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**INFLUENCE MARKETING IN SOCIAL NETWORKS: IMPACT ON CONSUMER
BEHAVIOR IN RUSSIAN MARKET**

Master’s thesis

2nd year student of master’s program

profile – Master in Management

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ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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ABSTRACT

Master Student's Name	Afanasyeva Anastasia Iurevna
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Master Thesis Title	Influence marketing in social networks: impact on consumer behavior in Russian market
Description of the goal, tasks and main results the research	<p>The goal of the master thesis is to study the customer's attitude to influencers, factors of the impact, which will allow to offer companies new approaches in promotion through influencers.</p> <p>To achieve the stated goal, the following tasks should be completed:</p> <ul style="list-style-type: none">- to study approaches to determining influencers, their specifics in social networks and potential impact on consumers- to identify the key factors influencing the purchasing choice through opinion leaders as the main tool of brand marketing communications- to study the perception of customers on influencers, an advertisement by influencers- to offer companies new approaches in promotion through influencers <p>The result of the master thesis became the development of new approaches in promotion through influencers via social medias.</p>
Keywords	Influence marketing, influencers, promotion, brand awareness, brand loyalty, parasocial integration, persuasion methods, trustworthiness, brand engagement, purchase decision process, social media marketing, eWoM

АННОТАЦИЯ

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Описание цели, задач и основных результатов исследования	<p>Целью магистерской диссертации является изучение отношения потребителя к инфлюенсерам, факторов воздействия, что позволит предложить компаниям новые подходы в продвижении через инфлюенсеров.</p> <p>Для достижения заявленной цели необходимо выполнить следующие задачи:</p> <ul style="list-style-type: none">- изучить подходы к определению влиятельных лиц, их специфику в социальных сетях и потенциальное влияние на потребителей- определить ключевые факторы, влияющие на выбор покупки, с помощью лидеров общественного мнения как основного инструмента маркетинговых коммуникаций бренда- изучить восприятие потребителями влиятельных лиц, рекламу влиятельных лиц- предложить компаниям новые подходы в продвижении через влиятельных людей <p>Результатом магистерской диссертации стала разработка новых подходов к продвижению влиятельных лиц через социальные сети.</p>
Ключевые слова	Маркетинг влияния, влиятельные лица, продвижение, узнаваемость бренда, лояльность к бренду, парасоциальная интеграция, методы убеждения, надежность, вовлечение бренда, процесс принятия решения о покупке, маркетинг в социальных сетях, электронный сарафанный маркетинг

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Introduction

The development of technology brings tremendous changes to a person's life. According to the Digital 2021 global report, at the beginning of 2021, almost 4.66 billion people around the world used the Internet. The audience of social networks consists of 4.20 billion social media users in the world. Over the past 12 months, this figure has grown by 490 million, which means an increase of more than 13% year-on-year. 53.6% of the world's population uses social networks in 2021 (Sergeeva, 2021).

The last fact is vitally important in the context of writing this paper, since social networks have become a very important strategic tool for companies planning to promote their products and services in the digital space. Consumer behavior also undergoes certain transformations due to the number of messages received through frequent stay in the "online" status.

In modern society, consumers are increasingly making a purchase decision based on the recommendations of so-called opinion leaders. In addition, new channels of communication with consumers are emerging. Companies are clearly aware of the importance of marketing in the effectiveness of their activities and increase marketing budgets. All this contributes to the development of such a direction as influence marketing.

The emergence of Influencer marketing has become a product of the widespread digitalization of society, and, in particular, the active development of social networks. It can be argued that this trend in marketing is a direct reflection of the theory of two-stage information flow (otherwise Lazarsfeld model). Anyone can become a content creator within influencer marketing.

According to EpicStars estimates, the demand for advertising in the influencer marketing format has become greater than classic social media marketing. For instance, from \$1.7 billion in 2016, influencer marketing is estimated to have grown to have a market size of \$16.4 billion in 2022 (Geysler, 2022) and it's expected to reach \$84.89 billion in 2028 (Santora, 2022). Main trends reflect growing popularity of establishing partnerships with micro and nano influencers, promotion on different platforms, more creativity-based deals.

Despite the growing trend of using influencer marketing, there are a number of contradictions. For example, according to GlobalWebIndex, a large percentage of people (30%) still do not trust the opinion of influencers (Young, 2018), this tool lacks generally accepted and used metrics for evaluating effectiveness, cases of fraud on the part of the influencers themselves are not uncommon (for example, cheating the number of subscribers). The problem of research logically follows from the above.

A **research gap** of the situation: despite the fact that 67.8% (Exlibris, 2021) of the total population of the country has social media accounts in Russia and a huge number of brands are engaged in various ways of promoting themselves in them, the influence of opinion leaders in social networks on the perception of brands by Russian consumers has not been studied enough. Earlier, this aspect in the local market was considered in the works "Models of influence in social networks" (Gubanov, Novikov, 2009), "Social networks: models of information influence, management and confrontation" (Gubanov, Novikov, 2010), "The Problem of opinion leaders in public communication" (Vitvinchuk, Fotieva, 2017), "The Age of marketing Influence: How Opinion Leaders shape Demand" (Dikhanova, 2019), "Promotion of services in social networks" (Khristoforov, 2010). At the same time, the market understands the potential of the new marketing tool, however, it does not fully realize what ways to promote through opinion leaders in social networks to use to achieve the necessary results. Also, in terms of new spring 2022 realities towards government restrictions to a social media availability changed and this situation is growing a new field for research. The problem of the study is the active development of influencer marketing and insufficient knowledge of the consumers attitude to influencers and their attitude to unavailability of common social network in terms of new social network restrictions and of switching costs which are the most critical and difficult to overcome for customers.

From the information above the main **goal** can be formed: to study the customer's attitude to influencers, factors of the impact, which will allow to offer companies new approaches in promotion through influencers.

Research objectives:

1. To study approaches to determining influencers, their specifics in social networks and potential impact on consumers.
2. Identify the key factors influencing the purchasing choice through opinion leaders as the main tool of brand marketing communications.
3. To study the perception of customers on influencers, an advertisement by influencers.
4. To offer companies new approaches in promotion through influencers.

Research methodology is described in Table 1.

Research objectives	Research method
To study approaches to determining influencers, their specifics in social networks and potential impact on consumers	Desk research of secondary sources of information, such as articles by Russian and foreign authors.
Identify the key factors influencing the purchasing choice through opinion leaders as the main tool of brand marketing communications	<ol style="list-style-type: none"> 1. Search research aimed at selecting significant factors of influence of opinion leaders and their posts on potential changes in consumer perception through the media in open sources, agency statistical research data and expert opinion obtained during the course of research practice. 2. Systematization of the data obtained
To study the perception of customers on influencers, an advertisement by influencers	<ol style="list-style-type: none"> 1. Development of a guide for an in-depth interview based on the results of the first stage of the study for conducting a qualitative study in order to identify the consumers' attitude towards influencers. 2. Conduct in-depth interviews.
To offer companies new approaches in promotion through influencers	<ol style="list-style-type: none"> 1. Use a thematic content analysis for the interviews'analyzing. 2. Formalizing new approaches of promotion and highlight theoretical contributions and managerial implications.

Table 1 Research objectives and research methods of the study.

The **novelty** of this work is due to the fact that in the last few years there has been a significant growth of bloggers in Russia, including micro and macro influencers, with whom brands want to cooperate due to promotion and increased competition. Especially, in a new term of accessibility of Russian users to social networks, the common access to launch an advertisement is unavailable, so collaborations with bloggers is the most available way to make an advertisement campaign.

And due to the growing number of Russian brands and companies, their desire to cooperate with influencers is increasing even more, but the Russian market has not considered a

tool and approach for finding influencers, collaboration with which can give the greatest result in terms of sales and influence on consumer perception.

The structure of the work:

Chapter 1 is devoted to the study of the discussion about opinion leaders as a phenomenon, the specifics of modern opinion leaders in social networks, the analysis of theoretical foundations for further use in the empirical part. In particular, the influence of opinion leaders on brand Awareness, brand Perception, the desire and intention to make a purchase (Willingness to Buy and Purchase Intent).

Chapter 2 is devoted to study of factors influencing the perception of influencers and purchasing behavior. In particular, influence of personal characteristics of the influencer, influence of trust on purchasing behavior, the value of the popularity of the influencer and content, channel as factors of influence.

Chapter 3 and 4 is devoted to the description of the methodology of empirical research and the development of the research algorithm, as well as the description of the results of the preliminary study and the development of the guide on in-depth interview of the main study, the analysis of the results of the main study. Also in this chapter, the result of the work is presented in the form of recommendations for companies during choosing influencers and making a managerial decision for the selected brand.

Chapter 1. Opinion Leaders as a Marketing communication tool

1.1 Promotion through opinion leaders as one of the main directions of social media marketing

Social Media Marketing SMM can be defined as a form of Internet marketing that uses social networking sites as a marketing tool, which has become a new form of communication for various companies. Rouse (2011) claims that the purpose of SMM is to create content that users will share on their social media profiles, which can help the company increase brand exposure and expand the reach of potential customers. This type of marketing is realized through various social networking sites such as Facebook, Twitter, Instagram (owned by Meta, a recognized extremist organization and banned in Russia), VK and many others are used to promote and attract users. Successful social media marketing occurs when companies create content that attracts an audience, which subsequently actively shares it on their social networks. The process of sharing content with other users is called eWoM.

“Word-of-mouth communication (WOM) refers to interpersonal and informal communication among friends, family members and acquaintances. It can influence buying decisions and attitudes formation, impact consumer expectations as well as product/service satisfaction. WOM is perceived as the most persuasive and influential type of communication because consumers perceive informal sources as more credible and less risky” (Kursan Milaković, Mihić Mirela, Boljat Ivana, 2020, p.88).

Electronic Word of Mouth (eWoM) It can be defined as any statement based on the positive, neutral or negative experiences of potential, actual or former consumers about a product, service, brand or company that is available to many people and institutions via the Internet. Thanks to this new form of word of mouth, companies have the opportunity to contact a larger audience using the Internet. Social networks have become a logical way out for wot as a platform where users can express their thoughts and opinions on a variety of topics, including sharing their experience of interacting with various brands. Wong mentioned in his work that “a major challenge for brands that aim to apply this type of WOM-marketing, is to identify and select influencers whom may have a strong impact on their target audience and convince them to incorporate their products in their posts, this way diffusing them” (Wong, 2014).

With the development of social networks actively used by consumers all over the world, bloggers are becoming an increasingly widespread and frequent phenomenon. These influencers are "opinion leaders in digital social networks who communicate with an unknown mass audience." (Gräve, 2017). Digital social networks cover a variety of platforms, including major networks such as Facebook, YouTube, Instagram (owned by Meta, a recognized extremist

organization and banned in Russia) and Twitter, as well as special platforms such as Twitch (Reinikainen, 2020).

Over the past decade, social networks have become a catalyst for individual content creators (McQuarrie, 2013), which has allowed bloggers or opinion leaders on social networks to talk about their lives, express their emotions and opinions to a wide audience in an authentic way (Morris, 2015). This phenomenon is a sign of a "demotic turn", as the influence now comes from ordinary people and their experiences in online and offline media, including content created by users on social networks (Turner, 2010).

In recent years, the identification of opinion leaders has been a subject of great interest. Numerous studies have been conducted in order to understand the concept of opinion and characteristics of leaders that distinguish them from their followers.

The role of leaders in shaping and understanding the opinions of group members can be traced in some works of the 1950s. Chowdhry and Newcomb (1952) believed that individuals are not only selected for the role of leader based on their personal qualities, but also because of certain characteristics that correspond to the specific situation in the group and the totality of interests shared by its members. Based on their hypothesis, the leader has a significant ability to influence the opinions of the group on some topical issues in which he has a share of expertise, compared to other members of the group, but does not have such power in other circumstances. Based on the hypothesis of a "two-stage flow of communication", the flow of opinions and information is transmitted from the mass media to a wide audience through the intermediary role of opinion leaders. Katz (1955) suggested that an opinion leader is a combination of three elements, such as the personification of certain values, competence and strategic social position. The results of his research also confirm the results of Choudhry and Newcomb (1952) that the role of opinion leaders and the strength of their influence can change over time and in different areas.

At the same time, different scientists in different contexts adhere to their own definitions of opinion leaders. Lazarsfeld defined the leader of public opinion as an attractive person with outstanding features in his/her psychological, physical and social aspects, who has reliable knowledge in a certain field. According to Rogers (2010), the leader of public opinion is an individual with a higher socio-economic status compared to his followers as a result of greater contact with the media, which makes him an influential member of society. The general characteristics that are most often mentioned to determine the opinion leader are usually indicated as a likable, trustworthy, influential and self-confident character.

Some authors distinguish between people with a share of influence (influencers) and opinion leaders, so that influential people are seen as a broader concept that includes everyone who has the potential ability to influence others, for example, celebrities, family member or friend. Whereas opinion leader is a narrow and deep term that is often considered in the context of research fields.

If earlier studies of opinion leaders mainly related to the field of sociology and politics, then in recent years the interest of marketers in this phenomenon continues to grow steadily. One of the key reasons for this growth is the fact that with the development of technology and, in particular, social networks, it becomes easier to become an opinion leader, and the degree of influence of such leaders increases even with a relatively small number of followers. In the context of social media marketing, about 78% of customer trust in social media communities is based on the recommendations of opinion leaders regarding products and services. Thus, effective identification and involvement of opinion leaders is the key to increasing sales and brand awareness. The trust factor can help companies to ensure that their decisions are made even before establishing direct contact with the brand. The involvement of opinion leaders allows this to be done due to the fact that users in social media tend to trust those who have common interests with them or share some of their opinions, that is, users similar to them (Aghdam, Navimipour, 2016).

1.2 Definition of opinion leaders

Thus, despite the fact that there are many definitions of an opinion leader in various fields of science, the general characteristic of a leader is that he has a special influence on other people. However, opinions are not static and tend to change. From the point of view of the dynamics of opinions, such a leader is understood as a person who has a noticeable influence on the decision-making of other people in the process of transmitting opinions. The emergence of such leaders in the process of information exchange is inevitable and can be either an integral attribute that arises spontaneously because people have qualities or experience in certain situations, or because some individuals in the group belong to a personality type that is usually more inclined to lead. To analyze the function of leaders in the evolution of collective opinion, some models of opinion dynamics were constructed, and various experiments were used. Lazarsfeld and Katz made the most extensive contribution to the theory of public opinion formation in terms of their dynamics thanks to a model called "two-stage flow". It includes the "flows" of information influence from the media through opinion leaders to their respective followers. In the two-stage flow model, in comparison with the rest of the population, opinion

leaders turned out to be much more open to radio, newspapers and magazines, that is, to official means of communication.

This idea has taken a central place in the marketing literature and in further research. A large number of studies have shown that in business and marketing, a small group of influential opinion leaders can both accelerate or block consumer acceptance of a particular product. At the same time, an opinion leader has the following three important qualities: he has a clearly formulated opinion, his main goal is to attract ordinary people, and he is not influenced by the general public, but he can communicate with other leaders (Zhao, 2016).

Depending on various characteristics, opinion leaders can be classified as follows:

1. Local and global opinion leaders.

From a marketing point of view, the leaders of world public opinion have a greater ability to exert global influence on numerous international markets, unlike those who influence the market. The leader of global public opinion has access to a more mature and extensive online community, whereas local leaders mainly interact with some disparate or fragmented communities. In addition, due to the decisive role of world opinion leaders in large networks, they have the most chances to control the information flow between a large number of users.

2. Monomorphic and polymorphic leaders.

Here, monomorphic opinion leaders are those who have specialization and significant knowledge within one thematic area, whereas polymorphic opinion leaders are considered in several thematic areas, in fact, based on their access to the media. Such leaders tend to disseminate information in a wide range. Rogers and Shoemaker (1971) believe that in a traditional society, opinion leaders are more polymorphic, whereas modern society is more characterized by monomorphic opinion leaders.

3. Positive and destructive leaders.

In the literature, the positive influence of opinion leaders is most often noted. However, they can be both positive and destructive and can behave in a destructive way, resorting to manipulation and persuasion. Padilla (2007) conducted a comprehensive study to identify destructive leaders. From his point of view, a destructive leader has a selfish personality, tends to use control and coercion instead of persuasion and commitment, and deviates the follower from his main goals and directions. An important element for destructive leadership is a favorable environment and the presence of receptive followers.

4. Long-term and short-term opinion leaders.

The term of influence of opinion leaders on their community can be considered from the point of view of the theory of opinion dynamics (Zhao, 2016). Based on this theory, the opinions, beliefs and judgments of individuals are formed based on their access to information and the opinions of their influential environment. However, the power of influence of opinion leaders in shaping the opinions of followers varies, since this process depends on the level of user confidence in opinion leaders.

In recent years, there have been many definitions of opinion leaders in social media, often based on research conducted long before the advent of social networks and the Internet. One of the first such new definitions appeared in the work of Freberg, Graham and McGaughey, they defined opinion leaders in social networks as "a new type of independent third-party experts who form the attitude of the audience through blogs, tweets and other social media features." (Freberg, 2011). In addition to the ability to influence personal branding (Hearn, 2016), a large number of followers (Jin, Muqaddam, & Ryu, 2019) and the ability to monetize their audience (Abidin, 2016) are identified as defining characteristics of influence in social media . In addition, Encke and Borchers (2019) highlighted the possibilities of bloggers in building trusting relationships and interacting with followers by contacting them directly and using their own communication style. An active narrative about the details of one's own life adds to the perceived authenticity of influencers, encourages audience trust and creates a sense of intimacy (Ferchaud, 2018). This, in turn, promotes interaction, and members of the subscriber audience often seek to interact with opinion leaders, for example, comment, like and publish blogger posts already in their social media accounts. It was found that this kind of participation of audience members is positively associated with the formation of parasocial relationships between audience members and influencers in social networks (Chung, Cho, 2017).

This fact not only helps to attract a large audience but is also an effective marketing tool (Ge, Gretzel, 2018). Brand support has proved to be very useful and mutually beneficial for companies and bloggers. Brands can profit from collaboration with influencers by improving brand attitudes (Munnukka, Uusitalo, & Toivonen, 2016), brand perception, purchase intent (Lee, Watkins, 2016), and a positive impact on brand rankings in search engines (Uzunoğlu , Kip, 2014). For opinion leaders, collaboration with brands provides an opportunity to monetize their fame (Liljander, Gummerus, & Söderlund, 2015) and, thus, further expand their own influence. However, the monetary incentive is only one of the motives influencing the growth of the number of bloggers on social networks. Creating a community, the desire to act as an expert

and help followers in their lives, as well as monetization, motivates bloggers to expand their own influence in social networks (Archer, Harrigan, 2016).

Now, engaging opinion leaders can be even more effective than using traditional celebrities, especially when it comes to interacting with a younger generation (Southgate, 2017). Previous research has shown that influencers on social media can have a greater influence on buying decisions than traditional celebrities because they are perceived as more trustworthy and trustworthy (Djafarova, Rushworth, 2017). Fashion bloggers are even called "fashion friends" (Colliander, Dahlén, 2011), emphasizing the closeness of the relationship between opinion leaders and their audience. As the sense of this closeness grows, the opinion leader can become an "imaginary friend" who is not perceived as talking about brands for advertising but gives advice on how to create a certain lifestyle with the help of brands.

In terms of their audience, opinion leaders on social media can range from people with several thousand followers to celebrities with several million fans. The former is sometimes called micro-influencers (Wissman, 2018) or micro-celebrities (Abidin, 2015) the latter often attract a huge audience and can be considered international celebrities. On various social media platforms, bloggers cover various topics and target groups, including fashion, games and entertainment, creating the illusion of a story about their personal life. As a result, opinion leaders are perceived as open, friendly people in the neighborhood who offer their own unbiased opinion and, accordingly, have a high level of credibility and trust among their followers (De Veirman, Cauberghe, & Hudders, 2017). In turn, they are effective sources of electronic word of mouth and can act as effective tools for implementing a marketing strategy (King, Racherla, & Bush, 2014). Marketers, therefore, are increasingly engaged in influencing marketing by entering into paid cooperation with opinion leaders to promote brands and individual products (Schwemmer, Ziewiecki, 2018). More and more brands and companies are also planning to increase their investments in influence marketing, so this advertising channel is likely to remain one of the most relevant for marketing communications in the coming years (Gräve, 2019). Collaboration with a blogger leader can range from individual posts endorsing a product to long-term contracts and the launch of a number of products released under the joint brand of the company and the opinion leader. Compensation for bloggers also ranges from a free product sample to hundreds of thousands of dollars. For marketers, the influencer marketing strategy is complicated by the lack of a single way to identify and select the appropriate suitable partners for cooperation, as well as due to the difficulties of measuring the results of campaigns with bloggers (Carter, 2016). In this sense, the social media environment is opaque, as it is dynamic and rapidly evolving, as well as fragmented depending on social media platforms. Marketing

campaigns often involve the involvement of dozens of different opinion leaders, which makes it even more difficult to make a choice and then assess their impact. Influencer marketing campaign evaluations can quantify the results of a campaign only as a whole or determine whether to continue the collaboration. To solve these various tactical tasks, marketers often turn to metrics to quantify the potential impact of communications through bloggers.

Companies and marketers use social media platforms not only to transmit information about products to customers, but also as a means to exchange information between buyers about product-related facts, opinions, attitudes and purchase experience, and post-sale service. In fact, user content on social networks has become the main factor influencing the perception of the brand by the consumer. Therefore, it is not surprising that the marketing concepts of electronic word of mouth (eWoM) and influencer marketing are gaining popularity among marketers. Both of these concepts are quite closely related, since WoM can be defined as "the action of consumers talking to each other about a product or service", while influencer marketing can be considered as "the practice of identifying key decision makers in the target audience and encouraging them to use their influence to create WoM" (Gruen, Osmonbekov, & Czaplewski, 2006). Thus, in modern reality, the influencing factor for the consumer is often a certain third party, which significantly forms the opinions and purchase decisions of other customers. They can post their photos of products or brands on a social network, accompanying them with hashtags associated with the brand, most often for money or for a free product from the brand as compensation. The opinion leaders of our time are mostly very active in social networks. Although high popularity does not guarantee that a person has significant influence and vice versa, the factor of having a profile in social networks is necessary to maintain the status of an opinion leader.

Using social media, consumers can quickly and easily access user-generated content, which often includes product reviews and information. Previous studies have shown that user-generated content has a significant impact on consumers' brand perception, brand choice, and the acquisition of new consumers (Trusov, Bucklin, & Pauwels, 2009). User-generated content is also considered reliable, and users tend to trust it more. Although user-generated content has the potential to influence the purchase of luxury brand products, most research focuses specifically on branded content. There is a need to conduct research aimed at studying how potential consumers perceive content created not directly by the brand and not by random buyers.

Parasocial Integration (PSI), a term coined by Horton and Richard Wohl back in 1956, just explains the relationship between media personalities and media users. Rubin and Perse (1989) conceptualized PSI as "the interpersonal involvement of a media user in what he

consumes”, this involvement includes "seeking recommendations from a media person, seeing media personalities as friends, imagining themselves part of the social world of a favorite program and wanting to meet media personalities." For marketing, Labrecque (2014) defines PSI as "an illusory experience such that consumers interact with characters (i.e. mediated representations of presenters, celebrities, or characters) as if they are present and involved in a mutual relationship”” Parasocial interaction is considered a conditional "friendship" with a media personality, and media users turn to opinion leaders for advice, as if they were friends Perse and Rubin (1989) describe this experience as "the feeling that they know and understand the personality in the same intimate way as they know and understand friends from the flesh and blood.” PSI develops like interpersonal relationships and can be a functional alternative to interpersonal relationships. The characteristics of such interaction resemble interpersonal friendship-they are voluntary, provide communication, and social attractiveness is a factor in their establishment. Similar to interpersonal relationships, PSI evolves over time as media users reduce uncertainty and perceive similarities to a media personality. The emergence of communication with media personalities through social networks has caused a new growth of parasocial interaction. At the same time, social media has the potential for two-way communication and a more balanced relationship between media personalities and media users, but to date, research has shown that interactions are still mostly one-sided. Fans feel that they “know” celebrities through their exposure to the media. As these "relationships" continue to develop, the viewer will begin to see bloggers as a reliable source of information and seek their advice. PSI enhances the sense of connection with brands, which leads to increased brand loyalty and willingness to share personal information with the brand. Thus, bloggers and invited opinion leaders, acting as brand ambassadors, can cause positive results for luxury brands, including an increase in brand value, its image and perceived brand value (Lee, Watkins, 2016).

With the growing number of opinion leaders in recent years, experts have divided opinion leaders depending on the audience coverage of their subscribers. This division is still rarely found in research, however, it is regularly used by practicing marketers. In this regard, there are general principles of division into three main groups of opinion leaders, but no specific number of subscribers for assigning a particular status in this classification has been identified. In this paper, opinion leaders are divided into categories depending on the following audience coverage:

- Mega-influencers (most often celebrities), with an audience of more than a million subscribers.

- Macro-influencers (most often focused on any one topic or platform: video bloggers, Instagram (owned by Meta, a recognized extremist organization and banned in Russia) bloggers, travel, beauty, lifestyle bloggers), with an audience of 100,000 to 1,000,000 subscribers.

- Micro-influencers, with an audience of 10,000 to 100,000 subscribers.

At the moment, some experts include in the marketing communications strategy work with nano-influencers with an audience of up to 1,000 subscribers, but from the point of view of luxury brands, the coverage of such a small audience is not relevant, and opinion leaders of this level are not considered in this work.

Measuring the potential impact of an opinion leader on social networks on his audience is an important and urgent task. At the same time, the growth of commercialization of influence in social networks in the form of so-called influencer marketing makes this process even more difficult. Companies that attract opinion leaders in their marketing strategy have limited control over content and context, so they must evaluate both the blogger himself and the content he publishes, both before and during collaboration. Although quantitative metrics of the success of an opinion leader campaign, such as the increase in the number of subscribers or the number of likes, are readily available, it remains unclear whether such metrics are sufficient to evaluate the results of a marketing campaign conducted with the involvement of opinion leaders (Gräve, 2019).

The main advantage of attracting opinion leaders to implement the marketing strategy of brands is the creation of unique content by them, which, on the other hand, is the main difficulty for the brand to evaluate and control the results of the campaign. Technological advances in social networks and the introduction of new platforms and consumer participation functions have profoundly changed the Internet, turning individual users from simple content consumers into active participants and content creators (Gertlitz, Helmond, 2013). Social networks offer a variety of ways to interact with content, including subscribing, expressing approval or dislike, exchanging opinions and commenting. Such activity provides the basis for obtaining data and metrics, which together make up meaningful information for companies, and most of it is publicly available on social networks. Depending on the platform, the number of subscribers (Instagram-owned by Meta, a recognized extremist organization and banned in Russia), likes and comments (Facebook-owned by Meta, a recognized extremist organization and banned in Russia) or post views (YouTube) can be watched by everyone. Some of these indicators are significant in themselves (the number of subscribers), but others may have more abstract values (the number of clicks on the "Like" button) (Sumner, Ruge-Jones, & Alcorn, 2018). Platforms

such as effectrdb.net, socialblade.com or socialbakers.com, systematically collect such metrics in databases, calculate additional metrics and offer assistance to marketing specialists in finding and selecting opinion leaders, as well as in measuring their impact on the audience. These metrics actually serve as a kind of indicators. For example, the actual number of valid post views will be more significant than the number of account subscribers. However, private companies own the most popular social networks and decide which information to make public, which information is restricted by the account owner and which information is not available at all. Instagram (owned by Meta, a recognized extremist organization and banned in Russia) and business accounts, for example, are the only ones that receive information about the number of views of their posts. Research on social media indicators takes an approach to brand communication in terms of how companies and brands can effectively manage their presence on social networks and communicate effectively, for example, by identifying many interactions with consumers (de Vries, Gensler, & Leeflang, 2012). Such an understanding can help in organizing effective marketing campaigns involving opinion leaders in social networks, but in this regard, marketing with their participation also creates a special problem. That is, for other types of paid and proprietary content on social networks, marketers usually produce content themselves and retain control over the context in which it appears. In contrast, this type of promotion assumes very limited brand control over the content that the opinion leader publishes and the context in which it appears, because bloggers themselves create content. Marketers can only determine approximate guidelines and desired facets of the published content. At the same time, brands accept this limited control because it allows opinion leaders to communicate sincerely and maintain their authenticity and reliability (De Vierman, Cauverghe, & Hudders, 2017). Therefore, the posted content does not necessarily adhere to a carefully thought-out brand identity, but rather is compiled in accordance with the blogger's intuition. A similar restriction exists with regard to context: the brand can check the channel for general compliance with brand values, but subsequent publications may contain contradictory content, which leads to a negative perception of messages in this context. Thus, brands need a way to assess the quality of content, measure the effectiveness of advertising and sponsored content in the context in which it appears, as well as planning consumer returns in the context of various factors influencing opinion leaders on consumer perception of the brand among their own audience.

1.3 Influence of opinion leaders on brand awareness, brand engagement and purchase intent

Opinion leaders are a powerful group in the market, because they can both positively and negatively influence future purchasing decisions and the formation of attitudes, increase the speed of distribution of goods and services; earn the trust of web users and help them make a purchase over the Internet; influence consumption trends in certain markets and signal the quality and attributes of the product in order to influence potential buyers on the Internet. Consumers who are looking for product recommendations from online sources choose a recommended product twice as often as others who are not looking for any recommendations (Oliveira, 2016).

That is why the number of brands that attract opinion leaders to promote new products and strategically important launches continues to grow. The main advantage of influencer marketing is that it allows you to talk about the product in a more personalized and affecting the emotional component of the purchase in comparison with traditional communication channels. Brands are trying to make communication carry a more personal side of advertising aimed at storytelling, using more effects to attract consumer emotions. This kind of telling of some kind of emotional story, broadcast by the brand through an intermediary in the person of an opinion leader, is important, since many consumers are becoming more sensitive and negatively disposed towards more traditional marketing communication. This is especially acute in the perception of communication messages by representatives of the millennial generation. They know at what point they are exposed to marketing because this generation has grown up being bombarded with brands and commercial media. Promotion through opinion leaders is a way that brands can talk about their products by placing them in conditions that seem natural, especially for a young consumer.

Branding in the context of content generation by opinion leaders is especially important, because this is how consumers perceive it when they hear or think about a brand. People with a certain degree of influence have a unique opportunity to say almost everything they want about the brand. For this reason, the most important aspect that brands should consider when choosing an opinion leader is his or her values. For successful cooperation, brand values must correspond to the values of the chosen ambassador, since in further marketing communication, the perception of the brand by subscribers of one or another influencer will be directly associated with his personality, and not the brand identity. At the same time, the involvement of opinion leaders requires high accuracy in the strategic planning of advertising campaigns due to the rapid speed of their distribution. There has been a change in the focus of marketing campaigns. If

earlier they were more brand oriented with one-sided communication from the brand, now the core of communication is the audience itself, which is able to quickly express its own reaction to a particular publication thanks to social networks.

An important aspect of influencing consumers, especially in the context of the desire to make a purchase, opinion leaders promoting a particular luxury brand, is the so-called status consumption. Eastman (2011) defines status consumption as "a motivational process by which people strive to improve their social status through the conspicuous consumption of consumer goods that assign and symbolize status both for an individual and for others." Although this is closely related to noticeable consumption (i.e., buying expensive products to demonstrate well-being and status to others, status consumption is more associated with increasing the status of both the consumer and other people around him. The idea of such consumption can be expanded beyond the status products themselves to include luxury brands themselves in this process (O'cass, Frost, 2002). Experts note that both opinion leaders and those who are their followers are interested in luxury consumption partly because of their desire to improve their own status and because they consider this category of products a way to achieve this goal (Goldsmith, Clark, 2008).

The theoretical basis for predicting the influence of opinion leaders on brand engagement is based on the literature on the Improvement Likelihood Model (ELM) Petty and Cacioppo (1986), which in this case focuses on two moderators who indirectly influence the ability and motivation of consumers to participate in brand interactions. The first concerns bloggers' social networks, which differ in the degree of distraction and audience engagement, which implies differences in the ability and ability of consumers to participate in content processing. The second moderator takes place at the stage of consumer Decision Making (Consumer Decision Journey) at the stages of awareness and trial, which may mean an increase in the level of consumer motivation. In the context of bloggers, the key driving force of interaction is the blogger's experience, the purpose of the campaign and the hedonistic value of the publication (Hughes, Swaminathan, & Brooks, 2019).

In this paper, Brand Engagement is understood as interaction as "cognitive, emotional and behavioral activity of the consumer" (Hollebeek, 2011). In the case of opinion leaders in social networks, engagement is built on indirect interaction with customers, which includes stimulating the exchange of opinions on social networks about products/brands and customer reviews for companies (Pansari, Kumar, 2017). These types of actions contribute to the revenue of brands, since the customers attracted in this way are usually more profitable (Van den Bulte, 2018).

The consumer engagement literature highlights some potential factors that may influence consumer engagement, including emotionality, direct actions of the firm, and product involvement (Harmeling, 2017). Later, new factors were added to these key factors, such as the overall strategy of the campaign, the characteristics of influence, i.e. the source of knowledge in the person of the opinion leader and the content of the publication, as well as the level of engagement formed by the specifics of the social media platform. In this case, the activity of involving consumers in the brand is interaction on social networks with sponsored content, calculated as likes and comments on sponsored posts.

The effect of the consumer's interaction with the brand during the campaign also depends on the expertise of the opinion leader. Bloggers with high and low levels of expertise can be considered influential under various circumstances. Despite the expected positive impact of bloggers' experience on consumer engagement in sponsored content, the experience of sources may also have a neutral (or even negative) effect in some situations. Depending on the context, the type of post and the stage of the consumer's decision-making process, the experience of an opinion leader may have a minor or even negative impact on brand engagement. The insignificant impact of the source expertise also stems from the compensating positive impact of bloggers with low expertise. Newbie endorsements can be just as effective as those of experts (Wang, 2005). Engagement affects the success of an opinion leader, so for products with a low level of engagement, a blogger with a low level of knowledge may have more success (Zhu, Tan, 2007).

The source of brand engagement and engagement may be as important or even more important than the brand itself in terms of influencing customer behavior and perception. Sellers seek to identify who consumers consider trustworthy informants about their brand. For this purpose, brands can specifically attract opinion leaders, and will also reprint or copy someone's Instagram (owned by Meta, a recognized extremist organization and banned in Russia) post to their page, show comments and images of their products received from the consumer (Cooley, Parks-Yancy, 2019). These may include celebrities, opinion leaders on social media, and people consumers know personally. The purpose of such interaction is so that companies can use the advertising of their product or service, which was not created independently, as proof of their reliability. Thus, companies need to track all social media content about their products. This includes content published by the firms themselves and content published by celebrities, opinion leaders, consumers and subscribers. One post from an Internet celebrity or opinion leader can lead to increased brand engagement, both in a positive way, and to a loss of brand sales.

The phenomenon of opinion leaders in social networks also lies in their special attractiveness to users. Because of this, influencers can influence both brand awareness and shopping intentions. The attractiveness of opinion leaders in social networks can lead to the fact that their subscriber will positively evaluate all the brands that the influencer supports, but when a consumer comes across branded content, he will try to understand the reason why the blogger supports the brand. Thus, in order to be effective, approval must come from only an opinion leader who corresponds to the brand and its values and is also highly valued among subscribers or is popular. Just as brand attractiveness, directly and indirectly, affects the buyer's intentions, so the double mediation between the brand, the opinion leader and the end consumer persist in relation to brand awareness and approval. At the same time, affective assessment necessarily affects cognitive assessment. Thus, when an opinion leader is widely appreciated, followers tend to find him more relevant to any brand than he actually is. Also, the research results show that the value correspondence between the influencer and the brand facilitates the transfer of the meaning embedded by the brand in communication. Therefore, the involvement of opinion leaders is effective both for improving consumer attitudes and raising awareness, but also for increasing intentions to make a purchase if the digital influence is attractive to the consumer and corresponds to the advertised brand (Torres, Augusto, & Matos, 2019).

The influence of social media can significantly affect the trust and intention of consumers to buy clothes and cosmetics (Radtke, 2017). This is especially true for millennial consumers born between 1980 and 2000. They are projected to become the largest living adult generation, surpassing Baby Boomers. Given the number of millennials and their use of social media to access product information, the main challenge for businesses is to determine the most effective ways to attract their attention and trust (Thoumrungroje, 2014). Getting the attention and trust of millennials is becoming increasingly important for marketers. These consumers are the driving force, especially in areas such as clothing, cosmetics and hair products (Radtke, 2017). They have also changed the way companies advertise and communicate due to their characteristics. Millennials are more likely to turn to their phone than to their TV to get promotional content. Consequently, companies have increased their spending on digital advertising. In addition, they can use social media sites to get product information from their subscribers, social media influencers, people they know personally, and celebrities. These communications can be considered more reliable in importance than direct communications of companies, even in the case of searching for accurate product information (Malik, Gupta, 2014). The company's own website or its social media content is insufficient to stimulate the consumer demand of millennials. Instead, they should be aware of all electronic content about the brand's services and

products, including those that are not published by themselves. Companies should also be aware of the sites where people post comments about their products, as new consumers are more likely to be active on some platforms (like Instagram-owned by Meta, a recognized extremist organization and banned in Russia) than on others (like Pinterest). Any of the people for them can become a recognized opinion leader, based on knowledge of the brand's products, and accumulate millions of subscribers. For this reason, young consumers develop trust in the product and brand based on trust in the opinion leader who demonstrates it. This can increase both direct sales of the product and the number of reviews.

However, even millennial consumers still value the opinions of people they know in real life regarding the products or services they are interested in (Erkan, Evams, 2018). Trust in personal relationships means trust in the opinion of these people about the product / service and, therefore, can influence purchasing decisions. Although it has been found that endorsements can attract the attention of millennials to a product, there is still a phenomenon that the endorsements of influencers on social networks have a greater impact on purchase decisions.

1.4 The overview of social networks in Russian Federation

Marketing with the involvement of opinion leaders is gradually becoming one of the priority areas of interaction with their consumers for brands. At the same time, in order to effectively implement a marketing strategy, a deep understanding of consumer behavior and perception in social networks is necessary.

The place of social networks and opinion leaders in Russia: according to Hootsuite statistics in 2021, the penetration of social networks in Russia is 67,8%, which means that more than a half of the country's population (99 million people) are active users of social networks. The average amount of time spent on social networks in Russia exceeds the global figure and is equal to 2 hours 28 minutes daily. The most-used social media platforms in Russia are YouTube (85,4%), VK (78%), Whatsapp (75,8%), Instagram (61,2%) (owned by Meta, a recognized extremist organization and banned in Russia) and OK (47,1%). The last one is still a popular platform, bypasses Facebook, Tik Tok, Telegram. Data on the intersection of audiences shows that almost all users of social networks are registered on at least two different platforms. On average, there are about 8 accounts in social networks per person, in Russia – a little more than 7. As for reasons of using social media the most popular are: stay up-to-date with news and current events (36,5%), find funny or entertaining content (35%), fill up spare time (34,4%), stay in touch with friends (33%), share photos or videos with others (27,9%), research products to

buy (27,5%). Russians most often learn about new brands from television advertising (37.6%), in search services (36.3%), through word of mouth (31.3%) and advertising on social media (28,6%). Further brand research is carried out using search queries (59.9%), customer reviews (51.3%) and social networks (42%) (Exlibris, 2021).

On March 21, 2022, the Tverskoy Court of Moscow recognized Meta as an extremist organization. Facebook and Instagram (owned by Meta, a recognized extremist organization and banned in Russia) were banned by the prosecutor's office in court, while WhatsApp was not affected by the department's requests. Facebook and Instagram (owned by Meta, a recognized extremist organization and banned in Russia) will be suspended for 90 days, and Meta will have to pay a million rubles fine by the court decision. Chairman of the Federation Council Committee assured that Russians will not face sanctions for using Instagram and Facebook (owned by Meta, a recognized extremist organization and banned in Russia), even if they use means of circumventing Roskomnadzor's blocking. Also, users will not be responsible for simply having a profile in these social networks in case Meta is recognized as an extremist organization (74.ru, 2022). Facebook and Instagram social networks blocked in Russia (owned by Meta, recognized as a banned extremist organization in Russia) were allowed by the Tverskoy Court of Moscow on March 28, 2022 for non-prohibited activities, it follows from the reasoning part of the court's decision (74.ru, 2022). But all these court decision mean that it is not possible to use ordinary advertising platform on Facebook to promote Instagram (owned by Meta, a recognized extremist organization and banned in Russia) accounts. Furthermore, the option with promoting through influencers is getting more reasonable and available.

The Hyperfactory agency (2022) interviewed 33 Russian bloggers about their reach before 14 of March and after. The average drop in post views is -29%, the median is -26%, stories have a drop of -15% on average, the median is -20%. It can be seen that everyone's falls are different, depending on how much of the audience uses a VPN and how the audience is "advanced" in it, but the dynamics are got down.

Brand Analytics studied how the socio-political events and actions of Roskomnadzor to block foreign social networks from February 24 to March 24, 2022 affected the activity of users and their redistribution between social media platforms. The growth leaders in terms of content volume are: VKontakte – growth by 11%, Telegram – by 6%, OK – by 3%. The three leaders in the growth of active authors are the same: Telegram – plus 23%, VKontakte – plus 14%, OK – plus 6%. Since users were moving from one social network platform to another, the number of active authors increased more than the amount of content they published. Instagram Russia (owned by Meta, recognized as a banned extremist organization in Russia) became the leader in

"losses" among blocked social networks: decrease in 30% in content and decrease in 31% in the number of authors. Facebook is in second place: the number of authors decreased by 11% and they published 16% less content daily. Twitter "sank" weaker than the rest: decrease in 9% for authors and decrease in 5% for content. Leaders in the volume of published content as of March 24, 2022: VKontakte - 13.6 million messages per day, Telegram - 7.7 million and OK - 2.9 million (Brand analytics, 2022).

LiveDune did a research based on 35 thousand bloggers' accounts in the period from January 31 to March 21. Since the beginning of February, coverage in stories in all categories has been declining. They began to rise in the week from February 21 to 27, when the "special operation" was announced. Perhaps, in the stories of favorite bloggers, the audience was looking for support, expression of position, information. The growth of coverage continued in the following week. From March 14 to March 20, coverage decreased by almost half. Almost half of their audience stopped watching bloggers' stories. This graph shows us how subscribers reacted to the official blocking of Instagram (owned by Meta, a recognized extremist organization and banned in Russia) in Russia. In the week when Instagram (owned by Meta, a recognized extremist organization and banned in Russia) was blocked, the coverage of posts fell by an average of 45% compared to the week of January 31 — February 6. This is twice as much as the drop in stories coverage in the same period. That is, the audience refused to view/read bloggers' posts more willingly than they refused to view stories. Throughout the period under review, the most active users were nanoinfluencers — bloggers with an audience of 4500-5999. Yes, their activity decreased from week to week, but in general it was much higher than that of colleagues from other categories. As for brands, brand accounts with an audience of 70,000 — 79999 lost 92.5% of Stories coverage in one week. Since February 28, brand accounts with a small number of subscribers have become the most active category. Interestingly, in a study on bloggers, this category, on the contrary, abandoned their blogs the fastest after the events of February 24 (Dnative, 2022).

With all that changes, brands cannot use the ordinary advertising through Facebook to reach more people on Instagram (owned by Meta, a recognized extremist organization and banned in Russia). That is why the influence marketing is getting more and more valuable and demanding.

1.5 Conclusions on Chapter 1

- In recent years, the identification of opinion leaders has been a subject of great interest. Numerous studies have been conducted in order to understand the concept of opinion and characteristics of leaders that distinguish them from their followers
- Opinion leaders are a powerful group in the market, because they can both positively and negatively influence future purchasing decisions and the formation of attitudes, increase the speed of distribution of goods and services, earn the trust of consumers and endear them to purchase, as well as influence consumption trends in certain markets.
- Due to new restrictions about social network platforms, the preferences in a way of promoting and advertising have been changed. The option with promoting through influencers is getting more reasonable and available. Furthermore, the number of users and their activity have been changed – VK and Telegram got a significant growth in number of users.

Chapter 2. Factors influencing the perception of influencers and purchasing behavior

2.1 Influence of personal characteristics of the influencer

One of the main problems for brands is the selection of influencers that can influence their target audience, pushing them to try a new product, recommend it to their friends or buy it again. Researchers all over the world are dealing with the problem of determining the factors affecting the effectiveness of the interaction between the influencer and his audience.

Many researchers emphasize the importance of personal characteristics of influencers. Personal characteristics in this case mean character traits, external and social attractiveness, sincerity, views on life. Some people may be more influential because of their social status or character traits. Other studies also confirm the possibility of the influence of personality on the perception of users. Lee and Watkins studied how video blogs affect consumers' perception of luxury brands (Lee, 2016). The results of the study show that the perception of a blogger is influenced by his external and social attractiveness. Consumers tend to imitate their favorite bloggers, which affects their perception of the advertised brand.

Researchers from the USA Ming Xiao, Rang Wang and Sylvia Chan-Olmsted studied the factors influencing the credibility of influencers on YouTube (Xiao, Wang, & Chang-Olmsted, 2018). The results of the study showed that social influence, the quality of the argument and information involvement are important factors affecting the user's perception of information as reliable. The analysis also showed a strong positive correlation between perceived reliability of information and brand attitude.

Some researchers talk about the influence of the perceived personality of the influencer on the effectiveness of advertising. As a rule, the perception of personality is formed through content, photos posted on the platform. This process is becoming very important in the modern world because users are increasingly choosing new bloggers based on the recommendations offered by this or that platform. For example, Instagram (owned by Meta, a recognized extremist organization and banned in Russia) recommends new content and influencer to the user based on the analysis of his interests, likes and subscriptions. And when a user subscribes to a new influencer, the perception of his personality is formed mainly on the basis of visual content. Duffy's research suggests that perceived as a sincere influencer is able to have a stronger impact on the audience and on the perception of brands (Duffy, 2017). And the sincerity of the influencer is most often evaluated by the audience by his appearance in the photos.

It is also worth considering the concept of homophily. Homophily is the degree to which people who interact with each other are similar in beliefs, education, social status, etc (Eval,

Rubin, 2003). A person's perception of other people has a great influence on the entire communication process. Researchers recognize that homophilia can increase the effectiveness of communication. The more similar two people are to each other, the more effective the communication between them will be. Several studies use similarity as a form or synonym for homophilia.

Al-Natour in his research found that the alleged similarity affects the perception of online consumers, the ease of use of the product, usefulness, reliability, the level of pleasure from interaction and the intention to re-purchase or use (Al-Natour, Benbasat, & Cenfetellim 2011). Perceived similarity also increases the commitment of community members and positively affects the perception of the quality of information. The simplicity of communication, which arises due to perceived similarity, compensates for the ambiguity of the source characteristics associated with being in a virtual environment. Wang and a group of researchers studied the mechanism for evaluating user health information on the Internet and determined that homophilia plays an important role in shaping the perception of the reliability of information and affects the process of persuasion both on websites and in discussion groups on the Internet (Yan, Wang, 2015).

Perceived similarity can also play a role in shaping consumers' self-esteem and brand conformity. People feel like other people who reflect their own perception of themselves. Indeed, the more a person sees similarities with another person, the more likely it is that he will often interact with this person. Thus, the perceived similarity between the consumer and the blogger increases the frequency of views of the published content (Ladharia, Massa, & Skandrani, 2020).

It is interesting to note that not only positive associations of oneself with an influencer can influence the purchasing behavior of the audience. The envy caused by watching publications, videos, can push you to buy even more than the perceived similarity. The strategic thinking of influencers and an impact on the emotions of the audience can cause envy and maintain its level, thereby stimulating purchases of demonstrated products and things. The greatest effect is achieved if travel-related publications that encourage users to make purchases visit the same places. And the more often such posts are published, the longer the effect is maintained (Lee, Eastin, 2020).

However, Chung and Cho highlighted two types of influencing in their work. The first one is an internalization in which a compelling communication is evaluated by the audience based on judgments about the source's ability, expertise, and trustworthiness. The second one is an identification in which because of an actual or possible similarities between herself/himself

and the source of the communication, a recipient is likely to be sensitive to a persuasive message. However, in comparison to researches mentioned above, Chaung and Cho found out that regardless of people's participation with the product category or brand-purchase reasons, only internalization has had a favorable impact on consumers' attitudes and deliberate responses (Chung, Cho, 2017). That is why they also came to the findings which also imply that while celebrity identification isn't a significant factor in determining the value of a celebrity's endorsement, celebrity internalization is crucial to the endorsement's impact.

2.2 Influence of trust on purchasing behavior

Many studies have noted the credibility of the influencer as a factor influencing purchasing behavior. Trust is associated with such concepts as reliability and reliability of the source of information.

There are several approaches to understanding how trust in an influencer is formed. Firstly, it is the perceived similarity of the audience with the influencer. An audience that shares similar views and values with sources is likely to be influenced by sources' communication messages. It is important to mention this factor in this context, because in order to competently manage communication through influencers, it is necessary to understand what causes the audience's trust.

Secondly, it is the expertise of the influencer, the depth of his knowledge of the subject. The expertise of an influencer means having knowledge about certain products or services, competencies or relevant qualifications. Ohanian's 1991 study examines the impact of attractiveness, reliability and expertise on purchasing behavior. The results of the study suggest that only the expertise of the influencer significantly affects the intention to make a purchase. When the source of the message is perceived as sufficiently experienced in a certain area, the communication message has a positive impact on the attitude and behavior of the audience, causes trust. But it is interesting to note that it does not matter whether the influencer is a real expert in some field, but it is important how his audience perceives him (Ladhari, Massa, & Skandrani, 2020).

Thirdly, the credibility of the influencer is affected by his perceived honesty and sincerity, concern for his audience.

Fourth, the number of subscribers. The abundance and diversity of information in the modern world complicates the process of determining its reliability. Already in 1982, Simon

spoke about his theory of bounded rationality, and that people have a limited ability to process and evaluate information. In addition, evaluating the source of information in a digital context is more difficult than in traditional personal interaction. Therefore, consumers are more likely to use indirect signals to evaluate information sources. Due to the advent of social networks, consumers are likely to use peripheral signals to assess reliability, for example, the number of subscribers. Studies show that people tend to believe certain sources if others also trust them (heuristic approach) (Vierman, Cauberghe, & Hudders, 2017). This factor should be considered in more detail.

2.3 The value of the popularity of the influencer

The next factor influencing purchasing behavior is the number of subscribers. Belgian scientists Marijke de Veirman, Verolin Cauberghe and Liselotte Hudders (2017) believe that many subscribers can lead to greater audience coverage. The results of two experiments showed that Instagram (owned by Meta, a recognized extremist organization and banned in Russia) pages with many subscribers are more attractive to the audience, partly because they are considered more popular. It is important to note that only in some cases the perception of popularity, determined by the number of subscribers, increases the credibility of the influencer. However, if the opinion leader himself has few subscriptions, then this can negatively affect his popularity. In addition, cooperation with very popular influencers can reduce the perceived uniqueness of a brand or product by users.

The results of the study by Jin and Phua suggest that Instagram (owned by Meta, a recognized extremist organization and banned in Russia) posts by celebrities with many subscribers influence consumers' intentions to buy and create a more efficient process of information dissemination (Word of Mouth). This indicates the great potential of famous influencers in the promotion of goods and brands. Indeed, the study claims that influencers with many subscribers are a more reliable source of information than influencers with a small number of subscribers (Jin, Phua, 2014).

In 2017, Hill also found that the popularity of bloggers influences the intention of online consumers to make a purchase (Hill, Troshani, & Chandrasekar, 2017). The fact that a blogger chooses a certain brand, his support for this brand has a positive effect on the desire to choose his name and make a purchase. Thus, popularity is an indicator of confidence in the influencer, which affects the intention to make a purchase.

But there is also a reverse point of view. Many modern companies that want to increase sales and increase brand awareness choose influencers with a small number of subscribers, and there are several reasons for this. First, companies believe that people with fewer subscribers are more reliable, their audience has formed naturally, and has not been "screwed up". Secondly, collaboration with less influential influencers may mean that the brand's message spreads more naturally. In addition, the potential audience engagement of such influencers is higher because they know their subscribers much better, because their communities are still small enough to provide high-quality interaction. Nano- and micro-influencers allow companies to target their target audience more precisely (Hosie, 2019).

But it is important that in addition to the number of subscribers, the number of people to whom the influencer himself is subscribed matters. The idea of who to subscribe to, what the ratio of subscribers and subscriptions should be is very common. For example, a practical rule says that you need to be subscribed only to those people who have more subscribers than subscriptions. On the other hand, a user who is subscribed to many accounts has more opportunities to study different topics and issues, social problems, go beyond his social environment, which positively affects his ability to influence opinions. But despite this, subscribing to many accounts can prevent the user from closely monitoring all accounts, and can also be perceived as an attempt to gain many response subscriptions (Vierman, Cauberghe, & Hudders, 2017).

2.4 Content and channel as factors of influence

Content is also an important factor in the interaction of the influencer with his audience. Internet celebrities, bloggers share personal information, their thoughts about products and services. The presentation in this case looks ordinary and natural for the audience. Influencers interact with subscribers through likes, comments, reposts, retweets. In social networks, users feel their psychological closeness with bloggers. They feel that influencers are sharing very personal information or secrets. Even though these relationships are imaginary, and the closeness is illusory, consumers are more likely to become emotionally attached to bloggers. This attachment is stimulated by the frequency of publications, their duration, memories of long-published messages, events. The audience creates a real sense of belonging to the life of the influencer, the illusion of the existence of a real relationship with him (Ladhari, Massa, & Skandrani, 2020).

Some researchers are studying the motivation of users who have shared some content created by an influencer. The so-called "sharing" is a very important indicator for marketers of the success of the campaign, and understanding helps managers to successfully manage communication in social media. Scientists from the USA Yuchi Zhanga, Wendy Moe and David Schweidel (2017) believe that the content itself plays a key role in the process of "sharing". For example, Berger and Milkman found in their study that articles filled with emotions are more likely to be noticed and distributed on social networks. Moreover, people are more likely to read stories imbued with negative emotions. Some users are more inclined to share popular online content. In 2013, Tubia and Steven found out that many social media users share certain content in order to maintain a certain image. It can be assumed that such a category of users will distribute content corresponding to the selected image (Zhanga, Moe, & Schweidel, 2017).

It is worth focusing separately on publications sponsored by brands, because they have a great potential to influence consumer behavior. Sponsored posts are influencer-generated posts that contain messages about the sponsored brand. Bloggers publish their reviews about various products or services, for example, cosmetics, cameras, restaurants, hotels. Sponsored posts differ from regular ones in that brands pay for such a review. On the one hand, research confirms that the disclosure of information about the commercial component of the publication negatively affects the attitude towards the brand and causes negative consequences (Campbell, Mohr, & Verlegh, 2013). But Carr and Hayes (2014) conducted a study that showed that partial disclosure of sponsorship information has a much worse effect on the perception of the influencer than an honest message about the sponsored nature of the message (Carr, Hayes, 2014).

Another important factor that affects the interaction of the influencer with his audience is the channel through which communication takes place. Researchers from Slovakia Z. Ádeková and M. Holienčinová (2018) studied the peculiarities of perception of influencers by representatives of younger generations. As a result, it was revealed that millennials and GenZ prefer different social networks. For Generation Z, for example, Instagram (owned by Meta, a recognized extremist organization and banned in Russia) is the most attractive platform for observing opinion leaders, followed by YouTube and Snapchat. Facebook (owned by Meta, a recognized extremist organization and banned in Russia) is the most popular social network for Generation Y, however, the study showed, followed by YouTube and Instagram (owned by Meta, a recognized extremist organization and banned in Russia).

Thus, the factors related to the content are the type of publication, the frequency of publications, the presence of advertising in publications. The channel through which

communication with the influencer is carried out is also an important factor affecting the perception of Internet personalities.

In terms of searching influencers for companies' promotion there are several main steps (HyperFactory, 2021). It is important to underline them for the further research. So, they are:

1. Preparatory

- 1) to set a goal for the advertisement
- 2) to describe target audience
- 3) to select the format of advertisement integration
- 4) to select a social network for influence marketing
- 5) to create and to rank the list of influencers
- 6) to analyze the audience of the influencer
- 7) to create a technical task
- 8) to establish criteria of effectiveness of the advertisement company
- 9) to sign the agreement by both parties

2. Culmination

3. The control of the advertising campaign is being done

2.5. Conclusions on Chapter 2

- Many researchers emphasize the importance of personal characteristics of influencers. Personal characteristics in this case mean character traits, external and social attractiveness, sincerity, views on life. Some people may be more influential because of their social status or character traits. Other studies also confirm the possibility of the influence of personality on the perception of users.
- Many studies have noted the credibility of the influencer as a factor influencing purchasing behavior. Trust is associated with such concepts as reliability and reliability of the source of information. Firstly, it is the perceived similarity of the audience with the influencer. Secondly, it is the expertise of the influencer, the depth of his knowledge of the subject. Thirdly, the credibility of the influencer is affected by his perceived honesty and sincerity, concern for his audience. Fourth, the number of subscribers.
- Many modern companies that want to increase sales and increase brand awareness choose influencers with a small number of subscribers, and there are several reasons for this. First, companies believe that people with fewer subscribers are more reliable, their audience has formed naturally, and has not been "screwed up". Secondly, collaboration

with less influential influencers may mean that the brand's message spreads more naturally.

- Content is also an important factor in the interaction of the influencer with his audience. Internet celebrities, bloggers share personal information, their thoughts about products and services. The presentation in this case looks ordinary and natural for the audience. Influencers interact with subscribers through likes, comments, reposts, retweets. In social networks, users feel their psychological closeness with bloggers. They feel that influencers are sharing very personal information or secrets. Even though these relationships are imaginary, and the closeness is illusory, consumers are more likely to become emotionally attached to bloggers.

Chapter 3. Research methodology

3.1 Research design

Influence marketing is used by 93% (Social Publi, 2019) of brands in one way or another, and this is one of the fastest growing and promising areas in marketing. The novelty of the topic implies that the main theories, methods, and hypothesis are still understudied, or that they are currently being researched. Moreover, the ongoing situation with government restrictions towards accessibility of social networks leads to a constantly changing environment for business in it. This indicates that the majority of knowledge has not been systematized, and academic research has been divided into many domains and subjects up to this point. To ensure that the results give a basis for appropriate discussion, the study design should be founded on this characteristic.

The goal of the study should be taken into account when choosing a research design. There are three basic types of goals: exploratory, explanatory, and descriptive (Saunders, 2009). By asking questions, exploratory research aims to figure out what's going on. It focuses on looking at the problem from a different perspective in order to determine its nature (Robson, 2002). Explanatory study is the best strategy for determining the causal relationship between multiple variables, which is usually done with quantitative data. (Saunders, 2009). The purpose of descriptive research is to provide an accurate depiction of various events, people, or surroundings (Robson, 2002).

The thesis will thus be exploratory research, as it will study the new outlook of the existing researches about factors which have an impact on purchasing decision via social networks or will identify newly developed ones. It is suitable in this case, as the existing researches have not provided a clear answer on how the knowledge of influencing factors can help companies to use in influence marketing that can be applied in social networks. Moreover, even if they did, the government restrictions towards accessibility to some social networks is a novelty, which could not have been anticipated, so it has interfered with the past predictions.

It's feasible that the empirical study will reveal a new feature of the current problem, causing the results to diverge. As a result, a thematic analysis is better suited to the research's objectives. Thematic analysis, according to Braun, identifies common themes and patterns throughout a set of data. This strategy allows you to figure out what the shared meaning is in the many texts and outline it for further research (Clarke, Braun, & Hayfield, 2015). With thematic analysis can be found the main features which had the biggest impact on purchase decision process in social networks. This method will provide common patterns that can be indicative of the choosing approach of the influencer for companies' promotion of the product or service.

3.2 Research method

There are three types of research methodologies: quantitative, qualitative, and hybrid methods (Williams, 2007). Quantitative research is concerned with gathering data in order to convert it into a quantitative form that can be analyzed using statistical tests or different mathematical models. This method provides for objective measurement of the problem, followed by the extraction of insights and conclusions (Leedy, 2019). The goal of the qualitative method is to comprehend the problem in its natural state from the respondents' perspective by developing new hypotheses. It provides for a more comprehensive approach and diverse perspectives (Creswell, 2017). The combination of qualitative and quantitative methodologies also allows for simultaneous understanding of the problem and identification of its causalities (Williams, 2007).

While working with the theoretical base it was considered that there is no description of customers' attitude towards influencers in terms of relevance of the topic as of 2022. So, the aim of empirical research is the identification of peculiarities of perception of influencers by consumers, which will help to formulate recommendations for companies, which are working with influencers for promoting their products or services. To achieve this goal, the qualitative research method was chosen because it will be suitable to provide an answer to this inquiry. Through such type of research can be understood the logic behind purchase decision process via social networks based on the particular interactions between companies and influencers.

3.3 Data collection method

The data collection approach that best suits the study's means should be identified, taking into account the research design and research method stated thus far. A qualitative approach would be the most effective way to ensure the thesis's means, as defined. Observations, interviews, documentation, and audio-visual materials are examples of these types of methodologies (Creswell, 2017).

The selected research method necessitates the examination of both primary and secondary material. Primary data is information that is acquired directly from a data source for the purpose of research. Interviews, surveys, observation, focus groups, and experimental study are the most common approaches for gathering primary data (Zikmund et al., 2013). Interviews were chosen as the major data gathering strategy. The primary data collection method is the interview. Interviews were chosen as the major data gathering strategy. One of the most important qualitative data gathering tools in field studies and ethnographic research is the research interview. Qu and Dumay (2011) distinguish three types of interviews: structured, semi-structured, and unstructured. In a structured interview, the interviewer asks respondents a series of pre-determined questions with only a few response alternatives. Structured interviews are

rigid because the interviewer strictly adheres to a script. The fundamental objective for this is to reduce bias in studies. Structured interviews, on the other hand, may lack the ability to capture rich data and the flexibility to customize processes and topics to the respondents' backgrounds as needed. By adapting the interview to the interviewee's individual circumstances and environment, the purpose of an unstructured interview is to make them feel calm and unassessed. According to Doyle and Bottomley (2004), the most revealing information gained via participant observation comes from casual discussions on the subject. However, in terms of generalizability, such an interview may not be as effective as the structured one. Prepared questions are asked in a semi-structured interview in a regular and systematic manner. As a result, the interview guide, which provides a series of broad themes to be covered throughout the interview to help guide the conversation toward the issues and concerns that the interviewers are interested in learning about, takes center stage. It is typically the most efficient and practical way of data collection (Qu & Dumay, 2011).

For this research will be conducted semi-structured interviews with users of social networks of three generations: X, Y and Z. The template is attaches in an Appendix 1. This method of data collecting allows for direct communication with respondents and discussion of the topic by asking questions about the study's goal. A questionnaire is prepared ahead of time, addressing all of the subjects raised throughout the literature study. The collection of questions is then used to lead the conversation and bring up fresh issues throughout the interview.

To collect high-quality data, the method of in-depth semi-structured interviews was chosen as the most suitable and structured one, because it allows you to understand in more detail the true reasons that push respondents to follow this or that influencer and, accordingly, make purchases. Structured interviews offer a limited perspective on the subject since they are limited by the researcher's frame of reference, and it is difficult to introduce new topics during the talk. Semi-structured interviews offer for a more flexible approach to data collecting. They are not constraining and allow for the introduction of fresh ideas and topics. If a respondent emphasizes a certain point, the researcher can delve deeper into it by asking more questions. This ensures that the subject is explored as thoroughly as possible from a variety of perspectives. Table 2 provides a brief description of the methods of research, data collection and analysis.

Characteristics of the study	Aim	Data collection method	Data analysis method
Qualitative research	Identification of peculiarities of perception of influencers by consumers, which will help to	In-depth semi-structured interviews	Content analysis

	formulate recommendations for companies, which are working with influencers for promoting their products or services.		
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Table 2 Characteristics of research methods

The format of the list of questions is also vital for ensuring a thorough investigation of the topic. As a result, they are arranged in a logical manner, providing for a general overview before focusing on individual qualities. The first question introduces the subject and sets the tone for the interview. There is a set of guiding questions for each individual point that looks at different aspects of the problem at hand. These additional questions stress and push the respondent to reveal new information that has not previously been offered. The final question gives the interviewee the opportunity to share any additional information that has not yet been discussed. The interviews will also allow for a more in-depth study of each respondent's responses, revealing information about their perspectives and expectations.

3.4 Data Collection Process

In order to find answers to stated research questions, an in-depth semi-structured interviews with users of social media have to be conducted. The structure of the interview consists from a four conversation themes, and questions within each topic were developed. Table 3 provides a description of main topics for the semi-structured interview and also shows the correlation between research questions and topics.

Topic of the interview	Research question
1. Consumer's background	-
2. Preferences regarding the use of social networks	RQ1: How did the role of social networks change for customers after government restrictions?
3. Purchases via social networks	RQ2: HOW customers are reacting on influencers' advertisement and what are the main factors of purchasing behavior?
4. Consumer's attitude towards influencers	RQ2: HOW customers are reacting on influencers' advertisement and what are the main factors of purchasing behavior?

Table 3 Structure of the in-depth interview

Respondents of this in-depth interview were representatives of generations X, Y, Z from big cities: Moscow and Saint-Petersburg. Telegram Calls and Zoom were used to conduct the

interviews online. Respondents gave their permission to utilize the information gathered during the interviews for scholarly reasons. Interviews were taped so that the responses could be analyzed, and transcripts could be created afterwards. The transcripts were meticulously examined in order to uncover recurring patterns that would be useful in the investigation. The interview transcripts are included in the Appendix 2, and the interview results are discussed in the following chapter.

3.5 Sample base

To achieve the intended result from the interview process, a large enough sample must be gathered to ensure a complete understanding of the situation while removing any biases. This should ensure that the population is appropriately represented and that the survey method yields a variety of replies.

The interviewees will be carefully chosen in order to gain access to organizations from a variety of industries, each of which will employ distinct techniques. The desired number of interviews is 30, as this will provide a diverse variety of responses that will help to paint a clear picture of the situation. The response rate for most forms of study is around 30% of the sample base, and the acquired interviews were 10. Although small, the quantity of responses gave a broad view of the subject under investigation. So, the purposive sampling approach was used. Selection of the participants based on the characteristics of the population and research questions (Sargeant, 2012). The main criteria were the usage of social media and availability of purchases via social medias.

The interviewees will be carefully chosen in order to gain access to different opinions towards influencers. The desired number of interviews is 30, as this will provide a diverse variety of responses that will help to paint a clear picture of the situation. The response rate for most forms of study is around 30% of the sample base, and the acquired interviews were 10. Although small, the quantity of responses gave a broad view of the subject under investigation.

The aim was to gather a set of 10 social networks' users from different generations: X, Y, Z. Such a sample of respondents will provide for multiple perspectives and a multifaceted understanding of the research problem. Otherwise, if the focus is only on specific generation the findings may become biased due to the peculiarities of the generation.

Chapter 4. Results of the analysis and discussion

4.1 Research findings

10 interviews were conducted among people of different generations, places, and level of activity in social medias. The brief description of respondents is presented in Table 4. The average time of an interview is 34 minutes. All of respondents do purchases from time to time of some products and services but in a different areas and level of frequency. Transcripts are presented in Appendix 2.

Age	Gender	Place	Average time of an interview	Level of activity in social medias
23	F	Saint-Petersburg (moved from Moscow)	33:30	Social media's user
24	F	Moscow	32:04	Social media's user + content maker for cosmetics brand
55	F	Moscow	38:04	Social media's user
23	F	Moscow	31:45	Social media's user
22	F	Moscow	16:01	Social media's user
33	F	Moscow	45:23	Social media's user + has her own blog in culinary
24	F	Moscow (moved from Tver)	58:07	Social media's user + SMM
20	F	Saint-Petersburg	16:05	Social media's user
24	F	Moscow (moved from Perm)	32:03	Social media's user + has her own blog in phycology
18	F	Saint-Petersburg	39:20	Social media's user + works in targeting and creates websites

Table 4 Brief description of respondents

4.1.1 The usage of social networks

It was the first essential step, which becomes a foundation of the overall research finding, because it shows the attitude to the government restrictions towards some popular social networks. So, it was crucial to understand how users' usage of social networks had changed and how significantly was the shift. So, 60% of respondents are using the same social networks: Telegram, VK, WA, Instagram* because they are interested in following their friends' life and they want to be updated about news that happen with their close ones. Most of respondents said that after government restrictions "nothing has changed" "thanks to vpn. Sometimes there are difficulties with vpn, but it's not such a problem to log into Instagram*." The respondent who owns her personal page and works with a company's blog expressed her attitude towards changes that "in terms of using a personal page, nothing changed. And in terms of the working profile: views, coverage, and other indicators have fallen."

Another part of respondents (30%) decided to use Instagram* less frequently, because it becomes more difficult to connect. As one respondent said that "I used to use Instagram* most of all, but due to the current circumstances, now I sit more in TikTok and Telegram, where my main communication takes place". Another respondent mentioned that "It has become a little more difficult to log in to Instagram* with a vpn – it's annoying. I unsubscribed from many. I started to go to Instagram* less". Also, one more respondent declaimed that she "started using Instagram* less, because I constantly have to turn on the vpn and, as it seems to me, it absorbs traffic very much, it turns out that then the Internet does not work well, so I probably sit there 1 time a day."

The third part of respondents (10%) decided to stop using the Instagram* because it is too complicated for them to connect* and relocated to Telegram: where many influencers created their channels for followers who decided to stop using or using less Instagram* and also increased the usage of VK. As one responder said that: "When Instagram* was closed, I did not use vpn, because I had already found what I was interested in, and I would like to work out these topics well and so that there would be no temptation to get something else interesting". In overall, it can be seemed that usage of Telegram and also VK grew. As the respondent mentioned that "I downloaded VKontakte for work. I started using Telegram more. To use Instagram* is not difficult for me, thanks to vpn, but it's sad that some people stopped logging in at all, and I was communicating with them on Instagram*."

* owned by Meta, a recognized extremist organization and banned in Russia

4.1.2 Users' attitude to advertisement by influencers in social networks

This aspect of the interview showed that mostly users have a neutral attitude to advertisement placed by influencers because they understand that this is a way of earning money, as most of respondents said: “in general, I am neutral, because I understand that this is earnings” and “I always see that this is an advertisement, it is very readable. I react calmly, because I understand that this is their job and earnings”, and “I notice that I am neutral, because I can sometimes use this advertisement myself, if it interests me, and even subscribe. And if I'm not interested, then fine, I'll just pass by. Plus, I understand that this is the moment of earnings”.

But it was found out that the attitude can be switched to more positive or more negative due to several facts. For instance, the attitude can be more negative if influencers do not use the hashtag advertisement or another way of pointing out that it is an advertisement. Mostly respondents said that they feel a little bit deceived, and they do not feel the transparency of the advertisement message. Also, the outlined that the unnatural advertisement make them annoying, as one respondent mentioned that “I'm negative if it's like product placement, when they try to disguise, when, for example, they drink and it's obvious that they drink. Or when they say, here I tried it recently, just amazing. Well, as if the recommendation sounds too natural. Or, when they say not a recommendation, but I will leave a link”. Moreover, one respondent highlighted that she doesn't like very common approach that most of influencers are using for advertising: “I unsubscribed from everyone who had intrusive advertising. It's annoying when people don't know how to sell and present. Their standard advertising schemes are very annoying when they post that it's as if subscribers are asking where this wonderful thing was bought. Everyone is already so used to this scheme; it has long outlived itself”.

As for factors that probably increase the positive attitude of users to advertisement, firstly, it concerns the pointing out of advertisement by influencers, because in this case users feel more honesty and respect, for instance, one respondent said that “I have more respect for those who openly talk about advertising” and “when a blogger points out that there is advertising now, I take a positive attitude to this, because I understand that they earn money through advertising, plus, when you honestly say that you are advertising a product now and you make a beautiful video about this product, it's even interesting” and “it's nice when bloggers point out that advertising is now, not that there is more trust, but somehow the overall attitude towards the person on the other side of the screen is improving, because it seems that he is more honest than those who advertise in disguise”. Also, when bloggers mark any post or story with advertising it introduces not only honestly but also more logic in storytelling: “I like it when they mark ads, because there is often a story that bloggers take off life, that is, there is some kind of story, and

then suddenly there is a break for advertising, that is, there is no link between life and advertising.”

The next factor is beautiful and aesthetic visualization of the advertisement, which is more eye-catching. Many respondents said that to “make a beautiful video about this product, it's even interesting”, “for example, Mitroshina always makes advertising beautifully and interestingly”. These quotes of respondents referred to the need of a proper visual presentation of an advertised product.

Also, respondents noticed that the topic of advertisement should correlate with the topic of a blog: “as for advertising from bloggers, if it is well embedded in the content itself”. Moreover, the advertisement content should be fully explained, should be useful and presented in the interesting way. But the main factor is the way how influencers are presenting the advertisement, how honest with auditory they are. It is identified through the way of presenting of advertisement. For instance, if an influencer uses the really common way of advertisement, when he or she just show the product and attaches the link, it perceived like a dishonest and fake advertisement. But if users see that influencer, firstly has a filter for advertisement content and present in with a passion, then respondents said that they feel more trust to such an influencer and his or her advertisement post.

4.1.3 The purchase decision making process concerns the products or services recommended by influencers

Most of respondents highlighted the same factors which help them to make a purchase decision, the only difference was in the order of these factors. For instance, one respondent enumerates following factors: “the necessity, firstly, of this purchase, the price”, another said: “visual, price and reviews. There are no additional criteria” and “reviews, quality”, also it was highlighted that “expert experience. Going back to the basics, if I don't like a person, then I won't subscribe to him and buy accordingly. Also, the presentation of information, the ability to convince, recommendations, so that the person himself gets high from his product. His confidence in his choice and my trust in him”. Most of respondents mentioned that need as a main factor: “probably, after all, from need. Even if I really like something, I can add it to the wish-list, but if I don't need it, I won't buy it”. One of respondents provides an untypical comparison between influencer's advertisement and common store: “I generally switch to recommended content, because I treat such advertising as a trading shelf in a store – I watch what I'm interested in. For example, in a cosmetics store, a consultant can sell me something if I'm interested in it. And so, I look at the reviews.”

To sum up, respondents mentioned the main factors which influence on their purchase decision, which are price and quality, recommendations especially from friends, visualization, necessity, transparency of presented information, feedback and openness, their own intuition, compliance with the requirements and before and after effect.

4.1.4 Factors that impact on users' level of trust to influencers

As one of the last questions in interviews was concerned the factors which build the trust between followers and influencers. It was crucial to understand how respondents evaluate this aspect and to understand their attitude to it. Most of them mentioned openness as the main criteria: “openness catches the most when they don't pretend to be someone, someone ideal, simplicity is important when a real person. I will not subscribe to any glam girls, all sorts of marathons of desires and the like”, also it was mentioned that “it is important to me that a person is open, that a person is natural, because it is transmitted through the screen. So that a person is easy and makes contact with the viewer, customers. Without pathos”, another respondent said that: “trust is when a person shows that he can be imperfect, for example, Nastya Ivleeva, when she tells and shows what she does and does not succeed. But, for example, ticktockers show only an ideal life” and “the one who honestly and frankly shares his life situations, especially bad ones, is trustworthy – it shows that he is also a person, it brings him closer. I don't like it when a person doesn't say how things actually happen. I don't like the licked picture.” So, openness and showing unperfect situations of life is getting influencers closer to followers.

Also, many of respondents highlighted their own interest to the topic of a blog as a main factor of trust, for instance, “the theme definitely affects. If this is an endless smm, promotion, then I'm unlikely to sign up. It should be something interesting and more or less unique. But also, of course, the theme, something unique and catchy, and then you stay.” Also, one respondent mentioned that she uses mass following method: “if I am somehow interested in the topic of the blog, then I can subscribe to 50 people per day. Then, in 1.5-2 months, track the content, analyze what brings me more benefits, and then I will unsubscribe from the rest”.

Professionalism also took a place in a trust building process. Many respondents mentioned that it should be “some kind of professionalism”, “client-oriented. I want the question to be answered, especially when a blogger advertises, he must answer questions about the product”. “But first of all, benevolence, because you already evaluate professionalism later”.

Last but not least the intuition took the place in factors that impact on users' level of trust to influencers: “I have it intuitively. That's how you communicate with people, you can communicate with someone immediately, and with someone at a distance”. Another respondent

said that “some kind of personal attitude, I look first of all, whether a person is pleasant or not. I don't like it when there is too much pathos in the pitch, when there is bragging, there is too much me”.

To sum up, respondents mentioned the main factors which influence on their trust level to influencers, which are unique and captivating personality, eye-catching and natural visual of the blog, interesting topic of a blog, feedback, friendly attitude, professionalism, presence of useful information, an influencer is not boastful nor pretentious, openness, reality prevails on perfection, easy-going and client oriented. But the main aspect of the users' level of trust as respondents mentioned in the openness and presentation of imperfect life, for instance, sharing the problems, which have a response from the audience.

4.1.4 Attitude to the number of influencers' followers

It was the only question in which answers were so scattered. All of respondents have different opinion towards the number of followers that should have followers. Respondents were uncertain answering this question, everyone answered very approximately. For instance, ne respondent said that she “subscribed to those who do not have a million subscribers, and to those who have much more than a million” and she expanded the border: “that is, micro bloggers, for example, people from media production, they have 30 thousand. There are super influencers who have millions, for example, Kylie Jenner, Ronaldo.” – so for her the board in a number is approximately a million, but there is an exception for niche influencers. Another person said the opposite opinion that: “in my understanding, as influencers, I would single out people with very large audiences who can really influence public opinion with their opinion, since they are called influencers. Probably from 7-10 million”. So she said a very high number in comparison to others. One respondent said that “influencers for me are those people who have any influence on the audience that is subscribed to them. As for the number of subscribers, I can't judge about it, because it depends on many factors, for example, on the fact that a person can be an influencer to a small audience just because he started developing recently” – so for number doesn't matter at all, influence is the more important factor. Another respondent firstly wasn't sure about who are influencers: “as far as I understand, influencers are those who earn through the Internet. But if a person likes it, then let him talk and blog, and if he even has a lot of subscribers, then it's even good. I think there should be at least 10,000 subscribers”. Another respondent highlighted the power of influence: “if we move away from theory (opinion leaders, etc.), then these are people who were able to somehow show themselves, reveal their history, find their people, their audience. They broadcast their position of life, their life in general, then they were able to interest people. But they sincerely do it, because the falsity is visible. As for the number of

subscribers, it's different, it seems to me that even if there are 500-1000 active subscribers, it already means something. Maybe even a hundred, but they are super active and listening. The main thing is that loyal relationships are built, because it is not the number of views in the story that is important, but the activity and interaction itself.” Two of respondents (age of 55 and 33) did not know the term of influence at all, that is why it was difficult to even estimate the number of followers.

To sum up, respondents mentioned the very wide number of followers that influencer should have: from 100 to 10 million of followers. And for some of respondents the number of followers is not a strict criteria for being an influencer, the power of influence is more important for them.

4.2 Discussion

The main outcomes which can be discussed after interviews, are the insight from respondents that can be implemented in a searching process of influencers for companies. As it was mentioned in a theoretical part, there are the most common step, which companies usually do in order to find influencers for promotion of their goods or/and services. So, they are:

1. Preparatory

- 1) to set a goal for the advertisement
- 2) to describe target audience
- 3) to select the format of advertisement integration
- 4) to select a social network for influence marketing
- 5) to create and to rank the list of influencers
- 6) to analyze the audience of the influencer
- 7) to create a technical task
- 8) to establish criteria of effectiveness of the advertisement company
- 9) to sign the agreement by both parties

2. Culmination

3. The control of the advertising campaign is being done

After discussion with respondents, some new approaches were investigated. The first one concerns technical task. As respondents mentioned, that trust to influencers and their advertisements is based on honesty. So, it is crucial that influencers should mention that they are doing an advertisement content. Some companies may think that it would decrease the probable

level of sales, but nowadays the situation is vice versa – users respect more, if they will see that influencers are honest with them. So, honesty will increase the level of trust, which will lead to the higher probability of following the advertisement link. Also, it means that it will increase brand loyalty even before touch of potential client with it. As a result, it can be a higher probability of purchasing, because followers trust their influencer, who is honest and transparent with them.

The second approach also concerns a technical task but in terms of visualization. As mostly respondents said that they are attracted by aesthetic content and they probably will follow advertisement's link if it will be beautifully presented, it can be considered that it is essential to include in a technical task the aesthetics of the advertisement content. If this task may cause the probable difficulty to an influencer, it can be even may sense to involve the external party for creating an aesthetic advertisement. The aesthetics level of the advertisement can be even checked via a focus group. So, it is important to use beautiful, natural and aesthetic photos and videos for advertisement. Because customers' attraction on influencers depends on trust which also evaluates through visual aspects – photos. It will lead to the higher probability of following the advertisement link. And in the end, it will increase probability of purchasing, because followers trust their influencer, who is honest and transparent with them.

The third approach concerns the format of advertisement integrations. Usually, influencers present an advertisement content in a several stories or in a post. So, it is a short-term strategy, because the audience did not even have a chance to get closer to a selling product or/and service, to have kind of acquaintance with it, they just receive the brief explanation which immediately followed by a link where they can make a purchase. This short-term approach also is decreasing the level of trust to influencers because users do not feel honest and passion. So, it makes more sense to use instead of short-term strategy the long-terms strategy, when an influencer firstly mentions that he or she received the product for an advertisement but will promote it only after an evaluation period. This is immediately will increase the level of trust and parasocial integration of the audience because they will feel that an influencer is honest and open with them. Moreover, with a long-term followers will get the real feedback after some period of using the product/service. And in the end, this long-term strategy will increase probability of purchasing, because followers trust their influencer, who is honest and transparent with them. Moreover, the probability of settling the brand in the followers' brains is getting also higher, which will lead to an increasing of a brand loyalty.

And the fourth approach also concerns the format of advertisement integrations. Followers of an influencers who bought any product of them, may already have a higher loyalty

and level of trust than other followers. So, this is an opportunity for companies to promote their goods or/and services in the integrated way. For instance, an influencer during his or her course can offer the product or/and services that he or she has been using already in terms of content of the course. So, the possibility that users would purchase the offered products rather than do a product search by themselves is higher because they already trust an influencer.

4.3 Theoretical contribution

The findings of the investigation contribute to theoretical concepts in two ways. It gives the detailed overview of customers' attitude towards influencers' advertisement and how companies can use this knowledge in promotion of products and services via influencers.

The influence marketing has been the topic of research of multiple scholars over many years, due to its applicability and the level of impact. This master thesis supports the findings about the main factors that have an impact on customer purchase decision process in general and analyses the change of customers' attitude to influencers' advertisement and their usage and swift of social networks to adapt to the new situation. It provides new outlook on the accessibility to social networks that arose from the governmental restrictions and outlines customers' determination of trust to influencers.

Another direction in which this master thesis contributes to is new approaches for companies in promoting products and services through influencers. It has identified the general approach of searching influencers for promotion of products and services in which some actions had strong capabilities and those capabilities will continue to be relevant in a modern world of influence marketing. The research also provided new actions and insights into the common approach of searching influencers that were adopted to adjust to a new customers' preferences. Namely, those were the informing potential customers about advertisement with any special mark, implementing aesthetic visualization, using a long-term advertisement strategy and using the integrated advertisement.

4.4 Managerial implications

This master's thesis presents management knowledge opportunities, as it gives insights and new aspects related to the process of searching influencers for companies for promotion of their products and services. It analyzes the customers' attitude to influencers which helped to create and implement new steps in promotion via influencers, which in the end helps companies

to be outstanding and eye-catching among others. Also, it provides an overview of new steps in common approach of searching influencers. Those steps can be implemented by the companies for achieving the best results in selling.

Initially, this master thesis can be used by managers who is responsible for companies' promotion in social networks and who may struggle how to find the right influencer for promoting, for the broader reach to potential customers and for the increasing of brand's recognition. They can see how others do a search of influencers, which can help to understand how to stand among competitors. So, they can undertake some action and implement in the company's influence marketing in the future. They can understand if they need to reach more social networks. Although, those solutions may not be applicable to their company, so they can choose the best options that fit them.

Additionally, the thesis identified what kind of factors have an impact on customer purchase decision process of a product and services recommended by influencers in social networks. This could be useful for the managers who are responsible for the promotion via social networks to identify factors that can be included in the advertisement with influencers. Identification of existence of these factors can help to reach more potential customers, which may lead to higher selling results and can be a competitive advantage in advertisement process, which may provide benefits for the companies in overall.

The results show steps which are the most common for the companies which are searching influencers for creating an advertisement content and if a company what to make a promotion strategy more unique and effective, they should implement new approaches in the common steps.

The research will be helpful for new companies that just start to think about creating a profile in social networks and how to expand their brand recognition, brand loyalty, increase number of followers and selling as a result. Many companies start their profiles in social networks like most of all, so cannot be outstanding and eye-catching from the beginning, which will postpone the greater grow of brand recognition and brand loyalty. So, using more unique steps of promotion via influencers can anticipate potential benefits for the companies.

This master thesis might also be relevant for the academic market analytics community, who is investigating the influence marketing in Russia. It can also be useful for individuals who wants to investigate further the influence marketing approach of the future for companies.

Finally, based on the information they require, this research gives areas of interpretation for various people of interest. It can be useful for practitioners who want to find solutions for promoting of their products and services. Managers who are responsible for promotion can use it for drafting the promotion approach via influencers of their companies.

4.5 Limitations and potential for the further research

This master thesis, like any other research project, has some limits that should be acknowledged and can be used to expand on the topic.

The study used a small sample of social network members who were chosen based on criteria that included age and geographic region. This consideration was included in order to reduce response bias caused by the peculiarities of each of those criteria. Furthermore, the chosen users engage in a variety of social network activities, ensuring that the impact of a certain type of user is kept to a minimum. Despite the fact that those conditions were met, it is feasible that the sample base was nevertheless skewed by factors relating to the sampling procedure.

Also, because the issue may contain sensitive information for consumers, it's possible that they didn't fully reveal their aims of actions. For example, they may not have disclosed precise explanations for some actions, revealed the full impact, or perhaps forgotten to address key aspects altogether. This does not negate the findings; rather, it emphasizes the need for more investigation.

Such an examination could be carried out on a larger scale of respondents to uncover new tactics or confirm those that have previously been revealed in order to validate the research. Quantitative analysis could also be undertaken to confirm the findings and illustrate how they are related to one another. This could lead to new sorts of data connections and different types of reasoning for strategy selection. Quantitative research could protect respondents' identities and hence encourage more impartiality in responses.

Lastly, the government restrictions in Russia towards some social networks occurred now so much time ago and developing in at a different pace among users. Therefore, strategies and solutions implemented by the companies towards using an influence marketing might change, become irrelevant or further develop. Therefore, it would be valuable to repeat this research after a year or even more to analyze how the situation has changed.

Conclusion

The involvement of opinion leaders in social networks is becoming increasingly relevant with the increased activity of using devices, the lengthening of the average time spent on the Internet, and the oversaturation of consumers with traditional advertising. Influence marketing is one of the most promising approaches in modern marketing. The idea of attracting the right audience through cooperation with influencers can be successfully implemented as part of marketing campaigns. Influence marketing allows you to raise awareness about a brand or product, increase the involvement of potential consumers, and create unique selling content. But the difficulty lies in how to choose the most suitable influencer for advertising.

This master thesis was focused on understanding the customers' attitude towards influencers and advertisement by them, which in the end helped to create new approaches in companies' promotion via influencers in social networks. The novelty of this work is due to the fact that in the last few years there has been a significant growth of bloggers in Russia, including micro and macro influencers, with whom brands want to cooperate due to promotion and increased competition. Especially, in a new term of accessibility of Russian users to social networks, the common access to launch an advertisement is unavailable, so collaborations with bloggers is the most available way to make an advertisement campaign.

It looked at the current literature on the subject and found key themes from the previously studied issues. The primary areas that needed to be explored were then drafted based on those subjects. Following that, qualitative research was undertaken utilizing a set of questions that lead respondents into the study problems.

During the analysis of theoretical sources, the following conclusions were obtained, which served as the basis for further research and are important when studying this topic in general. Thus, the key conclusions can be presented in the following form:

- In recent years, the identification of opinion leaders has been a subject of great interest. Numerous studies have been conducted in order to understand the concept of opinion and characteristics of leaders that distinguish them from their followers.
- Opinion leaders are a powerful group in the market, because they can both positively and negatively influence future purchasing decisions and the formation of attitudes, increase the speed of distribution of goods and services, earn the trust of consumers and endear them to purchase, as well as influence consumption trends in certain markets.
- Many studies have noted the credibility of the influencer as a factor influencing purchasing behavior. Trust is associated with such concepts as reliability and

reliability of the source of information. Firstly, it is the perceived similarity of the audience with the influencer. Secondly, it is the expertise of the influencer, the depth of his knowledge of the subject. Thirdly, the credibility of the influencer is affected by his perceived honesty and sincerity, concern for his audience. Fourth, the number of subscribers.

In the course of studying theoretical sources, open statistical data, expertise obtained within the framework of research practice, the necessary foundations were obtained for conducting the own qualitative research through the formation of an in-depth semi-structured interview.

Despite the fact that this study mainly considers promotion through opinion leaders on the social network Instagram (owned by Meta, a recognized extremist organization and banned in Russia), and the respondents represented a female audience aged 18 to 55, the result of this work can be applied to companies in different fields of activity.

The results identified what were the main triggers that have an impact on purchase decision process in social networks. As a next step was analyzed common steps in searching influencers for companies' promotion, which were then upgraded with new approaches, which were created on the qualitative research. Finally, an overview of customers' attitude was outlined showing how companies can update and adjust their influence marketing.

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Guide for an in-depth interview in English

Purpose: to find out the attitude of consumers to purchases through influencers in social networks

Logic: consumer features -> use of social networks -> purchases in social networks -> attitude to influencers

Respondents:

Age – representatives of generations X, Y, Z

Major cities of Russia – Moscow, St. Petersburg

Introduction

Good afternoon! My name is Anastasia. I want to conduct an interview with you, so let's get to know the purpose of the interview closer. I am conducting a study, the purpose of which is to study the mechanism of choosing a product or product that is presented in social networks through influencers. It is important for me to understand how people come to a choice, and what influences them.

All data will be analyzed in a generalized form, without specifying specific names. You can mention your name, if you want to.

I will ask you questions, and you will answer them. There can be no right or wrong answers, I am interested in your opinion, your practices, and your experience. Therefore, it is a big request to express your opinion, even if it differs, according to your ideas, with the generally accepted one.

I will record our conversation with you. Only I will work with these recordings, they will not be played in any other audience.

1. Introductory part. About me. Consumer Features

1. Please introduce yourself: how old are you and where are you from?

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

3. Do you work, by whom?

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

2. Tell us what you usually do in each of the social networks you use?

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

2. How do you feel about buying goods /services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

3. Do you know if your friends or/and relatives buy goods/services through social networks?

4. What influences your choice and decision-making in general?

5. What was the last thing you bought through the social network? (What influenced the choice?)

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (Lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

2. Which publications attract your attention the most? (Aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (Interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

5. Does your trust in a blogger who advertises something change? How and why?

6. Describe the situations in which you switched to the recommended content. (The situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

7. What influences the purchase of a product/service recommended by a blogger? (Number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post /story, size of the advertised brand, content with the product / service of the brand, aesthetics of the advertising post / story, the blogger showed his positive experience of using the advertised product/ service, the blogger showed the product / service about which you already heard)

8. Which blogger do you trust? And what kind of rejection? (Blog topic, number of subscribers and subscriptions, availability of advertising)

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

Guide for an in-depth interview in Russian

Цель: выяснить отношение потребителей к покупкам через инфлюенсеров в социальных сетях

Логика: особенности потребителя -> пользование соц сетями -> покупки в соц сетях -> отношение к инфлюенсерам

Респонденты:

Возраст – представители поколений X, Y, Z

Крупные города России – Москва, Санкт-Петербург

Гайд для глубинного интервью:

Вступление

Добрый день! Меня зовут Анастасия. Я хочу провести с вами интервью и поэтому давайте познакомимся с целью интервью поближе. Я провожу исследование, цель которого состоит в изучении механизма выбора продукта или товара, который представлен в социальных сетях через инфлюенсеров. Мне важно понять, как люди приходят к выбору, и что на них влияет.

Все данные будут анализироваться в обобщённом виде, без указания конкретных имен, вы можете указать своё имя, если захотите.

Я буду вам задавать вопросы, а вы отвечать на них. Правильных и неправильных ответов быть не может, меня интересует именно Ваше мнение, Ваши практики и Ваш опыт. Поэтому большая просьба высказывать именно свое мнение, даже если оно различается, по Вашим представлениям, с общепринятым.

Нашу с вами беседу я буду записывать. С этими записями буду работать только я, они не будут воспроизводиться в какой-либо другой аудитории.

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

3. Работаете ли Вы, кем?

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его использовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

4. Что вообще влияет на Ваш выбор и на принятие решения?

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может predispose к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?

The 1st transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Galina, 56 years old, Moscow.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- There is a specialized secondary, there is a higher one. Teacher of drawing – secondary special education. And the designer has a higher education.

3. Do you work, by whom?

- I work, but not by profession.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

2. Tell us what you usually do in each of the social networks you use? Why do you need networks at all?

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- I used Instagram* most often because I found a lot of some necessary and useful information there, due to pandemic conditions, everyone started working online and therefore a lot of useful information was posted on Instagram*. So, I learned how to bake bread and some other educational courses: languages. There is a lot of interesting stuff there, you just have to select it, because there is more interesting than time. When Instagram* was closed, I did not use vpn, because I had already found what I was interested in, and I would like to work out these topics well and so that there would be no temptation to get something else interesting. Because the same course with bread – I passed it, but now I want to bake every bread, understand and feel the recipe, figure it

out. Also with the rest of the online courses. In addition, those who are most interesting to me in connection with the situation with Instagram* have also switched to Telegram. That is, I remained aware of those topics that are interesting to me now. I used Facebook extremely rarely, and I registered only because of friends to be aware of what was going on with friends, some of them have a closed account, so I definitely had to register. Telegram is now often used, since my bloggers from Instagram* switched to Telegram and some of the correspondence moved from WA to Telegram. I use WA regularly, free calls, communication with friends and relatives, daily communication. Viber is extremely rare, only if friends do not have WA. Viber is the most spare and last option. I rarely post my information on VKontakte, I often view news from the lives of my friends. But now useful information has also begun to appear there. However, I try not to subscribe to anything new anymore.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Ozon and Wildberries.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I'm not such an advanced user. I treat it normally, but I don't use it often. I began to buy regularly to buy bread for baking: both products and the necessary tools. As for social networks, I didn't buy goods through them, but I bought services. Biopsychosomatics, "learning health", German lessons and a course on baking bread. I found it myself, without recommendations, and bought what I liked.

3. Do you know if your environment buys goods/services through social networks?

- I don't know. Probably, they buy some services, but I can't say so right away.

4. What influences your choice and decision-making in general?

- I go through free webinars first before buying something. And I also took a course that I really didn't like. Because it seems to me that there was a focus not on improving a person's health, but to earn money. I really felt it. All these promises at the free lesson were not fulfilled. In other cases, there was no disappointment. I just choose intuitively. What else influences my choice is the relevance of the topic, and then time will tell if I'm lucky or unlucky. Purely intuitive. If possible, I look at the reviews. Well, if one of my friends is already using it, this is a very big plus, because the same reviews, I don't really believe them. And the cost of the service.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- Whether facial care, or about bread. Here I also took a course on facial care. And the last thing I bought was a course on facefitness. The choice was influenced by the fact that in the first course of facial care I was not disappointed, and why I bought the second one – the coach was a very likeable woman, and I like such people, she is an age woman and due to certain circumstances she was able to change her life dramatically, her professional activity, find herself and now she lives her own business, she is a happy person, she has a lot of problems, invests a lot of work, but she does her own thing. And this delighted and endeared me very much.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Travel with all hands and feet. Health, language learning – German. More about art, I used to look at Instagram*.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- I was listening to a lot of art then. Cognitive turns out. Everything cognitive interests.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are

you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I notice it, but I try to skip it or turn it off. And as for bloggers, I don't really consider such advertising as advertising, I take it as advice. Advertising for me is something obsessive, some kind of video, something that is usually off topic. What the same woman who changed her life advises, I perceive positively. Because I just remembered when I was taking my first health course, there was a woman who directly advertised in the story of the cream "Gifts of Nature", and since I was trained by her, which I liked, this is her advertising advice, she even left a link to a discount, that's what I perceive positively. I was interested in this cream and I bought it. And I have no disappointment in it, except for the packaging. That is, this is a specialist who has studied the topic himself, worked on it himself and made a conclusion and advised others, that is, take it if you want, or not. This Natalia recommended a face fitness trainer, and I have already learned from this trainer myself. Before the course "Learning Health". That is, first I took a course on face fitness. And Natalia Kondakova, she advised not only to get healthy in terms of nutrition and physical activities, she also said that she was engaged in face fitness. Trust appeared because there was no disappointment. The payment was affordable, they give very useful information that you can use. Why I was disappointed in the first course on health, there are such prices, for example, 50,000 rubles a month for some dietary supplements. In general, the jar there costs astronomical prices. And in the second year of health, she gave three price categories so that people would choose what was available to them. She also has a subscription, where you can ask specialists even after the course if questions arise. I had this question, and I was answered. Regarding advertising: my attitude is neutral. It doesn't bother me at all when they give a discount, for example, in their own promo code. Because a person works, establishes contacts, so let her drip money.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- I do not know and have not heard such a concept. (after covering the topic, I realized that I subscribed to them). Judging from what you said, we are now in such an environment that everyone influences each other, but we can choose, if the position is

close to us, then you already see what useful you can take. I guess I'm probably subscribed to influencers, the same girl on face fitness. The relevance of the topic is important and if the topic falls within the circle of my interests.

5. Does your trust in a blogger who advertises something change? How and why?

- yes. But the main thing is that it should be useful to people. This is acceptable. And not to be like a broken record. So that he reveals the topic once and that will be enough.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- The cream I was spreading about. I bought a cooking thermometer on the advice of Instagram*, and I bought it in Wildberries. I advised the author of the course on bread. Even on her advice, I bought flour at Wildberries.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post /story, size of the advertised brand, content with the product / service of the brand, aesthetics of the advertising post / story, the blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service about which you already heard)

- The necessity, firstly, of this purchase, the price.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- I don't know, I have it intuitively. That's how you communicate with people, you can communicate with someone immediately, and with someone at a distance. In general, how friendly she is to people. And some kind of professionalism. But first of all, benevolence, because you already evaluate professionalism later.

9. How do you react to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- It always annoys me, I've never used it, I haven't bought it. It's annoying because I've never seen anything good advertised there, and often it's not on the topic that I need at all. I would also like to add that online courses have appeared, I really liked it. The pandemic

has somehow advanced this, people have begun to communicate more, it has become easier somehow to find everything and people who can advise. If people don't really like to communicate, then online courses are the way out, and at a time convenient for everyone, there is no need to run anywhere.

The 1st transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Меня зовут Галина, 56 лет, Москва.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

- Есть среднее специальное, есть высшее. Преподаватель черчения – среднее специальное образование. И дизайнер – высшее образование.

3. Работаете ли Вы, кем?

- Работаю, но не по специальности.

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его пользовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?

- Пользовалась Инстаграмом чаще всего, потому что там находила много какой-то нужной и полезной информации, связи с пандемийными условиями все стали работать онлайн и поэтому в Instagram* появилось много полезной информации. Вот я научилась хлеб печь и какие-то другие курсы образовательные: языки. Там очень много интересного, просто надо отбирать, потому что интересного больше, чем времени. Когда Instagram* закрыли, я не стала использовать вк, потому что я уже нашла то, что мне интересно и мне хотелось бы хорошо проработать эти темы и чтобы не было соблазна, чтобы попалось ещё что-то интересное. Потому что тот же курс с хлебом – я его прошла, но теперь хочу каждый хлеб испечь, понять и

прочувствовать рецепт, разобраться. Также и с остальными онлайн курсами. К тому же те, кто мне больше всего интересен в связи с ситуацией с Instagram* тоже перешли в Telegram. То есть я осталась в курсе тех тем, которые мне сейчас интересны. Facebook пользовалась крайне редко, и зарегистрировалась только из-за друзей, чтобы быть в курсе, что происходит у друзей, у некоторых из них закрытый аккаунт, поэтому точно пришлось зарегистрироваться. Telegram теперь часто пользуюсь, так как мои блогеры из Инстаграма перешли в Телеграм и часть переписок перешли из WA в Telegram. WA пользуюсь регулярно, бесплатные звонки, общение с друзьями и родственниками, ежедневное общение. Viber крайне редко, только если у друзей нет WA. Viber это самый запасной и последний вариант. ВКонтакте я свою информацию выставляю крайне редко, я чаще просматриваю новости из жизни своих друзей. Но сейчас там тоже стала появляться полезная информация. Правда я стараюсь ни на что новое уже не подписываться.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?

- Ozon и Wildberries.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Я не такой продвинутый пользователь. Я отношусь нормально, но часто не пользуюсь. Я стала покупать регулярно покупать для выпечки хлеба: и продукты, и необходимые инструменты. Что касается социальных сетей, товары я через них не покупала, но покупала услуги. Биопсихосоматика, “учусь здоровью”, уроки немецкого и курс по выпечке хлеба. Нашла сама, без рекомендаций, что понравилось, то и купила.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Не знаю. Наверное, услуги какие-то покупают, но я не могу так, сходу сказать.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Я прохожу сначала бесплатные вебинары прежде, чем что-то купить. А ещё я проходила курс, который мне очень не понравился. Потому что, мне кажется, что там была направленность не на то, чтобы оздоровить человека, а чтобы деньги заработать. Я это очень почувствовала. Все эти обещания на бесплатном уроке не оправдались. В других случаях разочарования не было. Я просто выбираю интуитивно. Что ещё влияет на мой выбор – актуальность темы, а дальше повезёт, не повезёт – покажет время. Чисто интуитивно. Если есть возможность, то смотрю отзывы. Ну и если кто-то из друзей уже пользоваться – это очень большой плюс, потому что те же отзывы, я не очень им верю. И стоимость услуги.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- То ли уход за лицом, поли про хлеб. Вот ещё проходила курс по уходу на лицом. А последнее, что купила – это курс по фейсфитнесу. На выбор повлияло то, что в первом курсе по уходу за лицом я не разочаровалась, а почему я купила второй – тренер была очень располагающая к себе женщина, и мне нравятся такие люди, она возрастная женщина и в силу определённых обстоятельств она смогла поменять свою жизнь кардинально, профессиональную свою деятельность, найти себя и теперь она живёт своим делом, она – счастливый человек, у неё много проблем, много труда вкладывает, но она занимается своим делом. И это меня очень восхитило и расположило.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)

- Путешествия все руками и ногами. Здоровье, изучение языков – немецкий. Ещё про искусство, раньше смотрела в Instagram*.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- Я тогда очень много по искусству слушала. Познавательные получается. Всё познавательное интересует.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Я её замечаяю, но стараюсь пропустить или выключить. А что касается блогеров, такую рекламу я особо не считаю за рекламу, я это воспринимаю как совет. Реклама для меня это что-то навязчивое, какой-то ролик, то, что обычно не в тему. То что советует та же женщина, которая поменяла свою жизнь – я воспринимаю положительно. Потому что я сейчас вспомнила, когда я проходила первый курс по здоровью, там женщина прямо рекламировала в сторис крема “Дары Nature”, и так как я у неё проходила обучение, которое мне понравилось, вот это её реклама-совет, она даже оставляла ссылку на скидку, вот это я воспринимаю положительно. Я заинтересовалась этим кремом и я его купила. И разочарования у меня в нём нет, кроме упаковки. То есть это специалист, который сам изучил тему, сам проработал и сделал вывод и посоветовал другим, то есть хотите принимайте, хотите нет. Эта Наталья рекомендовала тренера по фейс фитнесу, а я как раз у этого тренера уже сама поучилась. До курса “Учусь Здоровью”. То есть сначала я прошла курс по фейс фитнесу. И Наталья Кондакова, она посоветовала не только оздаравливаться в плане питания и физических занятий, также она сказала, что занимается фейс фитнесом. Доверие появилось, потому что не было разочарования. Оплата была доступная, дают очень полезную информацию, которой можно воспользоваться. Почему вот я разочаровалась в первом курсе по здоровью, там такие цены, например, в месяц на одни БАДы выходило 50 000 рублей. В общем, баночка там стоит астрономические цены. А во втором курсе по здоровью она дала три категории цен, чтобы люди выбрали доступное им. Ещё у неё есть подписка, там можно специалистов даже после курса спрашивать, если вопросы возникают. У меня возник вот вопрос, и мне ответили. По поводу рекламы: моё отношение нейтральное. Меня совсем это не огорчает, когда они скидку, например, по-своему промокоду

предоставляют. Потому что человек работает, устанавливает контакты, так пусть ей капает денюжка.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)

- Не знаю и не слышала такого понятия. (после освещения темы, поняла, что подписана на них). Судя из того, что ты рассказала, мы сейчас в такой среде, что все друг на друга влияют, но мы можем выбирать, если позиция нам близка, то уже смотришь, что полезного можно взять. Я полагаю, что я, наверное, да подписана на инфлюенсеров, та же девушка по фэйс фитнесу. Важна актуальность темы и если тема попадает в круг моих интересов.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Да. Но, главное, чтобы это было полезно людям. Это допустимо. И чтобы не было как заезженная пластинка. Чтобы он раскрыл тему один раз и этого будет достаточно.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Крем, про который рассказывала. Термометр для готовки купила по совету из Instagram*, а купила я в Wildberriesю. Посоветовал автора курса по хлебу. Ещё по её совету купила муку на Wildberries.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

- Необходимость, во-первых, этой покупки, цена.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)

- Не знаю, у меня это интуитивно. Вот как с людьми общаешься, с кем-то ты можешь общаться сразу же, а с кем-то на расстоянии. В целом, на сколько она доброжелателен к людям. И профессионализм какой-то. Но в первую очередь доброжелательность, потому что профессионализм уже оцениваешь потом.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?

- Меня всегда раздражает, никогда ею не пользовалась, не покупала по ней. Раздражает, потому что никогда не видела, чтобы там что-то хорошее рекламировали, и часто она вообще не на ту тему, которая мне нужна. Хочу ещё добавить, что онлайн курсы появились, мне очень понравилось. Пандемия это как-то продвинула, люди стали больше общаться, стало легче как-то всё найти и людей, которые могут посоветовать. Если люди не очень любят общаться, то онлайн курсы — это выход, да и в удобное для каждого время, не надо никуда бежать.

The 2nd transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Dasha, I'm from Moscow, I'm 22 years old.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- I am a specialist in information security of telecommunication systems.

3. Do you work, by whom?

- While I'm not working, I'm in search of myself.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- I use VKontakte, but in general very rarely, I only communicate with a couple of people there and that's it. I used to use Instagram* most of all, but due to the current circumstances, now I sit more in TikTok and Telegram, where my main communication takes place.

2. Tell us what you usually do in each of the social networks you use? Why do you need networks at all?

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- I started using Instagram* less, but not because Meta was recognized as an extremist organization, but because I'm too lazy to turn on VPN.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- It used to be Asos, now it's probably Lamoda and AliExpress. Also citylink, and Yandex food of course. I also almost forgot ozon.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I had an experience of buying through Instagram*, that's one time it was, in my opinion, pajamas, I bought as a gift. Another time it was a neon sign - also a gift. However, when I bought through Instagram* in the showroom, I then found the same thing in AliExpress, twice cheaper. There was also a makeup course. Not a guide, but an account, with posts and live broadcasts and so on. It was fun, I even tried to do make-up for everyone by video, but then I abandoned this case.

3. Do you know if your environment buys goods/services through social networks?

- A friend once bought candles. I also remembered how I found a girl on Instagram*, ordered bath bombs through her website. And another girlfriend ordered a cake.

4. What influences your choice and decision-making in general?

- Well, if through websites, then I'm looking for what I've already heard about, in which I'm sure that everything is cool on them. And if through Instagram*, then a visual of the profile and so that they don't write that the price will be sent to Yandex.direct, so that everything can be seen at once to understand whether you can afford it or not. So that I like it in general, so that I need to. The price affects, but if I want something, I will buy it anyway. And reviews in general, yes, but I don't really believe, the main thing is that the number of reviews is large.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- The last one was just a neon sign. The price has definitely affected.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Food, some interesting and delicious recipes, profiles where they tell about interesting places to visit, news, fashion bloggers who make collections with onions and shops advise.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- It's one hundred percent funny, something aesthetic, some cool photos, collections of stores, funny animals, shocking – no, marine still by the way.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- Yes, I notice. In general, I am neutral, because I understand that this is earnings. And also, if some cool promo video is played coolly, then it's even super cool. I don't pay attention to whether the blogger indicates that this is an advertisement or not. But if a blogger started doing this, then the opinion would not change. The main thing is to make it interesting.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- Those who inspire and motivate you, try to show by their example that life is cool. She's signed up for one, and she's interviewing me right now. If I stumbled across YouTube or an interview and he hooked me with his thoughts, then I can subscribe to him.

5. Does your trust in a blogger who advertises something change? How and why?

- Will not change. Since this is a way of earning money.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- Well, I don't always switch, but if I'm interested in it, cosmetics, for example, I will switch. I'll take a look, go over, read about it and then maybe buy it. If I'm not interested, I'll just scroll through it. Lately I've been interested in cosmetics just.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post /story, size of the advertised brand, content with the product / service of the brand, aesthetics of the advertising post / story, the blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service about which you already heard)

- Reviews. For example, the cream was advertised, I'll go to the Letual and look at the reviews, maybe I'll ask if someone from my friends used it. And based on this, I will decide whether to buy or not.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- Openness catches the most when they don't pretend to be someone, someone ideal, simplicity is important when a real person. I will not subscribe to any glam girls, all sorts of marathons of desires and the like

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- I somehow switched to an account with jewelry, there were a lot of jewelry just for my puncture, that is, it was relevant to me. But in the end I didn't buy anything, I just go in to admire it sometimes.

The 2nd transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя
 1. Расскажите о себе. Сколько Вам лет? Откуда Вы?
- Меня зовут Даша, я из Москвы, мне 22 года.
 2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?
- Я специалист по информационной безопасности телекоммуникационных систем.
 3. Работаете ли Вы, кем?
- Пока я не работаю, нахожусь в поиске себя.

2. Предпочтения в отношении пользования соц сетями
 1. Какими социальными сетями вы пользуетесь? Какими чаще всего?
- Я пользуюсь ВКонтакте, но вообще очень редко, только с парой человек там общаюсь и всё. Раньше пользовалась Instagram* больше всего, но в связи с действующими обстоятельствами, сейчас я больше сижу в TikTok и Telegram, где происходит моё основное общение.
 2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?
 3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его пользовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?
- Меньше стала пользоваться Instagram*, но не из-за того, что Meta признали экстремистской организацией, а потому что мне лень впрн включать.

3. Покупки через соц сети
 1. На каких платформах вы чаще всего производите онлайн покупки?
- Раньше это был Asos, сейчас, наверное, это Lamoda и AliExpress. Ещё ситилинк, ну и яндекс еда конечно же. Ещё ozon чуть не забыла.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Был опыт покупки через Instagram*, вот один раз это было по-моему пижама, в подарок покупала. Другой раз это была неоновая вывеска -тоже подарок. Правда, когда я покупала через Instagram* в шоуруме, я потом в AliExpress нашла то же самое, в два раза дешевле. Был ещё курс по макияжу. Не гайд, а именно аккаунт, с постами и прямыми эфирами и так далее. Было прикольно, я даже пыталась всем делать мейк по видеосам, но потом забросила это дело.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Одна подружка как-то покупала свечи. Ещё вспомнила, как я нашла девчонку в Instagram*, через её сайт заказала бомбочки для ванны. А ещё одна подружка заказывала торт.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Ну если через сайты, то ищу то, о чём я уже слышала, в которых я уверена, что на них всё классно. А если через Instagram*, то визуал профиля и чтобы не писали, что цену пришлют в директ, чтобы сразу всё видно было, чтобы понять, можешь ты себе это позволить или нет. Чтобы мне в целом это нравилось, чтобы нужно было. Цена влияет, но если я чего-то хочу, я в любом случае куплю. И отзывы в целом да, но не особо верю, главное чтобы количество отзывов было большое.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Последняя была как раз неоновая вывеска. Цена повлияла однозначно.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)

- Еда, какие-то интересные и вкусные рецепты, профили, где рассказывают про интересные места к посещению, новости, модные блогеры, которые делают подборки с луками и магазины советуют.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- Смешные это сто процентов, что-то эстетические, какие-то классные фотки, подборки магазинов, животные прикольные, шокирующее – нет, морское ещё кстати.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Да, замечаю. В целом нейтрально отношусь, так как понимаю, что это заработок. А ещё, если классно обыграно и какой-то крутой промо ролик, то это даже супер классно. Не обращаю внимание на то, указывает ли блогер, что это реклама или нет. Но если бы блогер так начал делать, то мнение не поменялось. Главное, чтобы было интересно.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)

- Те кто вдохновляет тебя и мотивируют, пытаются показать на своём примере, что жизнь – это круто. На одну подписана, как раз она сейчас берёт у меня интервью. Если я наткнулась в YouTube или интервью и он меня зацепил своими мыслями, то могу подписаться на него.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Не меняется. Так как это способ заработка.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Ну я перехожу не всегда, но если мне это интересно, косметика, например, то перейду. Посмотрю, перейду, почитаю про это и потом может куплю. Если мне это не интересно, просто пролистну это. Последнее время меня интересует косметика просто.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

- Отзывы. Например, крем прорекламировали, я зайду в Летуаль и посмотрю отзывы, может спрошу, если кто-то из знакомых пользовался. И уже на основе этого буду решать покупать или нет.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)

- Цепляет больше всего открытость, когда не строят из себя кого-то, кого-то идеального, простота важна, когда настоящий человек. Не подпишусь на каких-нибудь инстадив, всякие марафоны желаний и подобное

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?

- Я как-то так перешла на аккаунт с украшениями, там очень много было украшений именно для моего прокола, то есть мне актуально это было. Но в итоге так и ничего не купила, просто захожу иногда полюбоваться.

The 3rd transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Berlizeva Evgeniya Sergeevna, I am 23 years old, I was born in Moscow, but now I live in St. Petersburg.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- I have a full higher education – bachelor's degree, but now I continue to study in the direction of management, I'm in my second year of study, it turns out I'm graduating this year.

3. Do you work, by whom?

- I work as a sales manager in a company related to the oil and gas industry.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- I use Telegram, Instagram*, WhatsApp, YouTube and VKontakte.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- I use Telegram and Instagram* most of all. WhatsApp for communication with family and classmates. I go to VKontakte only sometimes to check some news also related to my studies. YouTube for entertainment purposes.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- Nothing has changed. Perhaps I have encountered excessive, politicized advertising on YouTube, Instagram*, which is unpleasant to me, but did not force me to abandon the use of these social networks. I started WeChat, just because I have a friend from China, but I don't use the app.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Asos, Lamoda, Wildberries, Ozon, Instagram*.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I bought it through Instagram*. I bought underwear, a tracksuit, a course, or rather a guide for photo processing. I also bought many times training from different people. Then some workouts had an app, and I just found a link to this platform through Instagram, but I didn't buy it directly through Instagram*. I found material things myself, because I wanted to try something more local, with an interesting design, rather than mass production. But the courses are usually on the recommendation of friends, acquaintances.

3. Do you know if your environment buys goods/services through social networks?

- Friends definitely yes. Well, relatives too, but more of an age closer to me. My aunt buys all sorts of different handmade jewelry and also different courses. My brother buys clothes sometimes. Friends buy courses, clothes, and even sometimes I think something else. Certificates are all sorts of different for going to a quest, to a restaurant. And I also bought myself a massage subscription via Instagram*.

4. What influences your choice and decision-making in general?

- Probably good reviews, beautifully designed pages, whether it's websites or Instagram* profiles. That is, visual, recommendations, both directly on the site, on the platform on which I am looking, and recommendations from the person from whom I received it, if I received it, and probably everything. Visual, recommendations and price, here.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- The last time I bought a light lantern through VKontakte. It was a birthday present for a friend. The choice was influenced by her, because she knew exactly what she wanted.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Rap news, music, more sports news and funny videos. I stopped watching life and travel bloggers, cooking. Because I don't want to. I'm very tired of life, anyway, everyone now lives very similarly. People's stories used to catch on, but now everyone has very similar problems, I don't want to watch it. Recipes have never really interested me.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- Beautiful, or very ugly. It's just that everyone has already learned how to combine colors, fonts, and when you see something super old and that's how they used to do it, then attention is very much drawn. Well, funny. Sometimes I like to watch bows, how capsule clothes are collected. Animals, 100 percent, because it's always catchy. And happy couples.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- Yes, that's why I stopped watching them. I'm negative if it's like product placement, when they try to disguise, when, for example, they drink and it's obvious that they drink. Or when they say, here I tried it recently, just amazing. Well, as if the recommendation sounds too natural. Or, when they say not a recommendation, but I will leave a link. That is, we can say that it's like gaslighting, when they try to convince you that this is not a paid recommendation, but in fact it is. But I really like how Sergey Sukhov does, who specifically says that this is an advertisement, and he makes this advertisement very beautifully. When a blogger points out that there is advertising now, I take a positive attitude to this, because I understand that they earn money through advertising, plus, when you honestly say that you are advertising a product now and you make a beautiful video about this product, it's even interesting. Sometimes he has an advertisement that you think you can just release a movie, and he made an advertisement out of

it – in general, it's very beautiful. Therefore, I am positive about this. I'll follow the advertisement, but it depends on what is being advertised. Recently, the bloggers I subscribe to have started advertising food, but I'm just not really interested in it. When, for example, someone else's courses are advertised, I definitely won't switch, because I don't like such advertising very much, because it seems to me that this is a very much paid and insincere thing. Sometimes I switch to advertising some cosmetic devices. If there is a link, I will go anyway, so I am interested in the topic of decorative, care cosmetics. But in general, if the blogger indicates that this is an advertisement, then the probability that I will follow the link is greater.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- I am subscribed to those who do not have a million subscribers, and to those who have much more than a million. For example, Ivleeva, Morgenstern, Jarakhov, Egor Creed. I am also subscribed to parochial, for example, I am subscribed to the co-founder of the running school, he has about 200 thousand subscribers. Then I subscribed to a girl who owns a cafe chain in Moscow, she has about 100 thousand subscribers. That is, micro bloggers, for example, people from media production, they have 30 thousand. There are super influencers who have millions, for example, Kylie Jenner, Ronaldo. If this is a public person who is engaged in a business that is not related to social networks, for example, athletes or musicians, I follow their lives, because I'm just interested, because they are cool people. If this is a person whose activities are directly related to social networks, for example, a blogger, then I follow him, because he distributes all his life, and it's just interesting. And I also keep an eye on the musicians, because if something comes out, they will most likely put it on the platform, I will find out, I will be able to listen faster. Sometimes just to see how weird people are. When I switch to some new people, and usually I do it through someone else, if, for example, a person is marked in someone's story, in a post, through mutual advertising, that is, usually I subscribe to new people that way. Also, if I watch TV shows, read sports or unsportsmanlike news, that is, I read about a person, I

become interested in learning more about him, respectively, I am looking for his social network. For example, when I watched the series “Knock on my Door”, I subscribed to all the actors. There is not much logic, but I just wanted to get closer to the heroes. I usually unsubscribe later, but if they post something interesting, then I stay. But most often I am attracted by the subject, or the recommendation of another influencer.

5. Does your trust in a blogger who advertises something change? How and why?

- I initially have no trust in bloggers, because from what point of view should I trust someone, that is, how should my trust manifest itself and how should it exist in relation to the person I see on the social network. Probably, it just depends on the subject, for example, I don't watch enough bloggers who can do something like a course, it seems to me that I have only three of them: Sukhov, his girlfriend Levintsova and Sofia, who is engaged in SMM. The rest talk about life and are not particularly eager to make products. But returning to the question, my attitude will not change. I don't know, because I don't have trust somehow. If a person is not connected with info products, he just talks about his life, if he is a musician, he just publishes his tracks, that is, I can't say that I don't trust him, I just don't understand what to attach trust or distrust to, I just watch how a person lives. But if I am subscribed to someone, then I have no rejection to this influencer.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- Underwear here, it was advertised by Istomina. But she didn't even advertise it, she just said she was comfortable in it. And it was obvious that it was said sincerely, she just left a link. I went to the website, looked at the reviews, I've been wanting to try cotton underwear for a long time, I decided to start with this, because the price was also normal. Why look for something else for longer if I can follow the recommendation. But, it just seems to me that she is the person who is very visible when she advertises something. Here she has a program “It's easier to cope”, and when they advertise something there, it shows how much it looks forced and artificial. And there, she just said that she was just comfortable in that underwear. There was absolutely no push element motivating people to

buy the same thing. But even at that moment I was really looking for similar underwear.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post/story, size of the advertised brand, content with the brand's product/service, aesthetics of the advertising post/story, the blogger showed his positive experience of using the advertised product/ service, the blogger showed the product / service about which you already heard)

- Visual, price and reviews. There are no additional criteria.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- The theme definitely affects. If this is an endless smm, promotion, then I'm unlikely to sign up. It should be something interesting and more or less unique. If I already have a person with a similar topic in my subscriptions, I am unlikely to subscribe to someone else. The number of subscribers does not affect, although on the contrary, it will even be more interesting for me if there are fewer subscribers, but if there are a lot of subscribers, then I will also be happy, because I found some popular person. It also depends very much on the visual: if it's a girl and she has a very well-groomed profile, then it's unlikely that I will subscribe. Because for me it's an artificial life inside publications and stories. Everything is too bright and beautiful. And if there is something natural, I will see that she really smiles in the photos. But we still all understand that people are different in social networks. And when I see a person's page, and you can't understand what kind of person it is, according to it, the person is doing very well in life, he is artificially happy and optimistic in the photos, then it is very unlikely that I will subscribe. And if I go in and see something interesting that he does, not a super-slick profile, some funny things there, then most likely I will subscribe. But also, of course, the theme, something unique and catchy, and then you stay.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- I don't watch targeted ads at all, I scroll through them. Because she's on Instagram*, she won't get on me at all. If there is contextual advertising in some

search services, then it is usually in the topic. And that's when I'll most likely switch. In Telegram, I sometimes watch ads in channels, because they are usually in the subject of the channel to which I am subscribed and which is interesting to me.

The 3rd transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Меня зовут Берлизева Евгения Сергеевна, мне 23 года, я родилась в Москве, но сейчас живу в Петербурге.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

- У меня полное высшее образование – бакалавриат, но сейчас я продолжаю учиться по направлению менеджмент, я на втором году обучения, получается в этом году я заканчиваю.

3. Работаете ли Вы, кем?

- Я работаю менеджером по продажам в компании, связанной с нефтегазовой отраслью.

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

- Я пользуюсь Telegram, Instagram*, WhatsApp, YouTube и ВКонтакте.

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

- Больше всего я пользуюсь Telegram, Instagram*. WhatsApp для общения с семьёй и однокурсниками. ВКонтакте я захожу только иногда, чтобы проверить какие-то новости тоже связанные с учёбой. YouTube для развлекательных целей.

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его пользовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?

- Никак не изменилось. Возможно я столкнулась с рекламой чрезмерной, политизированной в YouTube, Instagram*, которая мне неприятна, но не вынудила меня отказаться от использования этих социальных сетей. Я завела WeChat, просто потому что у меня есть подруга из Китая, но приложением не пользуюсь.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?
- Asos, Lamoda, Wildberries, Ozon, Instagram*.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Покупала через Instagram*. Покупала нижнее бельё, спортивный костюм, курс, точнее гайд по обработке фотографий. Ещё я покупала много раз тренировки у разных людей. Потом у одних тренировок появилось приложение, и я просто находила ссылку на эту платформу через Instagram, но уже напрямую через Instagram* не покупала. Материальные вещи я находила сама, потому что хотела попробовать не массовое производство, что-то более местечковое, с интересным дизайном. А вот курсы – это обычно по рекомендации друзей, знакомых.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Друзья точно да. Ну родственники тоже, но более приближенного ко мне возраста. Моя тётя покупает всякие разные украшения ручной работы и тоже разные курсы. Мой брат покупает одежду иногда. Друзья покупают и курсы, и одежду, и даже иногда мне кажется, что-то ещё. Сертификаты всякие разные на поход в квест, в ресторан. А ещё я покупала себе абонемент на массаж через Instagram*.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Наверное, хорошие отзывы, красиво оформленные странички, будь то веб-сайты или профили в Instagram*. То есть визуал, рекомендации, как непосредственно на сайте, на платформе, на которой я смотрю, так и рекомендации от того, от кого я её получила, если я получила и, наверное, всё. Визуал, рекомендации и цена, вот.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Последний раз я покупала световой фонарь через ВКонтакте. Это был подарок на день рождения подруги. На выбор повлияла она, потому что она точно она знала, что именно она хочет.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)
- Новости рэпа, музыки, ещё спортивные новости и смешные видео. Лайф и тревел блогеров, кулинарию я перестала смотреть. Потому что не хочется. Про лайф мне очень сильно надоел, всё равно все сейчас живут очень похоже. Раньше цепляли истории людей, а сейчас у всех очень похожие проблемы, не хочу это смотреть. Рецепты меня никогда особо не интересовали.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)
- Красивые, либо очень некрасивые. Просто все уже научились сочетать цвета, шрифты, а когда ты видишь что-то супер старнное и вот как раньше это делали, то очень сильно обращается внимание. Ну и смешные. Иногда я люблю смотреть луки, как капсульно собирают одежду. Животных, 100 процентов, потому что это всегда цепляет. И счастливые парочки.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Да, поэтому я перестала их смотреть. Я отношусь отрицательно, если это по типу продакт плейсмент, когда они пытаются завуалировать, когда, например, они пьют и это видно, что они пьют. Или когда они говорят, вот я недавно попробовал, просто потрясающе. Ну и как бы слишком не естественно звучит рекомендация. Или, когда они говорят не рекомендация, но ссылку оставляю. То есть можно сказать, что это как газлайтинг, когда тебя пытаются убедить, что это не рекомендация оплаченная, а на самом деле это она. Но мне очень нравится, как делает Сергей Сухов, который специально говорит, что это реклама, и он очень красиво оформляет эту рекламу. Когда блогер указывает, что сейчас реклама – к этому я отношусь

положительно, потому что я понимаю, что они зарабатывают деньги с помощью рекламы, плюс, когда ты честно говоришь о том, что ты сейчас рекламируешь продукт и ты красиво делаешь видео об этом продукте, то это даже интересно. Вот у него реклама иногда, что ты думаешь, что можно просто фильм выпустить, а он сделал из этого рекламу – в общем очень красиво. Поэтому к этому я отношусь положительно. Я перейду по рекламе, но это зависит от того, что рекламируют. Вот последнее время блогеров, на которых я подписана, стали рекламировать продукты питания, но мне это просто не очень это интересно. Когда, например, рекламируют чьи-то чужие курсы, я точно не перейду, потому что такая реклама мне очень сильно не нравится, потому что мне кажется, что это очень сильно проплаченная и неискренняя вещь. Иногда я перехожу на рекламу каких-то косметических аппаратов. Если есть ссылка, я в любом случае зайду, так мне интересна тема декоративной, уходовой косметики. Но в целом, если блогер укажет, что это реклама, то вероятность, что я перейду по ссылке – больше.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность) - Я подписана на тех, у кого нет миллиона подписчиков, и на тех, у кого сильно больше миллиона. Например, Ивлеева, Моргенштерн, Джарахов, Егор Крид. Также я подписана на местечковых, например, я подписана на ко-фаундера школы бега, у него около 200 тысяч подписчиков. Потом я подписана на девочку, которая владеет сетью кафе в Москве, у неё около 100 тысяч подписчиков. То есть микро блогеры, например, люди из медиа продакшна, у них по 30 тысяч. Есть супер инфлюенсеры, у которых миллионы, например, Кайли Дженер, Роналду. Если это публичная личность, которая занимается делом, которое не связано с соц сетями, например, спортсмены или музыканты, я слежу за их жизнью, потому что мне просто интересно, потому что они прикольные люди. Если это человек, деятельность которого напрямую связана с соц сетями, например, блогер, то я слежу за ним, потому что он всю свою жизнь распространяет, да и просто

интересно. А ещё за музыкантами слежу, потому что, если у них что-то выйдет, они скорее всего выложат на платформу, я узнаю, смогу быстрее послушать. Иногда просто, чтобы посмотреть, какие люди странные. Когда я перехожу на каких-то новых людей, а обычно я делаю это через кого-то ещё, если, например, человек отмечен у кого-то в сторис, в посте, через взаимную рекламу, то есть обычно на новых людей я подписываюсь именно так. Ещё если я смотрю сериалы, прочту спортивную или неспортивную новость, то есть я прочитала про человека, мне становится интересно узнать про него подробнее, соответственно я ищу его соц сеть. Например, когда я смотрела сериал “Постучись в мою дверь”, я подписалась на всех актёров. Логика особо нет, но просто хотелось стать ближе к героям. Обычно я потом отписываюсь, но если они выкладывают что-то интересное, то я остаюсь. Но чаще всего меня привлекает тематика, либо рекомендация другого инфлюенсера.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- У меня изначально нет доверия к блогерам, потому что с какой точки зрения я должна кому-то доверять, то есть как должно проявляться моё доверие и как оно должно существовать по отношению к человеку, которого я вижу в социальной сети. Наверное, просто зависит ещё по тематике, я вот, например, мало смотрю блогеров, которые могут сделать что-то типо курса, мне кажется, у меня таких всего трое: Сухов, его подруга – Левинцова и Софья, которая смм занимается. Остальные рассказывают про лайф и не особо стремятся делать продукты. Но возвращаясь к вопросу, моё отношение не поменяется. Не знаю, потому что у меня нет доверия как-то. Если вот человек не связан с инфо-продуктами, он просто рассказывает про свою жизнь, если он музыкант, он просто публикует свои треки, то есть я не могу сказать, что я ему не доверяю, просто я не понимаю, к чему приложить доверие или недоверие, я же просто смотрю, как человек живёт. Но если я подписана на кого-то, то у меня нет отторжения к этому инфлюенсеру.

б. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы

рекомендуемое?

- Нижнее бельё вот, его рекламировала Истомина. Но она его даже не рекламировала, она просто сказала, что ей удобно в нём. И это было видно, что это было сказано искреннее, она просто оставила ссылку. Я перешла на сайт, посмотрела отзывы, я давно хотела попробовать хлопковое бельё, решила начать с этого, потому что ещё цена была нормальная. Зачем искать что-то другое дольше, если я могу последовать рекомендации. Но, мне просто кажется, что она – тот человек, по которому очень сильно видно, когда она что-то рекламирует. Вот у неё есть программа “Справиться проще”, и когда они там что-то рекламируют, по ней видно насколько это выглядит вымученно и искусственно. А вот там, она просто сказала, что ей просто удобно в том белье. Абсолютно не было подталкивающего элемента, мотивирующего людей купить то же самое. Но ещё в тот момент я реально искала подобное нижнее бельё.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)
- Визуал, цена и отзывы. Нет никаких дополнительных критериев.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)
- Тема точно влияет. Если это бесконечное смм, продвижение, то я вряд-ли подпишусь. Это должно быть что-то интересное и более менее уникальное. Если в подписках у меня уже есть человек с похожей тематикой, вряд-ли подпишусь на кого-то ещё. Количество подписчиков не влияет, хотя наоборот, мне даже будет интереснее, если будет меньше подписчиков, но если будет много подписчиков, то я тоже обрадуюсь, потому что нашла какого-то популярного человека. Ещё это очень зависит от визуала: если это будет девушка и у неё будет очень вылизанный профиль, то маловероятно, что подпишусь. Потому что для меня это искусственная жизнь внутри

публикаций и историй. Всё слишком ярко и красиво. А если будет что-то натуральное, я увижу, что она реально улыбается на фотографиях. Но мы же всё равно все понимает, что в соц сетях люди другие. И когда я вижу страницу человека, и по ней ты не можешь понять, что это за человек, по ней у человека всё очень хорошо в жизни, он искусственно счастливый и оптимистичный на фотографиях, то очень маловероятно, что я подпишусь. А если я зайду и увижу что-то интересное, что он делает, не супервылизанный профиль, какие-то там смешные вещи, то скорее всего подпишусь. Но и конечно же тематика, что-то уникальное и цепляющее, а потом уже остаешься.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?
- Таргетированную рекламу вообще не смотрю, пролистываю. Потому что она в Instagram* она вообще на меня не попадет. Если в каких-то поисковых сервисах, контекстная реклама, то она обычно в тему. И вот тогда я скорее всего перейду. В Telegram я иногда смотрю рекламу в каналах, потому что они обычно в тематике канала, на который я подписана и который мне интересен.

The 4th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Eleonora Bolshakova, I am 23 years old, I live in Moscow.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- Now I have a second higher education.

3. Do you work, by whom?

- I work in the field of beauty marketing.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- Instagram* for work, as a platform for brand promotion and personal, to sometimes post your photos. Telegram, WhatsApp for business and personal correspondence

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- In terms of using a personal page, no. And in terms of the working profile: views, coverage, and other indicators have fallen. In general, there was a feeling, and who needs it; not even the desire to strain, to lead something. Actually, the last publication was a month ago. At work, we have started a VKontakte and Telegram page, but we are not engaged in development yet.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- I am not an adherent of online shopping, I still prefer physical shopping to feel, look. Basically, if I buy something online, it's cosmetics, for example, Latual, Golden Apple. On Wildberries I buy something for the house. I don't think I've ever bought clothes online. I can sometimes order products online through the Globe for a month.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I didn't physically acquire anything. But sometimes I can write to yandex.direct to find out the price and terms of delivery, but the purchase itself goes through the website. In this way, I bought a picture home. I usually write to yandex.direct to communicate with a person, so it's easier to find out information and clarify details, then send feedback.

3. Do you know if your environment buys goods/services through social networks?

- There are people in the environment who use sites to buy clothes, for example, Shein, AliExpress. And in social networks, maybe they buy something, but I do not know.

4. What influences your choice and decision-making in general?

- Either the need to close the need. If necessary, I buy. As for more personalized things, for example, a painting, I don't really need it, but I really liked it, then I'll buy it. If you really like the creator of the creation himself, here's how with paintings. But, probably, first of all, as for online purchases, these are extremely rarely impulsive purchases, it is rather the closure of a need. Here's a picture I just liked, and not that it was this particular artist who made it, the picture is more important after all.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- The painting.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Based on my recommendations on Instagram* – the first is a chihuahua, I really stick to them. Humorous content, beauty, brands, reviews, fashion, stylists, designers, fashion people, figure skating. Culinary content according to needs. Well, to a lesser extent, a couple of people who have interesting life content. And I keep track of my friends, what is happening in their lives.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- They cling in terms of wasting my time, then most likely it's entertainment content, and in terms of my rational aspect, it's useful content. For example, some information about what interests me, it can be in any field, for example, a review of the cream that I want to buy. Something needs. The usefulness is more important than the aesthetics of the post. Because if I really spend time on the Internet, then it should be useful for myself.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- Targeting has gone away from us, although there used to be a lot of it and it was often really necessary, but I usually went to the page, saved something, but in the end I didn't buy it. Because it is more convenient for me to buy offline, touch, communicate with a person. As for advertising from bloggers, if it is well embedded in the content itself. For example, I am subscribed to a woman who has defeated breast cancer, so when she advertises something from cosmetics, by the way, she is a very enlightened person in the field of beauty, then there is trust. And if this person is a blogger who has been engaged in creams all his life, and then suddenly an aviasales advertisement, then this is an obvious advertisement, I will not fall for it. That is, if the advertisement does not fit at all with the subject of the advertising message, then it will not cause trust, it may cause rejection, because it is perceived as an attempt to deceive me. It's nice when bloggers point

out that advertising is now, not that there is more trust, but somehow the overall attitude towards the person on the other side of the screen is improving, because it seems that he is more honest than those who advertise in disguise. But if it's not on the topic, of course it won't cause negative emotions, but it won't bring anything good into my life. That is, it is best when they indicate that this is an advertisement and it is on the blogger's topic.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- In my understanding, as influencers, I would single out people with very large audiences who can really influence public opinion with their opinion, since they are called influencers. Probably from 7-10 million. Well, or depending on the field, then, for example, a musician may have a smaller audience, but he must be an influential and significant person in his field. At least 1 million if in a niche area. And if this is life-style content, then 7 million for sure. It happens to me if I find out about a person from some third-party source, for example, in a magazine, then I'm already looking for this person in the social network, because this person has become interesting to me. It also happens that I am interested in a product, and then I find the creator of the product or brand, and if this person turns out to be interesting, I will subscribe to him. Rather, it comes more from the series of the fact that I find the product of interest, then I find the creator and subscribe to it, because this person did what I am interested in, what responded to me. That is, I even subscribe to the creator more often than to the brand itself.

5. Does your trust in a blogger who advertises something change? How and why?

- I understand that this is their kind of earnings. But if it's just not in the subject at all, then it causes rejection and does not inspire confidence. But if I don't need this product, but it's in the subject, then let it advertise.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- If either there is a very high level of trust, but it is most likely my friends, and not someone from the Internet, then I can go to the recommended content. Because I am interested in this person and, accordingly, I am interested in what he is interested in. I'm just wondering what people in my environment are interested in. If someone is just advertising a cream, then I can switch to the recommended content, I can even subscribe, but I'm unlikely to buy. That is, on the recommendation of an influencer, I have never bought, I either accidentally find something, or purposefully look for something.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post/story, size of the advertised brand, content with the brand's product/service, aesthetics of the advertising post/story, the blogger showed his positive experience of using the advertised product/ service, the blogger showed the product / service about which you already heard)

- Probably, after all, from need. Even if I really like something, I can add it to the wish-list, but if I don't need it, I won't buy it.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- If I am somehow interested in the topic of the blog, then I can subscribe to 50 people per day. Then, in 1.5-2 months, track the content, analyze what brings me more benefits, and then I will unsubscribe from the rest. It's easier for me to sift through than to initially understand whether I like it or not. But in general, it is important to me that I have a need for a product, trust in the service service, as a consumer, a buyer, for example, I know that there is a delivery guarantee, then this can increase the level of trust. I rate it based on reviews. There should also be a convenient payment method, delivery time. If everything is perfect, then maybe I'll buy it through Instagram*. I also want to say from the side of the person who makes content from social networks for the brand that feedback is very important, because it often happens that claims are written, but ignoring is infuriating, plus the claim needs to be worked out, suddenly the person will change his mind. In the company, we sometimes send products for testing to both micro bloggers and large bloggers, but we work with them through a communication agency. The

biggest blogger was with 2 million subscribers, an average of 500-700 thousand subscribers. I think it is useful to keep people aware of the product in the information field, not the fact that it will affect the purchase, well, not immediately, it's more about the cumulative effect. It's just that at some stage it will become a familiar product.

The 4th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Меня зовут Большакова Элеонора, мне 23 года, живу в городе Москва.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

- Сейчас у меня второе высшее образование.

3. Работаете ли Вы, кем?

- Работаю в сфере beauty marketing.

2. Предпочтения в отношении использованием соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

- Instagram* по работе, в качестве площадки для продвижения бренда и личный, чтобы иногда выкладывать свои фотографии. Telegram, WhatsApp для переписки деловой и личной

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его использовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?

- В плане использования личной страницы – нет. А в плане рабочего профиля: упали просмотры, охваты, другие показатели. В целом появилось ощущение, а кому это надо; даже не желания напрягаться, вести что-то. Собственно последняя публикация была месяц назад. По работе завели страницу ВКонтакте и Telegram, но развитием пока что не занимаемся.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?

- Я не приверженец онлайн покупок, я всё-таки предпочитаю шоппинг

физический, чтобы пощупать, поглядеть. В основном, если я что-то приобретаю онлайн, то это косметика, например, Лэтуаль, Золотое яблоко. На Wildberries покупаю что-то для дома. Одежду онлайн, мне кажется, я никогда не покупала. Могу онлайн иногда заказать продукты через Глобус на месяц.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Физически ничего не приобретала. Но иногда я могу написать в директ, чтобы узнать цену и условия доставки, но сама покупка проходит через сайт. Таким образом покупала картину домой. Обычно пишу в директ, чтобы покоммуницировать с человеком, так легче узнать информацию и прояснить детали, потом прислать отзывы.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Есть люди в окружении, которые пользуются площадками для покупки одежды, например, Shein, AliExpress. А в соц сетях, может быть, они что-то покупают, но я не знаю.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Либо потребность закрытия потребности. Надо – покупаю. Что касается более персонализированных вещей, например, картина, вроде мне это не очень надо, но оно мне очень понравилось, тогда куплю. Если очень нравится сам создатель творения, вот как с картинами. Но, наверное, в первую очередь, что касается онлайн покупок, это крайне редко импульсивные покупки, это скорее закрытие потребности. Вот картина мне просто понравилась, а не то что именно это именно эта художница её сделала, важнее картина всё-таки.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Картина.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)
- Исходя из моих рекомендаций в Instagram* – первое это чихуахуа, очень на них залипаю. Юмористический контент, бьюти, бренды, обзоры, фэшн, стилисты, дизайнеры, модные люди, фигурное катание. Кулинарный контент по потребностям. Ну и в меньшей степени пару человек, у которых интересный лайф контент. И слежу за друзьями, что происходит в их жизни.
2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)
- Цепляют в плане траты моего времени, то скорее всего это развлекательный контент, а в плане моего рационального аспекта, то это полезный контент. Например, какая-то информация о том, что меня интересует, это может быть в любой сфере, например, обзор на крем, который я хочу купить. Что-то потребностям. Важнее полезность нежели эстетичность поста. Потому что если я уж трачу время в интернете, то это должно быть полезно для себя.
3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?
- Таргетинг ушёл от нас, хотя раньше её было много и часто попадалось действительно нужное, но я обычно заходила на страницу, сохраняла что-то, но в итоге не покупала. Потому что мне удобнее оффлайн купить, пощупать, пообщаться с человеком. Что касается рекламы у блогеров, то если она хорошо встроена в сам контент. Например, я подписана на женщину, которая победила рак груди, вот когда она что-то рекламирует из косметики, кстати, она очень просвещённый человек в сфере бьюти, то доверие есть. А если это человек – бьюти блогер, который всю жизнь занимался кремами, а тут вдруг реклама aviasales, то это очевидная реклама,

на неё я не поведусь. То есть, если реклама совсем не вяжется с субъектом рекламного послания, то оно не вызовет доверия, может вызвать отторжение, потому что это воспринимается, как попытка обмануть меня. Приятно, когда блогеры указывают, что сейчас реклама, не то что больше доверия появляется, просто как-то улучшается в целом отношение в человеку по ту сторону экрана, потому что кажется, что он более честен, чем те, которые рекламируют завуалированно. Но если это не по теме, конечно отрицательных эмоций не вызовет, но ничего хорошего в мою жизнь не привнесёт. То есть лучше всего, когда указывают, что это реклама и она по теме блогера.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность) - Я вот в своём понимании в качестве инфлюенсеров выделяла бы людей прям с очень большими аудиториями, кто действительно может своим мнением, может оказать влияние на общественно мнение, раз они называются инфлюенсерами. Наверное, от миллионов 7-10. Ну или в зависимости от сфере, то, например, у музыканта, аудитория может быть и меньше, но он должен быть влиятельной и значимой персоной в своей сфере. Минимум 1 миллион, если в нишевой сфере. А если это лайф стаил контент, то миллионов 7 точно. У меня бывает, если я узнаю о человеке из какого-нибудь стороннего источника, например, в журнале, то уже ищу этого человека ищу в соц сети, так как мне этот человек стал интересен. Ещё бывает, что мне интересен продукт, а потом нахожу создателя продукта или бренда и если этот человек окажется интересным, то подпишусь на него. Скорее это больше идёт из серии того, что я нахожу интересующий продукт, потом нахожу создателя и подписываюсь на него, потому что этот человек сделал то, что мне интересно, что мне откликнулось. То есть я даже чаще подписываюсь на создателя, нежели чем на сам бренд.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Я понимаю, что это их вид заработка. Но если это прям совсем не в тему, то это вызывает отторжение и не вызывает доверия. Но если этот продукт мне не нужен, но он в тему, то пусть рекламирует.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Если либо очень большой уровень доверия, но это скорее всего мои знакомые, а не кто-то из интернета, я тогда могу зайти по рекомендуемому контенту. Потому что мне интересен этот человек и соответственно мне интересно то, чем он интересуется. Просто интересно, чем интересуются люди с моём окружении. Если кто-то просто рекламирует крем, то я могу перейти на рекомендуемый контент, я могу даже подписаться, но вряд ли куплю. То есть по рекомендации инфлюенсера я ни разу не покупала, я либо случайно что-то нахожу, либо целенаправленно ищу что-то.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

- Наверное, всё-таки от потребности. Даже, если мне что-то очень понравится, я могу добавить в виш-лист, но если мне это не надо, то покупать не буду.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)

- Если мне хоть как-то интересна тема блога, то я могу подписаться на 50 человек за день. Потом за 1,5-2 месяца отследить контент, проанализировать, что мне больше пользы приносит, а потом от остальных отпишусь. Мне легче просеять, нежели изначально понять, нравится мне или нет. Но в целом мне важно, чтобы у меня потребность в продукте, доверие к сервису обслуживания, как потребителя, покупателя например, я

знаю, что есть гарантия доставки, то это может повысить уровень доверия. Оцениваю по отзывам. Должен быть ещё удобный способ оплаты, время доставки. Если прям всё будет идеально, то тогда может я и куплю через Instagram*. Ещё я хочу сказать со стороны человека, который делает контент с соц сетей для бренда, что очень важна обратная связь, потому что часто бывает, что пишут претензии, но игнорирование бесит, плюс претензию нужно проработать, вдруг человек поменяет мнение. В компании мы иногда отправляем продукты на тест и микро блогерам, и большим блогерам, но с ними мы работает уже через коммуникационное агентство. Самый большой блогер был с 2 миллионами подписчиками, в среднем 500-700 тысяч подписчиков. Я считаю, что полезно поддерживать осведомлённость людей о продукте в инфополе, не факт, что это повлияет на покупку, ну не моментально, это больше про накопительный эффект. Просто это на каком-то этапе станет знакомым продуктом.

The 5th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- I am 23 years old, I am from Mytishchi

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- Graduated from RANEPA, studied management at the Faculty of Economic and Social Sciences, project Management.

3. Do you work, by whom?

- I work in an IT company

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

Facebook Instagram*, Telegram, VKontakte, less often Twitter and Facebook.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- I mostly registered on Facebook to register in other social networks and to find a job. I sometimes go to Twitter to read what my friends write, I don't use it in any way, sometimes I watch the news in connection with the latest events. Previously, and in principle, now I use Instagram* most of all. Instagram* is for some purchases, because there is a lot you can even, not so much through Instagram* purchases itself, as there to find out and find brands, go to their website and all that. And, probably, now Instagram* is most often to look at recipes, something so useful. And, probably, to follow the news in the lives of different people, more some musicians, actors, bloggers. Bloggers are even likely not because of the life content, but because they share useful things, courses, for example. I subscribe naturally according to my interests. VKontakte mostly listen to music. Telegram – recently moved there, it became convenient to communicate there, the

era of Vkontakte has passed, so to speak, and I never liked Whatsapp. I am also a member of some chats in Telegram. For bloggers, in connection with recent events, I follow less, the format of scrolling through 150 messages is not convenient when it all accumulates. After all, the Instagram* feed is more familiar, everything is decomposed there.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- No, thanks to vpn. Sometimes there are difficulties with vpn, but it's not such a problem to log into Instagram*.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- If it's about clothes, then it's Lamoda, because I don't like Wildberries lately because of logistics, they often delay the goods in the warehouse and then the order gets stuck at all. If we are talking about items of daily use, then this is Ozon, a scooter is about food.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- In general, the attitude is positive. I bought courses, at least the last 2 that I can remember it from Nioly, it's by design and "Managers", it's like a personal assistant to a blogger, so to speak. Before that, I bought marathons related to sports and weight loss, in principle, I buy everything that arouses interest and trust. Trust is based either on some personal recommendations of acquaintances and friends, or after a thorough study of customer reviews. About purchases, I rather, more precisely, have little confidence in online purchases of things when there is a 100 percent prepayment, and then there is delivery, because there were unsuccessful cases and I would not like to face this. Therefore, I can make a purchase online, either book or partially pay and, let's say, pick up by pickup, at least this way it will be more comfortable for me if I arrive, make sure that I can pick up the goods myself without any problems. Or it should be a format like

Lamoda, when they bring you, you watch, and then you make a decision. But it is with prepayment – I do not trust this. It is very confusing when reviews are without nicknames, although I understand that not everyone wants their face and nickname to be shown, but it turns out that I will not be able to ask about the buyer's opinion, it turns out that the information is impersonal, who bought, who sold.

3. Do you know if your environment buys goods/services through social networks?

- Yes, either there are also courses, for example, on self-development, or these are clothes, mainly showrooms.

4. What influences your choice and decision-making in general?

- Reviews, recommendations from friends. But intuition is also present here, you either believe or not. Plus there are things when you look at them and they arouse suspicion and distrust of the seller. Millet for some personal observations. It can push you away when you start communicating with the seller directly, and he begins to behave strangely, for example, when you ask about the warranty, and the person begins to evade the answer and write strange answers, then I immediately say goodbye to such a person. The maximum openness of the seller and feedback inspires confidence after all. When else can a person make concessions, for example, not when there is a 100 percent prepayment, but when you can negotiate 50-50 upon receipt.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- Nioly's design course. I had already taken a course with her before, it was a personal experience, I realized that the information she gives is really worth the money, you really get the necessary information there, that in the future you could monetize this information yourself. Plus, I think that such bloggers with millions of audiences just don't become. That is, people either trust or do not trust. Only if, of course, these are not hyped bots.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Travel, by the way, it seems to me that now the actual purchase is buying tours on Instagram*, because this is a youth format and it corresponds to the platform on which it is promoted, and according to the case of its friends – it's pretty cool, I would also go. Well, in principle, I subscribe to bloggers who give some non-standard information, some local places to travel. Probably, bloggers who cover aspects of psychology, it's more for personal, to apply practices, meditations. In principle, I am interested in watching personalities who build themselves, it inspires and motivates.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- In my feed, I read everything I subscribe to. And with regard to the recommended, then initially I am attracted to aesthetics. The photo, of course, catches me. Sometimes it happens that they write the topic of the post on the photo itself, but still aesthetic photos cling more. It does not depend on whether this blog is about travel and there is a beautiful post with a view, or it is about sports with a post where a beautiful body. Aesthetics is the main thing.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I notice that I am neutral, because I can sometimes use this advertisement myself, if it interests me, and even subscribe. And if I'm not interested, then fine, I'll just pass by. Plus, I understand that this is the moment of earnings. Especially recently, bloggers have begun to make ads notes, so you immediately understand that there will be an advertisement, so if you are not in the mood to watch ads right now, then you can just scroll through and watch the blogger further – it's convenient. I like it when they mark ads, because there is often a story that bloggers take off life, that is, there is some kind of story, and then suddenly there is a break for advertising, that is, there is no link between

life and advertising. And when you see a note, you realize that it's just an advertisement planned for that day and time, at least it's clear that you don't have to strain yourself on a bunch of advertising and previous content.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- Signed. Influencers for me are those people who have any influence on the audience that is subscribed to them. As for the number of subscribers, I can't judge about it, because it depends on many factors, for example, on the fact that a person can be an influencer to a small audience just because he started developing recently. Let's say he has a huge audience offline, if he conducts some lectures, for example, and he started mastering some platform quite recently. For me, the number of subscribers is not a fundamental criterion in the concept of influencers. It seems to me that every person subscribes to someone according to his personal response, for example, it was his problem or personal experience that is close to the person he subscribed to. Or let's say it's a blogger who gives courses and recommendations that can close the pain. That is, out of need.

5. Does your trust in a blogger who advertises something change? How and why?

- No.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- The last times it was showrooms. When bloggers noted the purchased clothes in their posts. The last time I went to the showroom physically after I switched to the recommended profile. I liked the clothes, I went, tried them on and bought them. Sometimes I subscribe to bloggers on the recommendation of other bloggers, sometimes I find and subscribe myself. Sometimes it happened that I signed up, and then realized that they did not respond to me.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview,

relevance of content, informativeness of the advertised post /story, size of the advertised brand, content with the product / service of the brand, aesthetics of the advertising post / story, the blogger showed his positive experience of using the advertised product/ service, the blogger showed the product / service about which you already heard)

- Probably, if it is some kind of thing, for example, gouache, then it is the presence of an effect before and after, that is, the result of using this product. If these are showrooms with clothes, then naturally, this is a certain style, what kind of things they are, because everyone has their own tastes. Naturally, I also look at the prices so that I understand that I can afford it. If these are services, courses, then these are reviews, so that there is a brief case, how it helped a person, the results before and after, if this is a sports course. By the way, I never pay attention when a blogger in his case says that the trainee was able to earn from zero to 100,000 rubles conditionally, because it seems to me that this is based on the desire and desire of a person to do something. This is rather an indicator that after completing the course, a person was able to find a client, taking into account the acquired knowledge.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- Probably, again, some kind of personal attitude, I look first of all, whether a person is pleasant or not. I don't like it when there is too much pathos in the pitch, when there is bragging, there is too much me. Human behavior in a blog.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- About trust, probably the same, because I first thoroughly study the issue with regard to the purchase process, then draw conclusions. And targeted advertising is sometimes very useful, because there is a lot of searching for something for a long time and hard, and then at some point the right advertising will appear itself. I have so often with the search for gifts, for example, I used to look for jewelry as a gift.

The 5th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Мне 23 года, я из Мытищ

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

- Закончила РАНХиГС, училась на менеджменте на факультет экономических и социальных наук, управление проектами.

3. Работаете ли Вы, кем?

- Работаю в IT компании

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

- Ну Instagram*, Telegram, ВКонтакте, реже Twitter и Facebook.

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

- В Facebook я в основном зарегистрировалась, чтобы регистрироваться в других соц сетях и для поиска работы. Twitter я иногда захожу, чтобы почитать, что пишут знакомые, больше никак не использую, в связи с последними событиями иногда новости смотрю. Раньше, да и в принципе сейчас больше всего пользуюсь Instagram*. Instagram* для покупок каких-то, потому что там много можно даже, не столько через сам Instagram* покупки, сколько там узнать и найти бренды, зайти к ним на сайт и всё такое. И, наверное, сейчас Instagram чаще всего для того, чтобы посмотреть рецепты, что-то такое полезное. И, наверное, чтобы следить за новостями в жизни разных людей, больше какие-то музыканты, актёры, блогеры. Блогеров даже скорее всего не из-за лайф контента, а из-за того, что они делятся полезными вещами, курсы, например. Подписываюсь естественно по интересам. ВКонтакое в основном слушаю музыку. Telegram – последнее время перешла туда, стало удобно общаться там, прошла эра Вконтакте, так скажем, а Whatsapp я никогда не любила. Ещё в Telegram состою в некоторых

чатах. За блогерами, в связи с последними событиями, слежу меньше, не удобен формат пролистывания 150 сообщений, когда это всё накапливается. Всё-таки лента Instagram* привычнее, там всё декомпозировано.

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его пользовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?
- Нет, благодаря vpn. Иногда бывают сложности с vpn, но это не такая уж и проблема, чтобы зайти в Instagram*.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?
- Если это про одежду, то это Lamoda, потому что Wildberries мне последнее время не нравится из-за логистики, часто задерживают товар на складе и после чего заказ вообще застревает. Если речь о предметах ежедневного использования, то это Ozon, Самокат – это про еду.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?
- В целом отношение положительное. Покупала курсы, как минимум 2 последних, которые я могу вспомнить это у Nioly, это по дизайну и “Менеджерята”, это как личный ассистент блогера, так скажем. До этого покупала марафоны, связанные со спортом и похудением, в принципе, покупаю всё то, что вызывает интерес и доверие. Доверие основывается либо на каких-то личным рекомендациях знакомых и друзей, либо после тщательного изучения отзывов клиентов. Про покупки, я скорее, точнее мало доверяю онлайн покупкам вещей, когда идёт 100 процентная предоплата, а потом идёт доставка, потому что были неудачные кейсы и сталкиваться с этим не хотелось бы. Поэтому я могу совершить покупку онлайн, либо забронировать, либо частично оплатить и допустим забрать самовывозом, по крайней мере, так мне комфортнее будет, если я приеду, убежусь в том, что я смогу сама забрать товар без проблем. Либо это должен быть формат, как у Lamoda, когда тебе привозят, ты смотришь, а потом

принимаете решение. А вот именно с предоплатой – я этому не доверяю. Очень смущает, когда отзывы без ников, хотя я понимаю, что не все хотят, чтобы показывали их лицо и ник, но получается, что я не смогу спросить о мнении покупателя, получается, что информация обезличена, кто покупал, кто продавал.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Да, либо также курсы, например, по саморазвитию, либо это одежда, в основном шоурумы.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Отзывы, рекомендации друзей. Но тут и интуиция тоже присутствует, ты либо веришь, либо нет. Плюс есть вещи, когда ты смотришь на них и они вызывают подозрение и недоверие к продавцу. Просто по каким-то личным наблюдениям. Может оттолкнуть, когда ты начинаешь общение с продавцом непосредственно, и он начинает странно себя вести, например, когда спрашиваешь про гарантию, а человек начинает уходить от ответа и странные ответы писать, то я сразу прощаюсь с таким человеком. Максимальная открытость продавца и обратная связь вызывает доверие всё-таки. Когда ещё человек может пойти на уступки, например, не когда 100 процентная предоплата, а когда можете договориться 50 на 50 при получении.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Курс по дизайну у Nioly. Я до этого у неё уже проходила курс, это был личный опыт, я поняла, что та информация, которую она даёт, она действительно стоит своих денег, ты действительно там получаешь необходимую информацию, что в дальнейшем самой можно было эту информацию монетизировать. Плюс, я считаю, что такими блогерами с миллионными аудиториями просто так не становятся. То есть люди либо доверяют, либо не доверяют. Только если, конечно, это не накрученные боты.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт,

интервью, кулинария, обзоры, лекции/образование, техника)
 - Путешествия, кстати, мне кажется, что сейчас актуальная покупка – это покупка туров в Instagram*, потому что это молодёжный формат и он соответствует платформе, на которой продвигается, и по кейсу своих знакомых – это довольно здорово, я бы тоже поехала. Ну и в принципе, я подписана на блогеров, которые дают какую-то нестандартную информацию, какие-то локальные места для путешествий. Наверное, блогеры, которые освещают аспекты психологии, это больше для личного, чтобы применить практики, медитации. В принципе, мне интересно наблюдать за личностями, которые строят себя сами, это вдохновляет и мотивирует.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- В своей ленте я читаю всё, на что подписана. А если касемо рекомендованного, то изначально меня привлекает эстетика. Фотография меня, конечно, цепляет. Иногда бывают, что пишут тему поста на самом фото, но всё-таки эстетичные фото цепляют больше. Не зависит от того про путешествия ли этот блог и там красивый пост с видом, либо это про спорт с постом, где красивое тело. Эстетика – главное.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Замечаю, отношусь нейтрально, потому что сама могу иногда по этой рекламе зайти, если меня это заинтересует и даже подписаться. А если меня это не интересует, то и ладно, просто пройду мимо. Плюс, я понимаю, что это момент заработка. Тем более последнее время блогеры стали делать пометки ads, поэтому сразу понимаешь, что будет реклама, поэтому если ты сейчас не в настроении смотреть рекламу, то просто можешь пролистнуть и смотреть блогера дальше – это удобно. Мне нравится, когда делают пометку ads, потому что часто бывает такая история, что блогеры снимают лайф, то

есть идёт какая-то история, а тут вдруг перерыв на рекламу, то есть нет никакой связи между лайфом и рекламой. А когда ты видишь пометку, то понимаешь, что это просто запланирована реклама на этот день и время, хотя бы понятно, что не надо напрягаться на связке рекламы и предыдущего контента.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность) - Подписана. Инфлюенсеры для меня это те люди, которые оказывают какое-либо влияние на аудиторию, которая на них подписана. Что касается количества подписчиков, я не могу об этом судить, потому что это зависит от многих факторов, например, от того, что человек может быть инфлюенсером на маленькую аудиторию только из-за того, что он начал недавно развиваться. Допустим у него есть огромная аудитория оффлайн, если он проводит какие-то лекции, например, а какую-то платформу он начал осваивать совсем недавно. Для меня количество подписчиков – это не принципиальный критерий в понятии инфлюенсеров. Мне кажется, что каждый человек подписывается на кого-либо по своему личного отклику, например, это была его проблема или личный опыт, который близок с человеком, на которого он подписался. Либо это допустим блогер, который даёт курсы и рекомендации, которые могут закрыть боль. То есть по нужде.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему? - Нет.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Последние разы это были шоурумы. Когда блогеры именно в постах отмечали приобретённую одежду. Последний раз я ездила именно шоурум физически после того, как перешла на рекомендуемый профиль. Мне

понравилась одежда, я съездила, померила и приобрела. Иногда я подписываюсь на блогеров по рекомендации других блогеров, иногда сама нахожу и подписываюсь. Иногда бывало, что подписывалась, а потом понимала, что мне они не откликаются.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали) - Наверное, если это какая-то вещь, например, гуаша, тогда это наличие эффекта до и после, то есть результат пользования этим продуктом. Если это шоурумы с одеждой, то естественно, это определённый стиль, какие это вещи, потому что у всех свои вкусы. Естественно, я ещё смотрю на цены, чтобы я понимала, что я могу себе это позволить. Если это услуги, курсы, то это отзывы, чтобы там был краткий кейс, как это помогло человеку, результаты до и после, если это спорт курс. Кстати, я никогда не обращаю внимание, когда блогер в своём кейсе говорит, что обучаемый смог заработать от нуля до 100.000 руб условно, потому что мне кажется, что это основано на стремлении и желании человека что-либо делать. Это скорее показатель того, что после прохождения курса человек смог найти себе клиента с учётом приобретённых знаний.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы) - Наверное, опять же какое-то личное отношение, смотрю в первую очередь, приятен ли человек или нет. Не нравится, когда слишком много пафоса в подаче, когда хвастовство, слишком много я. Поведение человека в блоге.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему? - Про доверие, наверное, так же, потому что я сначала досконально изучаю вопрос касательно процесса покупки, потом делаю выводы. А таргетированная реклама иногда очень даже полезна, потому что много что-то долго и

усердно искать, а потом в определённый момент нужная реклама сама появиться. У меня так часто бывает с поиском подарков, например, я когда-то так искала украшения в качестве подарка.

The 6th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Tatiana, I am 33 years old.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- Graduated from Moscow Pedagogical State University, studied to be a preschool speech pathologist, a speech therapist teacher. She also underwent retraining in the specialty management in education.

3. Do you work, by whom?

- She worked at a school in the Moscow region and then went to work in Moscow, where she worked as a teacher of fine arts and an organizer teacher. She left for Moscow to work as a leading specialist of the organizational and information department of the Moscow Regional Organization of the Trade Union of Workers of Public Education and Science of the Russian Federation.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- I use Telegram, WhatsApp, but Telegram more often. And I rarely visit VKontakte. I use Instagram* most often, now using a vpn. This network has no analogue, so I like it and I use it.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- Instagram* for interacting with your friends, observing their lives to keep up to date. I also really like to cook, I'm fond of food stylistics. I plan to develop my blog despite the limitations of Instagram*. Because it is necessary to act here and now.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- It has become a little more difficult to log in to Instargam* with a vpn – it's annoying. I unsubscribed from many, because people who broadcast information that is unpleasant to me, which burdens my life – I unsubscribed from them, it was a lot of people. I started to go to Instagram* less, but not too much, because I'm interested in feedback on my posts. But I started flipping through the tape less. I also watch stories only for the first few people. Personally, I publish stories daily.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Wildberries most often, a little on Ozon. Sometimes I also make orders on the websites of brands directly.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- Yes, through Instagram* more than once. For example, I often buy a course on makeup, a marathon on slimness – sometimes through advertising, trainings and master classes on psychology, a course on femininity, a course on food photography (I found the girls myself, who then launched a course on food photography), wooden dishes. It seems to me that it is much more convenient to buy through Instagram* than to visit the site, it seems to facilitate the purchase process. At first I was suspicious, because there was a 100 percent prepayment, and then I thought whether my plates would reach or not. I also bought dishes from ceramists. I also bought cosmetics, posters on the wall, calendars. I didn't order clothes via Instagram*, because due to the peculiarities of my figure, it's easier for me to come to the store and try on so that it fits exactly. It's not very convenient when there is a huge selection of clothes in social networks, it's more convenient for me when there is a limited selection in the store.

3. Do you know if your environment buys goods/services through social networks?

- They buy jewelry. As a rule, girls with a standard figure buy clothes.

4. What influences your choice and decision-making in general?

- Interaction with the manager is very important, if he has communication, then this is a huge plus. The ability to answer all my questions, an individual approach, and not just a desire to sell me a thing. I myself will come for the thing if I need it and liked it, and then it's interaction with the manager. And the thing should fit me perfectly. The price is also important, of course. Sometimes I read reviews, because sometimes I don't agree with him, as many people, so many opinions, so I don't rely on them 100 percent. It happened that the reviews were not very positive, but I liked the thing in the end. Instagram* reviews are not an indicator for me, because if I like a thing, then I take it, that's all. I can sometimes take a thing through the recommendations of acquaintances and friends whom I trust – I will come and will not check the person before buying.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- Wooden dishes. I've wanted it for a long time and just accidentally stumbled upon this profile, because a year ago I still wanted to order it, but then I didn't do it because I was leaving for New York

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Most subscriptions related to fashion. Although it's so interesting that I've never bought clothes through Instagram*. But it happened that, having found a showroom on Instagram*, I came physically to the store. I am also subscribed to food stylist and food photographers, because I took courses, I have many friends in this field. I'm subscribed to ceramists, to guys who make wooden dishes. For jewelry. A few more psychological pages. More about funny animals. Also for photographers who take aesthetic photos, porters. There are bloggers that I like from a visual point of view, and this is most often about interior design. On cooking blogs with recipes.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- I don't like big texts under posts, I don't have much time. That's why I like public posts about psychology, where they write one phrase against the background. That is, the phrase in the photo catches me, and then I already read the post. I also like phrases with messages for the day from the universe. I am attracted to cute animals, especially dogs. Beautiful and aesthetic photos. I went to a food stylist and photographer, because I didn't have the skill to take pictures, and I really like to cook. It is very important to me that there is an aesthetic photo. I will also be hooked by beautiful dresses, beautiful food, interesting recipes, psychology.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I always see that this is an advertisement, it is very readable. I react calmly, because I understand that this is their job and earnings. It's more honest when bloggers say that it's advertising now, because they want revelation, because even without marking it, it's clear that it's advertising. I have more respect for those who openly talk about advertising.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- I don't know who they are. But after your explanation, I realized that I was subscribed to such – they broadcast a lot of information, most often it is a narrow topic. When I took a course on the feminine principle, I was subscribed to just such a blogger and it needs exactly as much as you need to work on this topic. When I worked, I unsubscribed. At the time of subscription, I trusted this person very much, but now it is irrelevant to me, there is no need.

5. Does your trust in a blogger who advertises something change? How and why?

- I think not. I can't remember a vivid example, although I can – this was the case with the makeup course. This girl started advertising, but she started advertising cosmetics

only proven. When I took her course, she later released the course due to the fact that foreign cosmetics will now stop being imported, I bought this guide right away, because I trust her and I knew that I would like it and I liked it. Trust arose after I completed the course.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- I often switch to recommended content and sometimes even buy if it suits me and I need it. For example, I had it with butter. I ordered on the recommendation and I really liked it. But I probably won't buy on the recommendation of the blogger I just subscribed to, because trust hasn't formed yet. I also bought cosmetics from America, because we don't have these products. That was 1 year ago. I also bought makeup brushes. I bought the dishes on the recommendation of teachers who teach a course on food styling – they provided us with a checklist with a list of accounts where you can buy what you need.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post /story, size of the advertised brand, content with the product / service of the brand, aesthetics of the advertising post / story, the blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service about which you already heard)

- Expert experience. Going back to the basics, if I don't like a person, then I won't subscribe to him and buy accordingly. Also, the presentation of information, the ability to convince, recommendations, so that the person himself gets high from his product. His confidence in his choice and my trust in him.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- It is important to me that a person is open, that a person is natural, because it is transmitted through the screen. So that a person is easy and makes contact with the viewer, customers. Without pathos. Client-oriented. I want the question to be answered, especially when a blogger advertises, he must answer questions about the product.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- I didn't buy anything. Probably switched only to cooking blogs with recipes. Why I don't trust, because these are accounts, I don't know, and this advertisement must be of very high quality and with a beautiful and aesthetic photo for me to switch. When I launched targeted advertising, I posted the most beautiful photo and I think that everyone should do so.

The 6th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Меня зовут Татьяна, мне 33 года.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

- Закончила Московский педагогический государственный университет, училась на дошкольного дефектолога, учителя логопеда. Также прошла переподготовку по специальности менеджмент в образовании.

3. Работаете ли Вы, кем?

- Работала в школе в Московской области и после ушла работать в Москву, где работала учителем изобразительного искусства и педагогом организатором. В Москву ушла работать ведущим специалистом организационно-информационного отдела Московской областной организации профсоюза работников народного образования науки Российской Федерации.

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

- Я пользуюсь Telegram, WhatsApp, но Telegram чаще. И ВКонтакте я бываю редко. Чаще всего пользуюсь Instagram*, сейчас используя vpn. Аналога нет у этой сети, поэтому она мне нравится и я ею пользуюсь.

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

- Instagram* для взаимодействия со своими друзьями, наблюдения за их жизнью, чтобы быть в курсе. Ещё я очень люблю готовить, я увлекаюсь фуд стилистикой. Я планирую развивать свой блог, несмотря на ограничения Instagram*. Потому что действовать надо здесь и сейчас.

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его использовании? Время? Испытываете ли вы трудности при

использовании? Начали ли вы использовать другие социальные сети?
 - Стало чуть сложнее заходить с vpn в Instagram – это напрягает. Я от многих отписалась, потому что люди, которые транслировали информацию, которая неприятна мне, которая отягощает мою жизнь – я от них отписалась, это было очень много людей. Я стала меньше заходить в Instagram*, но не слишком, потому что мне интересна обратная связь на мои посты. Но ленту я стала листать меньше. Сторис я тоже смотрю только несколько первых человек. Лично я сторис публикую ежедневно.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?
 - Wildberries чаще всего, немного на Ozon. Ещё иногда делаю заказы на сайтах непосредственно брендов.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Да, через Instagram* не раз. Например, курс по макияжу, марафон по стройности часто покупаю – через рекламу иногда, тренинги и мастер-классы на тему психологии, курс по женственности, курс фуд фотографии (нашла сама девушек, которые потом курс по фуд фотографии запустили), деревянную посуду. Мне кажется, через Instagram* покупать гораздо удобнее, нежели заходить на сайт, это как будто облегчает процесс покупки. Сначала я относилась с недоверием, потому что была 100 процентная предоплата, и потом я думала дойдут ли мои тарелки или нет. Я ещё покупала посуду у керамистов. Покупала ещё косметику, постеры на стену, календари. Одежду через Instagram* не заказывала, потому что из-за особенностей моей фигуры, мне легче прийти в магазин и померить, чтобы точно подошло. Ещё не очень удобно, когда в соц сетях огромный выбор одежды, мне удобнее, когда в магазине ограниченный выбор.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Покупают украшения. Как правило девочки со стандартной фигурой покупают одежду.

4. Что вообще влияет на Ваш выбор и на принятие решения?
- Очень важно взаимодействие с менеджером, если он располагает общением, то это огромный плюс. Умение ответить на все мои вопросы, индивидуальный подход, а не просто желание всучить мне вещь. Сама я приду за вещью, если она мне нужна и понравилась, а дальше это взаимодействие с менеджером. И вещь должна мне идеально подходить. Важна ещё цена безусловно. Иногда читаю отзывы, потому что я иногда не согласна с ним, сколько людей, столько и мнений, поэтому не полагаюсь на них на 100 процентов. Бывало, что отзывы были не очень положительные, а вещь мне в итоге нравилась. Отзывы в Instagram* для меня не показатель, потому что, если мне вещь нравится, то я её беру, вот и всё. Я иногда могу взять вещь через рекомендации знакомых и друзей, которым я доверяю – я приду и не буду проверять человека перед покупкой.
5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)
- Деревянную посуду. Я давно её хотела и просто случайно на этот профиль наткнулась, потому что год назад ещё хотела заказать, но тогда этого не сделала, потому что уезжала в Нью-Йорк

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)
- Больше всего подписок связанных с модой. Хотя так интересно, что я ни разу не покупала одежду через Instagram*. Но бывало, что, найдя шоурум в Instagram*, я приезжала физически в магазин. Ещё я подписана на фуд стилистом и фуд фотографов, потому что я проходила курсы, у меня много друзей в этой сфере. На керамистов подписана, на ребят, которые делают деревянную посуду. На украшения. Ещё на несколько психологических страниц. Ещё про смешных животных. Ещё на фотографов, которые делают эстетичные фото, портеры. Есть блогеры, которые мне нравятся с точки зрения визуала и это чаще всего про дизайн интерьера. На кулинарные блоги с рецептами.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- Я не люблю большие тексты под постами, у меня нет много времени. Поэтому мне нравятся паблики про психологию, где пишут одну фразу на фоне. То есть фраза на фото меня цепляет, а потом я уже читаю пост. Ещё мне нравятся с фразами, где послания на день от Вселенной. Меня привлекают милые животные, особенно собаки. Красивые и эстетичные фотографии. Я же пошла на фуд стилиста и фотографа, потому что у меня не было навыка фотографировать, а готовить я очень люблю. Мне очень важно, чтобы была эстетичная фотография. Меня зацепит ещё красивые платья, красивая еда, интересные рецепты, психология.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Я всегда вижу, что это реклама, это очень читается. Я спокойно реагирую, потому что я понимаю, что это их работа и заработок. Честнее, когда блогеры говорят, что сейчас реклама, потому что хочется откровения, потому что и без пометки это понятно, что это реклама. У меня больше уважения к тем, кто открыто говорит о рекламе.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)

- Не знаю, кто это такие. Но после твоего объяснения, я поняла вроде, была подписана на таких – они транслировали очень много информации, чаще всего это узкая тематика. Я когда проходила курс по женскому началу, я была подписана именно на такого блогера и это нужно ровно на столько, на сколько тебе нужно проработать эту тему. Когда я проработала, я

отписалась. На момент подписки я очень доверяла этому человеку, а сейчас мне это неактуально, нет потребности.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Я думаю нет. Не могу вспомнить яркий пример, хотя могу – так было с курсом по макияжу. Эта девушка начала рекламировать, но она начала рекламировать косметику только проверенную. Когда я прошла её курс, она спустя время выпустила курс в связи с тем, что зарубежную косметику сейчас перестанут ввозить, я купила этот гайд сразу же, потому что я ей доверяю и я знала, что мне понравится и мне понравилось. Доверие возникло после, того как прошла курс.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Я часто перехожу на рекомендуемый контент и иногда даже покупаю, если мне это подходит и мне это нужно. Например, у меня так было с маслом. Я заказала по рекомендации и мне очень понравилось. Но я скорее всего не куплю по рекомендации блогера, на которого только что подписалась, потому что ещё не сформировалось доверие. Ещё я так купила косметику из Америки, потому что у нас этой продукции нет. Это было 1 год назад. Также я купила кисти для макияжа. Посуду я купила по рекомендации преподавателей, которые веди курс по фуд стайлингу – они нам предоставили чек лист, где список аккаунтов, где можно купить необходимое.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

- Опыт экспертов. Возвращаясь к истокам, если мне не симпатичен человек,

то я не буду на него подписываться и соответственно покупать. Ещё подача информации, умение убедить, рекомендации, чтобы человек сам кайфовал от своего продукта. Его уверенность в его выборе и моё доверие к нему.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)
- Мне важно, чтобы человек был открыт, чтобы человек был естественен, потому что через экран это передаётся. Чтобы человек был лёгкий и шёл на контакт со зрителем, клиентами. Без пафоса. Клиентоориентированный. Хочется, чтобы на вопрос отвечали, особенно, когда блогер рекламирует, он должен отвечать на вопросы про продукт.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?
- Ничего не покупала. Наверное, переходила только на кулинарные блоги с рецептами. Почему не доверяю, потому что это незнакомые мне аккаунты, и эта реклама должна быть очень качественная и с красивой и эстетичной фотографией, чтобы я перешла. Я когда запускала таргетированную рекламу, я выкладывала самую красивую фотографию и считаю, что все должны так делать.

The 7th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- I am 19 years old, I am from Tatarstan, Naberezhnye Chelny.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- I am studying international relations at St. Petersburg State University.

3. Do you work, by whom?

- No.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- TikTok, VKontakte, Instagram*, Telegram.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- TikTok is just for fun, VKontakte is just for studying, Instagram* is for flipping through the feed, watching videos and chatting too, Telegram is also for studying.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- I started using Instagram* less, because I constantly have to turn on the vpn and, as it seems to me, it absorbs traffic very much, it turns out that then the Internet does not work well, so I probably sit there 1 time a day.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Widberries, shops with Korean cosmetics, marketplaces sometimes.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I bought a course on money thinking, ordered clothes through a showroom. And I will say that it is very convenient to order, because it saves time and you don't have to go to the store every time. I buy without recommendations, if I need something, I just take it and buy it.

3. Do you know if your environment buys goods/services through social networks?

- They buy, but not often. They often go and look for cheaper places.

4. What influences your choice and decision-making in general?

- Quality, informativeness, sometimes price.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- A course on money thinking (AB.Money), I wanted to buy for a long time and was waiting for sales. I bought it for pumping myself, for development and possibly for work.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Fashion, travel, self-care. I also like the blog about stories, about life. More sports.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- I like publications where there is a title in the picture, since it is immediately clear what it is about and I don't waste time to understand what the post is about.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I notice. Sometimes it happens that there are too many ads, and I don't watch the stories of bloggers, even unsubscribe from some. A person can advertise, but sometimes it happens too much. If there were one advertisement every day or every other day, it would be fine.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- As far as I understand, influencers are those who earn through the Internet? But if a person likes it, then let him talk and blog, and if he even has a lot of subscribers, then it's even good. I think there should be at least 10,000 subscribers. I think I follow the influencers when he's just starting out, when he's still good. It's just that over time, when they gain popularity, they become not very. For example, a novice influencer does not care about the opinion of others, he can do whatever he wants, and when he already has popularity, he begins to adjust so as not to lose the audience.

5. Does your trust in a blogger who advertises something change? How and why?

- No, it won't change.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- Once it was for sure that I switched to the recommended content and purchased. It was about tarot cards. I switched, I liked the girl herself, as she talked about it. I thought it was really cool. I wrote to this girl and asked about the course, the girl answered me very quickly, there was no need to wait. So I took this course.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post/story, size of the advertised brand, content with the brand product/service, aesthetics of the advertising post/story, the blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service you are talking about already heard)

- Reviews, quality.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- Trust is when a person shows that he can be imperfect, for example, Nastya Ivleeva, when she tells and shows what she does and does not succeed. But, for example, ticktockers show only an ideal life.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- There was such a thing that I even bought something. I even trust the targeted one more, because sometimes it happens that you search for something for a very long time and can't find it, and then it gets caught in advertising.

The 7th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя
 1. Расскажите о себе. Сколько Вам лет? Откуда Вы?
- Мне 19 лет, я из Татарстана, Набережные Челны.
 2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?
- Учусь в СПбГУ на международные отношения.
 3. Работаете ли Вы, кем?
- Нет.

2. Предпочтения в отношении пользования соц сетями
 1. Какими социальными сетями вы пользуетесь? Какими чаще всего?
- TikTok, ВКонтакте, Instagram*, Telegram.
 2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?
- TikTok это просто развлечься, ВКонтакте только для учёбы, Instagram*, чтобы пролистать ленту, посмотреть видео и пообщаться тоже, Telegram тоже для учёбы.
 3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его использовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?
- Я стала меньше пользоваться Instagram*, потому что постоянно приходится включать vpn и как мне кажется, очень сильно поглощает трафик, получается так, что потом интернет плохо работает, поэтому я сижу там, наверное, 1 раз в день.

3. Покупки через соц сети
 1. На каких платформах вы чаще всего производите онлайн покупки?
- Wildberries, магазины с корейской косметикой, маркетплейсы иногда.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Купила курс по денежному мышлению, заказывала одежду через шоуруму. И скажу, что это очень удобно заказывать, потому что это экономит время и не надо идти в магазин каждый раз. Покупаю без рекомендаций, если мне что-то надо, просто беру и покупаю.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Покупают, но не часто. Чаще ходят и ищут, где подешевле.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Качество, информативность, иногда цена.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Курс по денежному мышлению (АВ.Мoney), хотела купить давно и ждала продаж. Купила для прокачки себя, для развития и возможно для работы.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)

- Мода, путешествия, уход за собой. Ещё нравится блога про рассказы, про жизнь. Ещё спорт.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- Мне нравятся публикации, где на картинке есть заголовок, так как сразу понятно о чём речь и я не трачу время, чтобы понять, о чём пост.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Замечаю. Иногда бывает, что рекламы слишком много, и я не смотрю

истории блогеров, даже отписываюсь от некоторых. Человек может рекламировать, но иногда бывает чересчур много. Если бы каждый день или через день по одной рекламе, то было бы нормально.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)
 - Насколько я понимаю, инфлюенсеры – это те, кто зарабатывают через интернет? Но если человеку нравится, то пусть рассказывает и ведёт блог, и если у него даже много подписчиков, то это даже хорошо. Думаю, что должно быть от 10.000 подписчиков. Мне кажется, я слежу за инфлюенсерами, когда он только начинает, когда он ещё хороший. Просто со временем, когда они набирают популярность, становятся не очень. Вот, например, начинающему инфлюенсеру всё равно на мнение окружающих, он может делать всё захочет, а когда уже есть популярность, он начинает подстраиваться, чтобы не потерять аудиторию.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?
 - Нет, не поменяется.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Один раз точно было, что я перешла на рекомендуемый контент и приобрела. Там было про карты таро. Я перешла, мне понравилась сама девушка, как она про это рассказывала. Я подумала, что это очень даже классно. Написала этой девушке и спросила про курс, девушка мне очень быстро ответила, не надо было ждать. Вот и взяла этот курс.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой

бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)
- Отзывы, качество.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)
- Доверие – это когда человек показывает, что он может быть неидеальным, например, Настя Ивлеева, когда она рассказывает и показывает что у неё получается и не получается. А вот, например, тиктокеры показывают только идеальную жизнь.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?
- Было такое, что покупала даже что-то. Даже больше доверяю таргетированной, потому что иногда бывает, что что-то очень долго ищешь и не можешь найти, а потом это попадает в рекламу.

The 8th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Yana, I am 24 years old, I am from Tver. A few years ago she moved to Moscow.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- I graduated from the university with a bachelor's degree in production management. I didn't go to graduate school.

3. Do you work, by whom?

- By my profession, I am a PR man, that is, I promote brands in the media, in social networks, at events. At the moment I am out of work.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

Facebook Instagram*, Telegram, Messenger, WhatsApp. - I use Instagram*, Telegram, WhatsApp.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- I use Instagram* and Telegram most of all now. I like Instagram* because I, a person who loves a beautiful picture, visualization is important to me, that is, for me as an aesthete, I get endorphins there. Telegram – there are interesting channels with regard to marketing, PR. I'm also subscribed to job search channels right now, I'm constantly monitoring. There are also chats with people who correspond only in Telegram, and even when looking for work and at work itself, many prefer to correspond there. And there are channels of some bloggers that are interesting to read. And since it is convenient to transfer photos in a high-quality format there. Facebook, Messenger – for professionals,

for business, this is a B2B story, there are groups where they exchange useful contacts, declare themselves; that is, he is purely a worker, I am looking for vacancies there, purely for work. I was also looking for an apartment to rent there. WhatsApp – correspondence with friends and family. I downloaded TikTok, but I don't use it, I'm not interested in it and I don't use VKontakte, I can only go in need, for work.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- I downloaded VKontakte for work. I started using Telegram more. Here is especially with regard to vacancies: instead of hh.ru I go to Telegram first of all. Instagram* is not difficult for me, thanks to vpn, but it's sad that some people stopped logging in at all, and I was communicating with them on Instagram*.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Ozon, used to use Wildberries.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I also buy from bloggers, for example, a serum through an application from a fitness course. I also recently took a course in style. In the fall, I bought it by investment. That is, once a quarter I make such purchases. I also bought a weight loss marathon. I bought a course on motivation from Noily, which I liked, because there was a minimum of water and a maximum of information, but constant tension and a lot of homework did not like it a little. More “Instaprojector” at Mitroshina. And Margot Savchuk and Daniil have something on marketing. I also bought it a year ago for my career, it was very useful. I'm also thinking of buying a course on how to grow plants, I already even know from whom. I also bought a lubricant from PurPur. I also remembered that I bought a subscription to one Telegram channel, one blogger just writes very beautifully.

3. Do you know if your environment buys goods/services through social networks?

- My friends took a course in design, money thinking, photography, psychology, fitness marathons, SMM, “Managers” from Nioly, weight loss training, content manager.

4. What influences your choice and decision-making in general?

- For example, I bought a style course because I like the approach of the girl herself, who says that all the figures are beautiful, but if you want to correct something, then you can do it this way. And speaking in general, the first is the people you trust, the second is positive feedback, although not always. By the way, the girl I bought the marathon from has a very steep sales funnel: when buying a marathon, they give her cosmetics, and then you get hooked on it and already start buying separately.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- A course on style

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Lifestyle, how a person lives with a cool storyline. And the other is something that suits my interests, for example, style, fashion. Also, since I like an aesthetic picture, I subscribe to similar profiles with natural and real photos. Also subscribed to one psychologist. I like animals, of course. I also like publications that blog on Telegram. Subscribed to blogs about sex.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- Aesthetic photos are more attractive after all.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I notice, but sometimes. I unsubscribed from everyone who had intrusive advertising. It's annoying when people don't know how to sell and present. Their standard advertising schemes are very annoying when they post that it's as if subscribers are asking where this wonderful thing was bought. Everyone is already so used to this scheme, it has long outlived itself. But, for example, Mitroshina always makes advertising beautifully and interestingly. I like the straightforwardness when they say that there will be an advertisement now, and not when I make incomprehensible eyeliners. It can be seen in general when a person makes a sincere advertisement, and when he just reads and follows the script. For example, I don't really like Mezenova's advertising, somehow it doesn't work out very sincerely.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- If we move away from theory (opinion leaders, etc.), then these are people who were able to somehow show themselves, reveal their history, find their people, their audience. They broadcast their position of life, their life in general, than they were able to interest people. But they sincerely do it, because the falsity is visible. As for the number of subscribers, it's different, it seems to me that even if there are 500-1000 active subscribers, it already means something. Maybe even a hundred, but they are super active and listening. The main thing is that loyal relationships are built, because it is not the number of views in the story that is important, but the activity and interaction itself.

5. Does your trust in a blogger who advertises something change? How and why?

- Well, in general, I will treat it with understanding, because this is a way of earning money. Although again, it depends on the pitch, if he says honestly that now the advertisement and the advertisement itself are presented beautifully, then I will look with interest, maybe even switch to the recommended content. And when advertising is thrown like a bone, then of course it's terrible, I don't like that.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- Kristina Shelest had an advertisement for underwear. She just sold it to me. She shows and tells. I watch her ads really with pleasure. She doesn't take everything for advertising. She takes the goods to the test first. It was also the case with the hair serum. When Mitroshiny advertised caps, I went to the site, but in the end I didn't buy them because of the reviews.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post/story, size of the advertised brand, content with the brand product/service, aesthetics of the advertising post/story, the blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service you are talking about already heard)

- I generally switch to recommended content, because I treat such advertising as a trading shelf in a store – I watch what I'm interested in. For example, in a cosmetics store, a consultant can sell me something if I'm interested in it. And so I look at the reviews.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- The one who honestly and frankly shares his life situations, especially bad ones, is trustworthy – it shows that he is also a person, it brings him closer. I don't like it when a person doesn't say how things actually happen. I don't like the licked picture.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- I trust less, because some unknown brand just launched an advertisement on me.

The 8th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?
- Меня зовут Яна, мне 24 года, я из Твери. Несколько лет назад переехала в Москву.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончили/закончили? Почему Вы выбрали именно эту специальность?
- Я закончила университет по специальности производственный менеджмент – бакалавриат. В магистратуру я не ходила.

3. Работаете ли Вы, кем?
- По своей профессии я пиарщик, то есть я занимаюсь продвижением брендов в СМИ, в соц сетях, на мероприятиях. На данный момент я без работы.

2. Предпочтения в отношении использованием соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?
- Я пользуюсь Instagram*, Telegram, Facebook, Messenger, WhatsApp.

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?
- Больше всего пользуюсь сейчас Instagram*, Telegram. Instagram* мне нравится, потому что я, человек который любит красивую картинку, для меня важна визуализация, то есть там для меня как для эстета я получаю эндорфины. Telegram – там есть интересные каналы касаясь маркетинга, пиара. Ещё я сейчас подписана на каналы с поиском работы, постоянно отслеживаю. Ещё там есть чаты с людьми, которые переписываются только в Telegram, и даже при поиске работы и на самой работе многие предпочитают вести переписки именно там. И есть каналы некоторых блогеров, которые интересно читать. И так как там удобно передавать фотографии в качественном формате. Facebook, Messenger – для профессионалов, для бизнеса, это история B2B, там есть группы, где обмениваются полезными контактами, заявляют о себе; то есть он чисто

рабочий, ищу там вакансии, чисто по работе. Ещё я там искала себе квартиру для съёма. WhatsApp – переписки с друзьями и семьей. TikTok скачала, но не пользуюсь, мне это не интересно и ВКонтакте я не пользуюсь, могу зайти только по нужде, по работе.

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его пользовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?
 - Я скачала ВКонтакте для работы. Стала больше пользоваться Telegram. Вот особенно касаясь вакансий: вместо hh.ru я в первую очередь иду в Telegram. Сложностей с использованием Instagram* у меня нет, благодаря vpn, но грустно, что некоторые люди вообще перестали заходить, а я с ними именно общалась в Instagram*.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?
 - Ozon, раньше пользовалась Wildberries.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?
 - Ещё покупаю у блогеров, например, сыворотку через приложение от курса по фитнесу. Ещё взяла недавно курс по стилю. Осенью купила по инвестициям. То есть раз в квартал я делаю такие покупки. Покупала ещё марафон по похудению. У Noily покупала курс по мотивации, который понравился, потому что было минимум воды и максимум информации, но постоянное напряжение и куча домашних заданий это немного не понравилось. Ещё “Инстапрожектор” у Митрошиной. А ещё у Марго Савчук и Даниила что-то по маркетингу. Ещё купила год назад по карьере, очень было полезно. Ещё думаю купить курс по тому, как выращивать растения, уже даже знаю у кого. Купила ещё у PurPur лубрикант. Ещё вспомнила, что купила подписку на один канал в Telegram, одна блогерша просто очень красиво пишет.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Брали знакомые курс по дизайну, по денежному мышлению, по фотографии, по психологии, по фитнесу марафоны, по смм, “Менеджерыта” от Nioly, тренировки по похудению, контент-менеджер.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Например, курс по стилю я купила, потому что мне нравится подход самой девушки, которая говорит, что все фигуры прекрасны, но если вы хотите что-то скорректировать, то можно это сделать таким-то образом. А если говорить в общем, первое – это люди, к которым ты проникаешься доверием, второе – положительные отзывы, правда не всегда. Кстати, у той девушки, у которой я покупала марафон – очень крутая воронка продаж: при покупке марафона дарят её косметику, а потом ты на неё подсаживаешься и уже начинаешь покупать отдельно.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Курс по стилю

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)

- Лайфстаил, то как человек живёт с крутой сюжетной линией. А другое – это, то что соответствует моим интересам, например, стиль, мода. Ещё, так как мне нравится эстетичная картинка, то я подписываюсь на подобные профили с натуральными и настоящими фотографиями. Ещё подписана на одного психолога. Нравятся животные, конечно же. Ещё нравятся издания, которые ведут блог в Telegram. Подписана на блоги про секс.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- В большей степени привлекают эстетичные фотографии всё-таки.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает,

что это реклама?

- Замечаю, но иногда. У всех, у кого была навязчивая реклама, я отписалась. Раздражает, когда люди не умеют продавать и презентовать. Очень раздражают их стандартные схемы рекламы, когда они выкладывают, что как будто подписчики спрашивают, где же куплена эта замечательная вещь. К этой схеме уже все так привыкли, она давно себя изжила. А вот, например, Митрошина всегда красиво и интересно делает рекламу. Мне нравится прямолинейность, когда говорят, что сейчас будет реклама, а не когда делаю подводки непонятные. Видно в общем, когда человек делает искреннее рекламу, а когда просто читает и следует сценарию. Вот, например, у Мезеновой мне не очень нравится реклама, как-то не очень искренне получается.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность) - Если отойти от теории (лидеры мнения и тд), то это люди, которые смогли как-то себя показать, раскрыть свою историю, найти своих людей, свою аудиторию. Они транслируют свою позицию жизни, свою жизнь в целом, чем смогли заинтересовать людей. Но они искренне это делают, потому что фальшь видна. Что касемо количества подписчиков, то это по-разному, мне кажется, даже если есть 500-1000 активных подписчиков, то это уже что-то значит. Может даже сотня, но они супер активные и слушающие. Главное, что выстроены лояльные отношения, ведь важна не цифра просмотров в сторис, а сама активность и взаимодействие.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Ну в целом, я отнесусь с понимаем, потому что это способ заработка. Хотя опять же, это зависит от подачи, если он говорит честно, что сейчас реклама и сама реклама презентована красиво, то я с интересом посмотрю, может даже перейду на рекомендуемый контент. А когда рекламу бросают как кость, то это конечно ужас, я такое не люблю.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- У Кристины Шелест была реклама нижнего белья. Она просто продала мне. Она показывает и рассказывает. Я смотрю её рекламу действительно с удовольствием. Она не берёт на рекламу всё подряд. Она сначала берёт товары на тест. Ещё было так с сывороткой для волос. Когда Митрошины рекламировала кепки, я перешла на сайт, но в итоге не купила из-за отзывов.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

- Я в целом перехожу на рекомендуемый контент, потому что я отношусь к такой рекламе, как к торговой полке в магазине – я смотрю то, что мне интересно. Например, в магазине косметики консультант мне может что-то продать, если меня это заинтересует. А так смотрю, на отзывы.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)

- Вызывает доверие тот, кто делится честно и откровенно своими жизненными ситуациями, особенно плохими – это показывает, что он тоже человек, это сближает. Мне не нравится, когда человек не говорит то, как всё происходит на самом происходит. Не нравится вылизанная картинка.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?

- Доверяю меньше, потому что это какой-то незнакомый бренд просто запустил на меня рекламу.

The 9th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Sofya Khvostantseva, I am 24, I moved to Moscow from Solikamsk 6 years ago.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- Graduated with a bachelor's degree in project management. I am currently completing a master's degree in business psychology. And also in parallel I take other courses in psychology, gestalt.

3. Do you work, by whom?

- I work as a psychologist.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- Instagram* most often. Also Telegram, WhatsApp, VKontakte, Snapchat, Pinterest.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- I keep my blog about psychology on Instagram*, I watch the lives of friends and bloggers, I buy things and courses there. I rarely visit VKontakte, but due to recent events, I started my own community there. I use WhatsApp to communicate with friends and relatives. Telegram is for communicating with friends, there are also many useful channels, chats from courses, in general, it is very convenient to use. Snapchat to chat with friends to keep up to date with their lives. Pinterest is for inspiration and motivation of striving for the life I want.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- At first there were problems with connecting to Instagram*, views dropped a lot, now everything has almost recovered. I started using VKontakte more often, because I started my own community there. But to be honest, I don't like it. I also began to use Telegram more often – I run my channel there, I began to write posts there more often.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Ozon, Aliexpress, showrooms, I buy something through Instagram*.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- I buy quite a lot. For example, courses on money thinking, photography and visualization, psychology, clothes, jewelry, gifts to friends, mentoring to promote your blog.

3. Do you know if your environment buys goods/services through social networks?

- Yes, many people buy courses, clothes, jewelry, and certificates.

4. What influences your choice and decision-making in general?

- Necessity, that is, my need, quality is not important thing or course. And the price is secondary, because if I really need something, then I will get it anyway.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- The course on money thinking was influenced by the fact that I wanted it for a long time, and the girl who sold it motivates me very much with her life story and the knowledge she shares.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Lifestyle, psychology, as I myself work and develop in this field, fashion, style, travel. More funny videos, reels.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- Definitely aesthetic photos.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I notice advertising, I am quite neutral, because I understand that this is a way of earning money. But, for example, I respect when Mitroshina points out that this is advertising now, since it's more honest or something. I usually scroll through the ads, and here I can even watch and go. And of course, the presentation affects, because I love everything visually beautiful and pleasing to the eye – for me, advertising should be the same.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- Yes, these are those who influence people's opinions. I'm subscribed to them, quite a few, by the way. Because they share useful thoughts, tips, it's interesting to watch them, they motivate. As for the number of subscribers, I think it can be at least 1000 – it is important that the blogger tells how he shares it and what the audience's response is. After all, in fact, if he enthusiastically tells something, then many subscribers may be interested in it, which means he influences them through the presentation of his opinion.

5. Does your trust in a blogger who advertises something change? How and why?

- More likely no than yes. It probably depends on the pitch, how much it will be honestly and beautifully served.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- To be honest, I don't remember buying anything, but from time to time I switch to recommended content, because I'm just wondering what is being advertised. Again, if this topic or the scope of a product or service responds to me.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post/story, size of the advertised brand, content with the brand product/service, aesthetics of the advertising post/story, the blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service you are talking about already heard)

- Need, reviews, quality, price, recommendations of friends and acquaintances. And my trust.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- Most likely, the trust is caused by someone who honestly talks about himself and what is happening in life, I try to do so myself, so I appreciate the same thing in other bloggers. I don't like it when a person is not sincere, and the photos are licked.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- I trust less, since I am not familiar with the advertised brand. But sometimes I follow the link if I'm interested in the product area.

The 9th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Меня зовут Софья Хвостанцева, мне 24, я переехала в Москву из Соликамска 6 лет назад.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончили/закончили? Почему Вы выбрали именно эту специальность?

- Закончила бакалавриат по направлению проектный менеджмент. Сейчас заканчиваю магистратуру по направлению бизнес-психология. А так же параллельно прохожу другие курсы по психологии, гештальту.

3. Работаете ли Вы, кем?

- Работаю психологом.

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

- Instagram* чаще всего. Также Telegram, WhatsApp, ВКонтакте, Snapchat, Pinterest.

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

- В Instagram* я веду свой блог про психологию, наблюдаю за жизнью друзей и блогеров, покупаю там вещи, курсы. ВКонтakte захожу редко, но в связи с последними событиями я там завела своё сообщество. WhatsApp использую для общения с друзьями и родственниками. Telegram для общения с друзьями, также там много полезных каналов, чаты с курсов, в целом очень удобно для пользования. Snapchat для общения с друзьями, чтобы быть в курсе их жизни. Pinterest для вдохновения и мотивации стремления к той жизни, к которой я хочу.

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его использовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?

- Сначала были проблемы с подсоединением к Instagram*, сильно упали просмотры, сейчас всё уже практически восстановилось. ВКонтakte начала использовать чаще, так как завела там своё сообщество. Но если честно, мне не нравится. Ещё стала Telegram чаще использовать – я там веду свой канал, стала туда чаще писать посты.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?

- Ozon, Aliexpress, шоурумы, что-то покупаю через Instagram*.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?

- Покупаю достаточно много. Например, курсы по денежному мышлению, по фотографии и визуализации, психологии, одежду, украшения, подарки подругам, менторство по продвижению своего блога.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Да, многие покупаю и курсы, и одежду, и украшения, и сертификаты.

4. Что вообще влияет на Ваш выбор и на принятие решения?

- Необходимость, то есть моя потребность, качество не важно вещь это или курс. А цена – это второстепенно, так как если мне что-то действительно надо, то я это в любом случае приобрету.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)

- Курс по денежному мышлению, повлияло то, что я давно его хотела, да и девушка, которая его продавала очень сильно мотивирует своей историей жизни и знаниями, которыми она делится.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)

- Лайфстайл, психология, так как я сама в этой сфере работаю и развиваюсь, мода, стиль, путешествия. Ещё всякие смешные видео, reels.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)

- Однозначно эстетичные фотографии.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Замечаю рекламу, отношусь достаточно нейтрально, потому что понимаю, что это способ заработка. Но, например, уважаю, когда Митрошина указывает, что это сейчас реклама, так как это честнее что-ли. Обычно я пролистываю рекламу, а тут даже могу посмотреть и перейти. Ну и конечно же влияет подача, поскольку я люблю всё визуально красивое и приятное глазу – для меня и реклама должна быть такой же.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)

- Да, это те, кто влияет на мнение людей. Я подписана на них, на достаточно многих, кстати. Потому что они делятся полезными мыслями, советами, за ними интересно наблюдать, они мотивируют. Что касемо количества подписчиков, то я считаю, что это может быть хоть 1000 – важно то, что блогер рассказывает, как он этим делится и каков оклик аудитории. Ведь по сути, если он с энтузиазмом что-то рассказывает, то многих подписчиков это может заинтересовать, а значит он влияет на них через презентацию своего мнения.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Скорее нет, чем да. Зависит, наверное, от подачи, на сколько это будет честно и красиво подано.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Если честно не помню, чтобы я что-то покупала, но время от времени перехожу на рекомендуемый контент, так как просто интересно, что рекламируют. Опять же, если эта тема или сфера продукта или услуги мне откликается.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)

- Потребность, отзывы, качество, цена, рекомендации друзей и знакомых. И моё доверие.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)

- Скорее всего доверие вызывает тот, кто честно рассказывает о себе и происходящем в жизни, я сама так стараюсь делать, поэтому то же самое и ценю в других блогерах. Не люблю, когда человек не искренний, а фотографии вылизаны.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?

- Доверяю меньше, так как я не знакома с рекламируемым брендом. Но иногда перехожу по ссылке, если мне интересна сфера продукта.

The 10th transcript of an in-depth interview in English

1. Introductory part. About me. Consumer Features

1. Tell us about yourself. how old are you? where are you from?

- My name is Albina, I am 18 years old, I am from St. Petersburg.

2. What kind of education do you have? What specialty are you studying/have you studied? When did you enter the university and when will you finish it? Why did you choose this particular specialty?

- I'm graduating from high school this year.

3. Do you work, by whom?

- I work as a targetologist, web designer. I've been recording podcasts lately.

2. Preferences regarding the use of social networks

1. What social networks do you use? What are the most common?

- Most often, definitely Instagram*. Telegram, VKontakte, WhatsApp.

2. Tell us what you usually do in each of the social networks you use? Why are networks for you at all?

- Instagram* and VKontakte are for me most often for work. But I also post my content on Instagram*, follow my friends, bloggers. Telegram for communication with clients, friends. WhatsApp for communication mainly with relatives.

3. Has your use of social networks changed after the court decision (that Meta became an extremist organization) of March 21, 2022? What exactly has changed in its use? Time? Are you having difficulty using it? Have you started using other social networks?

- Yes, the scope of my work has changed quite dramatically, since targeting on Instagram* is no longer available, I have refocused on targeting on VKontakte. I also went to study web design in order to create websites and mainly do this in the future.

3. Purchases via social networks

1. On which platforms do you most often make online purchases?

- Ozon, Wildberries, AliExpress. From food it is a Scooter. Sometimes I buy things on websites, in showrooms. I also shop through Instagram*.

2. How do you feel about buying goods/services through social networks? Have you bought something? Tell us about your experience. Was the purchase purchased on recommendation? If so, who?

- These are mainly courses and mentoring. For example, I bought a course on web design, mentoring on recording podcasts, as well as other small courses on self-development. Sometimes I also buy clothes that I find on Instagram*.

3. Do you know if your environment buys goods/services through social networks?

- Yes, I also buy many courses, for example, on self-development or on pumping professionally, also some things sometimes.

4. What influences your choice and decision-making in general?

- How much I need this or that at this moment, quality, price, recommendations.

5. What was the last thing you bought through the social network? (What influenced the choice?)

- It was mentoring on recording podcasts. Since I didn't know how to do it at all, and I really want to host a podcast, I decided to buy mentoring on this topic in order to release my podcast.

4. Attitude to influencers

1. What topics of personal pages/channels/blogs are you most interested in? (lifestyle, beauty and health, fashion, travel, sports, interviews, cooking, reviews, lectures/education, technology)

- Lifestyle, beauty, travel, web design. Probably, this is the main thing.

2. Which publications attract your attention the most? (aesthetic, funny, affecting social issues, confession publications, shocking/cruel)

- Aesthetic for the most part.

3. Do you often notice ads in the profiles of bloggers you subscribe to? How do you feel about when you see ads from a blogger in stories? And in the post? What emotions are you experiencing? What is your attitude and what emotions do you feel when a blogger, advertising something, indicates that it is advertising?

- I notice it from time to time. I am generally neutral, because I understand that this is a way of earning money. But I'm more impressed when bloggers use the ads mark, because it's somehow more honest in front of subscribers or something. I like the openness and honesty of bloggers, probably, this causes further trust.

4. Do you know who the influencers are? Are you subscribed to them? If so, how many subscribers do they have? For what purpose are you following them? And what can predispose you to start following them? (interesting topic, personality, content, popularity, appearance, confidence, character, personal views, sincerity)

- Yes, I know, and yes, of course, it is signed. Because I'm interested in following their lives, plus the blog topic responds to me. And in general, they are very motivating and inspiring, especially when they share failures, at such moments you realize that you are not alone with such a problem.

5. Does your trust in a blogger who advertises something change? How and why?

- No, the main thing is that it should be in the blog topic, so that it can be seen that the blogger himself is interested in this.

6. Describe the situations in which you switched to the recommended content. (the situation /context channel, the search time before that, the main purpose of the search, what the blogger/target offers, etc.). Have you purchased the recommended one?

- Once I found a showroom where I ordered a dress. I was just flipping through the page and found a dress that I just needed to buy for my birthday, so I ordered it.

7. What influences the purchase of a product/service recommended by a blogger? (number of subscribers, expertise and authority, proximity in interests and worldview, relevance of content, informativeness of the advertised post/story, size of the advertised brand, content with the brand product/service, aesthetics of the advertising post/story, the

blogger showed his positive experience of using the advertised product/service, the blogger showed the product / service you are talking about already heard)

- Price, presentation of a product or service, because if the advertising itself is not very good, then I will not switch to the recommended content. Reviews are still important to me.

8. Which blogger do you trust? And what kind of rejection? (blog topic, number of subscribers and subscriptions, availability of advertising)

- Someone who is sincere, who shows a different range of emotions, not just positive ones, that an unrealistic picture of an ideal life develops. The one who interacts with subscribers, for example, responds to them, puts some reactions, it feels like he is getting closer.

9. How do you respond to targeted advertising? Do you trust her more than a blogger's advertising or less? Why?

- Well, since I'm doing it, it's a little difficult for me to answer this question from a philistine point of view. But sometimes, I used to click on such ads because of interest.

The 10th transcript of an in-depth interview in Russian

1. Вводная часть. О себе. Особенности потребителя

1. Расскажите о себе. Сколько Вам лет? Откуда Вы?

- Меня зовут Альбина, мне 18 лет, я из Санкт-Петербурга.

2. Какое у Вас образование? На какой специальности Вы учитесь/учились? Когда вы поступили в ВУЗ и когда его закончите/закончили? Почему Вы выбрали именно эту специальность?

- В этом году я заканчиваю школу.

3. Работаете ли Вы, кем?

- Работаю таргетологом, веб-дизайнером. Последнее время записываю подкасты.

2. Предпочтения в отношении пользования соц сетями

1. Какими социальными сетями вы пользуетесь? Какими чаще всего?

- Чаще всего безусловно Instagram*. Telegram, ВКонтакте, WhatsApp.

2. Расскажите, что вы обычно делаете в каждой из используемых соц сетях? Зачем вообще сети для вас?

- Instagram* и ВКонтакте это для меня чаще всего для работы. Но в Instagram* я также выкладываю свой контент, слежу за друзьями, блогерами. Telegram для общения с клиентами, друзьями. WhatsApp для общения в основном с родственниками.

3. Изменилось ли ваше использование соц сетей после решения суда (что Meta стала экстремистской организацией) от 21 марта 2022? Что именно изменилось в его использовании? Время? Испытываете ли вы трудности при использовании? Начали ли вы использовать другие социальные сети?

- Да, достаточно кардинально поменялась сфера моей работы, так как таргетинг в Instagram* больше не доступен, я переориентировалась на таргетинг во ВКонтакте. Также я пошла на обучение по веб-дизайну, чтобы создавать сайты и в будущем в основном заниматься этим.

3. Покупки через соц сети

1. На каких платформах вы чаще всего производите онлайн покупки?
 - Ozon, Wildberries, AliExpress. Из еды это Самокат. Иногда покупаю вещи на сайтах, в шоурумах. Также делаю покупки через Instagram*.

2. Как вы относитесь к покупке товаров/услуг через соц сети? Покупали ли вы что-то? Расскажите о вашем опыте. Была ли покупка приобретена по рекомендации? Если да, то кого?
 - В основном это курсы и менторства. Например, я так купила курс по веб-дизайну, менторство по записи подкастов, также другие небольшие курсы по саморазвитию. Покупаю ещё иногда одежду, которую нахожу в Instagram*.

3. Знаете ли вы, покупает ли ваше окружение товары/услуги через соц сети?

- Да, многие покупаю и курсы, например, по саморазвитию или по прокачке в профессиональном плане, также какие-то вещи иногда.

4. Что вообще влияет на Ваш выбор и на принятие решения?
 - То, насколько мне то или иное нужно в данном моменте, качество, цена, рекомендации.

5. Что последнее вы покупали через соц сеть? (Что повлияло на выбор?)
 - Это было менторство по записи подкастов. Так как я вообще не знала, как это делать, а вести подкаст я очень хочу, то я и решила купить наставничество по данной теме, чтобы выпустить свой подкаст.

4. Отношение к инфлюенсерам

1. Какие тематики личных страниц/каналов/блогов Вас интересуют больше всего? (образ жизни, красота и здоровье, мода, путешествия, спорт, интервью, кулинария, обзоры, лекции/образование, техника)
 - Лайфстайл, красота, путешествия, веб-дизайн. Наверное, это основное.

2. Какие публикации в наибольшей степени привлекают ваше внимание? (эстетичные, смешные, затрагивающие социальные проблемы, публикации-признания, шокирующие/жестокие)
 - Эстетичные по большей части.

3. Часто ли вы замечаете рекламу в профилях блогеров, на которых вы подписаны? Как вы относитесь к тому, когда видите рекламу у блогера в сторис? А в посте? Какие эмоции вы испытываете? Какое ваше отношение и какие эмоции вы испытываете, когда блогер, рекламируя что-то указывает, что это реклама?

- Замечаю время от времени. Отношусь в целом нейтрально, ведь я понимаю, что это способ заработка. Но мне больше импонирует, когда блогеры используют отметку ads, потому что это как-то честнее перед подписчиками что-ли. Нравится открытость и честность блогеров, наверное, это и вызывает в дальнейшем доверие.

4. Знаете ли вы, кто такие инфлюенсеры? Подписаны ли вы на них? Если да, то сколько у них подписчиков? С какой целью вы за ними следите? И что вас может предрасположить к тому, что вы начинаете за ними следить? (интересная тематика, личность, контент, популярность, внешность, уверенность, характер, личные взгляды, искренность)

- Да, знаю и да, конечно, подписана. Потому что мне интересно следить за их жизнью, плюс мне откликается тематика блога. Да и в целом они очень мотивируют и вдохновляют, особенно когда делятся неудачами, в такие моменты понимаешь, что ты не одна с подобной проблемой.

5. Меняется ли ваше доверие к блогеру, который что-либо рекламирует? Как и почему?

- Нет, главное, чтобы это было в тему блога, чтобы было видно, что и сам блогер в этом заинтересован.

6. Опишите ситуации, при которых Вы переходили на рекомендуемый контент. (ситуация/контекст – канал, время поиска до этого, основная цель поиска, что предлагает блогер/таргет и тд.). Приобрели ли вы рекомендуемое?

- Один раз я так нашла шоурум, в котором заказала платье. Я просто листала из страницу и нашла платье, которое мне как раз нужно было купить на день рождения, поэтому его и заказала.

7. Что влияет на покупку товара/услуги, рекомендуемого блогером? (количество подписчиков, экспертность и авторитет, близость по интересам и мировоззрению, релевантность контента, информативность рекламируемого

поста/сторис, крупность рекламируемого бренда, контент с продуктом/услугой бренда, эстетичность рекламного поста/сторис, блогер показал свой позитивный опыт использования рекламируемого продукта/услуги, блогер показал товар/услугу, о котором вы уже слышали)
- Цена, презентация товара или услуги, потому что если сама реклама будет не очень, то я не перейду на рекомендуемый контент. Отзывы ещё важны для меня.

8. Какой блогер у вас вызывает доверие? А какой отторжение? (тема блога, количество подписчиков и подписок, наличие рекламы)
- Тот, кто искренен, кто показывает разный спектр эмоций, а не только положительные, что складывается нереалистичная картинка идеальной жизни. Тот, кто взаимодействует с подписчиками, например, отвечает им, ставит какие-то реакции, такое ощущение, что он ближе становится.

9. Как вы реагируете на таргетированную рекламу? Вы ей доверяете больше, чем рекламе у блогера или меньше? Почему?
- Ну поскольку я ею занимаюсь, то мне немного сложно ответить на этот вопрос с обывательской точки зрения. Но иногда, раньше я переходила по такой рекламе из-за интереса.