

## Appendix

**Table A1**

*Overview of Influencer Selection per Condition*

	Followers		Non-Followers	
	<i>n</i>	%	<i>n</i>	%
Bianca Heinicke (@BibisBeautyPalace)	5	5.2	19	28.4
Pamela Reif (@pamela_rf)	59	61.5	20	29.9
Stafanie Giesinger (@stefaniegiesinger)	21	21.9	7	10.4
Julia Beaux (@juliabeaux)	3	3.1	10	14.9
Julian Claßen (@julienco_)	3	3.1	5	7.5
Sami Slimani (@samislimani)	5	5.2	6	9.0

**Table A2***Results of the Pretest*

Argument			Strength		Realism	
			<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>
1A <sup>a</sup>	Weak	The bag was partially certified by the independent institute for sustainability. <i>n</i> = 30	4.10	1.85	4.80	1.90
1B <sup>a</sup>	Strong	The bag was certified by the independent institute for sustainability. <i>n</i> = 30	5.03	1.57	5.03	1.50
			<i>t</i> = 2.10, <i>p</i> = .040		<i>t</i> = 0.53, <i>p</i> = .599	
2A <sup>b</sup>	Weak	Every week, about two tons of ocean plastic are recycled by the production of Got Bag. <i>n</i> = 30	4.87	1.85	4.17	1.66
2B <sup>b</sup>	Strong	Every week, about 20 tons of ocean plastic are recycled by the production of Got Bag. <i>n</i> = 30	5.63	1.30	4.37	1.75
			<i>t</i> = 1.86, <i>p</i> = .069		<i>t</i> = 0.45, <i>p</i> = .652	
3A <sup>a</sup>	Weak	The bags are fair: The producers in Indonesia receive the minimum wage required by the state. <i>n</i> = 30	4.23	2.01	5.03	1.77
3B <sup>a</sup>	Strong	The bags are fair: The producers in Indonesia receive wages clearly exceeding the minimum wage required by the state. <i>n</i> = 30	5.20	1.24	4.40	1.61
			<i>t</i> = 2.24, <i>p</i> = .029		<i>t</i> = 1.50, <i>p</i> = .153	
4A <sup>a</sup>	Weak	Every year, 1% of the turnover is donated to the organization “clean the ocean“. <i>n</i> = 30	4.03	1.96	5.57	1.50
4B <sup>a</sup>	Strong	Every year, 10% of the turnover is donated to the organization “clean the ocean“. <i>n</i> = 30	5.23	1.63	5.33	1.49
			<i>t</i> = 2.58, <i>p</i> = .012		<i>t</i> = 0.60, <i>p</i> = .548	
5A <sup>b</sup>	Weak	While about 30 kg of carbon dioxide are released during the production of a regular bag, <i>n</i> = 30	4.07	1.66	5.03	1.45

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		less than 25 kg are released while producing Got Bag.				
5B <sup>b</sup>	Strong	While about 30 kg of carbon dioxide are released during the production of a regular bag, less than 10 kg are released while producing Got Bag.	4.60	2.13	4.27	1.39
	<i>n</i> = 30					
					<i>t</i> = 1.08, <i>p</i> =	<i>t</i> = 2.09, <i>p</i> =
					.283	.041

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*Note.* *N* = 60. <sup>a</sup> based on the results of the pretest, the arguments were included in the final Instagram posts; <sup>b</sup> based on the results of the pretest, the arguments were not included in the final Instagram posts.

**Table A3**

*Items and Scales*

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Parasocial relationship (Tukachinsky 2010)
If the influencer was a real person in my environment, I could disclose negative things about myself honestly and fully to her/him.
If the influencer was a real person in my environment, I could disclose a great deal of things about myself to her/him.
Sometimes, I wish I knew what the influencer would do in my situation.
If the influencer was a real person in my environment, I could disclose positive things about myself honestly and fully to her/him.
Sometimes, I wish I could ask the influencer for advice.
I think the influencer could be a friend of mine.
If the influencer was a real person in my environment, I would be able to count on the influencer in times of need.
If the influencer was a real person in my environment, I would give her/him emotional support.
If the influencer was a real person in my environment, she/he would be able to count on me in times of need.
If the influencer was a real person in my environment, I would want to share my possessions with her/him.
If the influencer was a real person in my environment, I could trust him/her completely.
If the influencer was a real person in my environment, I could have a warm relationship with him/her.
I want to promote the well-being of the influencer.
Brand evaluation (Spears and Singh 2004)
Unappealing - appealing
Bad - good
Unpleasant - pleasant
Unfavorable - favorable
Unlikable - likable

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Purchase intention (Spears and Singh 2004)

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Never - definitely

Definitely do not intend to buy – definitely intend

Very low purchase interest – very high purchase interest

Definitively not buy it – definitively buy it

Probably not buy it – probably buy it

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