

# Appendix

## Demographic Information

1. Gender - (A) Male (B) Female
2. Age Group - (A) 18 to 24 (B) 25 to 34 (C) 35 to 44 (D) 45 to 54 (E) Above 55
3. Instagram Usage - (A) Daily (B) Regularly (C) Frequently (D) Occasionally (E) Rarely

## Brand Reputation

*(A) Strongly Disagree (B) Disagree (C) Neutral (D) Agree (E) Strongly Agree*

1. The brand's Instagram content consistently reflects its core values and identity.
2. The brand's Instagram posts effectively communicate its positive attributes.
3. The brand's Instagram presence influences my perception of its reputation.
4. The brand maintains a favourable image through its Instagram activities.
5. The brand's Instagram interactions with customers enhance its overall reputation.

## Brand Loyalty

*(A) Strongly Disagree (B) Disagree (C) Neutral (D) Agree (E) Strongly Agree*

1. I feel emotionally connected to the brand due to its Instagram content.
2. I tend to choose the brand over competitors because of its Instagram presence.
3. I am more likely to engage with the brand's posts on Instagram because of my loyalty.
4. The brand's Instagram content fosters a sense of loyalty among its customers.
5. I trust the brand more due to its consistent Instagram engagement with customers.

### **Influencer Authenticity**

*(A) Strongly Disagree (B) Disagree (C) Neutral (D) Agree (E) Strongly Agree*

1. The influencers the brand collaborates with seem genuinely interested in the products/services.
2. The content posted by influencers aligns with their personal opinions and experiences.
3. I perceive the influencers' endorsements of the brand as authentic and sincere.
4. The influencers' involvement in brand promotions doesn't feel forced or insincere.
5. The influencers' interactions with the brand on Instagram come across as authentic.

### **Influencer Desirability**

*(A) Strongly Disagree (B) Disagree (C) Neutral (D) Agree (E) Strongly Agree*

1. The influencers that the brand chooses to collaborate with are appealing to me.
2. Seeing influencers use the brand's products/services makes me more interested in them.
3. The brand's association with desirable influencers positively affects its image.
4. I am more likely to explore the brand's offerings if my favorite influencers endorse them.
5. The brand's Instagram collaborations with influencers match my interests and preferences.

### **Influencer Collaboration**

*(A) Strongly Disagree (B) Disagree (C) Neutral (D) Agree (E) Strongly Agree*

1. The brand's collaboration with influencers effectively captures my attention.
2. Influencers play a significant role in influencing my perception of the brand.
3. The brand's Instagram content featuring influencers is engaging and interesting.
4. Collaborations with influencers contribute to a more appealing Instagram feed for the brand.
5. The influencer-brand partnerships on Instagram add value to my overall brand experience.