

Screening Questions

- Do you consume products in the following categories?" (Check all that apply)
 - Snacks (e.g., chocolate, jerky, chips)
 - Beverages (e.g., protein drinks, alcoholic beverages, soda)
 - Beauty / Personal Care (e.g., skincare, cosmetics)
 - Health & Fitness (e.g., supplements, protein bars)
 - Exclude respondents who select none of the above.
- How often do you consume [Product Category]? (do it for each product clicked above)
 - Never
 - Rarely (less than once a month)
 - Occasionally (1–3 times a month)
 - Frequently (1–3 times a week)
 - Daily
- Do you follow or regularly watch content from mega influencers (e.g., YouTube celebrities, athletes with large social followings)? (Yes / No)
 - Filter out anyone who says no
- Which of the following mega influencers are you familiar with? (MrBeast / Logan Paul / Shaquille O'Neal / None/other)

Purchase Behavior Questions

- Which social media platforms do you follow influencers on? (TikTok, YouTube, Instagram, Other)
- How often do you watch content from mega influencers? (Never / Rarely / Occasionally / Frequently / Daily)
- How important is the influencer's personality or reputation in your decision to buy products? (1–7 scale)
- Do you usually trust products recommended by influencers? (1–7 scale)
- Have you ever purchased a product because a social media influencer recommended it? (Yes / No)
- How likely are you to consider buying a product promoted by a mega influencer? (1–7 scale, 1 = Not at all, 7 = Extremely likely)
- I am willing to pay more for a product created by an influencer I like. (1–7 scale)
- I prefer products created or co-created by influencers rather than just endorsed. (1–7 scale)
- I often buy products because an influencer promoted them. (1–7 scale)

Conjoint Analysis

- Check conjoint #1 document

Demographic information

- How old are you?
 - 18 - 25
 - 26 - 35
 - 36 - 45

- 46 - 55
- 55+
- What is your gender
 - Male
 - Female
 - Other
- How many kids do you have?
 - 1
 - 2
 - 3
 - 4+
- What is your Income?
 - Less than \$25,000
 - \$25,000 – \$49,999
 - \$50,000 – \$74,999
 - \$75,000 – \$99,999
 - \$100,000 – \$149,999
 - \$150,000 – \$199,999
 - \$200,000 or more
- What is your race?
 - List the races out