) found that women and men perceive SMIs different. Furthermore, research showed that the effects of SMI endorsements on attitudes, behaviors, and interaction with SMIs differ across men and women (Croes & Bartels, 2021; Hudders & Jan 2021; Sun, Leung & Bai, 2021). Therefore, it seemed interesting to split data for gender of the respondents and analyze the groups female ($N = 372$) and non-female ($N = 80$) separately. Only a significant effect was found for non-females on the number of followers ($\beta = 3,709,330.733$; $p = .044$) (see Appendix K). Thus, the higher the AISD of non-female consumers, the higher the average number of followers of the SMIs in his portfolio.

Second, the sample was split for the age of the respondent as Childers and Boatwright (2021) found that there are substantive differences in how different generations view SMIs. Research also showed that specifically young adults frequently use social media platforms for product reviews and are highly influenced by SMIs (Djafarova & Rushworth, 2017; Marwick, 2015). Therefore, it would be interesting to see if there are any differences to be found in this study across various age groups. The different age groups < 18 ($N = 4$), $18-25$ ($N = 24$), $25-35$ ($N = 172$), $35-45$ ($N = 13$), and >45 ($N = 14$) were analyzed separately. Results of the regression analyses showed that there are three significant effects Results (see Appendix K). The age group of $18-25$ has a positive significant effect ($\beta = .180$; $p = .015$) on ideal self-congruence as well as the perceived authenticity ($\beta = .148$; $p = .005$). This indicates that the higher the AISD of consumers between 18 and 25 years old, the greater the average ideal self-congruence they have with the SMIs in their portfolio. Additionally, the higher the AISD, the higher the average perceived authenticity of the SMIs in the portfolios of consumers between 18 and 25 years old. Furthermore, a negative significant effect was found for consumers in the age group >45 on the number of SMIs in appearance related categories ($\beta = -440$; $p = .025$). Thus, the higher the AISD of consumers older than 45 years old, the smaller the number of SMIs in their portfolio in appearance related categories. However, since this group is very small (3%), any conclusions drawn from this finding should be carefully considered.

Finally, an additional regression analysis was conducted for the categories fitness and sports together included in the appearance-related category. 29% of the respondents follow at least one SMI in the categories fitness and sports ($N = 131$). As mentioned earlier in the report, these categories were not included to appearance related categories because fitness and sports categories serve more as a source of information, advice, and motivation for consumers (Neal, 2017; Aguilar & Arbaiza, 2021; Santora, 2021). However, one of the goals of establishing a healthy lifestyle by followings fitness and sports SMIS is to get a great physique (Neal, 2017), which is related to appearance. Therefore, it was still worthwhile to conduct an additional analysis to find out if self-discrepancy had any effects on the number of SMIs in appearance related categories, including sports and fitness categories. However, results of this additional analysis were not statistically significant.

5. Conclusion and discussion

5.1 Conclusion

This research contributes to the knowledge in literature regarding consumer's interests by looking into role of AISD on the following certain SMIs. Previous research fell short on which characteristics consumers look for in SMIs based on their state of well-being. Instead, the focus has been on the effectiveness of influencer marketing for marketers or the effects on consumer's well-being. Moreover, there was no research conducted about SMIs on a portfolio level looking at various influencers a consumer follows. The research question was as follows "*How do influencer portfolios of consumers differ based their degree of actual-ideal self-discrepancy?*". This research was established by the means of an online questionnaire with a qualified sample of 452 respondents.

To answer this question, various hypotheses were formulated basing on existing literature AISD and characteristics in SMIs consumers look for. Earlier research has shown that consumers relate more to SMIs than traditional opinion leaders. The personal identification of consumers is a reason for consumers to engage in social comparison with influencers (Tran & Strutton, 2014; Jin, Muqaddam & Rye, 2019). The self-discrepancy theory by Higgins (1987) predicted that consumers with higher degrees of AISD search for relationships that will reduce the gap between someone's actual and ideal self. Therefore, it was expected that influencer portfolios would differ the higher the degree of AISD of consumers is based on various characteristics.

Although differences in portfolios based on the consumers' degree of AISD were expected, the results of the study revealed otherwise (i.e., the hypotheses were rejected). There was no relationship found between a consumer's degree of AISD and the differences in the characteristics they look for in influencers. More specifically, no relationship was found between the degree of AISD and the average self-congruence with SMIs and the consumer's ideal self-image. Furthermore, there was no relationship found between AISD and the average number of followers and average perceived authenticity of SMIs, as well as the number of SMIs with the same gender and in appearance-related content categories in the portfolios. An overview of the hypotheses and results of the data analysis is provided in Table 14.

Despite that the current study lacked to find a significant relationship between AISD and influencer portfolios, it is still relevant to utilize the data. The remaining of this chapter discusses the overall conclusion of the findings in relation to earlier research. Furthermore,

theoretical and practical implications that are derived from findings are provided. Finally, the limitations of this research along with suggestions for further research are provided.

Table 14. Summary of results

Hypothesis	Result
1. The higher the actual ideal self-discrepancy of a consumer, the higher the average SMI / ideal self-image congruence for the SMIs in the influencer portfolio.	Rejected
2. The higher the actual ideal self-discrepancy of a consumer, the higher the average number of followers of the social media influencers in their influencer portfolio.	Rejected
3. The higher the actual-ideal self-discrepancy of a consumer, the higher the number of social media influencers in their portfolio that are active in appearance-related categories.	Rejected
4. The higher the actual-ideal self-discrepancy of a consumer, the lower the average perceived authenticity of the social media influencers in their portfolio.	Rejected
5. The higher the actual-ideal self-discrepancy of a consumer, the higher the number of social media influencers in their influencer portfolio of the same gender as themselves.	Rejected

5.2 Discussion

As mentioned earlier, it was expected that the varying degrees of AISD of consumers pose differences in their influencer portfolios. The discussion below will dive deeper into the results of the effect of AISD on the various SMI characteristics in accordance with literature and possible explanations about the findings.

Malär et. al. (2011) highlighted that in practice many brands emphasize ideal beauty with their advertising. The “ideal self-image” appears to be crucial because many consumers prefer companies that do not reflect their current reality but rather represent an aspiration (as a means of self-improvement; Sirgy 1982). Besenoff (2006) found that people with higher degrees of AISD about their body image are twice as likely to engage in social comparisons with media representations of the ideal self. As a result, it was expected that the higher the consumer’s AISD, the higher the average ideal-self congruence with the SMIs in the portfolio. This is not the case with SMIs as was found in the current study. In contrast to the literature, no relationship was found between a consumer’s AISD and average ideal-self congruence with SMIs in the current study. However, findings showed that consumers between the ages of 18

and 25 with a higher AISD follow SMIs that have a higher congruence with their ideal self-image. Thus, it confirms Bessenoff's and Malärs conclusions about looking for the ideal self-image in SMIs for young adults (between the ages of 18 and 25) only. It also confirms earlier research findings that different generations perceive SMIs differently and young adults are more influenced by SMIs (Djafarova & Rushworth, 2017; Marwick, 2015). A motive for young adults following SMIs is because they are "cool and on-trend" (Croes & Bartels, 2021). The underlying reason for this result can be explained by the social identity theory. Consumers' identities are influenced by the brands they consume. They use brand affiliations to validate, express, and enhance their identity in both private (e.g., self-esteem) and public settings (e.g., status). This effect is shown to be stronger on young adults as they are more in search of their identity because they have fewer building blocks compared to older generations. Consumers accomplish this by entrusting their self-concepts to brands that they and others consider to be well-respected, such as luxury brands (Tavassoli, Sorescu & Chandy, 2014). All in all, young adults are more inclined to be in search of social identity, thus experience a higher AISD. This increases the consumer's desire to follow and imitate SMIs representing the image of the ideal version of the self and purchase luxury brands' products that get them closer to the ideal self (Jin, Muquaddam & Rye, 2019; Hogg, Bruce & Hough, 1999).

Although research shows that the consumers with higher AISD tend to follow SMIs that portray an ideal self-image, which is perceived as inauthentic (Bessenof, 2006; Malär et al., 2011; Zogaj, Tscheulin & Olk, 2020; Bessenoff), results reveal otherwise. There was no significant effect found of consumers' AISD on the perceived authenticity of the SMIs they follow. This could be because, regardless of someone's degree of AISD, authenticity was found to be the most dominant factor for consumers following SMIs. Consumers follow SMIs because they are genuine and relatable (Lee et al. 2021). All consumers care for authenticity in SMIs as it is a source of trust in the SMI, which in turn leads to greater interaction with the SMI (Bruns, 2018, Kim & Kim, 2021). However, data analysis showed that it was significant for consumers between ages of 18 and 25. This indicates that the higher the AISD of consumer between 18 and 25 years old, the higher the average perceived authenticity of the SMIs they follow. The social identity theory explains that young adults are more in search for attaining social identity and fulfill an ideal self-image (Tavassoli, Sorescu & Chandy, 2014). Authenticity is one way that helps consumers to personally identify with SMIs in attempt to imitate them to fulfill an ideal self-state (Tran & Strutton, 2014; Jin, Muquaddam, and Rye, 2019). Therefore, it could explain why the results were significant for young adults.

From earlier research, it was concluded that consumers with high AISD would be more likely to follow SMIs with higher number of followers due to the popularity of bigger SMIs (Jin 2018; Jin, Muquaddam & Rye, 2019; Lee et. al., 2021). Contrary to literature, no relationship was between a consumer's degree of AISD and the number of followers of the SMIs. However, the results of this variable should be interpreted with care since estimated values were provided by the respondents. The number of followers remains to be a difficult value to measure from a portfolio perspective because it yields an average per portfolio. Asking respondents how popular they perceive the SMI could have also been relevant for the essence of this question as the consumer's perspective is what is important in this study. Research shows that SMIs state their popularity to be also driven by other qualities such as quality of their posts and aesthetic elements (Arora et al., 2019; Djafarova & Trofimenko, 2018). Thus, the number of followers might have not been the only factor for that indicates popularity. It would be interesting to find out whether consumers with higher AISD follow more SMIs they perceive to be popular.

Existing literature proves that consumers exhibiting a high degree of AISD tend to be more involved in comparison with SMIs in appearance-related categories (beauty and fashion) (Arnocky et al., 2015; Bessenoff, 2006; Jin Muquaddam & Rye, 2019) and with the same gender (Hudders & Jan, 2019). However, the current study does not show a significant effect between a consumer's AISD and these two characteristics. Nevertheless, data showed that 80% of the consumers in this study followed at least one SMI in appearance-related categories. Additionally, most women (66.6%) had only female SMIs in their portfolios, and most men only had male SMIs (67.5%). This could indicate that appearance-related content categories and the gender of the SMI is still relevant in influencer marketing, regardless of a consumer's degree of AISD. While AISD is not directly related to the number of SMIs in appearance-related categories, many SMIs in these content categories do provide the content that is relevant for reaching the consumer's ideal self (Jin, Muquaddam & Rye, 2019). Whether it is for their personal or public identification (Tavassoli, Sorescu & Chandy, 2014).

A consumer's degree of AISD says something about whether the consumer looks for relationships to decrease their degree of AISD and is involved in social comparison with SMIs (Higgins, 1987; Jin, Muquaddam & Rye, 2019). However, no significant effect was found between a consumer's AISD and their influencer portfolio. Findings conclude that the social identity theory might be a relevant concept for examining the motives of consumers for following SMIs with certain characteristics.

5.3 Theoretical implications

This study makes several theoretical contributions to the literature on self-discrepancy and influencer marketing. The first important academic contribution is to provide insights about SMIs consumers follow from a portfolio perspective. Previous research had only investigated this based on one SMI, while most consumers on social media follow more than one SMI. The second contribution to literature is considering a consumer's well-being construct as a basis for following certain SMIs. This study focused on the relationship of a consumer's degree of AISD and their influencer portfolio. However, no relationship was found between a consumer's degree of AISD and the characteristics they look for in SMIs. Additional analyses did find significant effects for young adults (between the age of 18 and 25), which could be related to the social identity theory. This is an interesting area for further research.

5.4 Practical implications

This research provides some practical implications for marketers to tailor their influencer marketing efforts while keeping in mind consumers' psychological motives for engaging with SMIs.

Contrary to the expectations, no relationship between a consumer's degree of AISD and their influencer portfolio was found in this research. Additional analyses, however, revealed that there are differences between the demographics of the consumers in this relationship. Therefore, this study provides some practical implications about what kinds of SMIs brands should employ when it comes to the gender, nationality, and age of (potential) consumers with higher degrees of AISD. This could be relevant for marketers in appearance-related brands as these are categories where consumers are more involved in social comparison (Arnocky et al., 2015; Bessenoff, 2006; Jin Muqaddam & Rye, 2019). When targeting non-females with high AISD, marketers may use SMIs that have higher number of followers. For influencer marketing activities aimed at young adults with high AISD, marketers should seek to engage SMIs that portray the desired ideal self-image and who are perceived to be authentic

Furthermore, regardless of consumers' AISD, the general findings of influencer portfolios also show that the demographics could be of relevance for marketers. Findings show that non-Dutch consumers follow SMIs with a higher average ideal self-congruence than Dutch consumers. Additionally, non-Dutch have portfolios with a higher average number of followers of SMIs. Therefore, marketing efforts for consumers outside The Netherlands could be more effective with SMIs that portray a more idealized image with a larger number of followers.

Furthermore, non-females follow less SMIs of the same gender compared to females. Therefore, marketers could explore the effectiveness of marketing activities for non-females with both genders.

Next to the demographic characteristics of consumers, the number of social media platforms consumers follow SMIs on could be relevant. It was found that the higher the number of platforms consumers follow SMIs on, the higher the perceived authenticity of SMIs in their influencer portfolios. Operating on various platforms may exhibit a form of transparency to consumers and perhaps they see more of the SMI's life, which is a possible reason why they are perceived as more authentic. As a result, it is recommended for brands to work with SMIs that are available on more social media platforms, since authenticity is a dominant factor for consumers following SMIs (Lee et al., 2021).

All in all, it is recommended that marketers keep in mind the demographics and psychological characteristics of the consumers when creating influencer marketing strategies.

5.5 Limitations and future research

The findings of the current study should be interpreted considering some limitations. First, the generalizability of the findings in this study may be questioned due to the online nature of the questionnaire and the use of snowball and convenience sampling methods. Consequently, the current sample's demographic and geographic diversity may be limited and therefore biased. For instance, most of the respondents are from the Netherlands (84.7%). Research shows that the degree to which consumers are influenced by social media use may vary across cultures. The differences in cultures can play a role in how they are influenced and to what extent they are involved in social comparison (White & Lehman, 2005; Lee et al., 2014). Future research may benefit from extending the sampling for a more representative sample regarding the nationality of the respondents.

Second, the structure of the survey served as a limitation for the data analysis of this study. It was unrealistic for respondents to fill in the exact number of followers of the SMIs they were following, which is the reason why categories with a range of number of followers were used. Due to the estimated values, results must be interpreted with care. Since it was a measure indicating the popularity of the influencer, it could have been useful for the consumers to rate the SMIs on perceived popularity.

Third, the concept self-discrepancy is an opinion one has about him or herself, which could serve as a limitation. A respondent with a negative opinion, or someone with a high AISD, might be reluctant in being fully transparent in that. This concerns the social desirability bias,

which is the tendency of respondents to give socially desirable responses rather than those that reflect their genuine opinions or feelings (Grimm, 2010). For the measurement of AISD, a participant may have answered the questions as if they already possess their ideal attributes, while they may not. To avoid this, future research could include a socially desirable scale in the survey (Grimm, 2010).

Fourth, the findings showed that there was no significant relationship found between a consumer's degree of AISD and the characteristics of the SMIs they follow. Additional analyses showed that for especially young adults a higher degree of AISD resulted in differences in their influencer portfolios. These findings could be explained by the social identity theory and the need for identification amongst younger people (Tavassoli, Sorescu & Chandy, 2014). Higgins (1987) states that people with high AISD seek relationships that decrease their AISD. This might be because consumers with high AISD suffer from low self-esteem and are driven to reduce this discomfort by improving their self-image (Shan et al., 2021). As a result, future research could focus on the relationship of the degree of AISD of young adults and their influencer portfolios, in which social identification serves as a mediator.

Finally, although the survey was appropriate for testing the hypotheses, future research could enhance the study by exploring other motives for consumers following SMIs and how their degree of AISD plays a role in this. Additional analyses showed some significant effects of AISD on a few of the characteristics in the portfolio, however, there is limited research regarding the motives of consumers' following SMIs currently. Therefore, future research may benefit from further exploration of SMI characteristics, which makes qualitative methods more useful (Brytting, 1990). Through interviews, it will be possible to gain a deeper understanding in what drives consumers to follow certain SMIs (Hancock et al., 2001). For the concepts such as self-discrepancy and social identification, there is a great possibility of a social desirability bias. However, given that participant agreed to participate in this specific research might be a reason for the participant to be more forthright about expressing feelings and experiences with the interviewer. The openness of the interviewer and the support the participant's experiences can also encourage the participant to be open (Knox & Burkhard, 2009). Thus, the researcher has more control in understanding the consumer's motives with qualitative methods rather than with quantitative methods. Exploring and understanding consumer's following motives and the influence of the consumer's psychological state in that is relevant since this is still in its infancy in research.

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Appendices

Appendix A Survey

Start of Block: Introduction

Introduction text

Dear reader/participant,

For our master thesis about influencer marketing, we are looking for people who are following influencers on social media to participate in our study. The study intends to gain insights about which influencers consumers are following on social media. This survey will take about 10 minutes. It will be conducted completely anonymously, and data will not be shared with any further parties. To participate in this study, you need to be over 16 years old.

Three €20 Amazon.com gift cards will be raffled among the participants. You can enter your email address for this at the end of the survey if you would like to participate.

Thanks in advance!

Esra, Fabienne & Susan

Consent

I am 16 years old or older and I agree to participate

Explanation Influencer

An influencer is someone who has access to an audience on social media (YouTube, Instagram, blogs, etc.). Influencers can vary in their degree of popularity (influencers with little to lots of followers and big celebrities). The audience listens to and engages with this influencer on a regular basis (think of liking and sharing posts or commenting on posts). A social media influencer has established credibility in a specific industry and posts content about their area of expertise on a frequent basis.

Do you follow at least one influencer on social media?

- Yes
- No

End of Block: Introduction

Start of Block: Number of influencers

How many influencers do you follow on social media?

- 1
 - 2
 - 3
 - More than 3, namely (if you do not know the exact amount, you can give an estimation):
-

End of Block: Number of influencers

Start of Block: Portfolio questions explanation

In this part of the survey, you will be asked questions about the social media influencers you are following. Please choose the influencers that you engage (like, comment, share, message) the most with. You will be asked the same questions for each influencer after you have filled them in for one.

End of Block: Portfolio questions explanation

What is the name of the first influencer that comes to mind?

What is the gender of $\${Naam\ 1/ChoiceTextEntryValue}$?

- Male
 - Female
 - Other (for example, non-binary)
-

What is the age of $\${Naam\ 1/ChoiceTextEntryValue}$?

- Younger than 18 years old
 - 18-25 years old
 - 26-35 years old
 - 36-45 years old
 - Older than 45 years old
-

How many followers does $\${Naam\ 1/ChoiceTextEntryValue}$ have?

- Less than 10.000 followers
 - 10.000 to 100.000 followers
 - 100.000 to 500.000 followers
 - 500.000 to 1 million followers
 - More than 1 million followers
-

How accurate do you believe your estimation of the number of followers is?

- Not at all accurate
 - Not accurate
 - Neutral
 - Accurate
 - Absolutely accurate
-

Some influencers were celebrities before they became influencers on social media, you can think of Selena Gomez, Paris Hilton, and Kim Kardashian. Was $\{\text{Naam 1/ChoiceTextEntryValue}\}$ already a celebrity before he/she became a social media influencer?

- Yes
 - No
 - I do not know
-

In which category is $\{\text{Naam 1/ChoiceTextEntryValue}\}$ active? (Multiple answers possible)

- Beauty
 - Fashion
 - Sports
 - Fitness
 - Travelling
 - Food
 - Gaming
 - Entertainment (for example, funny videos)
 - Traditional celebrity
 - Other, namely _____
-

Can you briefly indicate what kind of content $\{\text{Naam 1/ChoiceTextEntryValue}\}$ mainly posts? Think, for example, of cooking videos, explanations about products, vlogs about their day, etc.

On which platform(s) do you follow $\{\text{Naam 1/ChoiceTextEntryValue}\}$? (Multiple answers possible)

Instagram

TikTok

Facebook

YouTube

Twitter

Blog

Other, namely _____

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
$\{\text{Naam 1/ChoiceTextEntryValue}\}$ is genuine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam 1/ChoiceTextEntryValue}\}$ seems real to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam 1/ChoiceTextEntryValue}\}$ is authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements? The personality $\{\text{Naam 1/ChoiceTextEntryValue}\}$...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is consistent with how I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of the person I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Portfolio 1

Start of Block: Portfolio 2

The questions you just completed will now be repeated for a second influencer you follow.

What is the name of the second influencer that comes to mind?

What is the gender of $\${Naam\ 2/ChoiceTextEntryValue}$?

- Male
 - Female
 - Other (for example, non-binary)
-

What is the age of $\${Naam\ 2/ChoiceTextEntryValue}$?

- Younger than 18 years old
 - 18-25 years old
 - 26-35 years old
 - 36-45 years old
 - Older than 45 years old
-

How many followers does $\${Naam\ 2/ChoiceTextEntryValue}$ have?

- Less than 10.000 followers
 - 10.000 to 100.000 followers
 - 100.000 to 500.000 followers
 - 500.000 to 1 million followers
 - More than 1 million followers
-

How accurate do you believe your estimation of the number of followers is?

- Not at all accurate
- Not accurate
- Neutral
- Accurate
- Absolutely accurate

Some influencers were celebrities before they became influencers on social media, you can think of Selena Gomez, Paris Hilton, and Kim Kardashian. Was $\{\text{Naam 2/ChoiceTextEntryValue}\}$ already a celebrity before he/she became a social media influencer?

- Yes
 - No
 - I do not know
-

In which category is $\{\text{Naam 2/ChoiceTextEntryValue}\}$ active? (Multiple answers possible)

- Beauty
 - Fashion
 - Sports
 - Fitness
 - Travelling
 - Food
 - Gaming
 - Entertainment (for example, funny videos)
 - Traditional celebrity
 - Other, namely _____
-

Can you briefly indicate what kind of content $\{\text{Naam 2/ChoiceTextEntryValue}\}$ mainly posts? Think, for example, of cooking videos, explanations about products, vlogs about their day, etc.

On which platform(s) do you follow $\{\text{Naam 2/ChoiceTextEntryValue}\}$? (Multiple answers possible)

Instagram

TikTok

Facebook

YouTube

Twitter

Blog

Other, namely _____

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
$\{\text{Naam 2/ChoiceTextEntryValue}\}$ is genuine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam 2/ChoiceTextEntryValue}\}$ seems real to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam 2/ChoiceTextEntryValue}\}$ is authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements? The personality $\{\text{Naam 2/ChoiceTextEntryValue}\}$...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is consistent with how I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of the person I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Portfolio 2

Start of Block: Portfolio 3

The questions you just completed will now be repeated for a third influencer you follow.

What is the name of the third influencer that comes to mind?

What is the gender of $\${Naam\ 3/ChoiceTextEntryValue}$?

- Male
 - Female
 - Other (for example, non-binary)
-

What is the age of $\${Naam\ 3/ChoiceTextEntryValue}$?

- Younger than 18 years old
 - 18-25 years old
 - 26-35 years old
 - 36-45 years old
 - Older than 45 years old
-

How many followers does $\${Naam\ 3/ChoiceTextEntryValue}$ have?

- Less than 10.000 followers
 - 10.000 to 100.000 followers
 - 100.000 to 500.000 followers
 - 500.000 to 1 million followers
 - More than 1 million followers
-

How accurate do you believe your estimation of the number of followers is?

- Not at all accurate
 - Not accurate
 - Neutral
 - Accurate
 - Absolutely accurate
-

Some influencers were celebrities before they became influencers on social media, you can think of Selena Gomez, Paris Hilton, and Kim Kardashian. Was $\{\text{Naam 3/ChoiceTextEntryValue}\}$ already a celebrity before he/she became a social media influencer?

- Yes
 - No
 - I do not know
-

In which category is $\{\text{Naam 3/ChoiceTextEntryValue}\}$ active? (Multiple answers possible)

- Beauty
 - Fashion
 - Sports
 - Fitness
 - Travelling
 - Food
 - Gaming
 - Entertainment (for example, funny videos)
 - Traditional celebrity
 - Other, namely _____
-

Can you briefly indicate what kind of content $\{\text{Naam 3/ChoiceTextEntryValue}\}$ mainly posts? Think, for example, of cooking videos, explanations about products, vlogs about their day, etc.

On which platform(s) do you follow $\{\text{Naam 3/ChoiceTextEntryValue}\}$? (Multiple answers possible)

Instagram

TikTok

Facebook

YouTube

Twitter

Blog

Other, namely _____

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
$\{\text{Naam 3/ChoiceTextEntryValue}\}$ is genuine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam 3/ChoiceTextEntryValue}\}$ seems real to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam 3/ChoiceTextEntryValue}\}$ is authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements? The personality $\{\text{Naam 3/ChoiceTextEntryValue}\}$...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is consistent with how I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of the person I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Portfolio 3

Start of Block: Portfolio questions explanation 1 influencer

In this part of the survey, you will be asked questions about the social media influencer you follow.

End of Block: Portfolio questions explanation 1 influencer

Start of Block: Portfolio 1 influencer

What is the name of the first influencer that comes to mind?

What is the gender of $\${Naam1Influencer/ChoiceTextEntryValue}$?

- Male
 - Female
 - Other (for example, non-binary)
-

What is the age of $\${Naam1Influencer/ChoiceTextEntryValue}$?

- Younger than 18 years old
 - 18-25 years old
 - 26-35 years old
 - 36-45 years old
 - Older than 45 years old
-

How many followers does $\${Naam1Influencer/ChoiceTextEntryValue}$ have?

- Less than 10.000 followers
 - 10.000 to 100.000 followers
 - 100.000 to 500.000 followers
 - 500.000 to 1 million followers
 - More than 1 million followers
-

How accurate do you believe your estimation of the number of followers is?

- Not at all accurate
- Not accurate
- Neutral
- Accurate

Absolutely accurate

Some influencers were celebrities before they became influencers on social media, you can think of Selena Gomez, Paris Hilton, and Kim Kardashian. Was $\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$ already a celebrity before he/she became a social media influencer?

Yes

No

I do not know

In which category is $\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$ active? (Multiple answers possible)

Beauty

Fashion

Sports

Fitness

Travelling

Food

Gaming

Entertainment (for example, funny videos)

Traditional celebrity

Other, namely _____

Can you briefly indicate what kind of content $\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$ mainly posts? Think, for example, of cooking videos, explanations about products, vlogs about their day, etc.

On which platform(s) do you follow

$\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$? (Multiple answers possible)

- Instagram
- TikTok
- Facebook
- YouTube
- Twitter
- Blog
- Other, namely _____

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
$\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$ is genuine.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$ seems real to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
$\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$ is authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent do you agree with the following statements? The personality

$\{\text{Naam1Influencer/ChoiceTextEntryValue}\}$...

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Is consistent with how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is consistent with how I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Is a mirror image of the person I would like to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Portfolio 1 influencer

Start of Block: Explanation personality questions

Now, some questions about you as a person will be asked. There is no wrong or right answer here, please try to answer the questions as honest as possible.

End of Block: Explanation personality questions

Start of Block: Materialism

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The things I own say a lot about how well I am doing in life	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Some of the most important achievements in life include acquiring material possessions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to own things that impress people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like a lot of materialism in my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Happiness can be purchased with money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Materialism

Start of Block: Self-esteem

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I am a person of worth, at least on an equal plane with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to feel that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Self-esteem

Start of Block: Self-discrepancy

Please list four traits that you would ideally like to possess. You can use any adjective to answer, and you can use the list of words below if needed. Example: *“I wish to be an artistic person”*

- o Ideal 1 _____
- o Ideal 2 _____
- o Ideal 3 _____
- o Ideal 4 _____

Cultured	Competent	Helpful	Knowledgeable	Ambitious
Artistic	Candid	Obedient	Adventurous	Forgiving
Creative	Self-sufficient	Respectful	Responsible	Upright
Kind	Perfectionistic	Discriminating	Rational	Entertaining
Witty	Good-Humored	Clever	Serious	Warm
Inquisitive	Quick	Wise	Sentimental	Aggressive
Gentle	Brilliant	Careful	Considerate	Well-mannered
Cheerful	Enthusiastic	Amiable	Friendly	Popular
Persuasive	Trustworthy	Reasonable	Understanding	Consistent
Humble	Admirable	Thorough	Intelligent	Optimistic
Self-possessed	High-Spirited	Relaxed	Mature	Moral
Punctual	Valuable	Gracious	Independent	Skilled

Now for each ideal attribute, fill in how much you think you possess this attribute already.

	Does not describe me at all	Does not really describe me	Neutral	Somewhat describes me	Completely describes me
<code>#{AISD eigenschap/ChoiceTextEntryValue/1}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{AISD eigenschap/ChoiceTextEntryValue/2}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{AISD eigenschap/ChoiceTextEntryValue/3}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<code>#{AISD eigenschap/ChoiceTextEntryValue/4}</code>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Self-discrepancy

Start of Block: Tendency to follow recommendations

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I would purchase a brand based on the advice I am given by the influencers that I follow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would follow brand recommendations from the influencers that I follow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In the future, I will purchase the products of brands recommended by the influencers that I follow.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Tendency to follow recommendations

Start of Block: Mood

To what extent do you agree with the following statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I often feel disappointed.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often feel dissatisfied.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often feel sad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Mood

Start of Block: Demographics

What is your age? (Fill in years)

What is your gender?

- Male
 - Female
 - Other/I prefer not to say
-

What is the highest degree or level of education you have completed?

- Elementary school
 - High school
 - Community College
 - University of Applied Sciences
 - University Bachelor's
 - University Master's
 - PhD or higher
-

Which country are you residing in?

End of Block: Demographics

Start of Block: Raffle

Please fill in your email address below for a chance to win an Amazon giftcard worth €20,-. The winners will receive an email at June 1 the latest. **Even if you do not wish to participate, please click on next.**

If you have a remark or question, please feel free to comment below. **If you do not have any remarks or questions, please click on next to hand in the survey.**

End of Block: Raffle

Appendix B Number of followers

1. Monica Geuze 1.300.000
2. Kim Kardashian: 314.000.000
3. Rianne Meijer 1.500.000
4. Bram Krikke 1.000.000
5. Romee Strijd 7.500.000
6. Dee 1.500.000
7. Yasemin Ozilhan 1.500.000
8. Kobe Bryant: 20.800.000
9. Enzo Knol 1.900.000
10. Anna Nooshin 956.000
11. Chloe Ting 3.100.000
12. Nikkie Tutorials 15.900.000
13. Chantal Janzen 1.700.000
14. Zoë Sugg 9.300.000
15. Kalvijn 1.000.000
16. Selena Gomez 322.000.000
17. Juultje Tieleman 1.000.000
18. Boef 1.500.000
19. Frenkie de Jong 10.300.000
20. Zach King 24.500.000
21. Jonathan Bailey 3.300.000
22. Omayya Zein 1.300.000
23. Molly Mae 6.300.000
24. Chris Bumstead 8.000.000
25. Chiara Ferragni 27.100.000

Appendix C Discriminant validity

Table 1 KMO & Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.723
Bartlett's Test of Sphericity	Approx. Chi-square	2617.750
	df	66
	Sig.	.000

Table 2 Communalities

	Initial	Extraction
Ideal self-congruence1	1.000	.930
Ideal self-congruence2	1.000	.930
Perceived Authenticity 1	1.000	.820
Perceived Authenticity 2	1.000	.865
Perceived Authenticity 3	1.000	.748
Mood	1.000	.818
Mood	1.000	.783
Mood	1.000	.720
Actual Ideal Self-Discrepancy 1	1.000	.575
Actual Ideal Self-Discrepancy 2	1.000	.621
Actual Ideal Self-Discrepancy 3	1.000	.633
Actual Ideal Self-Discrepancy 4	1.000	.550

Extraction Method: Principal Component Analysis.

Table 3 Eigenvalues

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.105	25.877	25.877	3.105	25.877	25.877	2.452	20.431	20.431
2	2.947	24.556	50.433	2.947	24.556	50.433	2.361	19.671	40.102
3	1.800	15.000	65.433	1.800	15.000	65.433	2.312	19.268	59.370
4	1.139	9.495	74.928	1.139	9.495	74.928	1.867	15.558	74.928
5	.665	5.545	80.472						
6	.510	4.249	84.721						
7	.486	4.052	88.773						
8	.403	3.357	92.130						
9	.350	2.917	95.046						
10	.275	2.290	97.336						
11	.204	1.699	99.035						
12	.116	.965	100.000						

Extraction Method: Principal Component Analysis.

Table 4: Rotated component matrix

	Component			
	1	2	3	4
Ideal-congruence1	.254	.015	.117	.923
Ideal-congruence2	.217	.009	.094	.935
Perceived Authenticity 1	.883	.026	-.054	.192
Perceived Authenticity 2	.924	-.026	-.049	.087
Perceived Authenticity 3	.829	.111	.004	.219
Mood	-.015	-.112	.897	-.027
Mood	-.041	-.113	.870	.108
Mood	-.036	-.122	.829	.131
Actual Ideal Self-Discrepancy 1	.059	.750	-.058	-.081
Actual Ideal Self-Discrepancy 2	.096	.778	-.071	-.035
Actual Ideal Self-Discrepancy 3	-.055	.780	-.141	.041
Actual Ideal Self-Discrepancy 4	.006	.729	-.091	.103

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Appendix D Convergent validity: Ideal self-congruence

Table 1: KMO, Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.500
Bartlett's Test of Sphericity	Approx. Chi-square	649.126
	df	1
	Sig.	<.001

Table 2: Communalities

	Initial	Extraction
Actual self-congruence 1	.764	.873
Actual self-congruence 2	.764	.873

Extraction Method: Principal Component Analysis.

Table 3: Eigenvalues

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.874	93.705	93.705	1.746	87.324	87.324
2	.126	6.295	100.000			

Table 4: Component matrix

Factor	1
Ideal self-congruence 1	.934
Ideal self-congruence 2	.934

Extraction Method: Principal Component Analysis

Appendix E Convergent validity: Perceived authenticity

Table 1: KMO, Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.725
Bartlett's Test of Sphericity	Approx. Chi-square	741.851
	df	3
	Sig.	<.001

Table 2: Communalities

	Initial	Extraction
Perceived authenticity 1	.641	.752
Perceived authenticity 2	.664	.815
Perceived authenticity 3	.504	.572

Extraction Method: Principal Component Analysis

Table 3: Eigenvalues

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.416	80.520	80.520	2.139	71.288	71.288
2	.370	12.323	92.843			
3	.215	7.157	100.000			

Table 4: Component matrix

Factor	1
Perceived authenticity 1	.867
Perceived authenticity 2	.903
Perceived authenticity 3	.756

Extraction Method: Principal Component Analysis

Appendix F Convergent validity: Mood

Table 1: KMO, Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.720
Bartlett's Test of Sphericity	Approx. Chi-square	591.819
	df	3
	Sig.	<.001

Table 2: Communalities

	Initial	Extraction
Mood 1	.574	.742
Mood 2	.552	.688
Mood 3	.452	.541

Extraction Method: Principal Component Analysis

Table 3: Eigenvalues

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.307	76.898	76.898	1.971	65.716	65.716
2	.410	13.660	90.559			
3	.283	9.441	100.000			

Table 4: Factor matrix

Factor	1
Mood 1	.861
Mood 2	.830
Mood 3	.736

Extraction Method: Principal Component Analysis

Appendix G Convergent validity: Actual-Ideal Self-Discrepancy

Table 1: KMO, Bartlett's test of sphericity

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.765
Approx. Chi-square		431.234
Bartlett's Test of Sphericity	df	6
	Sig.	<.001

Table 2: Communalities

	Initial	Extraction
Actual Ideal Self-Discrepancy 1	.309	.412
Actual Ideal Self-Discrepancy 2	.349	.487
Actual Ideal Self-Discrepancy 3	.361	.510
Actual Ideal Self-Discrepancy 4	.296	.389

Table 3: Eigenvalues

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.344	58.597	58.597	1.797	44.935	44.935
2	.666	16.646	75.243			
3	.499	12.474	87.717			
4	.491	12.283	100.000			

Table 4: Factor Matrix

Factor	1
Actual Ideal Self-Discrepancy 1	.642
Actual Ideal Self-Discrepancy 2	.698
Actual Ideal Self-Discrepancy 3	.714
Actual Ideal Self-Discrepancy 4	.623

Appendix H Reliability analysis

Ideal Self-congruence

Table 1: Cronbach's Alpha

Reliability statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized items	Nr of items
.933	.933	2

Table 2: Item-total statistics

Item-total statistics					
	Scale if item deleted	Scale variance if item deleted	Corrected item-total correction	Squared multiple correlation	Cronbach's alpha if item deleted
A SC1	2.7434	.862	.874	.764	.
A SC2	2.9115	.820	.874	.764	.

Perceived authenticity

Table 3: Cronbach's Alpha

Reliability statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized items	Nr of items
.876	.879	3

Table 4: Item-total statistics

Item-total statistics					
	Scale if item deleted	Scale variance if item deleted	Corrected item-total correction	Squared multiple correlation	Cronbach's alpha if item deleted
PA1	7.6313	1.736	.782	.641	.811
PA2	7.6663	1.584	.802	.664	.787
PA3	7.7135	1.612	.709	.504	.877

Mood

Table 5: Cronbach's Alpha

Reliability statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized items	Nr of items
.849	.849	3

Table 6: Item-total statistics

Item-total statistics					
	Scale if item deleted	Scale variance if item deleted	Corrected item-total correction	Squared multiple correlation	Cronbach's alpha if item deleted
M1	7.03	12.181	.752	.574	.757
M2	6.99	12.055	.732	.552	.775
M3	7.13	12.751	.671	.452	.834

Item-total statistic

Actual Ideal Self-Discrepancy

Table 7: Cronbach's Alpha

Reliability statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized items	Nr of items
.763	.764	4

Table 8: Item-total statistics

Item-total statistics					
	Scale if item deleted	Scale variance if item deleted	Corrected item-total correction	Squared multiple correlation	Cronbach's alpha if item deleted
AISD1	10.56	6.481	.541	.309	.719
AISD2	10.52	6.521	.585	.349	.696
AISD3	10.55	6.412	.597	.361	.689
AISD4	10.55	6.532	.582	.296	.726

Appendix I Assumptions regression analysis

Table 1: Normality of data

		Ideal self-congruency	No. followers	No. appearance related categories	No. of SMIs same gender	Perceived authenticity
N	Valid	452	452	452	452	452
	Missing	0	0	0	0	0
Mean		2.8274	11534486.9174	1.2898	2.2035	3.8352
Std. Deviation		.88766	11003749.44571	1.08306	.90732	.62212
Skewness		.029	.551	.266	-.842	-.202
Std. Error of Skewness		.115	.115	.115	.115	.115
Kurtosis		-.453	-.931	-1.216	-.318	.355
Std. Error of Kurtosis		.229	.229	.229	.229	.229
Minimum		1.00	5000.00	.00	.00	1.33
Maximum		5.00	31530240.00	3.00	3.00	5.00

Figure 1: P-Plots

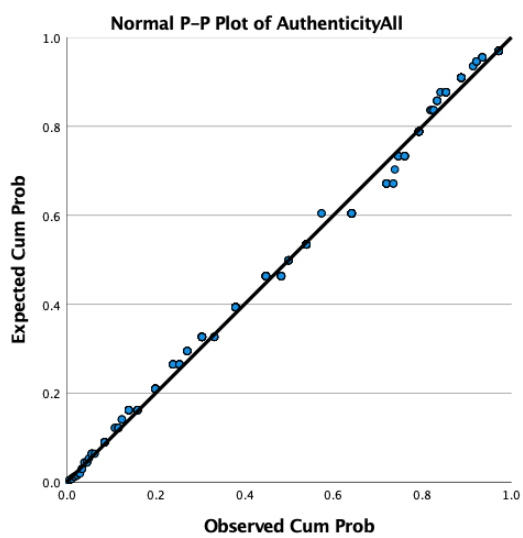
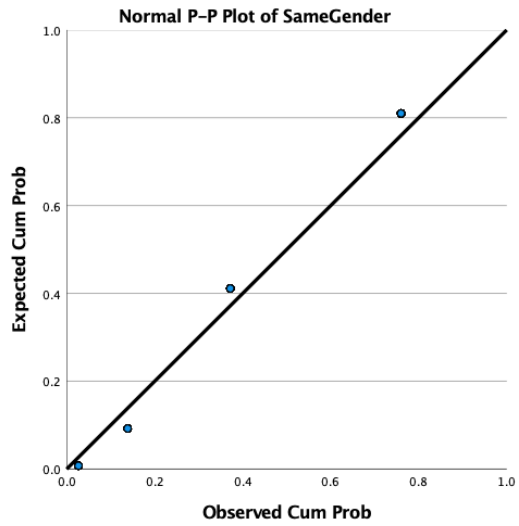
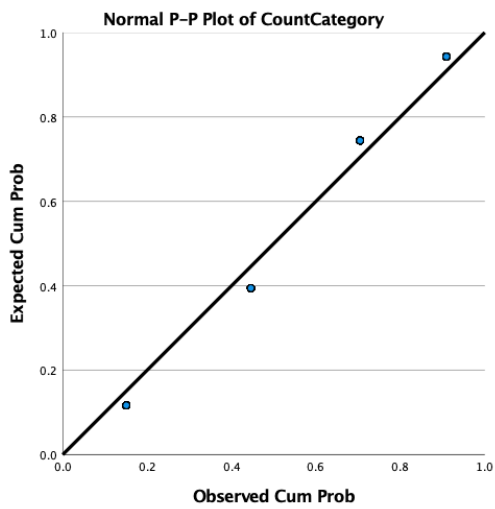
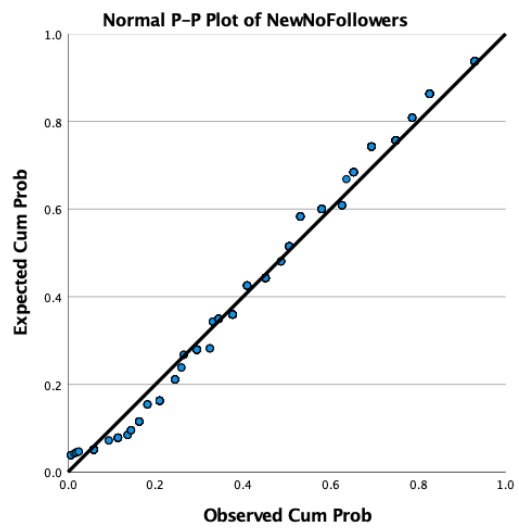
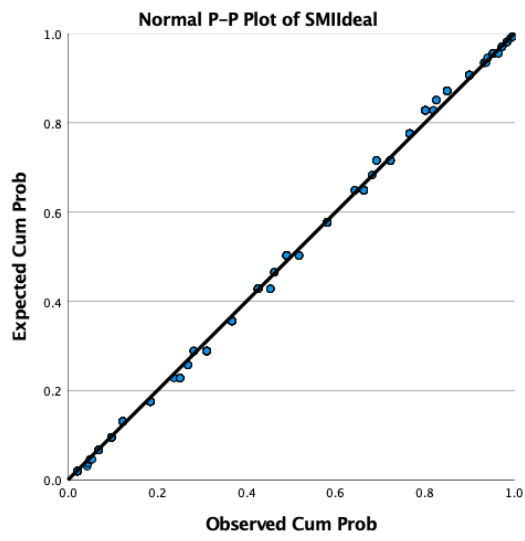
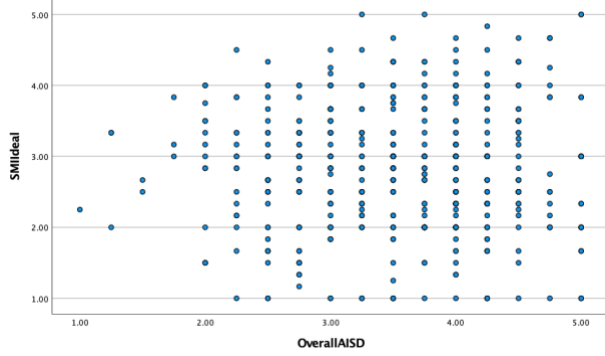
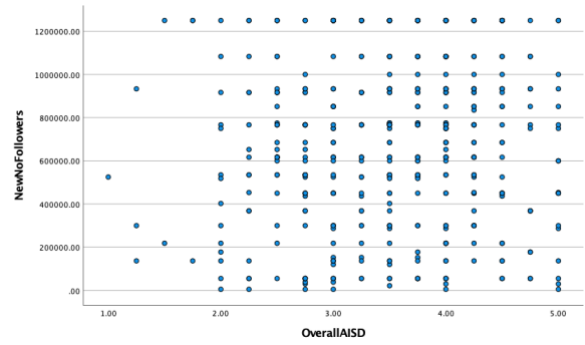


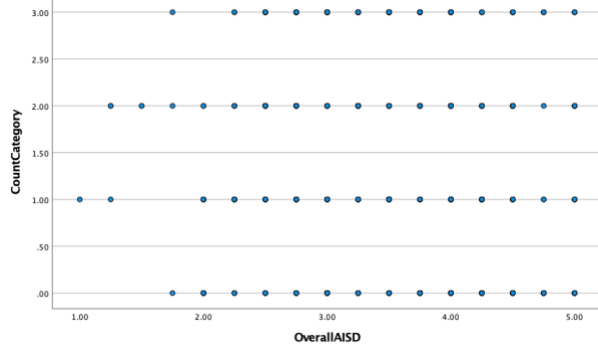
Figure 2: Scatterplots
Ideal self-congruence



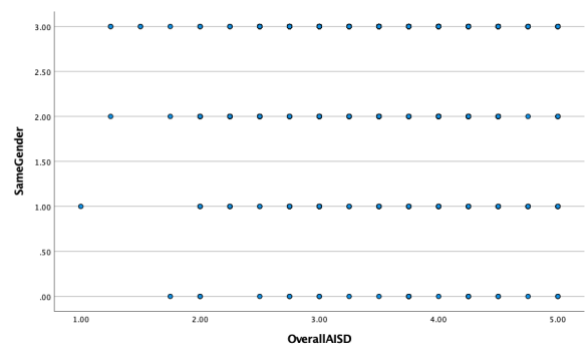
No of followers



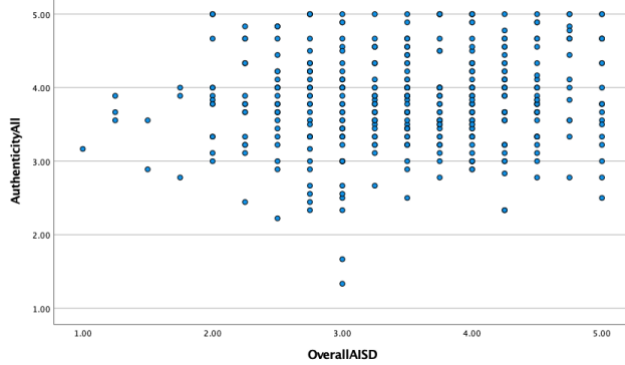
Number of appearance related categories



Number of SMIs of the same gender



Perceived authenticity



Appendix J Hypotheses testing

Hypothesis 1: Effect of AISD on ideal self-congruence

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.323 ^a	.104	.086	.84866	.104	5.711	9	442	<.001
2	.327 ^b	.107	.087	.84839	.003	1.278	1	441	.259

a. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	37.021	9	4.113	5.711	<.001 ^b
	Residual	318.338	442	.720		
	Total	355.359	451			
2	Regression	37.941	10	3.794	5.271	<.001 ^c
	Residual	317.418	441	.720		
	Total	355.359	451			

a. Dependent Variable: SMIdeal

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

c. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.566	.225		11.403	<.001
	Age	-.006	.006	-.047	-1.013	.312
	DummyNotFemale	.060	.107	.026	.560	.576
	HighSchool or lower vs HBO	.170	.180	.045	.948	.343
	CommunityCollege vs HBO	.118	.114	.051	1.028	.305
	WO Bachelor vs HBO	.102	.116	.047	.880	.379
	WO Master or higher vs HBO	.052	.123	.021	.423	.673
	NotNL vs NL	.619	.123	.251	5.030	<.001
	NewNoPlatforms	-.007	.058	-.006	-.121	.903
	Mood	.076	.024	.145	3.145	.002
2	(Constant)	2.348	.296		7.933	<.001
	Age	-.006	.006	-.048	-1.037	.300
	DummyNotFemale	.053	.107	.023	.492	.623
	HighSchool or lower vs HBO	.175	.180	.046	.972	.332
	CommunityCollege vs HBO	.121	.114	.052	1.061	.289
	WO Bachelor vs HBO	.092	.116	.042	.786	.432
	WO Master or higher vs HBO	.039	.124	.016	.318	.750
	NotNL vs NL	.622	.123	.252	5.053	<.001
	NewNoPlatforms	-.007	.058	-.005	-.118	.906
	Mood	.082	.025	.157	3.319	<.001
	OverallAISD	.058	.051	.053	1.131	.259

a. Dependent Variable: SMIIdeal

Hypothesis 2: Effect of AISD on number of followers

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.258 ^a	.067	.048	10738259.08015	.067	3.509	9	442	<.001
2	.261 ^b	.068	.047	10742534.40410	.001	.648	1	441	.421

a. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3641096372655384	9	404566263628376	3.509	<.001 ^b
	Residual	50967111967975144	442	115310208072341.950		
	Total	54608208340630528	451			
2	Regression	3715906308934368	10	371590630893436.800	3.220	<.001 ^c
	Residual	50892302031696160	441	115402045423347.300		
	Total	54608208340630528	451			

a. Dependent Variable: NewNoFollowers

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

c. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	11936825.333	2847056.598		4.193	<.001
	Age	-83547.204	78459.088	-.050	-1.065	.288
	DummyNewMale	3009716.422	1356531.179	.105	2.219	.027
	HighSchool vs HBO	-129398.439	2274291.519	-.003	-.057	.955
	CommunityCollege vs HBO	-1672793.926	1446886.730	-.058	-1.156	.248
	WO Bachelor vs HBO	2346447.564	1469341.032	.087	1.597	.111
	WO Master or higher vs HBO	-49175.258	1558445.440	-.002	-.032	.975
	NotNL vs NL	4431321.630	1556646.322	.145	2.847	.005
	NewNoPlatforms	699746.861	737986.863	.045	.948	.344
	Mood	-227466.674	306357.894	-.035	-.742	.458
	2	(Constant)	9975309.296	3747989.111		2.662
Age		-84880.062	78507.780	-.051	-1.081	.280
DummyNotFemale		2944595.864	1359479.357	.102	2.166	.031
HighSchool or lower vs HBO		-91270.053	2275689.786	-.002	-.040	.968
CommunityCollege vs HBO		-1638556.968	1448087.266	-.057	-1.132	.258
WO Bachelor vs HBO		2250762.306	1474722.384	.083	1.526	.128
WO Master or higher vs HBO		-163933.129	1565567.517	-.005	-.105	.917
NotNL vs NL		4455930.552	1557566.003	.146	2.861	.004
NewNoPlatforms		701367.297	738283.428	.045	.950	.343
Mood		-170508.484	314538.514	-.026	-.542	.588
OverallAISD		520476.084	646439.505	.039	.805	.421

a. Dependent Variable: NewNoFollowers

Hypothesis 3: Effect of AISD on number of SMIs in appearance related categories

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.553 ^a	.305	.291	.93391	.305	21.601	9	442	<.001
2	.554 ^b	.307	.291	.93405	.001	.875	1	441	.350

a. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

ANOVA^a							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	169.559	9	18.840	21.601	<.001 ^b	
	Residual	385.510	442	.872			
	Total	555.069	451				
2	Regression	170.322	10	17.032	19.523	<.001 ^c	
	Residual	384.746	441	.872			
	Total	555.069	451				

a. Dependent Variable: CountCategory

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

c. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.959	.298		6.563	<.001
	Age	-.026	.007	-.157	-3.868	<.001
	Dummy not female	-1.356	.118	-.467	-11.493	<.001
	HighSchool vs HBO	-.365	.198	-.077	-1.846	.066
	CommunityCollege vs HBO	-.020	.126	-.007	-.156	.876
	WO Bachelor vs HBO	-.007	.128	-.003	-.056	.955
	WO Master or higher vs HBO	.026	.136	.009	.195	.845
	NotNL vs NL	.135	.135	.044	.994	.321
	NewNoPlatforms	.233	.064	.148	3.626	<.001
	Mood	.037	.027	.056	1.386	.166
	2	(Constant)	2.154	.364		5.911
Age		-.026	.007	-.157	-3.847	<.001
Dummy not female		-1.349	.118	-.465	-11.415	<.001
HighSchool vs HBO		-.369	.198	-.078	-1.865	.063
CommunityCollege vs HBO		-.023	.126	-.008	-.184	.854
WO Bachelor vs HBO		.002	.128	.001	.019	.985
WO Master or higher vs HBO		.038	.136	.013	.280	.780
NotNL vs NL		.137	.135	.044	1.012	.312
NewNoPlatforms		.233	.064	.147	3.623	<.001
Mood		.031	.027	.048	1.140	.255
OverallAISD		-.053	.056	-.039	-.935	.350

a. Dependent Variable: CountCategory

Hypothesis 4: Effect of AISD on perceived authenticity

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.191 ^a	.037	.017	.61683	.037	1.863	9	442	.056
2	.199 ^b	.040	.018	.61649	.003	1.488	1	441	.223

a. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.380	9	.709	1.863	.056 ^b
	Residual	168.170	442	.380		
	Total	174.551	451			
2	Regression	6.946	10	.695	1.828	.054 ^c
	Residual	167.605	441	.380		
	Total	174.551	451			

a. Dependent Variable: AuthenticityAll

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

c. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.645	.164		22.289	<.001
	Age	.000	.005	.004	.086	.932
	Dummy not female	.087	.078	.054	1.120	.263
	HighSchool or lower vs HBO	.227	.131	.085	1.736	.083
	CommunityCollege vs HBO	.093	.083	.057	1.116	.265
	WO Bachelor vs HBO	.161	.084	.106	1.911	.057
	WO Master or highervs HBO	.190	.090	.111	2.127	.034
	NotNL vs NL	.043	.089	.025	.477	.634
	NewNoPlatforms	.089	.042	.100	2.096	.037
	Mood	-.023	.018	-.063	-1.306	.192
	2	(Constant)	3.475	.215		16.154
Age		.000	.005	.003	.060	.952
Dummy not female		.082	.078	.050	1.046	.296
HighSchool or lower vs HBO		.230	.131	.086	1.762	.079
CommunityCollege vs HBO		.096	.083	.059	1.152	.250
WO Bachelor vs HBO		.153	.085	.100	1.807	.071
WO Master or higher vs HBO		.180	.090	.106	2.008	.045
NotNL vs NL		.045	.089	.026	.501	.617
NewNoPlatforms		.089	.042	.101	2.100	.036
Mood		-.018	.018	-.049	-.998	.319
OverallAISD		.045	.037	.059	1.220	.223

a. Dependent Variable: AuthenticityAll

Hypothesis 5: Effect of AISD on number of SMIs of same gender

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.290 ^a	.084	.066	.87705	.084	4.518	9	442	<.001
2	.291 ^b	.084	.064	.87796	.000	.084	1	441	.773

a. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

ANOVA^a							
Model		Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	31.279	9	3.475	4.518	<.001 ^b	
	Residual	339.996	442	.769			
	Total	371.274	451				
2	Regression	31.343	10	3.134	4.066	<.001 ^c	
	Residual	339.931	441	.771			
	Total	371.274	451				

a. Dependent Variable: SameGender

b. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL

c. Predictors: (Constant), Mood, WO Bachelor vs HBO, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), DummyMasterorHigher, CommunityCollege vs HBO, NotNL vs NL, OverallAISD

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.592	.233		11.148	<.001
	Age	-.012	.006	-.090	-1.928	.054
	Dummy not female	-.556	.111	-.234	-5.019	<.001
	HighSchool or lowervs HBO	-.159	.186	-.041	-.858	.391
	CommunityCollege vs HBO	-.222	.118	-.094	-1.881	.061
	WO Bachelor vs HBO	.070	.120	.031	.579	.563
	WO Master or higher vs HBO	.084	.127	.034	.662	.508
	NotNL vs NL	-.170	.127	-.067	-1.333	.183
	NewNoPlatforms	.048	.060	.037	.793	.428
	Mood	-.002	.025	-.003	-.067	.947
	2	(Constant)	2.535	.306		8.275
Age		-.012	.006	-.090	-1.932	.054
Dummy not female		-.558	.111	-.235	-5.022	<.001
NonBinary vs Female		-.158	.186	-.041	-.851	.395
Elementary vs HBO		-.221	.118	-.094	-1.870	.062
HighSchool vs HBO		.067	.121	.030	.554	.580
CommunityCollege vs HBO		.081	.128	.032	.633	.527
WO Bachelor vs HBO		-.169	.127	-.067	-1.326	.185
WO Master vs HBO		.048	.060	.037	.793	.428
PHD or higher vs HBO		6.694E-6	.026	.000	.000	1.000
NotNL vs NL		.015	.053	.014	.289	.773
NewNoPlatforms		.053	.060	.041	.880	.380
Mood		.003	.026	.006	.115	.908
OverallAISD	.017	.053	.015	.318	.751	

a. Dependent Variable: SameGender

Appendix K Additional analyses

Additional analysis: Split on gender (number of followers)

Model Summary										
Number of followers	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
						R Square Change	F Change	df1	df2	
Male	1	.297 ^a	.088	-.018	12512664.06	.088	.833	8	69	.577
	2	.393 ^b	.154	.042	12138455.78	.066	5.320	1	68	.024

d. Predictors: (Constant), Mood, NewNoPlatforms, CommunityCollege vs HBO, NotNL vs NL, DummyHighSchoolorLower vs HBO

e. Predictors: (Constant), Mood, NewNoPlatforms, CommunityCollege vs HBO, NotNL vs NL, DummyHighSchoolorLower vs HBO, OverallAISD

ANOVA ^a							
Gender	Model		Sum of Squares	df	Mean Square	F	Sig.
Male	1	Regression	1053855300477608	8	131731912559701	.829	.580 ^d
		Residual	11282598121330380	71	158909832694794.100		
		Total	12336453421807988	79			
	2	Regression	1693470905216782	9	188163433912975.780	1.238	.287 ^e
		Residual	10642982516591206	70	152042607379874.380		
		Total	12336453421807988	79			

d. Predictors: (Constant), Mood, NewNoPlatforms, CommunityCollege vs HBO, NotNL vs NL, DummyHighSchoolorLower, What is your age? (Fill in the number in years), DummyMasterorHigher, WO Bachelor vs HBO

e. Predictors: (Constant), Mood, NewNoPlatforms, CommunityCollege vs HBO, NotNL vs NL, DummyHighSchoolorLower, What is your age? (Fill in the number in years), DummyMasterorHigher, WO Bachelor vs HBO, OverallAISD

d. Predictors: (Constant), Mood, NewNoPlatforms, CommunityCollege vs HBO, NotNL vs NL, DummyHighSchoolorLower, What is your age? (Fill in the number in years), DummyMasterorHigher, WO Bachelor vs HBO

			Coefficients^a				
Gender Model			Unstandardized Coefficients		Standardized Coefficients		
			B	Std. Error	Beta	t	Sig.
Male	2	(Constant)	1943842.638	9485422.655		.205	.838
		Age	-114140.184	201930.213	-.067	-.565	.574
		HighSchool or lower vs HBO	-4690312.006	9242607.491	-.059	-.507	.613
		CommunityCollege vs HBO	389406.502	4699221.009	.011	.083	.934
		WO Bachelor vs HBO	2515325.306	3921214.464	.094	.641	.523
		WO Master or higher vs HBO	-408479.869	4173491.091	-.013	-.098	.922
		NotNL vs NL	5634215.333	3509621.027	.203	1.605	.113
		NewNoPlatforms	310197.410	1889663.560	.019	.164	.870
		Mood	-149239.585	936993.734	-.018	-.159	.874
		OverallAISD	3709330.733	1808500.723	.238	2.051	.044

a. Dependent Variable: NewNoFollowers

Additional analysis: Split on age (ideal self-congruence)

Model Summary										
Age	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
							F Change	df1	df2	
2.00	1	.275 ^e	.075	.040	.82945	.075	2.141	9	236	.027
	2	.314 ^f	.099	.060	.82074	.023	6.034	1	235	.015

e. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO

f. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO, OverallAISD

ANOVA^a							
Age	Model		Sum of Squares	df	Mean Square	F	Sig.
2.00	1	Regression	13.259	9	1.473	2.141	.027 ^d
		Residual	162.365	236	.688		
		Total	175.625	245			
	2	Regression	17.324	10	1.732	2.572	.006 ^e
		Residual	158.301	235	.674		
		Total	175.625	245			

d. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO

e. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO, OverallAISD

Coefficients ^a							
Age	Model		Unstandardized		Standardized	t	Sig.
			B	Std. Error	Coefficients		
2.00	1	(Constant)	2.403	.803		2.992	.003
		NotNL vs NL	.431	.185	.154	2.331	.021
		Mood	.092	.032	.180	2.855	.005
		DummyNotFemale	.045	.152	.019	.294	.769
		WO Bachelor vs HBO	-.025	.142	-.013	-.174	.862
		Age	.000	.035	-.001	-.008	.994
		DummyHighSchoolor Lower	.299	.224	.090	1.331	.184
		CommunityCollege vs HBO	.112	.156	.051	.721	.471
		DummyMasterorHigh er	.167	.188	.062	.889	.375
		NewNoPlatforms	-.002	.086	-.001	-.020	.984
	2	(Constant)	1.856	.825		2.249	.025
		NotNL vs NL	.464	.183	.166	2.531	.012
		Mood	.113	.033	.223	3.440	<.001
		DummyNotFemale	.018	.151	.008	.121	.904
		WO Bachelor vs HBO	-.054	.141	-.027	-.383	.702
		Age	-.008	.035	-.015	-.227	.820
		DummyHighSchoolorL ower	.303	.222	.091	1.363	.174
		CommunityCollege vs HBO	.114	.154	.052	.740	.460
		DummyMasterorHighe r	.100	.188	.037	.530	.596
		NewNoPlatforms	.006	.085	.005	.071	.943
		OverallAISD	.180	.073	.163	2.456	.015

a. Dependent Variable: SMIIdeal

Additional analysis: Split on age (appearance related content category)

Model Summary										
Age	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
5.00	1	.856 ^k	.732	.304	.62168	.732	1.708	8	5	.288
	2	.967 ^l	.934	.787	.34391	.202	12.338	1	4	.025

k. Predictors: (Constant), Mood, NotNL vs NL, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), CommunityCollege vs HBO, WO Bachelor vs HBO

l. Predictors: (Constant), Mood, NotNL vs NL, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), CommunityCollege vs HBO, WO Bachelor vs HBO, OverallAISD

ANOVA^a							
Age	Model		Sum of Squares	df	Mean Square	F	Sig.
5.00	1	Regression	5.282	8	.660	1.708	.288 ^j
		Residual	1.932	5	.386		
		Total	7.214	13			
	2	Regression	6.741	9	.749	6.333	.046 ^k
		Residual	.473	4	.118		
		Total	7.214	13			

j. Predictors: (Constant), Mood, NotNL vs NL, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), CommunityCollege vs HBO, WO Bachelor vs HBO

k. Predictors: (Constant), Mood, NotNL vs NL, NewNoPlatforms, DummyHighSchoolorLower, DummyNotFemale, What is your age? (Fill in the number in years), CommunityCollege vs HBO, WO Bachelor vs HBO, OverallAISD

Coefficients ^a								
Age	Model	Unstandardized		Standardized		Sig.		
		Coefficients		Coefficients				
		B	Std. Error	Beta	t			
5.00	1	(Constant)	.279	3.159		.088	.933	
		NotNL vs NL	-.460	1.027	-.224	-.448	.673	
		Mood	.355	.157	.687	2.256	.074	
		DummyNotFemale	-1.686	.786	-.964	-2.144	.085	
		WO Bachelor vs HBO	.150	1.412	.054	.106	.920	
		What is your age? (Fill in the number in years)	.016	.067	.093	.233	.825	
		DummyHighSchool orLower	-.475	.549	-.317	-.864	.427	
		CommunityCollege vs HBO	-1.747	.631	-.999	-2.770	.039	
		NewNoPlatforms	-.296	.425	-.327	-.697	.517	
		2	(Constant)	-.463	1.760		-.263	.805
			NotNL vs NL	-.479	.568	-.233	-.842	.447
			Mood	.090	.115	.175	.784	.477
			DummyNotFemale	-1.351	.445	-.772	-3.033	.039
			WO Bachelor vs HBO	.410	.785	.147	.523	.629
		What is your age? (Fill in the number in years)	.073	.040	.429	1.793	.148	
		DummyHighSchool orLower	-.769	.315	-.513	-2.440	.071	
		CommunityCollege vs HBO	-1.548	.353	-.885	-4.381	.012	
		NewNoPlatforms	-.271	.235	-.299	-1.150	.314	
		OverallAISD	-.440	.125	-.653	-3.513	.025	

a. Dependent Variable: CountCategory

Additional analysis: Split on age (perceived authenticity)

Model Summary										
Age	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
2.00	1	.249 ^d	.062	.026	.59373	.062	1.728	9	236	.084
	2	.305 ^e	.093	.054	.58510	.031	8.010	1	235	.005

d. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO

e. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO, OverallAISD

ANOVA ^a							
Age	Model		Sum of Squares	df	Mean Square	F	Sig.
2.00	1	Regression	5.482	9	.609	1.728	.084 ^d
		Residual	83.194	236	.353		
		Total	88.675	245			
	2	Regression	8.224	10	.822	2.402	.010 ^e
		Residual	80.451	235	.342		
		Total	88.675	245			

d. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO

e. Predictors: (Constant), Mood, NotNL vs NL, CommunityCollege vs HBO, DummyHighSchoolorLower, NewNoPlatforms, DummyNotFemale, DummyMasterorHigher, What is your age? (Fill in the number in years), WO Bachelor vs HBO, OverallAISD

Coefficients ^a							
Age	Model		Unstandardized		Standardized		
			B	Std. Error	Beta	t	Sig.
2.00	1	(Constant)	3.663	.575		6.373	<.001
		NotNL vs NL	.114	.132	.057	.862	.389
		Mood	-.021	.023	-.058	-.917	.360
		DummyNotFemale	.133	.109	.081	1.216	.225
		WO Bachelor vs HBO	.043	.102	.031	.425	.671
		Age	-.006	.025	-.015	-.226	.822
		DummyHighSchoolorLower	.047	.161	.020	.294	.769
		CommunityCollege vs HBO	-.008	.111	-.005	-.073	.942
		DummyMasterorHigher	.289	.134	.150	2.147	.033
		NewNoPlatforms	.173	.062	.182	2.802	.005
	2	(Constant)	3.214	.588		5.463	<.001
		NotNL vs NL	.141	.131	.071	1.082	.281
		Mood	-.003	.023	-.009	-.135	.893
		DummyNotFemale	.111	.108	.068	1.029	.304
		WO Bachelor vs HBO	.019	.101	.014	.191	.849
		Age	-.012	.025	-.032	-.481	.631
		DummyHighSchoolorLower	.050	.158	.021	.319	.750
		CommunityCollege vs HBO	-.007	.110	-.004	-.062	.951
		DummyMasterorHigher	.233	.134	.122	1.742	.083
		NewNoPlatforms	.179	.061	.189	2.947	.004
		OverallAISD	.148	.052	.189	2.830	.005

a. Dependent Variable: AuthenticityAll