	Number of observation
1)What is your gender?	
Male	85
Female	640
2) What is your age group?	
17-20	154
21-27	302
28-35	219
36-45	50
45-55	0
3) Have you bought any product based on Nastya's Ivleeva advertising?	
Yes	547
No	178
4) What is your occupation?	
Student	323
Employed full time	267
Employed part time	61
Freelance	61
Retired	0
Unemployed	13
5) How would you describe Nastya Ivleeva as a person?	
Fun	140
Intresting	221
Charismatic	235
Dedicated	52
Instructive	13
Fit	13
Smart	51
6) If yes, what exactly did you purchase based on her promotion?	
Whiskey and Martini	51
Cream	155
Mobile Network (MTS) with the promotional code	251
McDonald's	28
Lays chips	31
Outfit	31
7) What was you purchase based on?	
Trust	312
Informative	13
I found something I didn't know	41
Because of her	131
Quality products	23
Fair prices	27

8) For how long have you been following her channel?	
1 year	88
2 years	302
3 years	149
4 years	44
5 years	142
9) Why did you start following her?	
Friends	57
I saw her on Orel & Reshka	256
Because of her boyfriend	31
She is intresting as a blogger	267
Because of her inverviews given	114
Other	0
10) Have you ever considered to unfollow her on social media?	
Yes, I did it forever.	41
Yes, I Did it for some time	221
No, I Still follow her	366
Haven't considered that option.	97

725		
Percentage		Contigency table
12%		
88%		
		Contigency table
21%		
42%		
30%		
7%		
0%		Excluded from the sampling and contigency table
		Contigency table
75%		
25%		
		Contigency table
45%		
37%		
8%		
8%		
0%		Excluded from the sampling and contigency table
2%		
		725
19%		
30%		
32%		
7%		
2%		
2%		
7%		547
9%		
28%		
46%		
5%		
6%		
6%		
57%		
2%		
7%		
24%		
4%		
5%		

Actual/C

Gender		
	Yes	
Male	8	
Female	539	
Total	547	
DF	1	

`

12%	
42%	
21%	
6%	
20%	
8%	
35%	
4%	
37%	
16%	
0%	
6%	
30%	
50%	
13%	

STUDENT   EMPLOYED FULL TIME   EMPLOYED P

61

725

Purchasing decision		
No		Total
77		85
101		640
178		725
(R-1)*(C-1)		
0		

Expected Frequencies

Gender	
	Yes
Male	64.1310345
Female	482.868966
Total	547

Actual/Observed frequency

Age	
	Yes
17-20	108
21-27	278
28-35	160
36-45	1
Total	547

Actual/Observed frequency

Occupation	Purchasing decision		
	Yes	No	
Student	280	43	323
Employed full time	249	18	267
Employed part time	13	48	61
Freelance	5	56	61
Unemployed	0	13	13
	547	178	725

Název grafu

61

13

PART TIME FREELANCE UNEMPLOYED
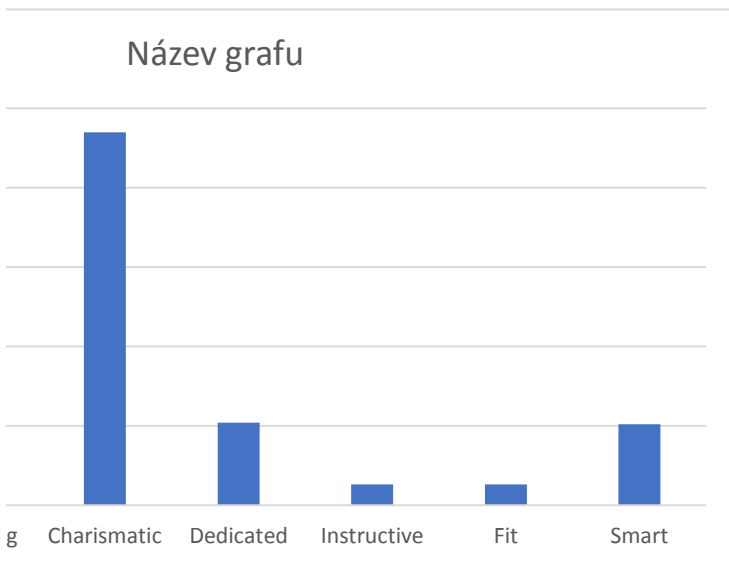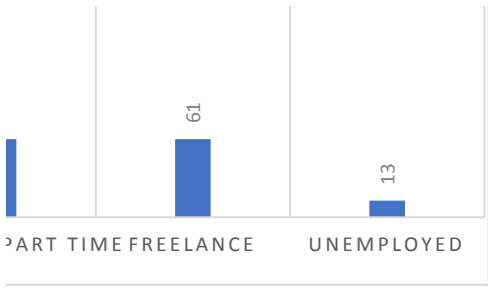
Purchasing decision	
No	Total
20.86896552	85
157.1310345	640
178	725

Purchasing decision	
No	Total
46	154
24	302
59	219
49	50
178	725

Gender	Purcha
x2	Yes
Male	49.12899125
Female	6.524944151
Total	547
Expected Frequenci	
Age	
17-20	
21-27	
28-35	
36-45	
Total	
DF	

Expected Frequencies			
Occupation	Purchasing decision		
	Yes	No	
Student	243.697931	79.30206897	323
Employed full time	201.4468966	65.55310345	267
Employed part time	46.02344828	14.97655172	61
Freelance	46.02344828	14.97655172	61
Unemployed	9.808275862	3.191724138	13
Total	547	178	725
DF	16	0	

ısing decision		
No	Total	
150.975	85	
20.05137	640	
178	226.6803549	
es		

	226.6803549	
X2	226.6803549	
Chi.Square	3.841458821	
P-value	0.0051	Reject H0

	Purchasing decision		
Yes	No	Total	
116.1903	37.80965517		154
227.8538	74.1462069		302
165.2317	53.76827586		219
37.72414	12.27586207		50
547	178		725
9	(R-1)*(C-1)		

Age		Purchasing dec
x2	Yes	No
17-20	0.5773436	1.774196
21-27	11.036209	33.91464
28-35	0.1656518	0.509054
36-45	35.750646	109.8629
Total	547	178

Occupation	Purchasing decision		
x2	Yes	No	
Student	5.4076791	16.61798019	323
Employed full time	11.225279	34.49566121	267
Employed part time	23.69549	72.817038	61
Freelance	36.56665	112.3705469	61
Unemployed	9.8082759	30.14116234	13
Total	547	178	353.14576
DF	16	(R-1)*(C-1)	

cision	
Total	
154	
302	
219	
50	
193.5906832	

X2	193.5907	
Chi.Square	16.91898	
P-value	3.51	Accept H0

X2	353.15	
Chi.Square	26.296	
P-value	0.0067	Reject H0