

1 Appendix

Are you an active Instagram user (use Instagram at least once a week)?

Yes

No

Do you follow one or more social media influencers whose content revolves around fitness, including workout videos or informational posts?

Yes

No

From now on, influencers who post fitness-related content such as workout videos or informational posts about fitness and nutrition will be referred to as "fitness-related influencers."

After reading each of the statements below, please indicate your level of agreement by using the following scale: "Strongly disagree," "Somewhat disagree," "Neither agree nor disagree," "Somewhat agree," "Strongly agree."

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
If my favorite influencer recommends a fitness-related brand on Instagram, I am more likely to try it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The more followers a fitness-related influencer on Instagram has, the more trustworthy I find them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reviews by influencers who have already tried out a fitness-related product are more trustworthy than	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

reviewers provided by the manufacturer or retailer.					
Fitness-related influencers on Instagram have my best interest at heart.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness-related influencers on Instagram will not purposefully endorse a brand that will harm me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I found out that a fitness-related influencer had been paid for a post on Instagram, it would not negatively impact my perception of their credibility.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If an influencer on Instagram has a personal trainer or nutrition certification, I will follow their advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fitness-related influencers on Instagram who achieved great shape and health are authentic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influencers on Instagram who keep educating themselves by attending fitness-related courses are the most credible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you trust fitness-related influencers on Instagram (indicate your level of trust by choosing one of the following)?

Not at all Slightly Moderately Very Extremely

How important is fitness in your life (indicate your level of importance by choosing one of the following)?

On a scale from 1 to 5 (1 being not at all important and 5 being extremely important), how important is fitness in your life?

Not at all important Slightly important Moderately important Very important

Extremely important

What is your gender?

Female

Male

Other:

What is your age?

Under 18

18 - 25

26 - 35

36 - 50

Above 50

What is your occupation?

Working full time (more than 30 hours a week)

Working part-time (8-30 hours a week)

Student (full-time)

Temporarily unemployed

Retired

Permanently unemployed

Other:

