

A STUDY ON TIK TOK PLATFORM ON UNIVERSITY STUDENTS' PURCHASING BEHAVIOUR

TAN WEI LENG

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR

THE BACHELOR OF COMMUNICATION (HONS) BROADCASTING

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

A STUDY ON TIK TOK PLATFORM

ON UNIVERSITY STUDENTS' PURCHASING BEHAVIOUR

TAN WEI LENG

A RESEARCH PROJECT

SUBMITTED IN

PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR

THE BACHELOR OF COMMUNICATION (HONS) BROADCASTING

FACULTY OF CREATIVE INDUSTRIES

UNIVERSITI TUNKU ABDUL RAHMAN

MAY 2024

ACKNOWLEDGMENTS

I would like to express my gratitude to several individuals who have been instrumental in the completion of this study. Firstly, I am deeply thankful to my supervisor, Ms. Raja Rodziah binti Raja Zainal Hassan, for her unwavering support and invaluable guidance throughout the research process.

I also want to extend my appreciation to my friends who provided continuous support and guidance, offering constructive criticism that enabled me to enhance my work. Their encouragement was instrumental in pushing me forward.

Additionally, I am grateful for the encouragement and understanding of my family members, whose support sustained me through the challenges encountered during this project.

Finally, to everyone involved, thank you for being my motivation to persevere. Your contributions and kindness have played a crucial role in the completion of this project.

TAN WEI LENG

APPROVAL FORM

This research paper attached hereto, entitled "A study on Tik Tok platform on University Students' Purchasing Behaviour" prepared and submitted by Tan Wei Leng in partial fulfilment of the requirements for the Bachelor of Communication (Honours) Broadcasting is hereby accepted.

Date: _____

Supervisor

Ms Raja Rodziah binti Raja Zainal Hassan

Abstract

The rise of social media platforms following the pandemic caused a shift in consumer behaviour, particularly among younger demographics. Consumers are shifting from making purchases in physical stores to online stores, including live-streaming and sites like Shopee and Lazada. TikTok is a social media platform that is widely used among teenagers, it has over 1.677 billion users globally, and out of 1.1 billion are active users in 2023. TikTok allows users to share short videos and has gained a lot of popularity because of its interesting and diverse user-generated content. Social media users were using TikTok for an average of 55.8 minutes in 2023. Marketers take it as a media to reach their brand and services to users via short videos and live streaming. Companies follow the trend and leverage the platform to market their products and services in novel ways by using content creators to promote their brands. Understanding how TikTok influences viewers' purchasing decisions is crucial as long as the platform is able to attract younger audiences. This study aims to examine the impact of usergenerated content on buying attention and determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behaviour. The descriptive quantitative method is used in this study. Using a purposive sampling technique, the study's sample of 100 respondents was selected based on specific criteria, including those between the ages of 18 and 30 who use TikTok for social media.

Keywords: consumer behaviour, TikTok, purchasing decisions, impact of user-generated content, engagement tactics, influencer endorsements, and product presentations

DECLARATION

I declare that the material contained in this paper is the result of my own work.

Acknowledgements have been given in the references and bibliography to ALL sources be they electronic or personal.

Name : TAN WEI LENG

Student ID : 20UJB02785

Signed : Tan Wei Leng

Date : 28 April 2024

TABLE OF CONTENTS

ABSTRACT	Ι
DECLARATION	II
TABLE OF CONTENTS	III
LIST OF TABLES	IX
LIST OF PIE CHARTS	XI
LIST OF FIGURES	XIII
CHAPTER	
I INTRODUCTION	
1.0 Chapter Overview	1
1.1 Background of Study	1
1.2 Problem Statement	2
1.3 Research Objectives	4
1.4 Research Questions	4
1.5 Significance of Study	4
1.6 Definition	
1.6.1 User-Generated Content	6
1.6.2 Engagement Tactics	6
1.6.3 Influencer Endorsement	6
1.7 Chapter Conclusion	7

II LITERATURE REVIEW

2.0 Chapter Overview	8
2.1 Consumer Behaviour	8
2.2 Buying Attention	10

2.3 User-Generated Content	11
2.4 Engagement Tactics	12
2.5 Influencer Endorsement	14
2.6 Product Presentation	15
2.7 Uses and Gratifications Theory (U&G)	16
2.8 Conceptual Framework	18
2.9 Chapter Conclusion	18
III METHODOLOGY	
3.0 Chapter Overview	19
3.1 Research Approach	
3.1.1 Quantitative Research	19
3.2 Sampling Design	19
3.3 Questionnaire Design	19
3.4 Proposed Analysis Tool	20
3.5 Construct Measurements	21
3.5.1 Measurement Scale	
3.5.1.1 Nominal Scale	21
3.5.1.2 Ordinal Scale	21
3.5.1.3 Likert Scale	22
3.5.1.4 Ratio Scale	22
3.6 Chapter Summary	23

IV FINDINGS & ANALYSIS

4.0 Chapter Overview	24
1	

4.1 Descriptive Analysis

4.1.1 Demographic Profile	
4.1.1.1 Age	24
4.1.1.2 Gender	24
4.1.1.3 Race	25
4.1.1.4 Level of Education	25
4.1.1.5 Employment Status	26
4.1.1.6 Monthly Income Level	27
4.2 Psychographic Questions	
4.2.1 How often do you use TikTok?	28
4.2.2 Why do you use TikTok?	29
4.2.3 How long, on average, do you spend on TikTok in a single session?	2 30
4.2.4 Other that TikTok, what social media is used the most?	31
4.2.5 On a scale of 1 to 5, rate the importance of TikTok brings to you.	32
4.3 TikTok Usage and Content Perception	
4.3.1 What type of content do you most engage with on TikTok?	33
4.3.2 How often do you come across products or services on TikTok	C
that you were not previously aware of?	34
4.3.3 How likely are you to share TikTok content that features	
products or services with your friends or followers?	35
4.3.4 Have you commented on the clips for questioning the outcome	es
and details of the product?	36
4.3.5 Do you follow influencers in TikTok?	37
4.3.6 I follow influencers because	38

4.3.7 Do you believe that influencers affect your intent to buy? 39

4.3.8 Are you more likely to buy an item if you see an influencer	
promote it?	40
4.4 Connection Between TikTok Content and Intent to Buy	
4.4.1 Have you ever felt influenced to make a purchasing decision	
after watching a TikTok video?	41
4.4.2 On a scale of 1-5, how far do you agree that TikTok is a good way	to
follow trends?	42
4.4.3 How far do you agree that TikTok has influenced your purchase	
intention?	43
4.4.4 How far do you agree that you are more likely to buy from stores the	hat
promote themselves using TikTok?	44
4.4.5 How far does a business's presence on TikTok affect your purchasi	ng
decision?	45
4.4.6 Do you agree that TikTok has a stronger influence over your	
purchasing decision than traditional media?	46
4.4.7 Do you agree that engagement tactics are an element that influence	s
your buying behaviours?	47
4.4.8 Do you agree that influencer endorsements are an element that	
influences your buying behaviours?	48
4.4.9 Do you agree that product presentations are an element that influen	ices
your buying behaviours?	49
4.4.10 Do you agree that TikTok user-generated content affects your inte	ent
to buy?	50
4.4.11 Which elements within TikTok content do you find most influent	ial
in your purchasing decisions?	52

4.4.12 How would you describe the emotional impact of TikTok content on			
your decision to buy?	53		
4.4.13 What will make you buy the products or services on TikTok?	54		
4.4.14 Do you actively seek out more information about a product or serv	vice		
after seeing it on TikTok, before making a purchase decision?	55		
4.4.15 On a scale of 1 to 5, how likely are you to trust product			
recommendations from TikTok influencers?	56		
4.4.16 How do you feel about advertisements on TikTok compared to use	4.4.16 How do you feel about advertisements on TikTok compared to user-		
generated content when it comes to influencing your buying			
decisions?	57		
4.4.17 Have you ever made a purchase directly through a link or			
information provided in a TikTok video?	58		
4.4.18 Will you search for product that you have seen in TikTok on other			
platforms like Shopee, Lazada, TaoBao and etc?	58		
4.4.19 If you discover a certain product on TikTok, would you prefer to buy			
the product via TikTok or another platform?	59		
4.5 Reliability Test	60		
4.6 Inferential Analysis			
4.6.1 Pearson Correlation Result			
4.6.1.1 TikTok as a Platform for Trend Following	62		
4.6.1.2 The Impact of TikTok on Buying Decisions	62		
4.6.1.3 TikTok's corresponding impact on traditional media	62		
4.6.1.4 Impact of Product Presentations, Influencer Endorsements, and			
Engagement Strategies	63		
4.6.1.5 User-Generated Content's Effect on Purchase Intent	63		

4.7 Chapter Summary

V DISCUSSION & CONCLUSION

5.0 Chapter Overview	65
5.1 Discussion	65
5.2 Implications	69
5.3 Limitations	70
5.4 Recommendations	71
5.5 Conclusion	71
REFERENCES	72
APPENDIX A – Questionnaire	79
APPENDIX B – Test Results	89
APPENDIX C – Turnitin Report	93

64

LIST OF TABLES

Table

1

2

3

The importance of TikTok brings to you. How far do you agree that TikTok is a good way to follow trends? How far do you agree that TikTok has influenced your purchase intention?

4	How far do you agree that you are more likely to buy from stores that promote themsel	ves
	using TikTok?	44
5	How far does a business's presence on TikTok affect your purchasing decision?	45
6	Do you agree that TikTok has a stronger influence over your purchasing decision than	

traditional media? 47 7 Do you agree that engagement tactics are an element that influences your buying behaviours? 48

8 Do you agree that influencer endorsements are an element that influences your buying behaviours? 49

9 Do you agree that product presentations are an element that influences your buying behaviour? 50

10 Do you agree that TikTok user-generated content affects your intent to buy? 51

11 Which elements within TikTok content do you find most influential in your purchasing decisions? 52

12 On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers? 56 13 Reliability Analysis 60

14 Item Reliability Statistic 15 Pearson Correlation Result

32

42

43

60

62

LIST OF BAR CHART

Х

Bar	Chart
-----	-------

1	Why do you use TikTok?	29
2	On a scale of 1 to 5, rate the importance of TikTok brings to you.	32
3	I follow influencers because	38
4	On a scale of 1-5, how far do you agree that TikTok is a good way to follow trends?	42
5	How far do you agree that TikTok has influenced your purchase intention?	43
6	How far do you agree that you are more likely to buy from stores that promote themse	lves
	using TikTok?	44
7	How far does a business's presence on TikTok affect your purchasing decision?	45
8	Do you agree that TikTok has a stronger influence over your purchasing decision than	
	traditional media?	46
9	Do you agree that engagement tactics are an element that influences your buying	
	behaviour?	47
10	Do you agree that influencer endorsements are an element that influences your buying	
	behaviours?	48
11	Do you agree that product presentations are an element that influences your buying	
	behaviours?	49
12	Do you agree that TikTok user-generated content affects your intent to buy?	50
13	Which elements within TikTok content do you find most influential in your purchasing	5
	decisions?	52
14	What will make you buy the products or services on TikTok?	54
15	On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok	<u>c</u>
	influencers?	56

LIST OF PIE CHART

Pie Chart			
1 Age		23	
2 Gender		24	
3 Race		25	
4 Level of Educ	ation	25	
5 Employment S	Status	26	
6 Monthly Incor	me Level	27	
7 How often do	you use TikTok?	28	
8 How long, on	average, do you spend on TikTok in a single session?	30	
9 Other that Tik	Tok, what social media is used the most?	31	
10 What type of	f content do you most engage with on TikTok?	33	
11 How often d	lo you come across products or services on TikTok that you	were not	
previously av	ware of?	34	
12 How likely a	are you to share TikTok content that features products or serv	vices with	
your friends	or followers?	35	
13 Have you co	ommented on the clips for questioning the outcomes and deta	uls of the	
product?		36	
14 Do you follo	ow influencers in TikTok?	37	
15 Do you belie	eve that influencers affect your intent to buy?	39	
16 Are you mor	re likely to buy an item if you see an influencer promote it?	40	
17 Have you ev	17 Have you ever felt influenced to make a purchasing decision after watching a TikTok		
video?		41	
18 How would	you describe the emotional impact of TikTok content on you	r decision to	
buy?		50	

19	Do you actively seek out more information about a product or service after seeing it		
	on TikTok, before making a purchase decision?	55	
20	How do you feel about advertisements on TikTok compared to user-generated conte	ent	
	when it comes to influencing your buying decisions?	57	
21	Have you ever made a purchase directly through a link or information provided in a	ı	
	TikTok video?	58	
22	Will you search for product that you have seen in TikTok on other platforms like		
	Shopee, Lazada, TaoBao and etc?	58	
23	If you discover a certain product on TikTok, would you prefer to buy the product vi	a	
	TikTok or another platform?	59	

LIST OF FIGURES

1 Conceptual Framework

18

1.0 Chapter Overview

1.1 Background of Study

Websites and applications that emphasize collaboration, content sharing, community input, communication, and interaction are referred to as social media. People use social media platforms like Facebook, WhatsApp, Instagram, YouTube, and TikTok, to communicate and engage with friends, family, and other communities (Maya Dollarhide, 2023).

TikTok is a short video-sharing and live-streaming app that has gained worldwide popularity among different social media platforms, particularly among younger users. Thanks to its rapid growth and diverse user base, TikTok has emerged as a powerful tool for content creation, trend-setting, and shaping cultural narratives. Social media platforms such as TikTok have transformed the way people engage with content in recent years. Businesses are able to track customer concerns and market and promote their products through social applications, which in turn influences viewers' purchasing decisions. (Lukevich, B., 2021).

The rise of user-generated content on TikTok has established a remarkable relationship between social media and consumer behaviour. Unlike traditional advertising, TikTok The app is well-known for its high levels of engagement and addictive the environment due to its personalised feeds of funny short videos set to music and sound effects (Deborah D, 2023). Because of this new dynamic, content creators and influencer have a significant impact on the purchasing decisions of their followers. While a great deal of study has been done on how social media affects consumer behaviour in general, little is known about the particular processes through which TikTok content affects consumers' intentions and purchasing decisions. According to Wan, Siew, and Tza's (2023) research, TikTok reports that approximately 67% of its users are motivated to shop even when they have no intention of doing so, 74% of its audience is inspired to learn more about a brand or product, and 66% uses the app to help them make purchasing decisions. The studies mentioned above demonstrate how consumer perception can be influenced by the attention economy dynamics on TikTok.

Nevertheless, as the marketing landscape evolves, companies are becoming more and more concerned about TikTok's effectiveness as a marketing tool. Marketers who want to use TikTok effectively must comprehend how content attracts attention, how viewers' attitudes towards products are influenced, and ultimately how consumer purchases are influenced. For this reason, the goal of this research is to examine how TikTok affects younger viewers' purchasing intent.

1.2 Problem Statement

TikTok has been gaining popularity among young adults as a social media platform lately. This may raise questions about how TikTok affects users' purchasing decisions. However, research on the link between audience buying attention and TikTok content remains limited. This study aims to investigate the relationship between purchase attention and TikTok content, as well as to pinpoint the critical elements that influence purchase decisions on TikTok.

On TikTok, a variety of crucial criteria influence purchase decisions. Firstly, engagement strategies like challenges and interactive material have a big impact on consumers'

purchasing decisions. Influencer endorsements also have a lot of power since people who recognise their influence see TikTok as a powerful tool when making decisions. In addition, the way items are presented on TikTok through narrative, feature demonstrations, and visual appeal will deeply influence the decisions made by customers, especially those who are aware of this. A crucial role is also played by user-generated material, which includes reviews and testimonials and boosts trust as well as buy intent. In addition, the existence of companies on TikTok, combined with their advertising and marketing campaigns, significantly impacts customers' opinions and eventually influences their buying decisions. Once in combination, these components offer an engaging atmosphere on TikTok that encourages users to investigate things and make well-informed decisions on what to buy.

The purpose of this study is to better understand consumers' TikTok purchase decisions by examining the effects of user-generated content and identifying key components of content. It solves current research gaps and offers insightful information on the dynamics of consumer behaviour on the platform, helping advertisers and content producers engage their audience. In particular, it emphasises the importance of product displays, influencer endorsements, and engagement methods in influencing consumer behaviour and supporting customised marketing plans. By utilising platform-specific analytics, marketers can optimise their tactics for ideal efficacy by gaining a deeper understanding of how TikTok content influences purchase choices. This study adds to our expertise of the field while also providing marketers with useful advice on how to get the most out of TikTok as a marketing platform in order to increase audience engagement and outcomes.

1.3 Research Objectives

The research objectives of this study are:

RO1: To examine the impact of user-generated content on buying attention.

RO2: To determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behavior.

1.4 Research Question

The research question of this study is:

RQ1: How does user-generated content affect buy attention?

RQ2: What is the element of TikTok content that influences buyer's behavior?

1.5 Significant of Study

These days, social media sites like TikTok are widely used by advertisers to sway college students' purchase decisions. Previous research on how it impacts on purchasing attention and content techniques has produced inconsistent and insufficient results. The study concerning how TikTok affects college students' purchasing decisions is very important in the context of social media marketing recently. TikTok is a platform primarily powered by user-generated material, as acknowledged by the study examining the impact of user-generated content on buying attention. For marketers looking for genuine and natural ways to interact with their target audience, it is crucial to comprehend how this kind of material draws in college students. This objective seeks to clarify the subtle aspects that contribute to content efficacy, highlighting the components that appeal to and impact the purchasing decisions of younger consumers.

The study explores specific methods used on the platform and also attempts to ascertain the effect of certain TikTok content features on viewers' purchasing behavior. These elements include influencer endorsements, interaction tactics, and product presentations. The importance is in the investigation of engagement strategies, which are essential to the viability of TikTok content, and the analysis of the increasingly common influencer endorsements and product presentation methods. In order to help firms better customize their marketing efforts, this purpose is to provide useful insights on university students' preferences and responses to various content pieces. Uses and Gratification Theory are used to apply to the study, it focuses on why people actively seek out and consume media, which emphasizes the active participation of the audience in choosing media for their own wants and fulfilment.

In a larger sense, the study targets a younger audience by concentrating on college students, who make up a sizable portion of TikTok's user base. The study's relevance is increased by the demographic specificity, which highlights the unique behaviours and preferences of a group with significant purchasing power. Furthermore, because TikTok is well known for establishing ground-breaking and significant content trends, the research advances our comprehension of new marketing trends. As a result, the study's conclusions have valuable implications for companies trying to negotiate the ever-changing social media marketing arena. These include suggestions on how to create content, engage customers, and work with influencers. Apart from its functional implications, the research advances the comprehension of the dynamic correlation between consumer behavior and social media platforms, specifically TikTok, and advances the academic discourse. All things considered, the study is promising in providing a thorough understanding of the complex relationship between TikTok and college students' purchase choices.

1.6 Definition

1.6.1 User-generated content

Any content—text, photos, videos, reviews, or other media—that is produced and disseminated by users as opposed to content creators or the platform itself is referred to as user-generated content, or UGC (Beveridge, C., 2022). Usually, people who use a specific platform, website, or service—rather than being professional creators or contributors—produce this content. User-generated content is a common way for websites, blogs, online forums, and social media platforms to enhance their content and draw in users. Social media posts by customers about a brand have the power to sway the purchasing decisions of their followers (Oladipo, T., 2022). User-generated content (UGC) comprises various online content such as tweets, Instagram images, YouTube videos, Amazon reviews, and blog comments.

1.6.2 Engagement Tactics

The strategies and techniques used by people, companies, or organizations to promote and strengthen engagement, participation, and connection with their target audience are referred to as engagement tactics. These strategies are frequently applied to social media, online platforms, marketing, and community development. The objective is to increase audience participation, cultivate relationships, and make the audience more engaged and active (Murray, C., 2023).

1.6.3 Influencer Endorsement

According to Indeed (2022), Influencer endorsement is a marketing tactic whereby a business or brand works with influencers to publicize its goods or services. A person with a sizable and active online following on blogs, social media,

or other platforms is considered an influencer. These people are regarded as influential because of their capacity to affect the views, inclinations, and purchase choices of those who follow them. When a brand sponsors an influencer, they usually give the influencer merchandise or other benefits in return for the influencer producing content that promotes or features the brand's products. This content can be in the form of blog entries, videos, social media posts, or other kinds of advertising content.

1.7 Chapter Conclusion

In summary, this chapter makes it easier to comprehend how the TikTok platform affects university students' purchasing decisions. The research background, problem statement, research purpose, research question, significant study, and definitions are all included in this chapter. The focus of the upcoming chapter will be on examining past studies on this subject.

2.0 Chapter Overview

This chapter is the relevant and in-depth understanding of the literature and findings from the related previous studies. In this chapter, I will define the term of consumer behavior, buying attention, user- generated content, engagement tactics, influencer endorsement, content and so on. Significant theories, and conceptual frameworks are proposed and developed in this chapter.

2.1 Consumer behavior

Consumer behavior is the study of individuals, groups, or organizations and the strategies they use to select, obtain, utilize, and discard products, experiences, or ideas to satisfy their needs and aspirations. Businesses and marketers must have a thorough understanding of customer behavior to customize their goods, services, and marketing plans to meet the preferences and requirements of their target market (Bhat, A., 2024).

According to Radu (2024), marketing professionals can make decisions about how to deliver their products to customers in a way that has the most possible impact by researching consumer behavior. Understanding potential consumers' purchasing behavior is essential to engaging, persuading, and establishing a connection with them (Radu, V., 2024).

Some key factors influence consumer behavior, such as psychological factors, social factors, personal factors, situational factors, and marketing mix. According to Rani (2014), psychological factors significantly influence consumer behavior. A crucial component is motivation, which stands for the factors that propel people to take actions in order to satisfy their needs and desires (Maslow's hierarchy of needs). In addition, important psychological

elements that influence how consumers understand and react to information in their surroundings include perception, learning, and the development of attitudes and beliefs.

Consumer behaviour is also significantly influenced by social variables. Aspects such as culture, social status, and peer groups have an impact. A society's shared values, beliefs, and rituals are referred to as its culture, whereas socioeconomic standing is reflected in social class. A person's views and decisions are influenced by their social circles, which can include friends, relatives, or wealthy individuals (Rani, P., 2014).

Consumer behaviour is greatly influenced by personal characteristics, such as lifestyle (activities, interest and opinion), personality attributes, and demographics. People's decisions are influenced by a variety of demographic parameters, including age, gender, income, occupation, and education (Rani, P., 2014). Consumer preferences are further shaped by an individual's lifestyle and personality features, which reflect their own psychological makeup and ways of living.

Consumer behavior is also influenced by situational factors, which are connected to the circumstances around a purchase choice. Important situational elements include the urgency, time limits, and context of the purchase. Physical elements include a store's location, design, colours, music, lighting, and even aroma are examples of these transient elements. Entrepreneurs work to maximize the benefits of these variables. Additional situational elements include time, holidays, and customer moods (Bhat, A., 2024). Consumer choices are influenced by a number of factors, including the circumstances surrounding a purchase, the amount of time available for decision-making, and the pressure to act quickly.

Last but not least, the marketing mix—also known as the 4Ps (Product, Price, Place, Promotion)—plays a crucial role in shaping the purchasing decisions of consumers. Consumer views and decisions are influenced by a variety of factors, including the product or service's features, price, distribution options, and marketing and promotional initiatives (Rangaiah, M., 2021).

The dynamic field of consumer behavior changes in response to outside influences including the state of the economy, advances in technology, and changes in cultural norms. As a result, companies looking to engage with their target audience and satisfy their changing demands must remain aware of these impacts.

2.2 Buying attention.

The term "buying attention" often describes the method or approaches that people, businesses, or marketers employ to gain the interest of target audiences or potential buyers. Gaining and holding attention is essential for the success of promotional activities in marketing and advertising because it raises the possibility of communicating a message and influencing consumer behavior. Factors like effective advertising, social media engagement, influencer marketing, and content marketing contribute to buying attention.

According to Villegas (2024), consumer buying attention can be quantified by observing the length of time spent staring at, considering, or discussing a specific object. The research shown that in today's multifaceted, dynamic makes it more crucial than ever to pay attention to your customers. To stand out from the competition, brands need to capture and hold customers' attention amidst the plethora of alternatives and activities available to them. For digital marketing teams, grabbing people's attention with pertinent messaging, advertisements, and content is paramount. It all comes down to grabbing and retaining the interest of your target market long enough to foster interaction and, eventually, generate revenue (Villegas, F., 2024).

By utilizing the notion of attention and the issue of distraction in the context of marketing and consumer behavior studies, it becomes evident that similar concepts apply

10

when trying to get customers' attention (StudyCorgi, 2022). The idea of buying attention highlights how competitive the market is and how companies compete to stand out in the deluge of stimuli and information. Effective attention-grabbing techniques frequently combine originality, relevance, and knowledge of the tastes and habits of the target audience.

2.3 User-generated content

User-generated content (UGC) is original content—created by real product users rather than marketing teams—that is used in campaigns (Fahad, M., 2024). Examples of this type of content include reviews, testimonials, videos, and photographs. According to the article, by 2023, the global UGC market is expected to have grown to a value of \$4.4 billion, with a compound annual growth rate (CAGR) of 29.4% (Fahad, M., 2024).

From Claire Beveridge's article, throughout the whole buyer's journey, user-generated content (UGC) is leveraged to boost conversions and drive engagement. Utilizing customer-focused content is possible across several platforms, including email, landing pages, checkout pages, and social media. The article shows when it comes to closing the deal and persuading your audience to buy, user-generated content is highly effective in the latter phases of the buyer's journey. UGC serves as genuine social proof that consumers should purchase your goods. When your audience sees many of individuals that resemble them wearing or using your product, for instance, it may persuade them to purchase (Beveridge, C., 2022).

According to Danil's research (2023), user-generated content can greater the trust between the consumer and the brand. It's important to note that this kind of content serves as social evidence. Customers are discouraged these days by the vast amount of data available, as they are unsure of which source to believe. Nonetheless, clients still believe suggestions from people they can relate to and those in their own social circle. The research shows the fact that 93% of consumers look up genuine people's evaluations and recommendations before making a purchase supports this claim (Salukov, D., 2023).

Moreover, there is intense rivalry for consumer attention, and brands must battle to be seen online. Customers are consequently pickier about the brands they deal with and buy from, particularly the extremely critical young people. Consumer of real materials are not limited to customers. According to 60% of marketers, authenticity and quality are equally critical components of successful content, user-generated content (UGC) from the customers is the most genuine content kind available (Beveridge, C., 2022).

According to Jimit's research (2023), he mentioned that using user-generated content (UGC) can help businesses produce high-quality material at a reasonable cost without requiring a large time or resource commitment. This is since user-generated content, or UGC, is frequently produced by users of the product or service rather than by qualified content producers (Mehta, J., 2023).

Companies can gain more attention, improve their brand's impression, and eventually see improved conversion rates as customers transition from consideration to buy by actively promoting and utilizing user-generated content in their marketing plan.

2.4 Engagement tactics

The term "engagement tactics" describes the approaches and techniques used to actively include and hold the interest of an audience, it is all about having a two-way dialogue with your clients. You're making the moment feel more unique, appealing, and personalized by speaking with them directly rather than through generic advertisements and email campaigns (Aite, C., 2022). These strategies are frequently applied to facilitate communication, engagement, and connection with a target audience in a variety of settings, such as marketing,

social media, events, and online platforms. Creating an engaging and dynamic experience that strengthens people's bonds with a brand, item, or piece of content is the aim.

As customers, every one of us spends time catching up with friends, family, and our favorite companies and influencers on social media. According to Cassy's article, find strategies to use social media campaigns to engage customers and make the most of your brand's time on these channels. Interacting directly with the public on social media by leaving comments, liking, and sharing content. This entails posing requests, answering remarks, and supporting user-generated material. To get a fun concept, cause, or occasion deserving of a meme viral, create a hashtag around it. Organize a social media marketing campaign where you compile user-generated content and edit it into a thank-you film for your devoted followers and consumers (Aite, C., 2022).

Organizing in-person events, webinars, or Q&A sessions to interact and receive feedback from your audience in real time. The article show that it is a good strategy to increase consumer engagement is through events and promotions, particularly if the goal is to cultivate a relationship with the audience or show appreciation for their loyalty. These events, such as in-store sales, exclusive membership plans, and celebrations for new product launches or holidays, can help you establish a deeper connection with your clientele (Rubine, D., 2023).

According to Laura (2022), video storytelling is brilliant for engagement tactics, it delivers gripping tales or narratives that establish an emotional connection and encourage participation from the audience. Effective storytelling may lead to remarkable client engagement rates, even for small organizations with little resources (Kloot, L., 2022).

Moreover, focusing on customer experience is also an important element, it is imperative that you never lose track about the customer when creating your engagement strategies. Over time, you may build a more positive brand image and drive repeat business by considering what will appeal to customers and make their experience with your company more enjoyable (Rubine, D., 2023). Therefore, giving consumers a voice benefits both parties since it gives your business priceless insights and gives consumers a sense of being heard. After they've made their first purchase, most consumers are more than willing to give their thoughts and comments. Ultimately, minor adjustments derived from client input can significantly enhance the user experience in general. Emails, social media postings and polls, feedback forms on your website, and in-app micro surveys are all effective means of gathering data (Userpilot, 2023).

Depending on the platform, target market, and overall marketing goals, different engagement strategies work better. The key to success is to generate experiences that people can relate to and find compelling enough to engage with the brand or content.

2.5 Influencer endorsement

A person who is influential has the capacity to affect other people's purchase decisions because of their standing, credibility, knowledge, or audience connection. Influencers actively engage with a dedicated fan base within a certain niche. The magnitude of his or her specialty topic determines the size of the following (West, C., 2024). Based on the number of followers, influencers can be broadly divided into four categories: mega-influencers (followers greater than one million), macro-influencers (followers between one million and one million), micro-influencers (followers between one thousand and one million), and nanoinfluencers (followers 1000 and less) (Rayasam & Khattri, n.d.).

An influencer endorsement is a marketing tactic in which a company teams up with a well-known person, commonly known as an influencer, to promote a good, service, or brand. In this agreement, the influencer provides their authority and reputation to support the product in the hopes of swaying their audience or followers to make purchases based on their advice (Jocelyne et al., 2022).

Influence's opinions are respected by their audience since they are frequently regarded as authorities or trend-setters in each field. To increase brand recognition, credibility, and eventually sales, brands use influencer endorsements to capitalize on the influencer's alreadyestablished following and trust. The influencer's endorsement may appear in blog entries, YouTube videos, social media posts, Tik Tok or other types of content where the influencer talks about or features the endorsed product (Agustian et al, 2023).

Influencers that have the same beliefs and audience as the product or service being advertised are ideal for brands to work with, even though these endorsements can be very effective promotion tools. Establishing trust and credibility with the audience is typically more successful when done through transparent and genuine collaborations (Chakraborty, 2023).

2.6 Product Presentation

The practice of presenting a product to audiences or potential customers in an engaging and convincing way is known as "product presentation." A product presentation's objective is to draw attention to the features, advantages, and distinctive selling points of the offering to pique curiosity, inspire desire, and eventually inspire a favorable reaction—like a purchase or additional interaction (Jocelyne et al., 2023).

According to the research (Jocelyne et al., 2022), a product presentation can help a business by bringing attention to its offerings and introducing it to new prospective clients. Since they usually provide clients with their first impression of a new product and may persuade them to make purchases from a firm, they were not previously familiar with, product presentations can be particularly significant in the sales field. Customers may be given the chance to offer input on a product through this, which may assist a business in deciding what steps to take before launch (Jocelyne et al., 2022).

According to Unenabasi (2022), we can determine that presenting a new or rebranding product to an audience is the process of doing a product presentation. You will go into detail on your product's functionality, how it will solve customer problems, and the advantages it will offer during product presentations. Presenting products in an effective way considers the tastes and requirements of the intended audience as well as the platform or environment in which they are given. E-commerce websites, physical storefronts, online videos, or in-person product demonstrations, all these mediums can significantly impact consumer opinions and purchasing decisions when done correctly.

2.7 Uses and Gratifications Theory (U&G)

The term "uses and gratifications" was first used in the 1940s when researchers started examining the factors that influence people's decisions to consume different media (Vinney, 2019). It is a theoretical approach that looks at how and why people utilize media to accomplish objectives or satisfy needs, considering their psychological traits, social context, and motivations (Rubin, 2002).

Users may use TikTok in this situation to get information, amusement, or social contact; the satisfaction they get from these activities may have an impact on their purchasing choices. Luo (2002) investigated how different online customer behaviors are influenced by informativeness, enjoyment, and annoyance. U&G operates under the fundamental premise that users actively consume media and engage in substantial interactions with communication media, hence, it is suitable for examining consumer behavior (Huang, 2008).

According to Vinney (2019), the two key concepts of Uses and Gratifications are about media consumers form the foundation of theory. First, it challenges the idea of passive

consumption by showing media consumers as active consumers who choose the material they interact with. This viewpoint contends that people are driven and actively involved in the media they choose rather than just passive consumers. Second, users are conscious of the rationale behind the media options they choose, and they rely on this knowledge to make decisions that suit their individual requirements and desires (Vinney, 2019).

According to the research (Lim & Ting, 2012), we can determine that U&G theory outlines 5 key assumptions. First, because consumers is engaged and motivated, mass media use is purposeful. Second, the audience chooses what to watch because they are driven by their past media experiences. Third, people choose and use communication channels on their own initiative to fulfil perceived wants and desires. Their choices and usage of the media are motivated and purposeful. Fourth, there is competition between the media and other means of meeting needs. Finally, while audience orientations are investigated on their own terms, value judgements regarding the cultural importance of mass media should be put on hold.

The Uses and Gratifications Theory as a whole emphasises how much personal agency matters more than media propaganda. It claims that individual variations have a substantial role in mediating the impacts of media, rather than the content alone. As a result, despite being exposed to the same media message, people may have different effects according to their own traits and reasons.

2.8 Conceptual framework

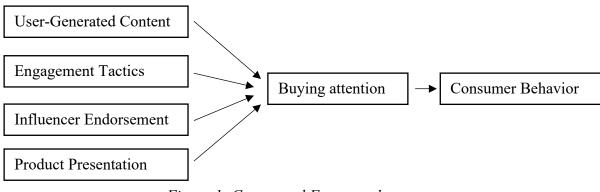


Figure 1: Conceptual Framework

Source: Zulfa, H.& Adaviah, M. (2024).

2.9 Chapter Conclusion

This chapter reviewed some of the literature on various topics related to the research such as consumer behavior, buying attention, User-Generated content, engagement tactics, influencer endorsement, product presentation and a significance theory which is the Users and Gratification Theory has been explained. Furthermore, the conceptual framework has been shown to determine how TikTok affects users' purchasing decisions.

Chapter 3: Methodology

3.0 Chapter Overview

This chapter will cover the research methodology that was used. It covers the design of the study, the sample plan, the technique for gathering data, the data analysis tool, and the construction of measures.

3.1 Research Approach

3.1.1 Quantitative Research

The research design used in this study is quantitative in design. The quantitative method is the most popular research framework in the social sciences. A variety of techniques, strategies, and suppositions are used to study psychological, social, and economic phenomena through the analysis of numerical patterns (Coghlan et al., 2014). Quantitative research aims to generate knowledge and promote understanding of society. It is used by social scientists— including communication scholars—to study situations or phenomena that have an effect on individuals. A sample population is a specific group of people about which information can be obtained through quantitative research. Measurement or observational data combined with scientific inquiry are used in quantitative research to look at problems relevant to the sample population (Allen, 2017).

3.2 Sampling Design

The research proposes to study the impact of user-generated content on buying attention and determine TikTok content elements affecting viewer's buying behavior. Hence, the targeted population for this research is users between the ages of 18 and 30 who use TikTok for social media. Online Google forms that are easily accessible to everybody are used in this study. As a result, users can use computers, handphones, and other electronic devices at their convenience to complete this research.

Using a purposive sampling technique, the study's sample of 100 respondents was selected for analysis in this research. An excessively small or large number of outliers may result from a short sample size. This may greatly distort the outcomes. Many statisticians concur that a sample size of at least 100 is necessary to get relevant findings (Sabina, 2024).

3.3 Questionnaire Design

This study paper's quantitative survey is broken up into four sections: Sections A, B, C, and D. Six demographic questions are included in Section A, covering topics such as age, gender, family income annually, work status, education level, and so on. Section B consists of 6 questions on psychographic questions, which are used to understand beliefs, personalities, motivations, lifestyles, and other personality features of the individual to uncover underlying motives, presumptions, and attitudes. As for Section C, there are 8 questions on TikTok Usage and Content Perception to examine the impact of user-generated content on buying attention, which is RO1. Section D is on the connection between TikTok Content and intent to buy, which consists 19 questions to determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behavior, RO2.

Closed-ended questions are a common structure for survey questions in the questionnaire to restrict the responses from respondents to developed framed selections. In the questionnaire, questions with multiple choice and Yes/No answers are frequently utilised.

In Section D, a 5-point Likert scale is extensively utilised, with 1 representing Strongly Disagree and 5 representing Strongly Agree.

3.4 Proposed Analysis Tool

Jamovi software is chosen as a statistical software to use in this research because it is easy to use and straightforward. Aside from its ease of use, Jamovi's advantages include the ability to analyse text data without the requirement for dummy code variables, the straightforward technique of ordering variable levels, and the point-and-click approach of changing reference levels in both logistic and linear regression (Jamovi, 2023). Jamovi was also able to perform more complex statistics, such as ANOVA, correlation matrices, t-tests, and descriptive statistics are accessible in Jamovi.

3.5 Construct Measurements 3.5.1 Measurement Scale

3.5.1.1 Nominal Scale

A nominal scale, which is the most fundamental kind of measurement, separates data into distinct groups or categories. There is no inherent hierarchy or order to the categories on this scale (Adi, 2024). For example, gender, ethnicity, and occupation are a few examples of nominal data collected in Section A of the questionnaire. The scale is used to categorise data into distinct groups without suggesting a measurable connection among them; each category is given an equal value.

3.5.1.2 Ordinal Scale

An ordinal scale does not really determine the degree of variation among the facts; instead, it shows the data in a ranked and ordered way (Adi, 2024). Ordinal scales have a unique hierarchy or sequence as opposed to nominal scales. But the distances on the scale between adjacent locations aren't always equal or clearly defined. For example, "On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers? 1 is considered as not trusted, 5 as very trustable".

3.5.1.3 Likert Scale

A particular kind of ordinal scale called the Likert scale is frequently used in survey research to gauge respondents' attitudes and opinions. Usually, it consists of a sequence of statements or questions with a symmetric agree-disagree scale for respondents to indicate how much they agree or disagree (Pritha et al., 2020). There is a statement or question in the beginning, followed by five or seven answer statements. The answer option that most closely reflects the respondent's perspective on the statement or query is chosen. For instance, in Section D, for each variable statement, the respondents must select the best response from the options marked "strongly disagree, disagree, neutral, agree, or strongly agree."

3.5.1.3 Ratio Scale

A ratio scale is a measuring scale used in statistics and research methodology that possesses an actual zero point along with all the features of an interval scale. This implies that the data has a meaningful zero point that represents the total absence of the measured attribute in addition to being able to be arranged and having equal intervals like an interval scale (Pritha, 2020). Length, weight, time, object counts, and monetary values are common examples of measurements on a ratio scale. For instance, the respondents are required to choose from "Less than 15 minutes, 15 minutes to 30 minutes, 30 minutes to 60 minutes, more than 60 minutes".

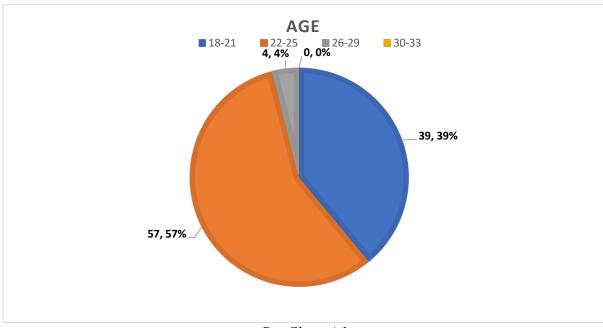
3.6 Chapter Summary

In conclusion, the research approach, sampling design, questionnaire design, proposed analysis tool, and construct measurements have been introduced in this chapter. 100 total respondents took part in this study and provided useful data collected using Google Form. The results of the analysis will be further discussed in the next chapter. Chapter 4: Findings and Analysis

4.0 Chapter Overview

The target respondents for this research need to be Malaysians who are users between the ages of 18 and 30 who use TikTok for social media. Jamovi was used to examine the collected data. The coming chapter's analysis, discussion, conclusions, and suggestions will be based on the results obtained.

4.1 Descriptive Analysis

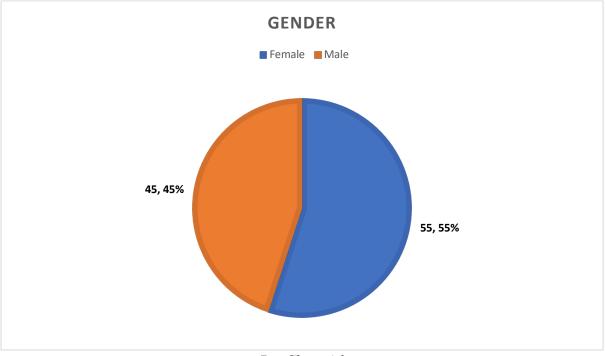


4.1.1 Demographic Profile (Section A)4.1.1.1 Age

Pie Chart 4.1

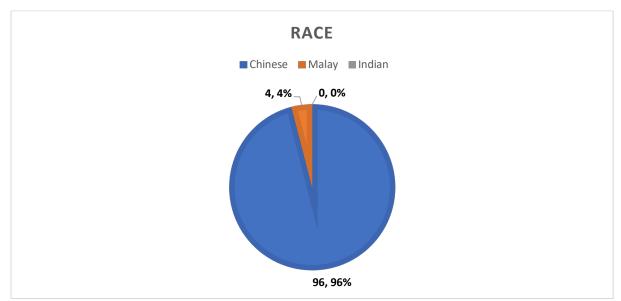
The survey indicates that the highest majority of respondents, or 57% of them, are between the ages of 22 and 25. Conversely, 39% of those surveyed are between the ages of 18 and 21. Lastly, 4% of the participants are in the age range of 26 to 29.

4.1.1.2 Gender



Pie Chart 4.2

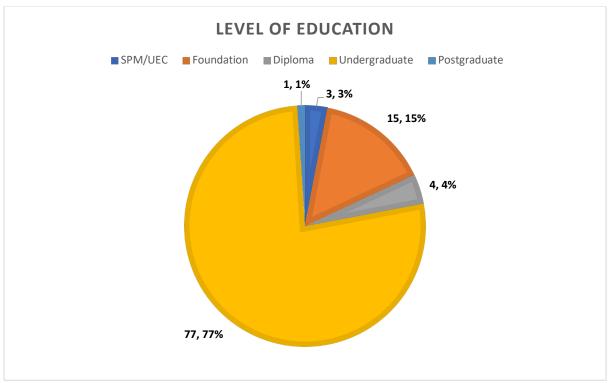
An analysis of the study's gender distribution produced Pie Chart 4.2. Out of the total number of respondents, 55 or 55% are female, indicating a higher proportion of females than males participated in the survey. Of them, 45 were male and made up the remaining 45%.



4.1.1.3 Race

Pie Chart 4.3

The number of respondents from various races in this study was displayed in Pie Chart 4.3. With 96 responses, Chinese respondents had the greatest participation rate (96%). Six responders who were Malay came next.

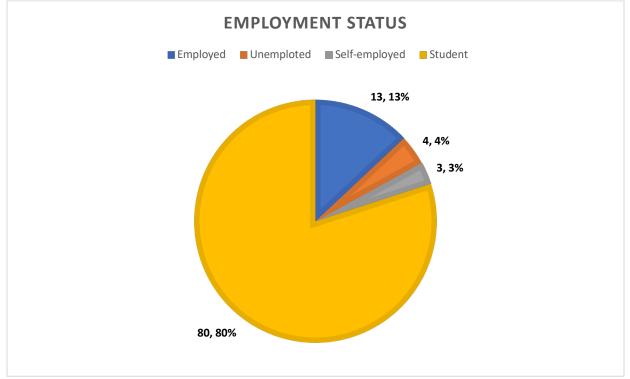


4.1.1.4Level of Education

Pie Chart 4.4

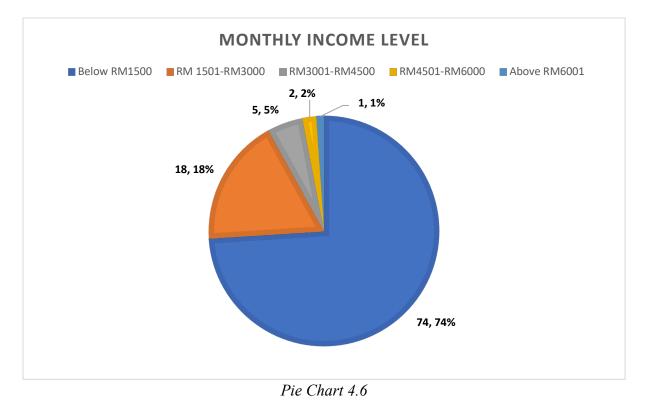
The number of respondents in this study with varying levels of education was displayed in Pie Chart 4.4. Of the overall sample size, 77 were undergraduates, amounting up 77% of the group. Then came 15 of them, or 15% percent, who were foundation students. Four diploma holders, three SPM/UEC students, and one postgraduate student made up the rest of the group.

4.1.1.5 Employment status



Pie Chart 4.5

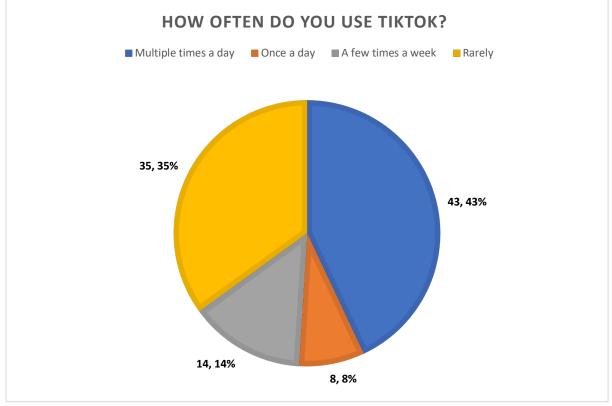
The employment status of the study participants was displayed in Pie Chart 4.5. Students made up the majority of participants, accounting for 80% of them or 80 out of 100 replies. Thirteen people in employment, four people without employment, and three self-employed people made up the remaining 20%.



The monthly income level of the study participants was displayed in Pie Chart 4.6. The monthly income level of majority participants is below RM1500, accounting for 74% of them or 74 out of 100 replies. The monthly income level of the remain respondents are 18 peoples around RM1501-RM3000, 5 people around RM3001-RM4500, 2 around RM4501-RM6000, and 1 person above RM6001.

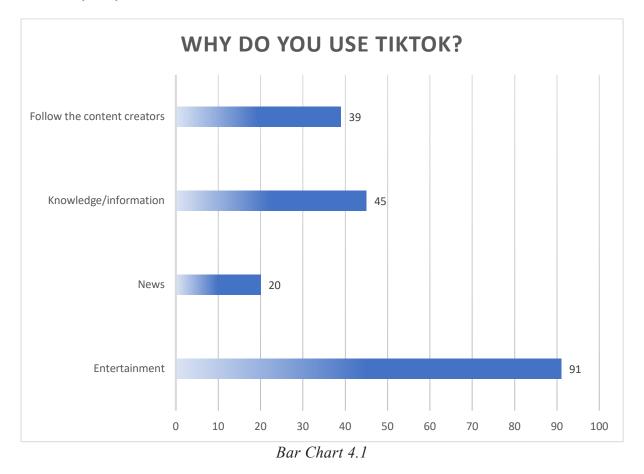
4.2 Psychographic Questions (Section B)

4.2.1 How often do you use TikTok?

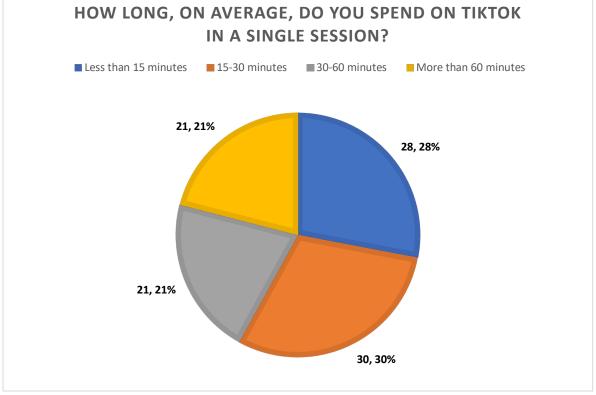


Pie Chart 4.7

The frequency of TikTok use by respondents was displayed in Pie Chart 4.7. 43 respondents, or 43% of the data set, said they use TikTok several times a day. Eight users use TikTok daily, while fourteen users use it a few times each week. Thirty-five respondents use TikTok infrequently.



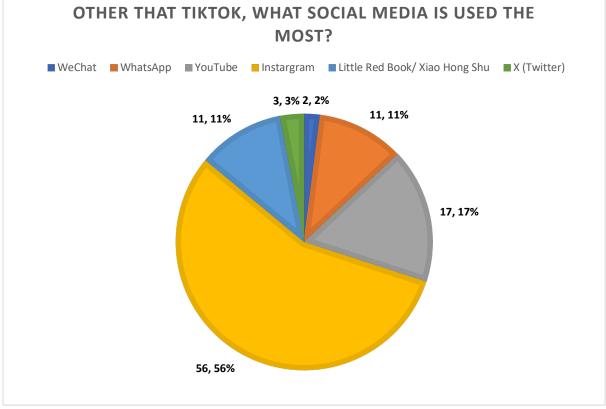
The purpose of respondents use TikTok was displayed in Bar Chart 4.1. Up to 91 out of 100 respondents said that their primary reason for using TikTok is entertainment. Additionally, TikTok is a social media platform used by 45 of the respondents for knowledge or information gathering. Additionally, 39 respondents said they used to follow TikTok content creators. Finally, the least number of respondents (20) said they browse news on TikTok.



4.2.3 How long, on average, do you spend on TikTok in a single session?

Pie Chart 4.8 displays the respondents' TikTok usage duration in a single session. 21% of respondents use TikTok more than 60 minutes per session. Then, among respondents who use TikTok around 30-60 minutes per session are 21%. Third, 30% or 30 respondents, spend 15-30 minutes on TikTok per session. And lastly, 28% of participants (28) spent less then15 minutes on TikTok.

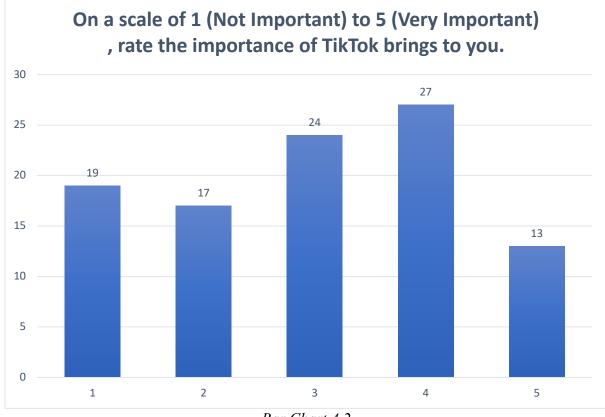
Pie Chart 4.8

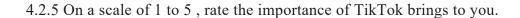


4.2.4 Other that TikTok, what social media is used the most?

Other than TikTok, social media is used by the respondents, as can be seen in Pie Chart 4.9. The majority of responders (56), or 56%, use Instagram. 17 respondents said they use YouTube, which is the second-highest percentage. 11 respondents—the same number as those using Little Red Book and WhatsApp—use social media platforms other than TikTok. The rest of the respondents use X and WeChat other than TikTok, which is 3 and 2.

Pie Chart 4.9





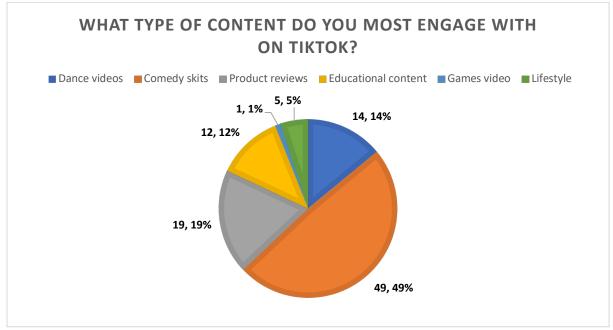


Descriptive	
	On a scale of 1 to 5 , rate the importance of TikTok brings to you.
Ν	100
Mean	2.98
Std. error mean	0.132
Median	3.00
Standard deviation	1.32

Table 4.1

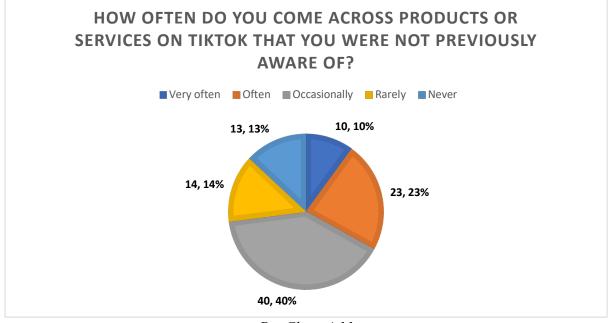
Bar Chart 4.2 showed how important TikTok was to individuals who answered. TikTok is regarded as a highly important social media application by 13 of the respondents. Tik Tok is significant to 27 out of the respondents. 24 respondents believe that using TikTok is neutral. Out of the 36 respondents, 17 think TikTok is less significant to them, and the remaining respondents think TikTok is completely unimportant.

4.3 TikTok Usage and Content Perception (Section C)4.3.1 What type of content do you most engage with on TikTok?



Pie Chart 4.10

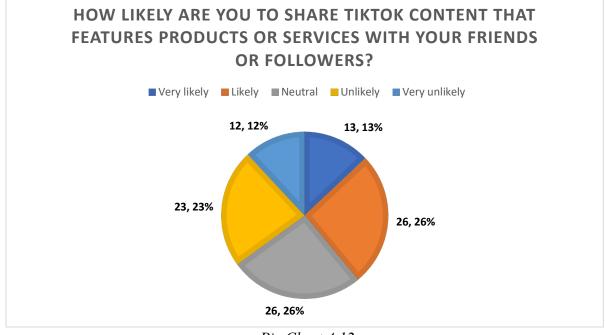
Pie Chart 4.10 illustrates the most popular material on TikTok among the respondents. It is evident from the pie chart that around 49 % of the respondents (49) are likely to interact with comedy skits on TikTok. 19 of the respondents said they would want to interact with product evaluations on TikTok. In addition, 14 of the participants expressed a desire to interact with dancing videos. Then, 12 out of 100 respondents said they would like to interact with the educational material. The remaining respondents (5) and (1) would like to interact with lifestyle materials and video games. 4.3.2 How often do you come across products or services on TikTok that you were not previously aware of?



Pie Chart 4.11

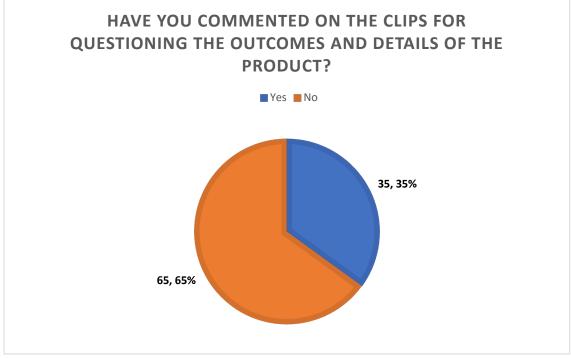
The frequency of goods or services on TikTok that respondents were unaware of previously is displayed in Pie Chart 4.11. Pie Chart 4.11 shows that 10% of respondents (10) believe they frequently discover goods or services on TikTok that they were unaware of before. According to 23 responders, they encounter this circumstance frequently. 40% of participants believe that they regularly discover goods or services on TikTok that they were unaware of before. It is unusual for the 14 respondents to discover goods or services on TikTok that they were unaware of befores any services or goods from TikTok that they were unaware of beforehand.

4.3.3 How likely are you to share TikTok content that features products or services with your friends or followers?



Pie Chart 4.12

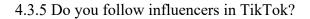
The willingness of the respondents to share information with their friends or followers about products or services featured on TikTok is shown in Pie Chart 4.12. 13% of respondents said they would be extremely likely to tell their friends or followers about the qualities of the items or services. The same number of respondents (26) are probably neutral when it comes to telling their friends or followers about items or services featured on TikTok. Conversely, 23 percent of respondents said they were unwilling to recommend certain goods or services to their friends. Furthermore, 12% of respondents(12%) said they would never recommend items or services on TikTok to their friends or followers.

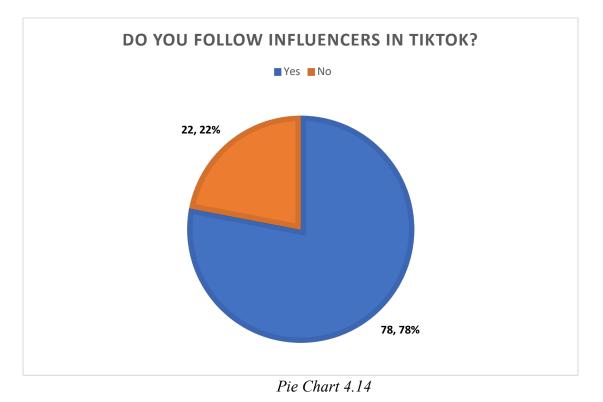


4.3.4 Have you commented on the clips for questioning the outcomes and details of the product?

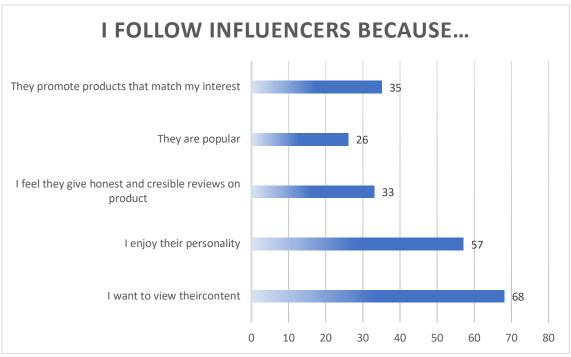
Pie Chart 4.13 shows that, 65% of the participants (65) had never before commented on the video on TikTok that questioned the product's specifications and consequences. On the other hand, the remaining respondents (35) commented on the clips for questioning the outcomes and details of the product.

Pie Chart 4.13





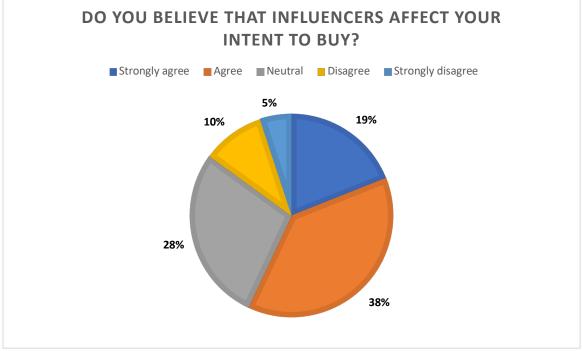
Pie Chart 4.14 shows that 78% of respondents follow influencers in TikTok, and the rest of them did not follow influencers in TikTok.



4.3.6 I follow influencers because...

Bar Chart 4.3

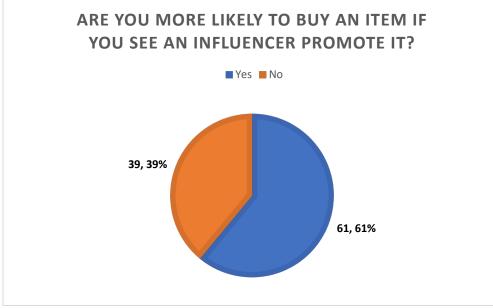
The motivation behind following influencers on TikTok is seen in Bar Chart 4.3. 68 respondents said they follow influencers mostly for the content that they post. With 57 percent agreeing, respondents' enjoyment of the influencer's personality ranks as the second-highest explanation. Because the items that the influencers promote align with their interests, 35 respondents follow them. 33 respondents said they will follow an influencer because they believe the person provides honest and reliable product reviews. Due to the influencer's recognition, the lowest percentage of respondents—26—will follow them.



4.3.7 Do you believe that influencers affect your intent to buy?

Pie Chart 4.15

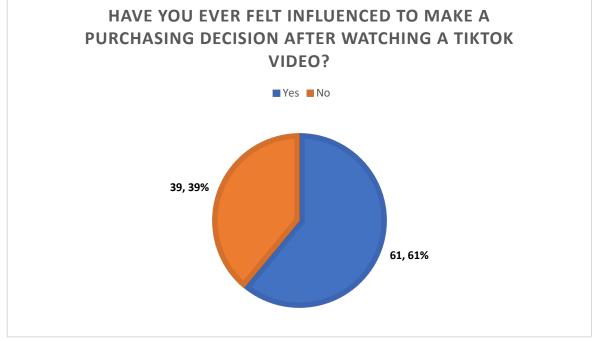
According to Pie Chart 4.15, 19% of respondents (19) strongly believe that influencers will have an impact on their intention to purchase a good or service. The statement is likewise agreed with by 38% of respondents (38). 28 respondents are unsure whether influencers will have an impact on their decision to purchase a good or service. Conversely, 10 respondents disagree and 5 strongly disagree that influencers will have an impact on their intention to purchase a good or service.



4.3.8 Are you more likely to buy an item if you see an influencer promote it?

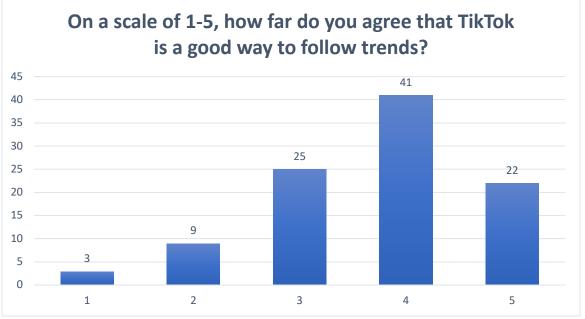
Pie Chart 4.16

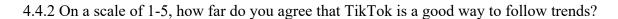
Pie Chart 4.16 shows that 61% of respondents (61) are more likely to buy an item if they see an influencer promote the items and services. Besides, 39% of the respondents (39) do not want to buy an item even if the influencer promotes it. 4.4 Connection Between TikTok Content and Intent to Buy (Section D)4.4.1 Have you ever felt influenced to make a purchasing decision after watching a TikTok video?



Pie Chart 4.17

Pie Chart 4.17 illustrates that 61% of respondents (61) felt influenced to make a purchasing decision after watching a TikTok video. Besides, 39% of the respondents (39) do not feel influenced to make a purchasing decision after watching a TikTok video. This result is valid with the analysis in Pie Chart 4.17.

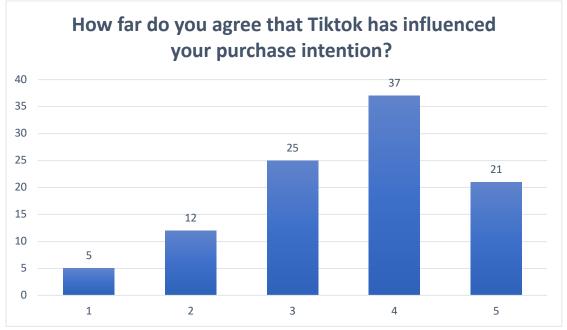


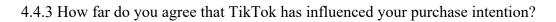


Descriptive

On a scale of 1-5, how far do you agree that TikTok is a good way to follow trends?	
Ν	100
Mean	3.70
Std. error mean	0.101
Median	4.00
Standard deviation	1.01

Bar Chart 4.4

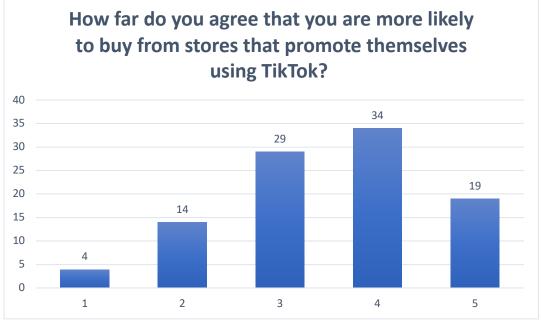




Bar Chart 4.5	Bar	Chart	4.5
---------------	-----	-------	-----

Descriptive

How far do you agree that TikTok has influenced your purchase intention	
Ν	100
Mean	3.51
Std. error mean	0.111
Median	4.00
Standard deviation	1.11

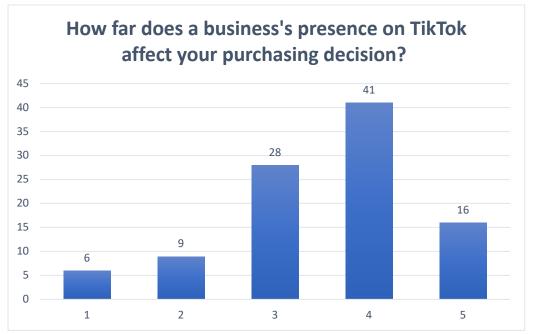


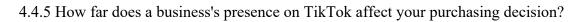
4.4.4 How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?

Descriptive

How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	
Ν	100
Mean	3.50
Std. error mean	0.108
Median	4.00
Standard deviation	1.08

Bar Chart 4.6

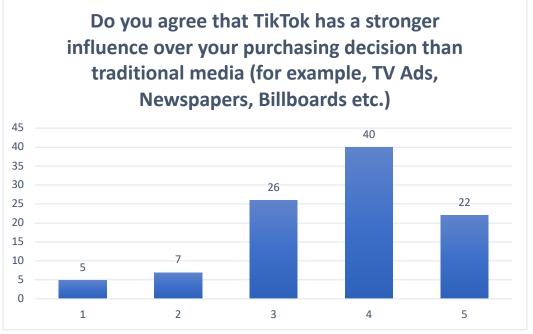




Descriptive

How far d	oes a business's presence on TikTok affect your purchasing decision?
Ν	100
Mean	3.52
Std. error mean	0.106
Median	4.00
Standard deviation	1.06

4.4.6 Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?

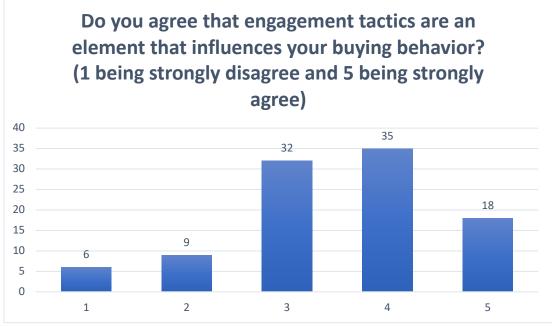


Bar Chart 4.8

Descriptive

Do you agree that TikTok has a stronger influence over your purchasing decisio than traditional media?	
Ν	100
Mean	3.67
Std. error mean	0.105
Median	4.00
Standard deviation	1.05

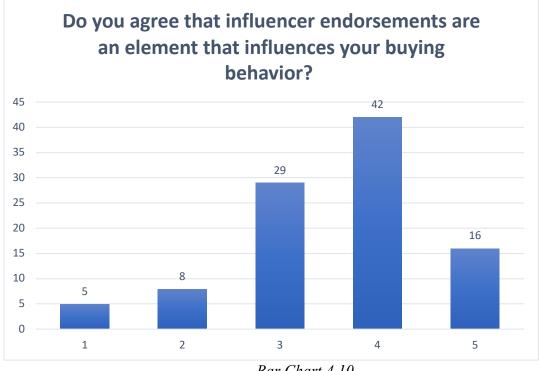
4.4.7 Do you agree that engagement tactics are an element that influences your buying behaviour?



Bar Chart 4.9

Descriptive

Do you agree t	hat engagement tactics are an element that influences your buying behavior?
Ν	100
Mean	3.50
Std. error mean	0.108
Median	4.00
Standard deviation	1.08



4.4.8 Do you agree that influencer endorsements are an element that influences your buying behaviour?

Descriptive

Do you agre	ee that influencer endorsements are an element that influence buying behavior?	s your
Ν	100	
Mean	3.56	
Std. error mean	0.102	
Median	4.00	
Standard deviation	1.02	

Bar Chart 4.10

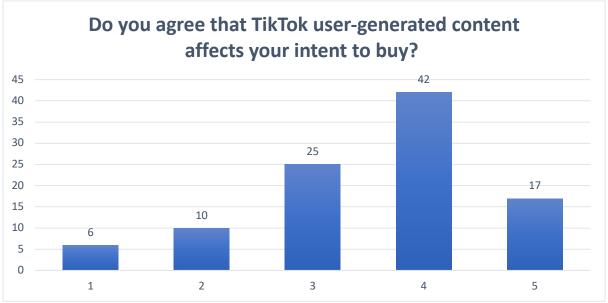


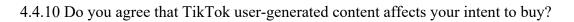
4.4.9 Do you agree that product presentations are an element that influences your buying behaviour?

Bar Chart 4.11

Descriptive

Do you agree that product presentations are an element that influences your buying behavior?		r
Ν	100	
Mean	3.68	
Std. error mean	0.103	
Median	4.00	
Standard deviation	1.03	





Descriptive

Do you agree that TikTok user-generated content affects your intent to bu	
Ν	100
Mean	3.54
Std. error mean	0.108
Median	4.00
Standard deviation	1.08

Bar Chart 4.12

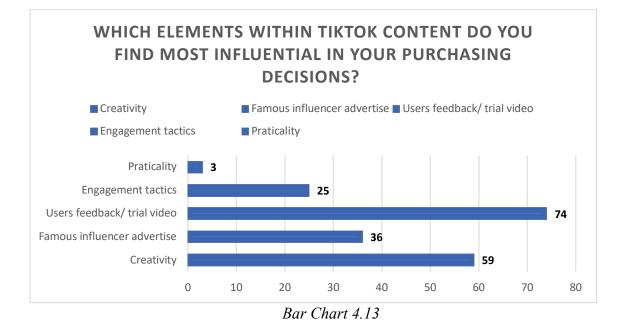
	How far do you agree that TikTok is a good way to follow trends?	How far do you agree that TikTok has influenced your purchase intention?	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	How far does a business's presence on TikTok affect your purchasing decision?	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	Do you agree that engagement tactics are an element that influences your buying behavior?	Do you agree that influencer endorsements are an element that influences your buying behavior?	Do you agree that product presentations are an element that influences your buying behavior?	Do you agree that TikTok user- generated content affects your intent to buy?
Ν	100	100	100	100	100	100	100	100	100
Mean	3.70	3.51	3.53	3.52	3.67	3.50	3.56	3.68	3.54
Std. error mean	0.101	0.111	0.105	0.106	0.105	0.108	0.102	0.103	0.108
Median	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Standard deviation	1.01	1.11	1.05	1.06	1.05	1.08	1.02	1.03	1.08
Variance	1.02	1.22	1.10	1.12	1.11	1.16	1.04	1.07	1.16

Table 4.11: Combination Table 4.2 to Table 4.10

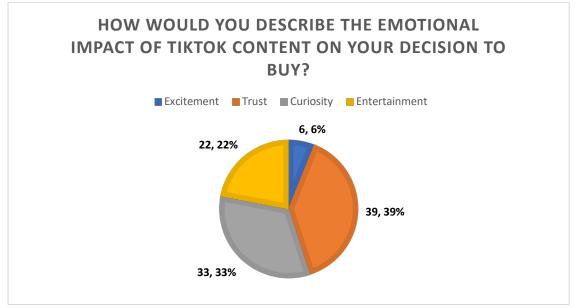
Each concept was scored using a 5-point Likert scale with the following options: strongly agree (5), agree (4), neutral (3), disagree (2), and severely disagree (1). The descriptive statistics of the respondents' content perceptions are shown in Table 4.11. Sum, mean, standard deviation, and variance make up this data set. All things considered, the mean of any construct with a score of greater than 3.5 indicates that the constructions' scale leans towards "Agree."

According to Table 4.11, respondents agree that TikTok is a good way to follow trends (M= 3.70). The respondents agree that TikTok has a stronger influence on their purchase intention (M=3.51), TikTok has a stronger influence over their purchasing decision than traditional media (M=3.67), engagement tactics influence their buying behavior (M=3.50), product presentations influence their buying behavior (M=3.68), and user-generated content affects their intent to buy (M=3.54).

4.4.11 Which elements within TikTok content do you find most influential in your purchasing decisions?



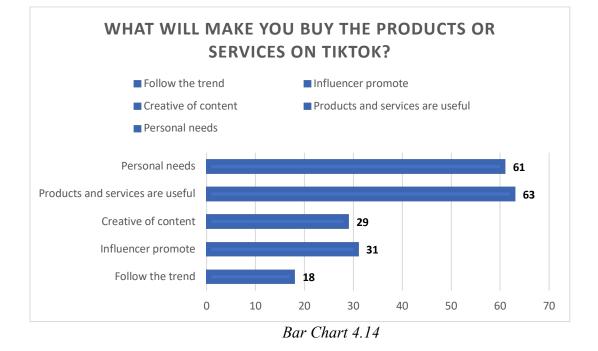
The TikTok content feature that most influences respondents' buying behaviour is displayed in Bar Chart 4.18. Based on the previously mentioned bar chart, 74 of them responders said that trial videos or user reviews have the biggest impact on their choice to buy. Second, 59 respondents concur that another crucial component of content that affects the audience's choice to buy is inventiveness. According to 36 respondents, well-known influencer commercials rank third among TikTok content that has the most impact on respondents' purchase decisions. According to 25 respondents, the factor that most affects their choice to buy is engagement strategies. Out of all the responses, only 3 concur that the TikTok content's practicality is what most affects their purchases.



4.4.12 How would you describe the emotional impact of TikTok content on your decision to buy?

The outcome of TikTok content's emotional influence on the target audience's purchasing decision is shown in Pie Chart 4.18. Trust is the most significant factor influencing TikTok content on consumers' decisions to purchase products, with 39% of respondents (39) concurring. The next portion discusses how a buyer's curiosity affects their decision to buy, and 33 respondents affirmed this. 22 respondents ranked entertainment in third place. Only six people voted for enthusiasm, which comes in last on the list.

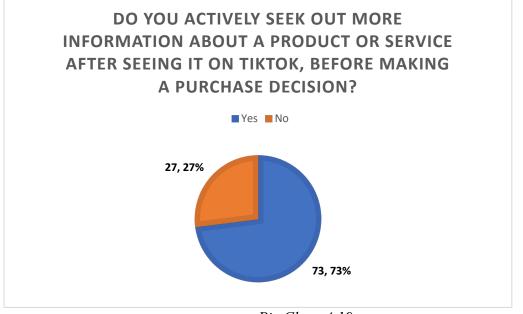
Pie Chart 4.18



4.4.13 What will make you buy the products or services on TikTok?

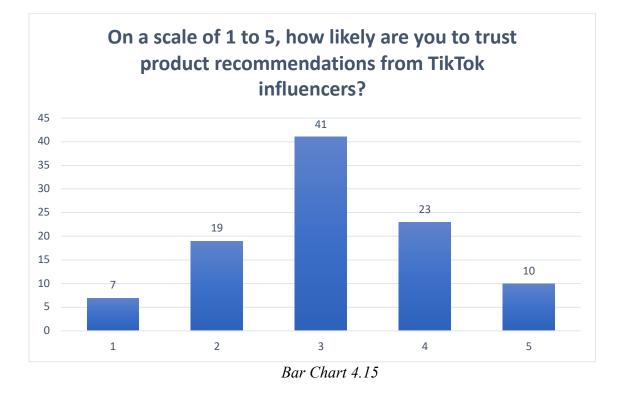
The motivation for the target audience's TikTok purchases of goods and services is displayed in Bar Chart 4.14. Sixty-three respondents, or the group with the highest rating, thought the goods and services were useful. Out of 100 respondents, 61 purchase goods and services from TikTok according to individual demands. 31 respondents said they would purchase goods and services on TikTok as a result of influencer marketing. According to 29 respondents, the reason they purchase products or services on TikTok is the creative content rather than influencer marketing. Only 18 respondents will purchase the goods and services due to the trend.

4.4.14 Do you actively seek out more information about a product or service after seeing it on TikTok, before making a purchase decision?



Pie Chart 4.19

As seen in Pie Chart 4.19, 73% of respondents (73%) actively look for further information about a good or service before deciding to buy it after viewing it on TikTok, whereas 27% of respondents are on the other hand.



4.4.15 On a scale of 1 to 5, how likely are you to trust product recommendations from TikTok influencers?

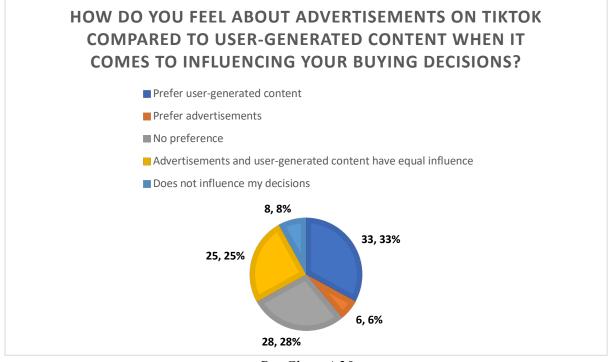
Descriptive

On a scale of 1 to 5, how likely are you to trust product recommendations f TikTok influencers?			
Ν	100		
Mean	3.10		
Std. error mean	0.105		
Median	3.00		
Standard deviation	1.05		

Table 4.12

Any construct that has a mean score higher than 3.5 suggests that the scale of the constructions leans more towards "Trust." Table 4.12 demonstrates that respondents are neither positive nor negative (M=3.10) about their level of confidence in the products that TikTok influencers suggest.

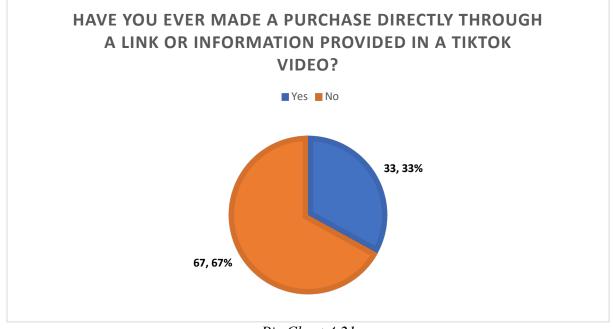
4.4.16 How do you feel about advertisements on TikTok compared to user-generated content when it comes to influencing your buying decisions?



Pie Chart 4.20

When it comes to influencing their purchasing decisions, respondents' opinions regarding TikTok commercials vs user-generated content are depicted in Pie Chart 4.20. On TikTok, user-generated content is preferred by 33% of respondents, while advertisements are preferred by only 6% of respondents. One-quarter of the participants (25) believe that the impact of user-generated content and adverts is equal. 8 respondents feel that neither user-generated material nor advertisements affect their choice to buy, whereas 28% of respondents (28) have no preference in this regard.

4.4.17 Have you ever made a purchase directly through a link or information provided in a TikTok video?

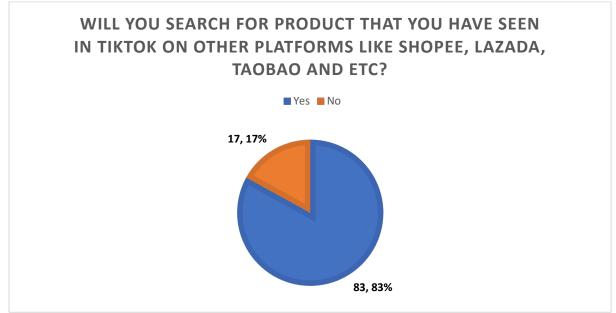


Pie Chart 4.21

According to Pie Chart 4.21, 67% of respondents (67) had previously purchased after

clicking on a link or using information from a TikTok video; 33 of them are on the other side.

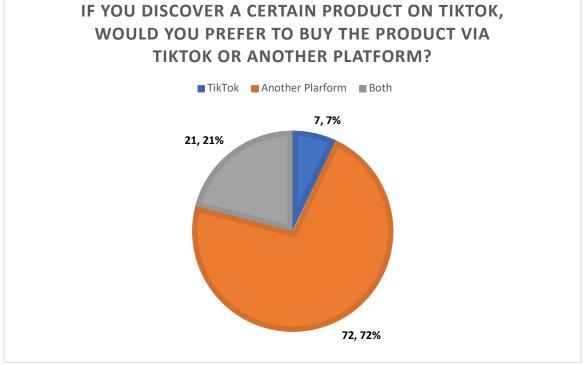
4.4.18 Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazada, TaoBao and etc?



Pie Chart 4.22

Pie Chart 4.22 shows that 83 respondents will look on other platforms such as Shopee, Lazada, and TaoBao for items they have seen on TikTok. This action won't be taken by the other responders.

4.4.19 If you discover a certain product on TikTok, would you prefer to buy the product via TikTok or another platform?



Pie Chart 4.23

The preference of the respondents to purchase goods through TikTok or another platform is displayed in Pie Chart 4.23. Merely 7 respondents said they would rather purchase a product via TikTok if they came across it there, while 72 respondents said they would rather purchase it through another site or platform. When 21 respondents discover a product on TikTok, they would rather purchase it on any platform.

4.5 Reliability Test

Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.906

Table 4.13

Item Reliability Statistics

	Mean	SD	Cronbach's α
How far do you agree that TikTok is a good way to follow trends?	3.70	1.01	0.895
How far do you agree that TikTok has influenced your purchase intention?	3.51	1.11	0.907
How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	3.53	1.05	0.906
How far does a business's presence on TikTok affect your purchasing decision?	3.52	1.06	0.903
Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media ?	3.67	1.05	0.895
Do you agree that engagement tactics are an element that influences your buying behavior?	3.50	1.08	0.893
Do you agree that influencer endorsements are an element that influences your buying behavior?	3.56	1.02	0.895
Do you agree that product presentations are an element that influences your buying behavior?	3.68	1.03	0.896
Do you agree that TikTok user-generated content affects your intent to buy?	3.54	1.08	0.892
How likely are you to trust product recommendations from TikTok influencers?	3.10	1.05	0.895
Rate the importance of TikTok brings to you.	2.98	1.32	0.899



The scale and item level reliability analysis provide important insights into the internal validity and consistency of the questionnaire used to evaluate different elements of TikTok's impact on trends and purchase behaviour. With an overall reliability value of 0.906, the scale's items that measure respondents' opinions and actions regarding TikTok's impact on buying decisions and trend following show strong internal consistency.

With Cronbach's α values ranging from 0.892 to 0.907, the questionnaire exhibits strong internal consistency overall and can be relied upon to accurately measure the target components. When it comes to product presentations, influencer endorsements, and user-generated content, respondents consistently believe that TikTok has an impact on their purchase decisions and trend following. Although the impact of TikTok on purchase intention and preference for shops that advertise on the platform is well acknowledged, there seems to be a moderate level of confidence in the product recommendations made by TikTok influencers.

4.6 Inferential Analysis4.6.1 Pearson Correlation Result

		How far do you agree that TikTok is a good way to follow trends?	How far do you agree that Uktob has influenced your purchase intention?	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	How far does a business's presence on TikTok affect your purchasing decision?	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media?	Do you agree that engagement tactics are an element that influences your buying behavior?	Do you agree that influencer endorsements are an element that influences your buying behavior?	Do you agree that product preservations are an element that influences your buying behavior?	Do you agree that TikTok user- generated content affects your intent to buy?
tow far do you agree that TikTok is a good say to follow trends?	Pearson's r	-								
	4 6	-								
	p-value	-								
low far do you agree that TikTok bas riliaenced your purchase intention?	Pearson's r	0,211	-							
	۵.	98	-							
	p-value	0.035	-							
tow far do you agree that you are more kely to buy from stores that promote hemselves using TikTok?	Pearson's r	0.285	0.697	-						
	۵.	98	98	-						
	p-value	0.004	< .001	-						
tow far does a business's preserve on 1kTok affect your purchasing decision?	Pearson's r	0.270	0.746	0.695	-					
	۵.	98	98	98	-					
	p-value	0.007	< .001	< .001	-					
To you agree that T&Tok has a stronger riluence over your purchasing decision han traditional media ?	Pearson's r	0.636	0.293	0.257	0372	-				
	4 .	98	98	98	98	-				
	p-value	<.001	0.003	0.009	<.001	-				
lo you agree that engagement tactics are in element that influences your buying rehavior?	Pearson's r	0.705	0.165	0.237	0.292	0715	-			
	۵.	98	98	98	98	98	-			
	p-value	<.001	0.100	0.018	0.003	<.001	-			
Do you agree that influencer endorsements are an element that influences your buying rehavior?	Pearson's r	0.538	0.183	0.296	0374	0.616	0.727	-		
	4 .	98	98	98	98	98	98	-		
	p-value	< .001	0.068	0.008	<.001	<.001	<.001	-		
To you agree that product presentations are in element that influences your buying rehavior?	Pearson's r	0.642	0.188	0.177	0338	0.560	0.680	0.671	-	
	4 6	98	98	98	98	98	98	98	-	
	p-value	<.001	0.060	0.079	<.001	<.001	<.001	< .001	-	
to you agree that T&Tok user-generated petent affects your intent to buy?	Pearson's r	0.624	0.360	0.298	0.354	063.0	0.679	0.661	0.683	-
	di,	98	98	98	98	98	98	98	98	_
	p-value	<.001	< .001	0.003	< .001	< .001	<.001	< .001	<.001	-

Table 4.15

The links between several variables assessing attitudes and actions of TikTok's effect on buying decisions and trend following are shown by Pearson's correlation analysis. Table 4.15 illustrates the correlation matrix.

4.6.1.1 TikTok as a Platform for Trend Following

According to Table 4.15, perceiving TikTok as a useful tool for trend-following and agreeing that TikTok has affected purchase intention are positively correlated (r = 0.211, p = 0.035). Similarly, there's a positive link (r = 0.285, p = 0.004) between thinking of TikTok as a platform for tracking trends and being more inclined to purchase products from businesses who use the app to advertise themselves.

This implies that those who think TikTok is useful for trend following are more likely to be affected by the platform when making purchases and to favour retailers that advertise on TikTok.

4.6.1.2 The Impact of TikTok on Buying Decisions

The probability of making purchases from stores that use TikTok to market themselves shows a positive link with the effect of TikTok on purchase decisions (r = 0.746, p < 0.001) in Table 4.15. Furthermore, there is a positive link (r = 0.746, p < 0.001) between the impact of a business's presence on TikTok and its influence on purchasing decisions.

This suggests that those who believe TikTok has an impact on their purchasing decisions are more likely to make purchases from retailers who advertise on the site and are impacted by firms' presence there.

4.6.1.3 TikTok's corresponding impact on traditional media

All other research factors, ranging from 0.293 to 0.636 (p < 0.001), had a substantial positive association with the belief that TikTok has a greater effect on purchase decisions than traditional media.

This implies that those who think TikTok has a bigger impact on decisions about what to buy also likely to agree more strongly with other claims about how TikTok affects buying habits. 4.6.1.4 Impact of Product Presentations, Influencer Endorsements, and Engagement Strategies

Perceptions that impact purchasing behaviour are positively correlated with influencer endorsements, product presentations, and engagement techniques (r = 0.705, r = 0.727, and r = 0.680, respectively; all p < 0.001).

This suggests that TikTok is likely to be perceived as significant in the buying decisions of those who concur that engagement strategies, influencer endorsements, and product presentations impact buying behaviour.

4.6.1.5 User-Generated Content's Effect on Purchase Intent

The belief that intent to purchase is influenced by TikTok user-generated material is positively correlated with all other research variables, which range from 0.298 to 0.630 (all p < 0.001).

This implies that those who concur that TikTok's user-generated content influences their intention to purchase also frequently concur more strongly with other claims about the platform's impact on consumer behaviour.

Overall, the correlation study shows a consistent pattern of effect across multiple dimensions of TikTok engagement, with notable positive connections found between distinct characteristics of TikTok usage and perceptions of its influence on purchase behaviour.

4.7 Chapter Summary

In summary, this chapter covered techniques to utilise Jamovi software for data tabulation from questionnaires. The demographics of respondents are analysed using descriptive analysis using pie charts, bar charts, and tables. To test the hypothesis, inferential analyses like Pearson Correlation Analysis were conducted. With a Cronbach's Alpha score of above 0.8, all of the constructs that were retrieved were considered trustworthy. The study discussion and conclusion, as well as its limits and suggestions, are covered in Chapter 5.

Chapter 5: Discussion and Conclusion

5.0 Chapter Overview

The study results have been compiled and examined in the chapter before it. The purpose of this last chapter is to go over the findings and respond to the research questions. These results align with previous research, especially the ones that were emphasised in the section on literature review. The research is finished, and suggestions for further research will also be made.

5.1 Discussion

This research's correlation analysis offers insightful information on how TikTok content and user behaviour are related. The results provide empirical support for the study's aims and are in good agreement with them.

The findings reveal insightful trends regarding TikTok usage among Malaysian youths aged 18 to 30. The majority of respondents fall within the 22 to 25 age bracket, indicating a significant user base in the mid-20s range. Specifically, 57% of respondents are between 22 and 25 years old, while 39% are aged 18 to 21. Additionally, the gender distribution shows a slight skew towards females, with 55% of respondents identifying as female, compared to 45% who identify as male, suggesting a higher proportion of female users.

Ethnically, Chinese respondents dominate the racial demographics, comprising 96% of the sample, followed by Malay respondents at 6%. These statistics reflect Malaysia's ethnic composition and provide valuable insights into the platform's user base.

Notably, TikTok serves primarily as an entertainment platform for users, with a significant emphasis on comedy skits and entertainment content. According to the findings, 91% of respondents cited entertainment as their primary reason for using TikTok. However, it also serves as a source of information and knowledge for a sizable portion of users, with 45% using it for knowledge or information gathering.

The platform's influence on purchasing decisions is evident, with a majority of respondents feeling influenced to make purchases after watching TikTok videos. Specifically, 61% of respondents reported feeling influenced to make purchasing decisions after watching TikTok videos, highlighting the platform's potential as a marketing channel.

Influencers play a crucial role in shaping user behaviour, with a significant portion of respondents following influencers and considering their recommendations when making purchase decisions. According to the findings, 78% of respondents follow influencers on TikTok, indicating their significant impact on user engagement and purchasing behaviour.

The reliability analysis demonstrates the consistency of responses across various constructs, indicating a robust questionnaire design. With an overall reliability value of 0.906, the scale's items that measure respondents' opinions and actions regarding TikTok's impact on buying decisions and trend following show strong internal consistency.

The correlation analysis highlights significant relationships between different aspects of TikTok usage and their impact on purchasing behaviour, suggesting a complex interplay between user perceptions and platform dynamics. For example, perceiving TikTok as a useful tool for trend-following positively correlates with agreeing that TikTok has affected purchase intention (r = 0.211, p = 0.035).

With the Uses and Gratifications Theory serving as the theoretical fundamental, the conceptual framework describes the important factors and interactions that the study seeks to analyse. In order to provide marketers and advertisers with insights on how to effectively engage with their target audience on TikTok, the study aims to understand how user-generated content, engagement tactics, influencer endorsements, and product presentations influence buying attention and behaviour on the platform.

According to the study, users of TikTok actively interact with the platform for particular goals, like enjoyment and knowledge development. This is consistent with the idea of intentional media use, in which people consciously select the media to consume in order to satisfy their requirements. For instance, 91% of respondents said they used TikTok primarily for enjoyment, showing that they purposefully chose the content to satisfy their need for amusement.

Consumers' prior media experiences have a big influence on the decisions they make on TikTok which refer to the research. The study demonstrates that consumers are more likely to interact with content that suits their interests and preferences—which may have been influenced by their prior media consumption behaviors. Furthermore, the way that consumers are impacted by media personalities they follow is reflected in its impact of influencers on their purchase decisions, demonstrating the impact of previous media comes across on their behavior.

Moreover, the study also shows that users choose and use TikTok as a communication channel on their own choice to fulfill their perceived requirements and goals. The large proportion of users that actively use the site for social engagement, entertainment, and knowledge acquisition is evidence of this. TikTok's purposeful choice as an essential communication platform illustrates users' agency in selecting media that fits their objectives and areas of interest.

Furthermore, TikTok has competition from both traditional media and other media platforms when it comes to meeting the requirements and desires of its consumers. For many users, TikTok is their primary source for information and entertainment, but other social media sites like YouTube and Instagram also have a big influence on how they consume media. The conflict between media outlets is a reflection of how media consumption is dynamic and how diverse sources of satisfaction must always be negotiated.

Examining the effect of user-generated material on attention purchase was the initial study goal. This goal is clearly supported by the favourable correlations shown between opinions of TikTok as a trend-following site and its impact on purchase intention. This implies that user-generated material, which frequently leads to trends and viral challenges on TikTok, does, in fact, draw attention to products and have an impact on younger customers' purchase decisions. This result is consistent with other research that showed how important user-generated material is in influencing the attitudes and actions of consumers (Andreas, L. et al, 2023). It emphasises how crucial it is for marketers to use user-generated content wisely to interact with their target market and achieve their goals.

The second study goal examined the effects of TikTok content—such as influencer recommendations, product demos, and interaction tactics—on viewers' purchasing decisions.

This goal is further validated by the significant positive connections that have been found between these content features and their influence on purchase behaviour. Consumer decisions on TikTok were shown to be significantly influenced by influencer endorsements, which is consistent with other studies on the efficacy of influencer marketing (Leong, F., F. et al., 2022). Furthermore, the connections show that engagement strategies—like interactive challenges and direct audience communication—are crucial in influencing consumers' purchase decisions. This is consistent with research on engagement strategies, which highlights the need of developing deep connections with customers in order to increase engagement and loyalty (Wang, C, G., et al, 2023).

The results of this investigation support and expand the body of prior research on the influence of social media content on consumer behaviour. For example, studies by Andreas (2023) and Leong (2022), have demonstrated the persuasive potential of influencer endorsements and user-generated content in influencing customer preferences and purchasing choices. This study contributes further proof to the body of knowledge on social media marketing by validating and enhancing these findings in the context of TikTok.

Furthermore, the findings of earlier studies on the significance of interactive and personalised content in promoting customer engagement are reinforced by the favourable correlations found between engagement strategies and their effect on purchase behaviour (Wang, C. G., et al., 2023). This implies that the concepts of successful engagement methods are applicable to TikTok and other social media platforms.

Overall, the study's findings deepen our understanding of the ways in which TikTok content affects consumer behaviour and offer useful advice to marketers looking to use the platform for engagement and targeted advertising campaigns.

Through an analysis of the components of TikTok content that influence user behaviour, this study clarifies the processes by which social media content influences consumer choices. This contributes to our theoretical knowledge of consumer behaviour in the digital era and offers marketers practical advice on how to maximise the impact of their social media strategy.

5.2 Implications

This research has a wide range of consequences that will be helpful to scholars and professionals in the fields of marketing and social media management. The development of marketing strategies, content production and curation, influencer marketing plans, user engagement techniques, platform-specific analytics application, and cross-platform integration are among the main consequences.

We start by reviewing the evolution of the marketing plan. The research findings furnish marketers with practical perspectives on how to proficiently utilise TikTok as a marketing platform. Targeted marketing strategies for younger audiences on TikTok may be developed with an understanding of how user-generated content, influencer endorsements, and interaction approaches affect customer behaviour.

Let's discuss content development and curation next. The report emphasises how crucial it is for social media managers and content providers to provide interesting, genuine material that appeals to TikTok viewers. Content makers may improve their capacity to draw in viewers and encourage desired actions by adding components like influencer partnerships, interactive challenges, and eye-catching product displays.

Furthermore, the study highlights the noteworthy impact of influencer recommendations on the buying choices made by users on TikTok. This knowledge may be used by brands to create influencer marketing plans that work, such as finding and working with influencers whose audience and values coincide with their target market.

Additionally, marketers may improve user engagement on TikTok by comprehending the effects of engagement strategies including direct contact, interactive challenges, and usergenerated content. Brands may develop a strong and active following on the platform by promoting meaningful interactions and user-generated content development.

Utilising analytics designed for a particular platform is another important study implication. Marketers may maximise the effectiveness of their campaigns by utilising TikTok's platform-specific statistics. Marketers may improve their strategy and content to better suit the tastes and requirements of their target audience by examining data on user interaction, content performance, and audience demographics.

Cross-platform integration is yet another important research implication. Marketers may incorporate TikTok content with other social media platforms and marketing campaigns by using the information gathered from this research to inform cross-platform marketing strategies. Through tactical redistribution of TikTok content on other platforms, marketers may broaden their consumer base and improve brand awareness among a variety of demographics.

Overall, this research's consequences highlight how critical it is to comprehend TikTok as a potent marketing tool for connecting with younger audiences and achieving goals in the digital space. Marketers may improve their content development efforts, develop more successful marketing strategies, and interact with their target audience on TikTok by putting the knowledge from this study to use.

5.3 Limitations

Although the correlation analysis resulted in interesting insights, it is important to acknowledge certain limitations. First, the study uses self-reported data, which might contain errors or biases. Furthermore, it's possible that the sample size and demographics aren't entirely typical of the larger population, which might restrict how broadly the results can be applied. Furthermore, the correlational design of the study makes it impossible to establish causal links between the variables. Some of these limitations could be addressed in future study with experimental or longitudinal methodologies.

5.4 Recommendations

Expanding upon the present investigation, other directions await further investigation. First and foremost, qualitative research methods like focus groups and interviews may offer more in-depth understanding of the processes by which TikTok content affects consumer behaviour. Furthermore, investigating the significance of content attributes, such humour, genuineness, or aesthetic appeal, may improve our comprehension of TikTok's influence on purchasing decisions. Additionally, marketers may benefit from looking at contextual or cultural elements that may mitigate the link between TikTok content and purchase behaviour.

5.5 Conclusion

In summary, this study offers insightful information on how TikTok content affects the purchase decisions of younger customers. The results demonstrate how important usergenerated content, influencer recommendations, and engagement strategies are in influencing platform users' attention levels and purchasing decisions. The study adds to our knowledge of the dynamics of consumer behaviour in the context of social media marketing, notwithstanding various limitations. Going future, more investigation is necessary to examine additional elements that can affect user choices on TikTok and explore deeper into the processes that operate underneath these interactions. The study's overall findings emphasise how critical it is to comprehend TikTok as a potent marketing tool for connecting with younger consumers and influencing their purchase decisions.

References

- Adi Bhat. (2024). Consumer Behavior: Definition, factors and methods. Question Pro. Retrieved from https://www.questionpro.com/blog/consumer-behavior-definition/
- Adi, B. (2024). Nominal Scale: Definition, Characteristics and Examples. Question Pro. Retrieved from https://www.questionpro.com/blog/nominalscale/#:~:text=A%20Nominal%20Scale%20is%20a,where%20numbers%20have%20 no%20value.
- Adi, B. (2024). Ordinal Scale: Definition, Level of Measurement and Examples Question Pro. Retrieved from https://www.questionpro.com/blog/ordinal-scale/
- Allen, M. (2017). *The SAGE encyclopedia of communication research methods* (Vols. 1-4). Thousand Oaks, CA: SAGE Publications, Inc doi: 10.4135/9781483381411
- Andreas, L., Jacob, G., Daniel, S., and Florian, S. (3 October 2023). Buying Future Endorsements from Prospective Influencers on User-Generated Content Platforms. SSRN. Retrieved from https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4582377
- Ben Lutkevich. (2021). *Definition Social Media*. Whatls.com. Retrieved from https://www.techtarget.com/whatis/definition/social-media
- Cari Murray. (2023, 3 July). *11 customer engagement strategies to help increase conversions*. Outreach. Retrieved from https://www.outreach.io/resources/blog/customerengagement-strategies-for-increasing-conversions
- Cassy Aite. (2022, 23 September). 10 Effective engagement marketing tactics to boost customer engagement. Hoppier. Retrieved from https://www.hoppier.com/blog/engagement-marketing

- Chakraborty, P. (2023, October 17). *The Importance of Trust and Transparency in Influencer Marketing*. Winsavvy. https://www.winsavvy.com/importance-of-trust-andtransparency-in-influencer-marketing/
- Chloe west. (2024, January 24). What is an Influencer? Social Media Influencers Defined. Influencermarketinghub. Retreieved from https://influencermarketinghub.com/whatis-an-influencer/
- Claire Beveridge. (2022, 13 January). What is User-Generated Content? And Why is it Important? Hootsuite. Retrieved from https://blog.hootsuite.com/user-generatedcontent-ugc/
- Claire Beveridge. (2022, 13 January). *What is User-Generated Content? And Why is it Important?* Hootsuite. Retrieved from https://blog.hootsuite.com/user-generatedcontentugc/#:~:text=UGC%20acts%20as%20authentic%20social,post%20of%20Dea n%20the%20Beagle.
- Coghlan, D., Brydon-Miller, M. (2014). *The SAGE encyclopedia of action research* (Vols. 1-2). London, : SAGE Publications Ltd doi: 10.4135/9781446294406
- Danil Salukov. (2023, 8 February). Why is User Generated Content So Important? 10 Main Reasons. Insense. Retrieved from https://insense.pro/user-generated-content/why-isuser-generated-content-so-important

- Deborah D'souza. (2023, 22 October). *TikTok: What It Is, How It Works, and Why It's Popular*. Investopedia. Retrieved from https://www.investopedia.com/what-is-tiktok-4588933
- Diana Rubine. (2023, October 3). Customer Engagement Tactics for Small Business. Spike. https://www.spikenow.com/blog/tips-tricks/customer-engagement-tactics-for-smallbusiness/
- Fabyio Villegas. (2024). *Customer Attention: What it is, Tips & Best Practices*. Question Pro. Retrieved from https://www.questionpro.com/blog/customer-attention/
- Fahad Muhammad. (2024). *What is user- generated content*. Instapage. Retrieved from https://instapage.com/blog/what-is-user-generated-content/
- Gustian, K. , Hidayat, R., m Zen, A., , Sekarini, R. A., & Malik, A. J. (2023, October). The Influence of Influencer Marketing in Increasing Brand Awareness and Sales for SMEs. Research Gate. Retrieved from https://www.researchgate.net/publication/374426411_The_Influence_of_Influencer_ Marketing_in_Increasing_Brand_Awareness_and_Sales_for_SMEs
- Huang, E. (2008). Use and gratification in e-consumers. Internet Research, 18(4), 405– 426. doi:10.1108/10662240810897817
- Jimit Mehta. (2023, 17 November). *The power of user-generated content for business growth*. Abmatic Ai. Retrieved from https://abmatic.ai/blog/power-of-user-generated-content-

for-business-

growth#:~:text=By%20featuring%20UGC%20on%20their,foster%20deeper%20relati onships%20with%20customers.

- Jocelyne Gafner, Audrey Eads, Angelo Mendoza,& Lisa Lagace. (2022, 25 June). 8 Types of Endorsements in Advertising. Indeed. Retrieved from https://www.indeed.com/careeradvice/career-development/endorsement-in-advertising
- Jocelyne, G., Aydrey, E., Angelo, M., & Lisa, L. (2022, June 25). 8 *Types of Endorsements in Advertising*. Indeed Career Guide. https://www.indeed.com/career-advice/careerdevelopment/endorsement-in-advertising
- Jocelyne, G., Aydrey, E., Angelo, M., & Lisa, L. (2023, March 11). How To Develop a Successful Product Presentation. Indeed. Retrieved from https://www.indeed.com/career-advice/career-development/presentation-of-products
- Laura Kloot. (2022). 7 Customer Engagement Strategies That Marketers Can't Ignore. Outbrain. Retrieved from https://www.outbrain.com/blog/customer-engagementstrategies/
- Leong, F, F., Gu, F, F., Li, Y, W., Jonathan, Z., and Robert, P. (2022). Influencer Marketing Effectiveness. Journal of Marketing. Retrieved from https://www.researchgate.net/publication/360603543_Influencer_Marketing_Effectiv eness

Lim, W. M., & Ting, D. H. (2012). E-shopping: An Analysis of the Uses and Gratifications Theory. *Modern Applied Science*, 6(5), 48–63. Retrieved from https://doi.org/10.5539/mas.v6n5p48

Luo, X. (2002). Uses and Gratifications Theory and E-Consumer Behaviors. Journal of Interactive Advertising, 2(2), 34–41. doi:10.1080/15252019.2002.10722060

Mallika Rangaiah. (2021, 10 April). 5 Factors Influencing Consumer Behaviour. Analyticssteps. https://www.analyticssteps.com/blogs/5-factors-influencingconsumer-behaviour

- Maya Dollarhide. (2023, 31 August). Social Media: Definition, Importance, Top Websites & Apps. Investopedia. Retrieved from https://www.investopedia.com/terms/s/social-media.asp
- Pinki Rani. (2014). *Factors influencing consumer behaviour*. Excellent Publishers. Retrieved from http://www.ijcrar.com/vol-2-9/Pinki%20Rani.pdf
- Pritha, B. (2020, August 28). *Ratio Scales* | *Definition, Examples, & Data Analysis*. Scibbr. Retrieved from https://www.scribbr.com/statistics/ratio-data/
- Pritha, B., & Kassiani, N. (2020, July 3). *What Is a Likert Scale? Guide & Examples*. Scribbr. Retrieved from https://www.scribbr.com/methodology/likert-scale/
- Rubin A. M. (2002). The uses-and-gratifications perspective of media effects. In Bryant J.,
 Zillman D. (Eds.), *Media effects: Advances in theory and research* (2nd ed., p. 525–548). Lawrence Erlbaum.

- Sabina, F. (2024, February 22). How to Determine Survey Sample Size: a Guide. Survicate. Retrieved from https://survicate.com/blog/survey-samplesize/#:~:text=Many%20statisticians%20concur%20that%20a,it%20should%20not%2 0exceed%201000.
- StudyCorgi. (2022, 7 November). Attention and Consumer Behavior. Retrieved from https://studycorgi.com/attention-and-consumer-behavior/

Tamilore Oladipo. (2022, 6 June). A Straightforward Approach to User Generated Content that Connects. Buffer. Retrieved from https://buffer.com/resources/what-is-usergenerated-content/

- The jamovi project (2023). *jamovi* (Version 2.3) [Computer Software]. Retrieved from https://www.jamovi.org
- Unenabasi, E. (2022, February 23). *10 Steps to Creating a Powerful Product Presentation*. Visme.co. https://visme.co/blog/product-presentation/
- Userpilot. (2023, November 22). 10 Customer Engagement Examples and Why They Work So Well. Retrieved from https://userpilot.com/blog/customer-engagement-examples/

Valentin Radu. (2024, 17 January). Consumer Behavior in Marketing. Patterns, Types & Segmentation. Omniconvert. Retrieved from https://www.omniconvert.com/blog/consumer-behavior-in-marketing-patterns-typessegmentation/ Vinney, C. (2019, April 19). What is uses and gratifications theory? Definition and examples. ThoughtCo. Retrieved from https://www.thoughtco.com/uses-and-gratificationstheory-4628333

Wang, C, G., Liu, T, S., Zhu, Y., Wang, H., Wang, X, Y., and Zhao, S, Y. (2023). The influence of consumer perception on purchase intention: Evidence from cross-border E-commerce platforms. Heliyon. Retrieved from https://www.sciencedirect.com/science/article/pii/S2405844023088254

Zulfa, H.& Adaviah, M. (2024). *TikTok Live Shopping Purchase Intention: A Conceptual Paper*. International Journal Academic Research in Business and Social Science. Retrieved from http://dx.doi.org/10.6007/IJARBSS/v14-i1/20569

APPENDIX A

Questionnaire

28/04/2024, 19:23

A study on Tik Tok platform on University Students' Purchasing Behavior

A study on Tik Tok platform on University Students' Purchasing Behavior

Greetings, I am Tan Wei Leng, a Year 3 Sem 3 student from University Tunku Abdul Rahman (UTAR), who is currently studying Bachelor of Communication (Honours) Broadcasting. I would like to conduct a survey of my Final Year Project on the "A study on Tik Tok platform on University Students' Purchasing Behavior".

The objective of my study is to examine the impact of user-generated content on buying attention and determine TikTok content elements, such as engagement tactics, influencer endorsements, and product presentations on viewer's buying behavior

Hence, I would like to invite you to participate in this questionnaire. The quantitative survey questionnaire for this research paper is divided into 4 sections: Section A) demographic questions, Section B) Psychographic questions. Section C) TikTok Usage and Content Perception. Section D) the connection between TikTok Content and intent to buy. It will take 5 to 10 minutes for you to complete.

Please remember that your responses will be kept strictly CONFIDENTIAL. All responses and findings will be used solely for academic purposes.

Your assistance in completing this questionnaire is greatly appreciated. Thank you for your participation. If you have any questions regarding this questionnaire, feel free to contact us via email at tanwl0808@1utar.my.

Appreciate your patience and thoughtfulness. Thank you.

* Indicates required question

1. By clicking "Agree" below, you have read and understood this consent form, and agree to participate in this research study.

Mark only one oval.

Agree O Disagree

Section A: Demographic Questions

https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS36p1DUHpeIq1Lk/edit

2. Age *

A study on Tik Tok platform on University Students' Purchasing Behavior

Mark only one oval.

18-21
22-25
26-29

30-33

3. Gender *

Mark only one oval.

Male Female

4. Race *

Mark only one oval.

\subset	Chinese
\subset	Malay
\subset	Indian

5. Level of education *

Mark only one oval.

SPM/UEC

Foundation

O Diploma

O Undergraduate

O Postgraduate

 $https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edited to the second second$

A study on Tik Tok platform on University Students' Purchasing Behavior

6. Employment status *

Mark only one oval.

C Employed

O Unemployed

- Self-Employed
- Student

7. Monthly Income Level *

Mark only one oval.

Below RM1500

- CRM 1501-RM3000
- C RM3001-RM4500
- CRM4501-RM6000
- Above RM6001

Section B: Psychographic Questions

8. Do you have a TikTok account? *

Mark only one oval.

C	\supset	Yes
C		No

9. How often do you use TikTok? *

Mark only one oval.

O Multiple times a day

- Once a day
- A few times a week

Rarely

https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edit

A study on Tik Tok platform on University Students' Purchasing Behavior

10. Why do you use TikTok? *

Check all that apply.

Entertainment

News

Knowledge/ information Follow the content creators

11. How long, on average, do you spend on TikTok in a single session? *

Mark only one oval.

- C Less than 15 minutes
- 15-30 minutes
- 30-60 minutes
- O More than 60 minutes

12. Other that TikTok, what social media is used the most? *

Mark only one oval.

O WeChat

O WhatsApp

O You Tube

O Instagram

C Little Red Book/ Xiao Hong Shu

🔘 X (Twitter)

13. On a scale of 1 to 5 , rate the importance of TikTok brings to you. \star

Mark only one oval.

https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edit

		19:23

Section C: TikTok Usage and Content Perception

14. What type of content do you most engage with on TikTok? *

Mark only one oval.

- O Dance videos
- Comedy skits

- Educational content
 Other:
- 15. How often do you come across products or services on TikTok that you were * not previously aware of?

Mark only one oval.

O Very often

- Often
- Occasionally
- Rarely
- 16. How likely are you to share TikTok content that features products or services * with your friends or followers?

M	ar	k o	nly	on	е	0	val	

- O Very likely
- C Likely
- O Neutral
- O Unlikely
- O Very unlikely

https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edit

28/04/2024, 19:23	A study on Tik Tok platform on University Students' Purchasing Behavior
17.	Have you commented on the clips for questioning the outcomes and details of * the product?
	Mark only one oval.
	Yes
	No
18.	Do you follow influencers in TikTok? *
	Mark only one oval.
	Ves
	No
19.	I follow influencers because *
	Please tick all that apply:
	Check all that apply.
	I want to view their content
	I enjoy their personality
	I feel they give honest and credible reviews on products They are popular
	They promote products that match my interest
20.	Do you believe that influencers affect your intent to buy? *
	Mark only one oval.
	Strongly agree
	Agree
	Neutral

- O Disagree
- Strongly disagree

 $https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edited to the second state of the second state$

28/04/2024, 19:23	A study on Tik Tok platform on University Students' Purchasing Behavior	
25.	How far do you agree that you are more likely to buy from stores that promote themselves using TikTok?	*
	Mark only one oval.	
	1 2 3 4 5	
	Stro C Strongly Agree	
26.	How far does a business's presence on TikTok affect your purchasing decision?	*
	Mark only one oval.	
	1 2 3 4 5	
	Doe: C Strongly impacts my decision	
27.	Do you agree that TikTok has a stronger influence over your purchasing decision than traditional media (for example, TV Ads, Newspapers, Billboards etc.)	*
	Mark only one oval.	
	1 2 3 4 5	

28. Do you agree that engagement tactics are an element that influences your

buying behavior? (1 being strongly disagree and 5 being strongly agree)

Mark only one oval.

1 2 3 4 5 Stro 0 0 0 0 Strongly Agree

Stro O Strongly Agree

 $https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edited to the second state of the second state$

8/12

*

- A study on Tik Tok platform on University Students' Purchasing Behavior
- 29. Do you agree that influencer endorsements are an element that influences your * buying behavior? Mark only one oval.

1 2 3 4 5 Stro 0 5 Strongly Agree

30. Do you agree that product presentations are an element that influences your * buying behavior?

Mark only one oval.

31. Do you agree that TikTok user-generated content affects your intent to buy? *

Mark only one oval.

1 2 3 4 5 Stro 0 0 0 Strongly Agree

32. Which elements within TikTok content do you find most influential in your * purchasing decisions?

Check all that apply.

- Famous influencer advertise
- Users feedback / trial video
- Engagement tactics (e.g., challenges, duets)

Other:

https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edit

28/04/2024, 19:23	A study on Tik Tok platform on University Students' Purchasing Behavior	
33.	How would you describe the emotional impact of TikTok content on your decision to buy?	*
	Mark only one oval.	
	Excitement	
	Trust	
	Curiosity	
	Entertainment	
	Other:	
34.	What will make you buy the products or services on TikTok? *	
	Check all that apply.	
	Follow the trend	
	Influencer promote	
	Creative of content Products and services are useful	
	Personal needs	
35.	Do you actively seek out more information about a product or service after	*
	seeing it on TikTok, before making a purchase decision?	
	Mark only one oval.	
	Yes	
	No	
36.	On a scale of 1 to 5, how likely are you to trust product recommendations from	*
	TikTok influencers?	
	Mark only one oval.	
	1 2 3 4 5	
	Not O O Very much	
https://docs.google.c	om/forms/d/1grlqF4uWyq2nJyZGLFxZHPAff_ZAS16p1DUHpeIq1Lk/edit	10/12

28/04/2024, 19:23	A study on Tik Tok platform on University Students' Purchasing Behavior
37.	How do you feel about advertisements on TikTok compared to user-generated * content when it comes to influencing your buying decisions?
	Mark only one oval.
	Prefer user-generated content
	Prefer advertisements
	No preference
	Advertisements and user-generated content have equal influence
	Does not influence my decisions
38.	Uses we are made a number disable through a link as information provided *
36.	Have you ever made a purchase directly through a link or information provided * in a TikTok video?
	Mark only one oval.
	Yes
	No
39.	Will you search for product that you have seen in TikTok on other platforms like * Shopee, Lazada, TaoBao and etc?
	Shopee, Lazada, Tabbao and etc?
	Mark only one oval.
	Yes
	No
10	
40.	If you discover a certain product on TikTok, would you prefer to buy the product * via TikTok or another platform?
	Mark only one oval.
	TikTok
	Another platform
	Both

 $https://docs.google.com/forms/d/1qrlqF4uWyq2nJyZGLFxZHPAfJ_ZAS16p1DUHpeIq1Lk/edited to the second state of the second state$

APPENDIX B

Test Results

By clicking "Agree" belo	Age 18-21	Gender	Race Chinese	Level of education	Employment status	Monthly Income Level Below RM1500	Do you have a TikTok a			-30 minutes	
Agree	18-21	Female Male	Chinese	Undergraduate Undergraduate	Student	Below RM1500 Below RM1500	Yes	A few times a week Multiple times a day	Entertainment 15- Entertainment, Knowled 30-		Instagram You Tube
Agree Agree	18-21	Female	Chinese	Foundation	Student	Below RM1500 Below RM1500	Yes	Rarely		-60 minutes -30 minutes	Instagram
	18-21	Female	Chinese	Undergraduate	Student	RM3001-RM4500	Yes	Multiple times a day	Entertainment, Knowled Mor		Instagram
Agree Agree	22-25	Female	Chinese	Undergraduate	Unemployed	Below RM1500	Yes	Rarely	Entertainment, News, K Mor		Instagram
	26-29	Male	Chinese	Undergraduate	Employed	RM3001-RM4500	Yes	Rarely	Knowledge/ information Les		Xiao Hong Shu
Agree	20-29	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	A few times a week		-60 minutes	Instagram
	22-25	Male	Chinese	Foundation	Student	Below RM1500	Yes	Multiple times a day		-30 minutes	You Tube
	22-25 Copy	Male	Chinese	Diploma	Self-Employed	Below RM1500	Yes	Multiple times a day	Entertainment, News, K Mor		WeChat
	22-25	Male	Chinese	Undergraduate	Employed	RM3001-RM4500	Yes	Multiple times a day	Entertainment, Knowled Les		Instagram
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Entertainment, Knowled Les		Instagram
	22-25	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Once a day	Entertainment, Knowled 15-		Instagram
	22-25	Female	Chinese	Undergraduate	Student	RM 1501-RM3000	Yes	Once a day	Entertainment, News, K 15-		Instagram
	26-29	Male	Chinese	Undergraduate	Employed	RM3001-RM4500	Yes	Rarely	Entertainment, Follow th 15-		You Tube
	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Entertainment, Knowled Les		You Tube
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely			Instagram
	22-25	Male	Chinese	Undergraduate	Student	RM 1501-RM3000	Yes	Multiple times a day		re than 60 minutes	Instagram
	22-25	Male	Chinese	Postgraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment Mor	re than 60 minutes	Instagram
	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day		-60 minutes	You Tube
	22-25	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, Follow th 30-		You Tube
	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	A few times a week		-30 minutes	Instagram
Agree	18-21	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, News, K Mor		WhatsApp
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Once a day		-60 minutes	WhatsApp
	22-25	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Entertainment, Knowled 15-		WhatsApp
Agree	22-25	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Entertainment, News, K 15-	-30 minutes	WhatsApp
	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Once a day		-30 minutes	Instagram
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, Knowled Mor		Instagram
	22-25	Female	Chinese	SPM/UEC	Employed	RM 1501-RM3000	Yes	Multiple times a day		-60 minutes	Instagram
	22-25	Male	Chinese	Undergraduate	Student	RM 1501-RM3000	Yes	A few times a week	Entertainment, News, K Les		Instagram
gree	18-21	Female	Chinese	Foundation	Student	Below RM1500	Yes	Multiple times a day	Entertainment 15-	-30 minutes	Instagram
gree	18-21	Female	Chinese	Foundation	Unemployed	Below RM1500	Yes	Rarely	Entertainment, Follow th 15-	-30 minutes	WhatsApp
	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	A few times a week		-30 minutes	Xiaohongshu
	22-25	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	A few times a week	Entertainment, News, K 30-		X
	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Follow the content creat Les		You Tube
	22-25	Male	Chinese	Foundation	Student	RM 1501-RM3000	Yes	Multiple times a day		-30 minutes	X (Twitter)
	22-25	Female	Chinese	Undergraduate	Self-Employed	Below RM1500	Yes	A few times a week	Entertainment, News, K 30-		Instagram
	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Entertainment, Knowled 30-		You Tube
	22-25	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Knowledge/ information Les		You Tube
gree	22-25	Male	Chinese	Foundation	Student	Below RM1500	Yes	Rarely	Knowledge/ information Les		Instagram
	18-21	Female	Chinese	Undergraduate	Unemployed	RM 1501-RM3000	Yes	Multiple times a day	Entertainment, Follow th 30-		Instagram
gree	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Knowledge/ information Les		X (Twitter)
gree	18-21	Male	Chinese	SPMUEC	Student	Below RM1500	Yes	A few times a week		ss than 15 minutes	WhatsApp
Agree	18-21	Female	Chinese	Foundation	Unemployed	Below RM1500	Yes	Rarely	Entertainment, Knowled Mor		Instagram
laree	18-21	Female	Malay	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, Knowled 30-		Instagram
By clicking "Agree" belo Agree	Age	Gender Male	Race Chinese	Level of education Foundation	Employment status Student	Monthly Income Level	Do you have a TikTok	a How often do you use	T Why do you use TikTok Ho Entertainment, News, K 30-	w long, on average,	Other that TikTok
Agree	22-25	Male	Chinese	Undergraduate	Student	RM 1501-RM3000	Yes	Rarely	Entertainment, Follow th Les	so than 15 minutes	Little Red Book/ 3
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, News, K 15-		You Tube
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, Follow th Mo		Instagram
Agree	18-21	Female	Chinese	Undergraduate	Student	Below RM1500	Yes	A few times a week	Entertainment, Follow th 15-		
/gree	22-25	Male	Chinese	Foundation	Student	Below RM1500	Yes	Multiple times a day	Entertainment, News, K 30-	-S0 minutes	Instagram Instagram
kgree	18-21	Male	Chinese	Undergraduate	Student	RM3001-RM4500	Yes	Multiple times a day	News, Follow the conter Les		Instagram
Agree	22-25	Male	Chinese	Foundation	Student	RM 1501-RM3000	Yes			ss than 15 minutes	WhatsApp
	18-21	Male			Student	Below RM1500		Rarely			Instagram
lgree			Chinese	Undergraduate			Yes	Rarely	Entertainment Mo	ore than 60 minutes	Instagram
lgree	18-21 22-25	Male Female	Chinese	SPM/UEC	Student	Below RM1500 Below RM1500	Yes	Once a day Rarely	Entertainment, Follow th 30-		
\gree \gree	18-21	Female	Chinese	Undergraduate Undergraduate	Student	Below RM1500 Below RM1500					
gree	18-21	Female			Student		Mar.		Entertainment, Follow th Les		You Tube
lgree	22-25		Chinese			Below RM1500	Yes Yes	Rarely	Entertainment Let	ss than 15 minutes	You Tube Little Red Book/
gree			Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely A few times a week	Entertainment Let Entertainment 15-	ss than 15 minutes -30 minutes	You Tube Little Red Book/ Instagram
aree	18-21	Male Male	Chinese Chinese Chinese	Undergraduate Diploma Undergraduate	Student Student	Below RM1500 Below RM1500 Below RM1500	Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day	Entertainment Let Entertainment 15- Entertainment 30- Entertainment, News, K 30-	ss than 15 minutes -30 minutes -60 minutes -60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram
9.99	18-21 22-25	Male Male Male	Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate	Student Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500	Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely	Entertainment Let Entertainment 15- Entertainment 30- Entertainment, News, K 30- Entertainment, News, K Let	ss than 15 minutes -30 minutes -60 minutes -60 minutes -ss than 15 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram
\gree	22-25 22-25	Male Male Male Female	Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate	Student Student Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500	Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day	Entertainment Les Entertainment 15- Entertainment 300- Entertainment, News, K 30- Entertainment, News, K Les Entertainment Mo	ss than 15 minutes -30 minutes -60 minutes -60 minutes ss than 15 minutes ore than 60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram
gree	22-25 22-25 22-25	Male Male Male Female Female	Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Undergraduate	Student Student Student Student Employed	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM 1501-RM3000	Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely	Entertainment Let Entertainment 15- Entertainment 30- Entertainment, News, K 30- Entertainment, News, K Let Entertainment Mo Entertainment Let	ss than 15 minutes -30 minutes -60 minutes -60 minutes -55 than 15 minutes ore than 60 minutes -55 than 15 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram
gree gree	22-25 22-25 22-25 18-21	Male Male Male Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Undergraduate Foundation	Student Student Student Employed Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM 1501-RM3000 Below RM1500	Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Rarely Rarely	Entertainment Let Entertainment 15- Entertainment 30- Entertainment, News, K 30- Entertainment, News, K Let Entertainment Let Entertainment, Knowled Let	ss than 15 minutes -30 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -61 minutes -61 minutes -62 minutes -63 minutes -64 minutes -64 minutes -65 minutes -65 minutes -66 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram
gree gree gree	22-25 22-25 22-25 18-21 18-21	Male Male Female Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate	Student Student Student Employed Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM 1501-RM3000 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500	Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Multiple times a day	Entertainment Let Entertainment 155 Entertainment 300 Entertainment, News, K 300 Entertainment, News, K 400 Entertainment Mo Entertainment Let Entertainment, Knowled 15	ss than 15 minutes -30 minutes -60 minutes -60 minutes ss than 15 minutes ore than 60 minutes ss than 15 minutes -30 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram
gree gree gree	22-25 22-25 22-25 18-21 18-21 22-25	Male Male Female Female Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate	Student Student Student Employed Student Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500	Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Multiple times a day A few times a week	Entertainment Let Entertainment 15 Entertainment, News, K 30 Entertainment, News, K 30 Entertainment, News, K Let Entertainment, Knowled Let Entertainment, Knowled Let Entertainment, Knowled Let Entertainment Mo	ss than 15 minutes -30 minutes -60 minutes -60 minutes -50 minutes -50 minutes -50 minutes -50 minutes -51 minutes -30 minutes -30 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram
glee Blee Blee Blee Blee	22-25 22-25 22-25 18-21 18-21 22-25 22-25 22-25	Male Male Female Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate	Student Student Student Employed Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM 1501-RM3000 Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM 1501-RM3000 Below RM1500	Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Multiple times a day	Entertainment Let Entertainment 15 Entertainment 30 Entertainment, News, KI 30 Entertainment, News, KI et Entertainment Let Entertainment Let Entertainment Knowled 15 Entertainment Let Entertainment Let Entertainment Knowled Entertainment	ss than 15 minutes -30 minutes -60 minutes -60 minutes ss than 15 minutes ss than 15 minutes ss than 15 minutes ss than 15 minutes ore than 60 minutes ss than 15 minutes me than 60 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram
gree gree gree gree gree	22-25 22-25 22-25 18-21 18-21 22-25 22-25 22-25 22-25 18-21	Male Male Female Female Female Female Female Female Female Male	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate	Student Student Student Employed Student Student Student Employed Student Student	Below RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Rarely Multiple times a day A few times a week Rarely Multiple times a day Multiple times a day	Entertainment Let Entertainment 15: Entertainment 30: Entertainment, News, Ki Jos Entertainment, News, Ki Let Entertainment Mo Entertainment, Knowled Let Entertainment, Knowled Let Entertainment Let Entertainment Let Entertainment, Knowled Mo Entertainment, Knowled Mo	ss than 15 minutes -30 minutes -30 minutes -60 minutes -60 minutes ss than 15 minutes ss than 15 minutes -30 minutes -30 minutes ore than 60 minutes se than 15 minutes ore than 60 minutes se than 60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram
gree gree gree gree gree gree gree	22-25 22-25 22-25 18-21 18-21 22-25 22-25 22-25 22-25 18-21 22-25	Male Male Male Female Female Female Female Female Female Male Male	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Foundation Undergraduate	Student Student Student Student Student Student Student Employed Student Student Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM1500 RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Multiple times a day A few times a day Multiple times a day Multiple times a day Multiple times a day	Entertainment Let Entertainment 15-5 Entertainment 30- Entertainment, News, K3-0 Entertainment, News, K3-0 Entertainment Let Entertainment, Knowded 15- Entertainment, Knowded 15- Entertainment Let Entertainment Let Entertainment, Knowded Mo Entertainment, Nows, K1-00 Entertainment, Nows, K1-00 Entertainment, News, K1-00	se than 15 minutes -30 minutes -30 minutes -60 minutes se than 15 minutes se than 16 minutes se than 16 minutes -30 minutes re than 60 minutes re than 60 minutes re than 60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ Instagram
gree gree gree gree gree gree gree gree	22-25 22-25 22-25 18-21 18-21 22-25 22-25 22-25 22-25 18-21 22-25 18-21 22-25 22-25	Male Male Male Female Female Female Female Female Female Male Male Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Foundation Undergraduate Foundation Undergraduate	Student Student Student Employed Student Student Student Student Student Student Student	Below RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Multiple times a day	Entertainment Let Entertainment 15: Entertainment 30: Entertainment, News, Ki Let Entertainment, News, Ki Let Entertainment, Knowle d Entertainment, Knowle d Entertainment Mo Entertainment Mo Entertainment, Knowle d Entertainment, Knowle d Entertainment	ss than 15 minutes -30 minutes -30 minutes -60 minutes set than 15 minutes set than 15 minutes ss than 15 minutes -30 minutes ore than 60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ Instagram Little Red Book/
gree gree gree gree gree gree gree gree	22:25 22:25 18:21 18:21 22:25 22:25 22:25 22:25 18:21 22:25 22:25 22:25 18:21	Male Male Male Female Female Female Female Female Female Male Male Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Malay Malay	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Evondation	Student Student Student Employed Student Student Student Student Student Student Student Student	Beiow RM1500 Beiow RM1500 RM1501-RM3000 RM1501-RM300 RM1501-RM300	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Multiple times a day Multiple times a day	Entertainment Lete Entertainment 15 Entertainment 30.0 Entertainment, News, K1.0 Entertainment, News, K1.0 Entertainment Mo Entertainment, Knowled Le Entertainment Mo Entertainment Mo Entertainment News, K1.00 Entertainment, S1.000	se than 15 minutes -30 minutes -60 minutes -60 minutes se than 15 minutes se than 16 minutes se than 16 minutes -30 minutes re than 60 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ Instagram Little Red Book/ Little Red Book/ You Tube
gree gree gree gree gree gree gree gree	22:25 22:25 18:21 18:21 22:25 22:25 22:25 22:25 18:21 22:25 22:25 22:25 18:21 18:21	Male Male Male Female Female Female Female Female Female Male Male Female Female Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Foundation Undergraduate Foundation Undergraduate Foundation Undergraduate Foundation	Student Student Student Employed Student Student Employed Student Student Student Student Student Student	Beiow RM1500 Beiow RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Multiple times a day	Entertainment Lete Entertainment 155 Entertainment 185 Entertainment, News, K130 Entertainment, News, K130 Entertainment Mot Entertainment, Knowled Le Entertainment, Knowled Ise Entertainment Mot Entertainment, Knowled MB Entertainment, Knowled MB Entertainment, Nowled MB Entertainment, News, K100 Entertainment, News, F130	as than 15 minutes -30 minutes -40 minutes -40 minutes -40 minutes -50 minutes -50 minutes -51 minutes -51 minutes -52 minutes -75 minutes -75 minutes -75 minutes -76 minutes -60 minutes -60 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ Instagram Little Red Book/ You Tube WhatsApp
Quee Quee	22:25 22:25 18:21 18:21 22:25 22:25 22:25 22:25 18:21 22:25 22:25 18:21 18:21 18:21 18:21	Male Male Male Female Female Female Female Female Female Male Male Female Female Female Female Female Female	Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate	Student Student Student Employed Student Student Student Student Student Student Student Student Student Student	Beior RM1500 Beior RM1500 RM1501-RM3000 RM1501-RM300 Beior RM1500 Beior RM1500 Beior RM1500 Beior RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day Rarely Multiple times a day Multiple times a day	Entertainment Lete Entertainment 15 Entertainment 15 Entertainment, News, K 13 Entertainment, News, K 13 Entertainment, News, K 13 Entertainment, Nowder 15 Entertainment, Nowder 15 Entertainment, Nowder 16 Entertainment, Nowder 10 Entertainment, Nowder 10 Entertainment, Nowder 10 Entertainment, Nowder 10 Entertainment, Nowder 10 Entertainment, News, K 15 Entertainment, News, K 15	as than 15 minutes -80 minutes -80 minutes -80 minutes -80 minutes set han 15 minutes as than 15 minutes as than 15 minutes -30 minutes -30 minutes -30 minutes -30 minutes -40 minutes -40 minutes -40 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ Instagram Little Red Book/ Instagram Little Red Book/ Instagram
ätee ätee ätee ätee ätee ätee ätee ätee	22:25 22:25 18:21 18:21 22:25 22:25 22:25 22:25 22:25 22:25 22:25 18:21 18:21 18:21 18:21 18:21 22:25	Male Male Male Female Female Female Female Female Female Male Male Female Female Female Female Female Female Female	Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Foundation Undergraduate Foundation Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate	Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student	Below RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a waek Multiple times a day Multiple times a day Rarely Rarely Multiple times a day Multiple times a waek A few times a waek A few times a waek Multiple times a day Multiple times a day	Entertainment Lete Entertainment 155 Entertainment 185 Entertainment, News, K130 Entertainment, News, K130 Entertainment Mot Entertainment, Knowkof Le Entertainment, Knowkof Me Entertainment, Knowkof Me Entertainment, Knowkof Me Entertainment, Knowkof Me Entertainment, News, K130 Entertainment, News, K130 Entertainment, News, K130 Entertainment, News, K130	as than 15 minutes -80 minutes -80 minutes -80 minutes as than 15 minutes as than 15 minutes as than 15 minutes as than 15 minutes as than 16 minutes as than 16 minutes as than 16 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes	You Tube Little Red Bock/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Bock/ Instagram Little Red Bock/ You Tube WhatsApp Instagram Instagram
Quee 20ee 20ee 20ee 20ee 20ee 20ee 20ee 2	22:25 22:25 18:21 18:21 22:25 22:25 22:25 22:25 22:25 22:25 22:25 18:21 18:21 18:21 18:21 22:25 22:25	Male Male Female Female Female Female Female Female Female Male Female Female Female Female Female Female Female Female Female	Chinese Chinese	Undergraduate Diploma Undergraduate	Student Student Student Employed Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student	Below RM1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Antiple times a day Multiple times a day	Entertainment Lete Entertainment 155 Entertainment 155 Entertainment, News, K 130 Entertainment, News, K 130 Entertainment, Nowsk 140 Entertainment, Knowled 145 Entertainment, Knowled 145 Entertainment, Knowled 146 Entertainment, Knowled 146 Entertainment, News, K 150 Entertainment, News, K 150 Entertainment, News, K 150 Entertainment, Knowled 346	ss than 15 minutes -30 minutes -60 minutes -60 minutes ss than 15 minutes ss than 15 minutes ss than 15 minutes ss than 15 minutes -30 minutes me than 60 minutes re than 60 minutes -60 minutes -60 minutes -60 minutes -60 minutes	You Tube Little Red Book/ Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ You Tube WhatsApp Instagram Instagram Little Red Book/ You Tube
luce luce	22:26 22:25 22:25 18:21 18:21 22:25 22:25 22:25 22:25 22:25 22:25 18:21 18:21 18:21 18:21 18:21 18:21 22:25 22:25 22:25 22:25 22:25	Malo Malo Malo Fornalo Malo Malo Malo Malo	Chinese Chinese	Undergraduate Diploma Undergraduate	Student Student Student Student Emptyved Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student	Below RN1500 Below RN1500	Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Multiple times a day A few times a week Multiple times a day Multiple times a day	Entertainment Lete Entertainment State Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment Lete Entertainment Lete Entertainment Nens, K. 10 Entertainment, Knowled Me Entertainment, Knowled Me Entertainment, Nens, K. 10 Entertainment, Nens, K. 10 Entertainment, Nens, K. 10 Entertainment, Nens, K. 10 Entertainment, Knowled Me Entertainment, Knowled Me	ss than 15 minutes -30 minutes -60 minutes -60 minutes ss than 15 minutes ss than 15 minutes ss than 15 minutes ss than 15 minutes -30 minutes ret than 60 minutes ret than 60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes -60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ You Tube WhatsApp Instagram Instagram Instagram Little Red Book/ You Tube
tice tic	2225 2225 2225 1821 1821 2225 2225 2225	Malo Malo Malo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Formalo Malo Malo Malo Malo Malo Malo	Chinese Chinese	Undergraduate Diplorma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate	Student Student Student Student Employed Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student Student	Below RM1500 Below RM1500 RM1501-RM3000 RM1501-RM3000 RM1501-RM3000 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Rarely Rarely Times o day Rarely Rarely	Entertainment Lete Entertainment 15- Entertainment 15- Entertainment, News, K 39- Entertainment, News, K 39- Entertainment, News, K 30- Entertainment, News, K 10- Entertainment, Noowed 16- Entertainment, Noowed 16- Entertainment, Noows, K 10- Entertainment, Noows, K 10- K 10- K 10-K 10-K 10-K 10-K 10-K 10-K 10-K 10-	as than 15 minutes -60 minutes -60 minutes -60 minutes as than 15 minutes as than 15 minutes as than 15 minutes as than 15 minutes as than 16 minutes as than 16 minutes as than 60 minutes as than 60 minutes -60 min	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ You Tube WhatsApp Instagram Little Red Book/ You Tube WhatsApp Instagram Little Red Book/ You Tube WhatsApp Instagram
tace tace	2225 2225 2225 1821 1821 2225 2225 2225	Male Male Male Pemale P	Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate	Student Student Student Employed Student Employed Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM1500 RM1500 Below RM1500 Below RM1500 RM1501-RM3000 RM1501-RM3000 Below RM1500 Below RM1500	Yes	Rarely A few times a week. Multiple times a day Franky Parahy Autopic times a day Multiple times a day	Entertainment Lete Entertainment 15 Entertainment 15 Entertainment Nens, K 12 Entertainment Nens, K 12 Entertainment Nens, K 12 Entertainment Nenskel 15 Entertainment Nenskel 15 Entertainment, Nonwid 16 Entertainment, Nonwid 16 Entertainment, Nonwid 10 Entertainment, Nonwid 10	as than 15 minutes -40 minutes -40 minutes -40 minutes -40 minutes as than 15 minutes as than 15 minutes as than 15 minutes ore than 60 minutes as than 16 minutes -40 minutes -	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ You Tube WhatsApp Instagram Instagram Instagram Little Red Book/ You Tube
Lice Lice	2225 2226 2225 1821 1821 1821 2225 2225 2225 2225	Malo Malo Malo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Malo Malo Malo Malo Malo	Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate	Student Student Student Employed Student	Below RM1500 Below RM1500 RM1501-RM3000 RM 1501-RM3000 RM 1500 RM 1500 RM 1500 RM 150	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Antiple times a day Multiple times a day Antiple times a day	Entertainment Letter Entertainment 15- Entertainment 15- Entertainment, News, K 13- Entertainment, News, K 13- Entertainment, News, K 13- Entertainment, Norwied 16- Entertainment, Norwied 16- Entertainment, Norwied 16- Entertainment, Norwied 16- Entertainment, Norwied 10- Entertainment, Norwied 10- Entertainment, Norwied 10- Entertainment, Norwie 10- Entertainment, New 10- Entertainment	as than 15 minutes -80 minutes -80 minutes -80 minutes -80 minutes as than 15 minutes as than 15 minutes as than 16 minutes as than 16 minutes as than 16 minutes as than 16 minutes and minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes -30 minutes -30 minutes -30 minutes -30 minutes -30 minutes -30 minutes	You Tube Instagram
Luce Luce Luce Luce Luce Luce Luce Luce	2225 2225 2225 18,21 18,21 18,21 18,21 2225 2225 2225 2225 2225 2225 2225 2	Malo Malo Malo Pemalo P	Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate	Student Student Student Student Employed Student	Below RN1500 Below RN1500 Below RN1500 Below RN1500 RN1500 RN1500 Below RN1500 Below RN1500	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Antiple times a day Antiple times a day Antiple times a day	Entertainment Lete Entertainment Versa, K. 30 Entertainment Versa, K. 30 Entertainment Versa, K. 20 Entertainment, Norwek G. Le Entertainment, Knowled Ib- Entertainment, Knowled Ib- Entertainment, Knowled Ib- Entertainment, Norwek K. 10 Entertainment, Norwek K. 10 Entertainment, Norwek K. 10 Entertainment, Norwek K. 10 Entertainment, Norwek G. 10 Entertainment, Norwek G. 10 Entertainment, Norwek K. 15 Entertainment, No	as than 15 minutes -60 minutes -60 minutes -60 minutes -60 minutes as than 15 minutes as than 15 minutes above ab	You Tube Little Red Book Instagram WhatsApp Instagram
Queo Queo Queo Queo Queo Queo Queo Queo	2225 2226 2226 1821 1821 1821 2225 2225 2225 2225 2225	Malo Malo Malo Pernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Fernalo Malo Malo Malo Malo Malo Malo Malo M	Chinese Chines	Undergraduate Diploma Undergraduate Diploma Undergraduate Englander Foundation Undergraduate Undergraduate Undergraduate Ersondation Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate Undergraduate	Student Student Student Employed Student	Below RM1500 Below RM1500	Yes	Rarely A few times a week. Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day A favitipe a times a day A favitipe times a day A favitipe times a day	Entertainment Lete Entertainment State Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment Lete Entertainment Lete Entertainment Nens, K. 10 Entertainment Lete Entertainment Lete Entertainment Nens, K. 15 Entertainment Lete Entertainment Nens, K. 15 Entertainment Lete Entertainment Nens, K. 15 Entertainment Nens, K. 15 Entertainment Nens, K. 15 Entertainment Nens, K. 15 Entertainment Nens, K. 15 Entertainment, Follow H. 10	as than 15 minutes -60 minutes -60 minutes -60 minutes -60 minutes as than 15 minutes as than 15 minutes as than 16 minutes as than 16 minutes -30 minutes minutes -60 minutes -60 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram
Quee Quee Quee Quee Quee Quee Quee Quee	2225 2225 2225 18,21 18,21 18,21 18,21 2225 2225 2225 2225 2225 18,21 18,21 18,21 18,21 18,21 18,21 22,25 22,25 22,25 22,25 22,25 22,25 22,25 22,25 22,25 22,25 22,25	Maio Maio Maio Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Fornalo Maio Maio Maio Maio Maio Maio Maio Mai	Chinese Chines	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Evandation Undergraduate	Student S	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM1501 FM1500 RM1501 FM1500 Below RM1500 Bel	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a week A few times a week Rarely Rare	Entertainment Lete Entertainment 155 Entertainment 155 Entertainment News, K193 Entertainment K Entertainment K Entertainment Knowled Lete Entertainment Nowled Lete Entertainment Nowled Lete Entertainment Nowled Lete Entertainment Nowled K1 Entertainment Nowled K1 Entertainment Nowled K1 Entertainment Nowled K1 Entertainment Nowled K1 Entertainment Nowled K1 Entertainment, Knowled Lete Entertainment, Knowled Lete Entertainment Lete Entertainment Lete Entertainment Lete	as than 15 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes sort han 60 minutes sort han 60 minutes sort han 60 minutes -80 minutes	You Tube Little Rod Book/ Instagram WhatsApp Instagram
Quee Quee Quee Quee Quee Quee Quee Quee	2225 2225 2225 2225 2225 2225 2225 222	Malo Malo Malo Pomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Fomalo Malo Malo Malo Malo Malo Malo Malo M	Chinese Chines	Undergraduate Diploma Undergraduate	Student Student Student Student Employed Student	Below RM1500 RM 1501-RM3000 RM 1501-RM3000 RM 1501-RM3000 RM 1501-RM3000 Below RM1500	Yes	Rarely A fore times a week. Multiple times a day franky ranky Rarely Rar	Entertainment Lete Entertainment State Entertainment Nens, K 12 Entertainment Nens, K 12 Entertainment Nens, K 12 Entertainment Lete Entertainment Nensk K 12 Entertainment Nensk K 12 Entertainment Nensk K 13 Entertainment, Knowled Me Entertainment, Nensk K 16 Entertainment, Rowled Me Entertainment, Nensk K 16 Entertainment, Nensk K 16 Entertainment, Rowker M 19 Entertainment, Rowker M 19 Entertainment M	as than 15 minutes -30 minutes -40 minutes -40 minutes -40 minutes as than 15 minutes as than 16 minutes as than 16 minutes as than 16 minutes -70 minutes -70 minutes -70 minutes -70 minutes -70 minutes -70 minutes -70 minutes -70 minutes -30 minut	You Tube Little Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Book/ You Tube WhatsApp Instagram
Quee Quee Quee Quee Quee Quee Quee Quee	2225 2225 2225 2225 2225 2225 2225 222	Maio Maio Maio Fornalo	Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate	Student	Below RM1500 Below	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a week A few times a we	Entertainment Lete Entertainment 15- Entertainment 15- Entertainment, News, K 39- Entertainment, News, K 39- Entertainment, News, K 39- Entertainment, News, K 10- Entertainment, Nowed 14- Entertainment, Nowed KM Entertainment, Nowe, K 10- Entertainment, Nowed Lete Entertainment, Solw H 15- Entertainment, Lete Entertainment, Solw H 15-	as than 15 minutes 40 minutes	You Tube Little Red Book/ Instagram WhatsApp Instagram
Glace Glace	2225 2225 2225 2225 2225 2225 2225 222	Male Male Male Male Male Forma	Chinese Chinese	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Evondation Undergraduate	Student Student Student Employed Student	Below RN1500 Below RN1500 Below RN1500 Below RN1500 RN1500 RN1500 Below RN1500 Below RN1500 Belo	Yes	Rarely A fore times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day	Entertainment Lete Entertainment 15 Entertainment 15 Entertainment 1490, s. K. 20 Entertainment News, K. Le Entertainment, Nowek G. Le Entertainment, Knowled 16 Entertainment, Knowled 16 Entertainment, Nowek K. 10 Entertainment, Nowek K. 15 Entertainment, Nowek K. 15 Entertainment, Nowek K. 15 Entertainment, Nowek K. 15 Entertainment, Nowek K. 15 Entertainment K. 100 W Th Entertainment K. 100 W Th En	as than 15 minutes -30 minutes -40 minutes -40 minutes -40 minutes -40 minutes so than 16 minutes so than 10 minutes so than 10 minutes -70 minutes -30	You Tube Little Rod Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Little Rod Book/ Instagram Little Rod Book/ You Tube WhatsApp Instagram
Quee Quee Quee Quee Quee Quee Quee Quee	2225 22245 22245 22245 22245 22245 2225 225 2	Male Male Male Male Semale Female	Chinese Chines	Undergraduate Diploma Undergraduate Diploma Undergraduate Undergraduate Poundation Undergraduate	Student Student Student Student Employed Student	Below RM1500 Below	Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day A few times a day Multiple times a day	Entertainment Lete Entertainment 15 Entertainment 15 Entertainment News, K 13 Entertainment, News, K 13 Entertainment, News, K 13 Entertainment, News, K 15 Entertainment, News K 10 Entertainment Lete Entertainment, News K 10 Entertainment, News K 15 Entertainment, News K 15 Entertainment, Follow th 15 Entertainment, Follow th 15 Entertainment Lete Entertainment Lete Entertainment Lete Entertainment Statustions 15 Knowledge/Information 30	as than 15 minutes 40 minutes	You Tube Little Rod Box/ Instagam WhatsApp Instagam
Ques Ques Ques Ques Ques Ques Ques Ques	22-25 22	Malo Malo Malo Formalo	Chinese Chines	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Foundation Undergraduate	Student Student	Below RM1500 Below RM1500 Below RM1500 Below RM1500 Below RM1500 RM1501 RM1501 RM1500 Below RM15	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day A few times a week Rarely Multiple times a day Multiple times a day	Entertainment Lete Entertainment Yama, Bö Entertainment Yama, Bö Entertainment Yama, Bö Entertainment Wama, Bö Entertainment Knowled He Entertainment, Knowled He Entertainment, Knowled Me Entertainment, Nowek Ki Entertainment, Nowled Le Entertainment, Nowled Le Entertainment Le Entertainment Le Entertainment Le Entertainment Le Entertainment Le Entertainment IS Entertainment IS Entertainment IS	as than 15 minutes -30 minutes -40 minutes -40 minutes -40 minutes -40 minutes -40 minutes so than 16 minutes so than 16 minutes -50 minute	You Tube Little Red Boxy Instagram Unstagram Instagram
Ques Ques Ques Ques Ques Ques Ques Ques	2225 2225 2225 2225 2225 2225 2225 222	Main Main Main Main Main Main Formain	Chinese Chines	Undergraduate Diploma Undergraduate Diploma Undergraduate Undergraduate Poundation Undergraduate	Student Student Student Student Employed Student	Below RM1500 Below	Yes	Rarely A few times a week Multiple times a day Multiple times a day Rarely Multiple times a day A few times a day Multiple times a day	Entertainment Lete Entertainment Yama, Bö Entertainment Yama, Bö Entertainment Yama, Bö Entertainment Wama, Bö Entertainment Knowled He Entertainment, Knowled He Entertainment, Knowled Me Entertainment, Nowek Ki Entertainment, Nowled Le Entertainment, Nowled Le Entertainment Le Entertainment Le Entertainment Le Entertainment Le Entertainment Le Entertainment IS Entertainment IS Entertainment IS	as than 15 minutes -30 minutes -40 minutes -40 minutes -40 minutes -40 minutes -40 minutes -50 minutes	You Tube Little Rod Box/ Instagam WhatsApp Instagam
Ques Ques Ques Ques Ques Ques Ques Ques	2225 2225 2225 2225 2225 2225 2225 222	Maio Maio Maio Yennaba Fernaba	Chinese Chines	Undergraduate Diploma Undergraduate Undergraduate Undergraduate Evendentin Undergraduate	Student Employed Student Employed Student Stud	Below RM1500 BM1500 BM1500 BM15	Yes	Rarely A fore times a week. Multiple times a day franky Rarely Ra	Entertainment Lete Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment News, K Le Entertainment News, K Le Entertainment News, K Le Entertainment News, K Le Entertainment, Norwidd Ib Entertainment, Norwidd Ib	as than 15 minutes -30 minutes -40 minutes -40 minutes -40 minutes -40 minutes -40 minutes -50 minutes -50 minutes -50 minutes -50 minutes -50 minutes -40 minutes -30 minutes	You Tube Little Red Bock/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Bock/ You Tube WhatsApp Instagram Instagram Little Red Bock/ You Tube Wechat Instagram
Antes Antes	2225 2225 2225 2225 2225 2225 2225 222	Male Male Male Formale	Chinese Chines	Undergraduate Diploma Undergraduate Undergraduate Evendence Foundation Undergraduate	Student	Below RM1500 Below	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Rarely Rarely	Entertainment Lete Entertainment 15- Entertainment 15- Entertainment 15- Entertainment, News, K 30- Entertainment, News, K 30- Entertainment, Knowled 15- Entertainment, Knowled 15- Entertainment, Knowled 15- Entertainment, Knowled 16- Entertainment, Knowled 10- Entertainment, Knowled 10- Entertainment 15- Entertainment 15- Entertainme	as than 15 minutes 40 minutes 40 minutes 40 minutes 40 minutes 40 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 40 minutes 40 minutes 50 minutes	You Tube Little Red Book/ Instagam WhitsApp Instagam
Ques Ques Ques Ques Ques Ques Ques Ques	2225 2225 2225 2225 2225 2225 2225 222	Main Main Main Main Main Main Formain	Chinese Chines	Undergraduate Diploma Undergraduate Diploma Undergraduate	Student Employed Student Employed Student Stud	Below RM1500 BM1500 BM1500 BM15	Yes	Rarely Rarely A for Urnes a week- Multiple times a day franky Rarely Rar	Entertainment Lete Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment News, K Le Entertainment News, K Le Entertainment News, K Le Entertainment News, K Le Entertainment, Norwidd Ib Entertainment, Norwidd Ib	as than 15 minutes 40 minutes 40 minutes 40 minutes 40 minutes 40 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 40 minutes 40 minutes 50 minutes	You Tube Little Red Bock/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Little Red Bock/ You Tube WhatsApp Instagram Instagram Little Red Bock/ You Tube Wechat Instagram
Ques Ques Ques Ques Ques Ques Ques Ques	2225 2225 2225 2225 2225 2225 2225 222	Male Male Male Formale	Chinese Chines	Undergraduate Diploma Undergraduate Undergraduate Evendence Foundation Undergraduate	Student	Below RM1500 Below	Yes	Rarely A few times a week. Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Rarely Rarely	Entertainment Lete Entertainment 15- Entertainment 15- Entertainment 15- Entertainment, News, K 30- Entertainment, News, K 30- Entertainment, Knowled 15- Entertainment, Knowled 15- Entertainment, Knowled 15- Entertainment, Knowled 16- Entertainment, Knowled 10- Entertainment, Knowled 10- Entertainment 15- Entertainment 15- Entertainme	as than 15 minutes 40 minutes 40 minutes 40 minutes 40 minutes 40 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 50 minutes 40 minutes 40 minutes 50 minutes	You Tube Little Red Book/ Instagam WhitsApp Instagam
Ques Ques Ques Ques Ques Ques Ques Ques	2225 2225 2225 2225 2225 2225 2225 222	Male Male Male Male Semale Female Female Female Female Female Female Male Male Female	Chinese Chines	Undergraduate Diploma Undergraduate Diploma Undergraduate	Student Student	Below RM1500 Below	Yes	Rarely A few times a week. Multiple times a day franky Multiple times a day Multiple times a day A few times a week Rarely Rarely A few times a day Family Rarely A few times a day Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely A few times a week Rarely Rarely	Entertainment Lete Entertainment Sterner 15 Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment Lete Entertainment Nens, K. 20 Entertainment Nens, K. 20 Entertainment, Nens, K. 10 Entertainment, Nens, K. 15 Entertainment, Folder 15 Entertainment, Statument 15 Entertainment, K. 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15 Entertainment 15	as than 15 minutes 460 minutes 460 minutes 460 minutes 460 minutes 460 minutes 460 minutes 460 minutes 460 minutes 460 minutes 470 minutes	You Tube Little Red Book Instagam WhatsApp Instagam Instagam Instagam Instagam Instagam Instagam Little Red Book Instagam Little Red Book Instagam Little Red Book Instagam Little Red Book Instagam
gree gree gree gree gree gree gree gree	22-25 22	Maio Maio Maio Maio Maio Fernalo	Chinese Chines	Undergraduate Diploma Lindergraduate Undergraduate Undergraduate Contegraduate Undergraduate	Student Student	Below RM1500 Below	Yes	Rarely Rarely A few times a week Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day A few times a week Rarely Multiple times a day Multiple times a day Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Multiple times a day Rarely Rarely Multiple times a day Rarely Rarely Multiple times a day	Entertainment Lete Entertainment Neues, K. 19 Entertainment Neues, K. 19 Entertainment Neues, K. 10 Entertainment Neues, K. 10 Entertainment Neues, K. 10 Entertainment Neues, K. 10 Entertainment, Knowled Ibe Entertainment, Nowled Ise Entertainment, Nowled Me Entertainment, Nowled S Entertainment, Nowled S Entertainment, Nowled S Entertainment, Nowled S	as than 15 minutes -80 minutes -80 minutes -80 minutes -80 minutes -80 minutes sont han 60 minutes sont han 60 minutes sont han 60 minutes -80 minutes -30 minutes	You Tube Little Red Bock/ Instagram While/Sam Instagram
Aktore Aktore	2225 2225 2225 2225 2225 2225 2225 222	Male Male Male Semale Fernale Fernale Fernale Fernale Fernale Fernale Male Male Fernale	Chinese Chines	Undergraduate Diploma Undergraduate Diploma Undergraduate Undergraduate Evendence Diploma Undergraduate	Student Student	Below RM1500 Below	Yes	Rarely Rarely A few times a week Multiple times a day Franky Multiple times a day Antippe times a day Multiple times a day	Entertainment Lete Entertainment Status Entertainment Nens, K. S. Entertainment Nens, K. S. Entertainment Nens, K. S. Entertainment Lete Entertainment Nens, K. S. Entertainment, Knowled Me Entertainment, Nens, K. S. Entertainment, R. Kowled S. Entertainment, K. Nowled S. Entertainment, K. Entertainment, K. Entertainm	as than 15 minutes 40 minutes	You Tube Littlin Red Book/ Instagram WhatsApp Instagram Instagram Instagram Instagram Instagram Instagram Instagram Instagram Littlin Red Book/ Instagram Littlin Red Book/ You Tube WeChat Instagram Instagra
Agree Agree	2225 2225 2225 2225 2225 2225 2225 222	Maie Maie Maie Maie Maie Maie Fernale	Chinese Chines	Undergraduate Diploma Lindergraduate Undergraduate Undergraduate Contegraduate Undergraduate	Student Student Student Student Employed Student	Below RM1500 Below	Yes	Rarely Rarely A few times a week Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day A few times a week Rarely Multiple times a day Multiple times a day Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Rarely Multiple times a day Multiple times a day Multiple times a day Rarely Rarely Rarely Rarely Multiple times a day Rarely Rarely Multiple times a day Rarely Rarely Multiple times a day	Entertainment Lete Entertainment News, K 30 Entertainment News, K 30 Entertainment, Knowled 16 Entertainment, Knowled 16 Entertainment, Nowek, K 30 Entertainment, Nowek 40 Entertainment, Nowek 40 Entertainment 15 Entertainment 15 En	as than 15 minutes 460 minutes 460 minutes 460 minutes 460 minutes 460 minutes 500 minutes	You Tube Little Red Book/ Instagram / WhataApp Instagram / Instagram / Instagram Insta

9	Agree	18-21	Male	Chinese	Foundation	Student	Below RM1500	Yes	Multiple times a day	Entertainment	More than 60 minutes	Instagram
9	Agree	22-25	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Rarely	Entertainment, Knowled	Less than 15 minutes	Instagram
9	Agree	18-21	Male	Chinese	Foundation	Self-Employed	Below RM1500	Yes	Once a day	Entertainment, News, F	Less than 15 minutes	Instagram
10	0 Agree 1 Agree	18-21	Male	Chinese	Undergraduate	Student	Below RM1500	Yes	Multiple times a day	Entertainment, Follow th	15-30 minutes	Instagram
10	1 Agree	22-25	Female	Chinese	Undergraduate	Student	RM 1501-RM3000	Yes	Multiple times a day	Entertainment, Knowled	15-30 minutes	Little Red Book/ Xiao H

						I follow influencers beca Do you believe that influ			On a scale of 1-0, now	inow iai do you agic
								Yes	4	1
4	Comedy skits	Occasionally	Likely	Yes	Yes	I want to view their cont Agree		Yes	4	<u> </u>
	Dance videos	Rarely		Yes	Yes			Yes	4	
3	Comedy skits	Rarely	Neutral	No	Yes	I want to view their cont Neutral	No	No	4	
3	Comedy skits	Occasionally	Likely	Yes	Yes	I want to view their cont Strongly agree	Yes	Yes	4	
2	Comedy skits	Rarely	Unlikely	No			No	No	2	
3	Comedy skits	Occasionally	Likely	Yes	Yes	I want to view their cont Strongly agree	Yes	Yes	4	
	Comedy skits	Occasionally		No			Yes	Yes	5	
		Occasionally		No				Yes	5	
		Often	Very unlikely	No	Yes	I want to view their cont Agree		Yes		
		Rarely	Very unikely					Yes	-	
									4	
				No				No	4	<u> </u>
3	Comedy skits	Very often		No	Yes			Yes	5	
2	Product reviews	Occasionally		No				Yes	4	
3	Comedy skits	Occasionally	Likely	No	Yes	I want to view their cont Neutral	Yes	Yes	3	
2	Comedy skits	Occasionally	Unlikely	No	Yes	I want to view their cont Agree	Yes	No	4	
		Often		Yes	Yes	They promote products Agree	Yes	Yes	5	
				No				Yes	5	
	Comedy skits	Very often		Yes				Yes	6	
	Product reviews	Often	Likely	Yes		I feel they give honest a Strongly agree	Yes	Yes	5	,
	Pidduct leviews	Often	LIKely	Yes			Yes	Yes	5	
4									5	`
		Rarely						No	5	
		Rarely		No				Yes	4	ų
3		Often					No	Yes	3	1
4	Comedy skits	Rarely		No			No	No	4	
4	Comedy skits	Very often						Yes	4	
4	Product reviews	Often	Likely	Yes	Yes	I want to view their cont Neutral	No	Yes	4	
4		Often		Yes			Yes	No	3	
		Occasionally						No	3	:
	Product reviews	Occasionally		No	Yes	I want to view their cont Agree		Yes	4	1
		Often		No	No	I want to view their cont Neutral		Yes	4	
	Comedy skits	Never		No				Yes	4	
4	Dance videos	Often		No				Yes	4	
									5	
		Never						No	2	
		Occasionally						No	4	
	Product reviews	Occasionally		No				Yes	5	1
1	Cooking, Personal Lifes	Often		No				Yes	4	ų
		Never			No			No	1	
1	I don't use Tik Tok	Never	Very unlikely	No	No	I want to view their cont Strongly disagree	No	No	1	
5	Dance videos	Often	Neutral	No	Yes	I enjoy their personality, Strongly agree	Yes	No	4	
1	Educational content	Occasionally	Very unlikely	No	Yes	I feel they give honest a Agree	No	Yes	1	
1	games (league of leger			No				No	2	
		Never		Yes				Yes	2	
2	Comedy skits		Likely			I enjoy their personality Disagree		No	3	
n a scale of 1 to 5 , ra 3	a What type of content do Product reviews	How often do you come Occasionally	How likely are you to sh Likely	Have you commented o	Do you follow influencer	I follow influencers beca Do you believe that influ They promote products Neutral	Are you more likely to b No	(Have you ever felt influe Yes	On a scale of 1-5, how	1 How far do you agr
	Dance videos	Never		No				Yes	2	
	Comedy skits			No	Yes			Yes	3	
		Rarely	Likely	No			Yes		2	
4	Dance videos	Occasionally	Likely	No	Yes	I enjoy their personality Neutral	No	No	3	5
4	Dance videos Comedy skits	Occasionally Often	Likely Neutral	No	Yes Yes	I enjoy their personality Neutral I want to view their cont Disagree	No No	No No	3	5
4 3 4	Dance videos Comedy skits Product reviews	Occasionally Often Occasionally	Likely Neutral Likely	No Yes	Yes Yes Yes	I enjoy their personality Neutral I want to view their cont/Disagree I want to view their cont/Agree	No No Yes	No No Yes	3 4	/
4 3 4 3	Dance videos Comedy skits Product reviews Dance videos	Occasionally Often Occasionally Occasionally	Likely Neutral Likely Neutral	No Yes Yes	Yes Yes Yes Yes	I enjoy their personality Neutral I want to view their cont Disagree I want to view their cont Agree I want to view their cont Neutral	No No Yes No	No Yes No	3 4 4 3	i i i 3
4 3 4 3 1	Dance videos Comedy skits Product reviews Dance videos Comedy skits	Occasionally Often Occasionally Occasionally Occasionally	Likely Neutral Likely Neutral Very unlikely	No Yes Yes No	Yes Yes Yes No	I enjoy their personality Neutral I want to view their cont Disagree I want to view their cont Agree I want to view their cont Neutral I want to view their cont Strongly disagree	No No Yes No No	No No Yes No No	3 4 4 3 3 3	i i i i 3
4 3 4 3 1 1	Dance videos Comedy skits Product reviews Dance videos Comedy skits Comedy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally	Likely Neutral Likely Neutral Very unlikely Likely	No Yes Yes No	Yes Yes Yes No Yes	I enjoy their personality Neutral I want to view their conti Disagree I want to view their conti Agree I want to view their conti Neutral I want to view their conti Strongly disagree I want to view their conti Strongly agree	No No Yes No No Yes	No No Yes No No	3 4 4 3 3 3 5	1 4 5
4 3 4 3 1 1 1	Dance videos Comedy skits Product reviews Dance videos Comedy skits Comedy skits Lifestyle	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often	Likely Neutral Likely Neutral Very unlikely Likely Very unlikely	No Yes Yes No No	Yes Yes Yes No Yes Yes	I enjoy their personality Neutral I want to view their cont: Disagree I want to view their cont: Agree I want to view their cont: Strongly disagree I want to view their cont: Strongly disagree I want to view their cont: Strongly agree	No Yes No Yes Yes	No No No No No	3 4 4 3 3 3 5 5 3	1 4 6 6 3
4 3 4 3 1 1 1	Dance videos Comedy skits Product reviews Dance videos Comedy skits Comedy skits Lifestyle Dance videos	Occasionally Often Occasionally Occasionally Occasionally Very often Occasionally	Likely Neutral Likely Neutral Very unlikely Likely Very unlikely Neutral	No Yes No No No	Yes Yes Yes No Yes Yes Yes Yes	I enjoy their personality Neutral I want to view their cont. Disagree I want to view their cont. Neutral I want to view their cont. Strongly disagree I want to view their cont. Strongly agree I want to view their cont. Neutral I want to view their cont. Neutral I want to view their cont. Neutral	No Yes No Yes Yes Yes	No Yes No No No Yes	3 4 3 3 5 5 4	i i k k k 3 4
4 3 4 3 1 1 1 3 3	Dance videos Comedy skits Product reviews Dance videos Comedy skits Comedy skits Lifestyle Dance videos Comedy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often Occasionally Never	Likely Neutral Likely Neutral Very unlikely Likely Very unlikely Neutral Neutral	No Yes No No No Yes	Yes Yes Yes No Yes Yes Yes No	I enjoy their personality. Neutral I vanat to view their conti Agree I vanat to view their conti Agree I vanat to view their conti Stongly disagree I vanat to view their conti Stongly disagree I vanat to view their conti Stongly disagree I vanat to view their conti Agree I vanat to view their conti Agree I vanat to view their conti Agree	No Yes No Yes Yes Yes Yes	No No No No No Yes No	3 4 4 3 3 5 5 3 4 3 3 3 3 3 3 3 3 3 3 3	i i i i i i i i i i i i i i
4 3 4 3 1 1 1 1 3 3 1 3	Dance videos Comedy skits Product reviews Dance videos Comedy skits Comedy skits Lifestyle Dance videos Comedy skits Product reviews	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often Occasionally Never Occasionally	Likely Neutral Likely Neutral Very unlikely Likely Very unlikely Neutral Neutral Neutral	No Yes No No No No Yes No	Yes Yes Yes No Yes Yes Yes Yes Yes	I enjoy their personality / Neutral I want to view their conin Jagaree I want to view their conin Jagaree I want to view their conin Strongly disagree I want to view their conin Strongly disagree I want to view their conin Strongly agree I want to view their conin Strongly disagree I want to view their conin Strongle	No No Yes No Yes Yes Yes Yes No	No No No No No Yes No Yes	3 4 3 3 5 3 4 4 3 3 3 3 3 3 3	i i i i i i i i i i i i i i
4 3 4 3 1 1 1 3 3 1 3 4	Dance videos Comedy skits Product reviews Dance videos Comedy skits Comedy skits Dance videos Comedy skits Product reviews Comedy skits Product reviews	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often Occasionally Never Occasionally Rever	Likely Neutral Likely Neutral Very unlikely Likely Very unlikely Neutral Neutral Neutral Likely	No Yes No No No Yes No No	Yes Yes Yes Yes Yes Yes Yes No Yes Yes Yes	I enjoy their personality / Neutral I want to view their conin Jagaree I want to view their conin Jagaree I want to view their conin Strongly disagree I want to view their conin Strongly disagree I want to view their conin Strongly agree I want to view their conin Strongly disagree I want to view their conin Strongle	No Yes No No Yes Yes Yes Yes No No	No No No No No Yes No Yes No No	3 4 3 3 3 4 3 3 4 3 3 3 3 3 3 3 3 3 3 3	i i i i i i i i i i i i i i
4 3 4 3 1 1 1 3 3 1 3 3 4 3 3	Dance videos Cornedy skits Product reviews Dance videos Cornedy skits Cornedy skits Dance videos Cornedy skits Cornedy skits Cornedy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often Occasionally Never Occasionally Rarely Never	Likely Neutral Likely Neutral Very unlikely Likely Very unlikely Neutral Neutral Neutral Likely Likely	No Yes No No No Yes No No Yes	Yes Yes Yes Yes Yes Yes Yes No Yes Yes Yes	I enjoy their personality Neutral I vanat to view their conin Diagone I vanat to view their conin Diagone I vanat to view their conin Strongly diagone I vanat to view their conin Strongly diagone I vanat to view their conin Strongly agene I vanat to view their conin Neutral I vanat to view their conin Neutral I vanat to view their conin Agree I vanat to view their conin Agree	No No Yes No Yes Yes Yes No No No	No No No No No Yes No Yes No No	3 4 3 3 3 3 3 4 3 3 3 3 3 3 3 3 3 3 3 3	i i i i i i i i i i i i i i
4 3 4 3 1 1 1 3 3 4 3 3 4 3 1	Dance videos Cornedy skits Product reviews Dance videos Cornedy skits Lifestyle Dance videos Cornedy skits Product reviews Cornedy skits Cornedy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often Occasionally Never Occasionally Never Occasionally	Likoły Noutral Likoły Noutral Vory unikoły Likoły Noutral Noutral Likoły Likoły Unikoły	No Yes No	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes	I enjoy their personality Neutral I vanct to view their conin Diagnee I vanct to view their conin Diagnee I vanct to view their conin Neutral I vanct to view their conin Neutral I vanct to view their conin Strongly diagnee I vanct to view their conin Agree I vanct to view their conin Agree I vanct to view their conin Agree I vanct to view their conin Neutral I vanct to view their conin Neutral	No No Yes No Ves Yes Yes No No No Yes	No No Yes No No Yes No Yes No Yes Yes	3 4 3 3 3 4 3 3 3 3 3 3 3 3 3 4 4 3 3 3 3 4 4 4 3	1 1 1 1 1 1 1 1 1 1 1 1 1 1
4 3 4 1 1 1 3 1 3 4 3 4 3 3 3 3 3 3	pance videos Cornedy skits Product reviews Dance videos Cornedy skits Cornedy skits Lifestyje Dance videos Cornedy skits Cornedy skits Cornedy skits Product reviews Cornedy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Rarely Never Occasionally Occasionally	Likoly Neutral Likoly Very unlikoly Likoly Very unlikoly Neutral Neutral Likoly Likoly Unlikoly Unlikoly	No Yes No No No Yes No Yes No Yes Yes Yes	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes No	I enjoy their personality i Neutral I vanat to view their conti Diagene I vanat to view their conti Diagene I vanat to view their conti Strongly diagree I vanat to view their conti Strongly diagree I vanat to view their conti Strongly agree I vanat to view their conti Strongly diagree I vanat to view their conti Strongly diagree I vanat to view their conti Neutral I feel they give honest a Agree I vanat to view their conti Diagree	No No Yes No Yes Yes Yes No No No No No No No No No No	No No Yes No No No Yes No Yes No Yes No No	3 4 3 3 3 3 4 3 3 3 3 3 3 3 3 3 3 3 3 3	1 2 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5
4 3 4 3 1 1 3 3 1 3 4 3 1 3 1 3 1 3 1	Dance videos Cornedy skits Product reviews Dance videos Cornedy skits Lifestyle Dance videos Cornedy skits Product reviews Cornedy skits Cornedy skits Cornedy skits Cornedy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Very often Occasionally Never Occasionally Never Occasionally Never Never Occasionally Occasionally Occasionally Never	Likoły Neutral Likoły Neutral Very unlikeły Urey unlikeły Neutral Neutral Likoły Likoły Unlikeły Unlikeły Unlikeły	No Yes Vos No No No Yes No Yes No Yes No No No	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes No	I enjoy their personality Neutral I vanat to view their cont Diagree I vanat to view their cont Diagree I vanat to view their cont Neutral I vanat to view their cont Neutral I vanat to view their cont Storgly diagree I vanat to view their cont Neutral I vanat to view their cont Agree I vanat to view their cont Neutral I enjoy their penonality Storgly diagree I enjoy their penonality Storgly diagree I vanat to view their cont Neutral I vanat to view their cont Neutral	No No Yes No Ves Yes Yes No No No Yes No No Yes Yes	No No No No No No Yes No Yes No	3 4 3 3 3 3 4 3 3 3 3 3 3 3 3 3 3 3 3 3	2 2 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5
4 3 4 3 1 1 1 1 3 4 4 3 1 1 3 1 3 5	Dance videos Corredy skits Product reviews Dance videos Corredy skits Corredy skits Corredy skits Dance videos Corredy skits Product reviews Corredy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Rarely Never Occasionally Occasionally Never	Likoly Neutral Likoly Very unlikoly Likoly Neutral Neutral Neutral Likoly Likoly Unlikoly Unlikoly Unlikoly Likoly	No Yes No No No No Yes No No Yes No Yes No Yes Yes	Yes Yes Yes No Yes Yes Yes Yes Yes Yes No No No Yes	I enjoy their personality Neutral I want to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Agnee I want to view their conti Agnee	No No Yes Yes Yes No No Yes Yes No No No No No Yes No Yes Yes Yes Yes No	No No Yes No No No Yes No Yes No Yes No No No No		2 2 3 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5
4 3 4 3 1 1 1 1 3 4 4 3 1 1 3 1 3 5	Dance videos Corredy skits Product reviews Dance videos Corredy skits Corredy skits Corredy skits Dance videos Corredy skits Product reviews Corredy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally	Likoly Neutral Keidy Very unlikoly Uery unlikoly Very unlikoly Neutral Neutral Likoly Likoly Unlikoly Unlikoly Unlikoly Unlikoly Unlikoly Unlikoly	No Yes Vos No No No Yes No Yes No Yes No No No	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes No	I enjoy their personality Neutral I vanat to view their conth Diagree I vanat to view their conth Diagree I vanat to view their conth Stunda I vanat to view their conth Stunday dagree I vanat to view their conth Stunday dagree I vanat to view their conth Agree I vanat to view their conth Stunda I feel they give honsel & Agree I feel they give honsel & Agree I feel they give honsel & Agree I feel they give honsel & Agree	No No Yes No Ves Yes Yes No No No Yes No Yes Yes	No No No No No No Yes No Yes No		1 2 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5
4 3 4 3 1 1 1 1 3 3 3 3 3 3 3 3 3 3 3 4 4 4 4	Dance videos Corredy skits Product reviews Dance videos Corredy skits Lifestyle Dance videos Corredy skits Dance videos Corredy skits Product reviews Corredy skits Product reviews Corredy skits Product reviews Corredy skits Domitry skits Domitry skits Corredy skits	Occasionaly Otten Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Never Occasionaly Never Occasionaly Never Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Occasionaly Otten Never	Likely Noutral Elsely Vory unlikely Likely Vory unlikely Noutral Noutral Likely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Vory Ikely Vory unlikely	No Yes No No No No No No Yes Yes No Yes No Yes No No	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes No No No Yes No No	I enjoy their personality Neutral I vanch to view their conth Diagene I vanch to view their conth Diagene I vanch to view their conth Neutral I vanch to view their conth Strongly diagene I vanch to view their conth Strongly diagene I vanch to view their conth Agree I vanch to view their conth Stagree I vanch to view their conth Stag	No No Yes No Yes Yes Yes No Yes No Yes Yes Yes No Yes	No No Yes No No No Yes No Yes No No No No Yes No No No		1 2 2 3 4 5 5 6 7 8 8 1 1 1 1 2 2 3 4 5 5 5 6 7 8 6 5
4 3 4 3 1 1 1 1 3 3 3 3 3 3 3 3 3 3 3 4 4 4 4	Dance videos Corredy skits Product reviews Dance videos Corredy skits Lifestyle Dance videos Corredy skits Dance videos Corredy skits Product reviews Corredy skits Product reviews Corredy skits Product reviews Corredy skits Domitry skits Domitry skits Corredy skits	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally	Likely Noutral Likely Very unikely Likely Very unikely Likely Noutral Likely Likely Likely Unikely Unikely Unikely Very kely Very kely	No 7495 7495 No No No No No Yes No Yes No Yes No Yes No Yes No	Yes Yes Yes No Ves Yes Yes Yes Yes Yes Yes Yes Yes Yes Y	I enjoy their personality Neutral I vanct to view their conin Diagene I vanct to view their conin Diagene I vanct to view their conin Stongly diagene I vanct to view their conin Stongly diagene I vanct to view their conin Stongly diagene I vanct to view their conin Agene I real they give honesit & Agrne I real they give honesit & Agrne I realty they personality Agree I enjoy their personality. Agree, agree	No No Yeş No Yeş Yeş Yeş No No Yeş Yeş Yeş Yeş Yeş Yeş	No No No No No No Yes No No No Yes No Yes No Yes No Yes		1 2 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5
4 3 4 3 1 1 1 1 3 3 3 4 3 3 5 4 4 5 5 5	Dance videos Comedy skis Product reviews Dance videos Comedy skis Comedy skis Lifesty Dance videos Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally	Likoly Noutral Likoly Noutral Vary unkloxy Likoly Vary unkloxy Noutral Likoly Unikoly Unikoly Unikoly Unikoly Unikoly Unikoly Unikoly Vary unkloxy Vary unkloxy Vary unkloxy	No Yes Yes No No No No No No No No Yes	Yes Yes Yes No Yes Yes Yes Yes Yes Yes No No Yes No Yes No Yes	I enjo; their personalty Neutral I want to view their cont Diagnee I want to view their cont Diagnee I want to view their cont Neutral I want to view their cont Neutral I want to view their cont Stongly diagnee I want to view their cont Agnee I want to view their cont Neutral I feel ther guite honest & Agnee I want to tew their cont Agnee I enjo; their personalty. Agnee I enjo; their personalty. Agnee I enjo; their personalty. Agnee	No No Yes No Yes Yes Yes No No No No No No No No No Yes Yes No No Yes	No No Yes No No No Yes No No No No No No Yes No Yes No Yes		Image: Section 1 Image: Section 2 Image: Section 2
4 3 3 1 1 1 3 3 1 3 3 1 3 3 1 3 3 5 5 5 5	Dance videos Comedy skis Product reviews Lomos y skis Comedy skis Lifestyle Dance videos Comedy skis Dance videos Comedy skis Comedy skis Dance videos	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Oten Never	Likely Notral Likely Notral Vary unlikely Likely Vary unlikely Notral Diskely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Vary Unlikely Vary Unlikely Vary Unlikely Vary Unlikely Vary Unlikely	No Yes No No No No No Yes No Yes No No Yes No Yes Yes	Yes Yes Yes No Yes Yes Yes Yes No No Yes Yes Yes Yes Yes Yes	I enjoy therip personality Neutral I vanat to view their conti Diagnee I vanat to view their conti Diagnee I vanat to view their conti Stongly diagnee I vanat to view their conti Stongly diagnee I vanat to view their conti Stongly diagnee I vanat to view their conti Agree I regis their personality Agree I enjoy their personality Agree I enjoy their personality Agree I enjoy their personality Agree	No No Yes No No Yes Yes No No No No Yes Yes Yes Yes Yes Yes Yes	No No Yes No No No No Yes No No No No No Yes Yes Yes Yes		<pre></pre>
4 3 3 1 1 1 1 3 3 3 4 4 3 3 1 1 3 5 5 5 5 5 5 5 5	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Lifestyle Dance videos Dance videos Dance videos Dance videos Dance videos Dance videos Dance videos Dance videos Dance videos Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally New New New Occasionally New New Occasionally Occas	Likely Noutral Constrait Very unklowy Likely Very Unklowy Noutral Likely Unklowy Unklowy Unklowy Unklowy Unklowy Unklowy Very Kenty Very Kenty Very Kenty Very Kenty	No Yes Yes No No No No Yes	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	I enjo; their personalty i Neutral I want to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Apree I want to view their conti Stongly dagnee I enjo; their personally, Stongly agree I want to view their conti Stongly diagnee	No No Yes No No Yes Yes No No No No Yes No Yes Yes Yes Yes Yes Yes	No No Yes No No No No No No No No No No No No No		2 2 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5
4 3 4 3 1 1 1 1 3 3 4 4 4 3 3 1 1 3 5 5 5 5 5 5 5	Dance videos Comedy skis Product reviews Dance videos Comedy skis Comedy skis Dance videos Dance videos Comedy skis Comedy skis	Occasionally Often Occasionally Often Othen Othen Never	Likely Notural Likely Notural Vary unkoly Likely Vary unkoly Notural Likely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Likely Vary Indoy Yary Indoy Notural	No Yes Yes No No No Yes No No Yes No Yes No Yes No Yes No Yes No Yes	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes	I enjoy therip personality Neutral I want to view their conti Diagree I want to view their conti Diagree I want to view their conti Stordy diagree I want to view their conti Agree I want to view their conti Moutal I want to view their conti Moutal I want to view their conti Agree I want to view their conti Agree I feel they gives honesit a Stordy agree I enjoy their personality Agree I want to view their conti Stordy diagee I want to view their conti Stordy diagee	No No Yes No Yes Yes Yes No No No No Yes Yes Yes Yes Yes Yes Yes Yes	No No Yes No No No No Yes No Yes No No Yes No Yes No Yes Yes Yes		Image: Section 1 Image: Section 2 Image: Section 2
4 3 3 1 1 1 1 3 3 3 4 4 3 1 1 3 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Dance videos Comedy skis Product reviews Dance videos Comedy skis Lifestyle Dance videos Comedy skis Comedy skis	Occasionally Otten Occasionally Occasionally Occasionally Occasionally Occasionally Never Never Never Never Never Occasionally	Likely Noutral Constraint Very unikely Likely Very unikely Noutral Noutral Noutral Likely Unikely Unikely Unikely Unikely Unikely Unikely Very kely Very kely Very kely Very kely Very kely Very kely Very kely Very kely Very kely Very kely Noutral Likely Unikely Very kely Very kely	No Yes Ves No No No No Yes Yes Yes No Yes No Yes Yes No Yes No Yes No Yes No No	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	I encyc their personalty. Neutral I encyc twee their conto Biagmee I want to view their conto Biagmee I want to view their conto Storply diagmee I want to view their conto Storply diagmee I want to view their conto Storply diagmee I want to view their conto Agree I encyc their personally. Agree I encyc their personally. Agree I encyc their personally. Storply agree I encyc their conto Neutral	No No Yes No No Yes Yes Yes No No No Yes Yes Yes Yes Yes Yes No Yes No Yes No Yes No Yes No No	No No Yes No No No No No No No No No No No No No		 I J J
4 3 4 1 1 1 1 1 1 1 3 3 4 3 3 3 4 1 1 3 3 5 5 5 5 5 5 5	Dance videos Comedy skis Product reviews Dance videos Comedy skis Comedy skis Danen y skis Danen y skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Vary often Occasionally Rarety Never Occasionally Never Occasionally Occasion	Likely Noutral Carlow Vary unkely Likely Vary unkely Likely Noutral Likely Unikely Unikely Unikely Unikely Unikely Unikely Vary Idely Vary Idely Vary Idely Vary Idely Vary Idely Vary Idely Vary Idely Unikel	No Yes Yes No No No Yes Ware No Yes No Yes No Yes No Yes No Yes No No No No No No	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes	I ency their personality Neutral I want to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Stongly diagnee I want to view their conti Autural I want to view their conti Neutral I want to view their conti Stongly agree I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee	No No Yes No No Yes Yes No No No No No No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	No No Yes No No No No Yes No No No No No No No No No No Yes Yes Yes Yes Yes No No No No No No No No No No No No No		Image: Section 1 Image: Section 2 Image: Section 2
4 3 4 4 1 1 1 3 1 3 1 3 1 3 3 1 3 3 1 3 5 5 5 5	Dance videos Comedy skis Product reviews Dance videos Comedy skis Lifestyle Dance videos Comedy skis Dance videos Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Occasi	Likely Likely Noutral Likely Noutral Likely Vory Unikely Likely Noutral Noutral Noutral Noutral Noutral Noutral Likely Unikely Unikely Unikely Vory Unikely Vory Unikely Vory Unikely Vory Unikely Unikely Unikely Vory Kely Likely Vory Kely Vory K	No Yes Yes No Yes No Yes Yes Yes No Yes Yes No No Yes Yes Yes	Yes Yes Yes No Yes Yes Yes Yes Yes No No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	I encly their personality Neutral I vanch to view their conin Diagree I vanch to view their conin Diagree I vanch to view their conin Storphy diagree I vanch to view their conin Storphy diagree I vanch to view their conin Storphy diagree I vanch to view their conin Agree I feel therg yiew honseit & Agreey I feel therg yiew honseit & Agreey I encly their personality. Agreey agree I encly their personality. Storphy agree I encly their personality. Storphy agree I vanch to view their conin Storphy agree I vanch to view their conin Storphy agree I vanch to view their conin Neutral Vanch Lower their conin Neutral I vanch to view their conin Neutral I vanch to view their conin Neutral I vanch to view their conin Neutral	No No Yes No No Yes Yes Yes No No Yes Yes No Yes Yes Yes No Yes No Yes No Yes Yes No Yes Yes	No No Yes No Vas Vas Vas Vas Vas Vas No Vas		I I
4 4 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Dance videos Comedy skis Product reviews Dance videos Comedy skis Comedy skis Danen y skis Danen y skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Vary often Occasionally Rarety Never Occasionally Never Occasionally Occasion	Likely Noutral Carlow Vary unlikely Likely Vary unlikely Likely Noutral Likely Unlik	No Yes Yes No No No No No No No No No Yes No Yes Yes Yes Yes Yes No No Yes	Yes	I enjoy ther personality Neutral I enjoy there conti Diagnee I want to view their conti Diagnee I want to view their conti Storgly diagnee I want to view their conti Storgly diagnee I want to view their conti Storgly diagnee I want to view their conti Agnes I enjoy their personality. Agree I want to view their conti. Neutral I want to view their conti. Neutral	No No Yes No No Yes Yes No No No No No No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	No No Yes No Vas No Vas		- - - -
4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Dance videos Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Dance videos Comedy skis Comedy skis	Occasionally Otten Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Otten Occasionally Otten	Likely Noutral Carlow Vary unlikely Likely Vary unlikely Likely Noutral Likely Unlik	No Yes Yes No No No No No Yes Yes Yes No Yes No Yes No Yes No No Yes No Yes Yes No No Yes Yes Yes No No Yes Yes No No Yes Yes Yes No No No No Yes Yes Yes Yes No	Yes	I encyc their personality. Neutral I encyc tweir their conto Disagnee I want to view their conto Disagnee I want to view their conto Neutral I want to view their conto Agnee I encyc their personality. Storagly agnee I want to view their conto Neutral I want to view their conto Neutral	No No Yes No No Yes Yes Yes No No No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	No No Yes No No No No No No No No No No No No Yes Yes Yes Yes Yes Yes Yes Yes		
4 4 4 4 1 1 1 1 1 1 3 3 3 3 3 3 3 3 3 3	Dance videos Comedy skis Product reviews Dance videos Comedy skis Comedy skis Domeny skis Domeny skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Vary often Occasionally Rareky Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Often Often Often Often Often Often Often Often Often Often Often	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Likely Unikely Likely Unikely Likely Likely Likely Likely Likely Likely Vary Kely Likely Unikely Vary Kely Likely Unikely	No Yes Yes No No No No No No No No No Yes No Yes Yes Yes Yes Yes No No Yes	Yes Yes Yes No Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes	I ency their personality. Neutral I ency to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Stongly diagnee I want to view their conti Neutral I ency their personality. Stongly agree I ency their personality. Stongly agree I ency their personality. Stongly agree I want to view their conti Neutral I want to view t	No No Yes No No So No So Yes Weis No No No Yes	No No Yes No No No No No Yes Yes No No No No Yes Yes		- - - -
4 3 4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Never Othen Never Othen	Likely Likely Notural Likely Notural Vary unlikely Likely Vary Unlikely Likely Unlikely Unlikely Vary Unlikely Vary Kely Likely	No Yes Yes No Yes	Yes	I encly their personality Neutral I vanch to view their conto Diagnee I vanch to view their conto Diagnee I vanch to view their conto Neutral I vanch to view their conto Agree I vanch to view their conto Agree I vanch to view their conto Neutral I teal they guies nonaity. Storagk agree I tealy their personality. Storagk agree I encly their personality. Storagk agree I encly their personality. Storagk agree I vanch to view their conto Neutral I vanch to view their conton Neutral	No No Yes No No So No So Yes Yes No No Yes No Yes No Yes Yes No Yes No Yes Yes Yes Yes	No No Yes No Vas No Vas		- - - -
4 3 4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Praduct reviews Comedy skis Comedy skis Lifestyle Dance videos Lifestyle Dance videos Lifestyle Dance videos Dance videos Dance videos Dance videos Dance videos Dance videos Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Vary often Occasionally Rareky Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Often Often Often Often Often Often Often Often Often Often Often	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Vary Kely Unikely Vary Kely Likely Unikely Unikely Likely Unikely Likely Likely Unikely Likely Likely Likely Unikely Likely Likely Unikely Likely Likely Unikely Likely Likel	No Yes Yes No Yes No Yes No Yes No Yes Yes No Yes Yes<	Yes	I ency their personality Neutral I want to view their conti Diagneo I want to view their conti Diagneo I want to view their conti Stongly appea I want to view their conti Stongly appea I want to view their conti Stongly appea I ency their personality. Stongly appea I want to view their conti Stongly diagneo I ency their personality. Agree I ency their personality. Agree	No No Yes No No No Sea Yes No No No No No Yes	No No Yes No No No No No Yes No Yes No No No		Image: Section of the sectio
4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis Educational content Educational content	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally Othen Othen Othen	Likely Likely Notral Likely Notral Vary Unikely Likely Vary Unikely Unikely Unikely Vary Unikely Vary Unikely Vary Unikely Vary Unikely Vary Unikely Likely Vary Unikely Vary Unikely Likely Vary Unikely Likely Vary Unikely Likely Like	No Yes Yes No No No No No No No No Yes No Yes No Yes Yes No Yes Yes No Yes Yes No Yes No Yes No No Yes No Yes Yes No Yes Yes Yes Yes Yes Yes Yes	Yes	I encly their personality Neutral I vanch to view their conin Diagnee I vanch to view their conin Diagnee I vanch to view their conin Neutral I real they give honest & Agree I realty their personality Agree I realty their personality. Agree I encly their personality. Storgly agree I encly their personality. Storgly agree I vanch to view their conin Storgly agree I vanch to view their conin Storgly agree I encly their personality. Storgly agree I vanch to view their conin Storgly agree I vanch to view their conin Storgly agree I vanch to view their conin Neutral I vanch to view their conin Agree	No No Yes No No So No Yes Yes Yes No Yes Yes No Yes No Yes	No No Yes No Vas No No Vas No		I I I I
4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Praduct reviews Comedy skis Comedy skis Lifestyle Dance videos Lomedy skis Comedy skis Co	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally News News News News Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Octan News News News Othen News News Othen News News News News News News News News	Likely Likely Noutral Likely Noutral Likely Vary Unikely Vary Unikely Likely Unikely Unikely Unikely Unikely Vary Unikely Vary Unikely Vary Unikely Vary Unikely Vary Unikely	No Yes Yes Ves No No No No No No No No No Yes No Yes	Yes	I encyc their personality. Neutral I encyc twee their conto Biagene I want to view their conto Biagene I want to view their conto Storphy diagene I want to view their conto Storphy diagene I want to view their conto Storphy diagene I want to view their conto Agree I want to view their conto Agree I want to view their conto Agree I want to view their conto Agree I encyc their personality. Agree I want to view their conto. Neutral I want to view their conto. Neutral I want to view their conto. Storphy agree I encyc their personality. Agree I encyc their personal	No No Yes No No So No So Yes Yes No No Yes Yes No No Yes No Yes Yes No No Yes No No No No	No No Yes No Yes No Yes Yes Yes Yes Yes Yes No Yes No Yes No No No No No No No		- - - -
4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Co	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen Oth	Likely Likely Noutral Likely Noutral Vary unlikely Likely Vary unlikely Likely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Vary kely Vary kely Vary kely Vary kely Likely Vary kely Vary kely Vary kely Vary kely Vary kely Likely Vary kely Vary kely Vary kely Likely Vary kely Likely Vary kely Vary kely Vary kely Likely Vary kely Likely Vary kely Vary kely Vary kely Vary kely Likely L	No Yes Yes No Yes No Yes No Yes No Yes Yes Yes Yes No Yes Yes Yes Yes No No No No No	Yes	I encly their personality Neutral I want to view their conin Diagree I want to view their conin Diagree I want to view their conin Storgly diagree I want to view their conin Storgly diagree I want to view their conin Storgly diagree I want to view their conin Agree I real they gube honesit a Agree I real they gube honesit a Agree I reality their personality. Storgly agree I encly their personality. Storgly agree I encly their personality. Storgly agree I encly their personality. Storgly agree I want to view their conin Agree I encly their personality Agree I want to view their conin Agree I want to view the	No Yes No Yes Yes <t< td=""><td>No Yes No Vas No Vas Vas Vas No Vas Vas No Vas Vas No No Vas No Vas No No No No</td><td></td><td>- - - -</td></t<>	No Yes No Vas No Vas Vas Vas No Vas Vas No Vas Vas No No Vas No Vas No No No No		- - - -
4 3 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Never Never Never Occasionally Never Never Occasionally Occasionally Occasionally Occasionally Othen Never Very often Othen Never Othen Othen Never Othen Othen Never Othen O	Likely Likely Notural Likely Notural Vary unlikely Likely Vary Unlikely Likely Unlikely Unlikely Vary Unlikely Vary Unlikely Unlikely Unlikely Vary Unlikely	No Yes Yes No Yes No Yes No No No No Yes No	Yes	I encly their personality Neutral I want to view their conti Diagneo I want to view their conti Diagneo I want to view their conti Storgly diagneo I want to view their conti Storgly diagneo I want to view their conti Storgly diagneo I want to view their conti Agree I encly their personality. Storgly agree I encly their conton Storgly agree I encly their conton Storgly agree I want to view their conti Agree	No No Yes No No So No So Yes Yes No No No No Yes No Yes Yes Yes Yes Yes Yes Yes Yes No Yes	No No Yes No Vas No Vas Vas Vas Vas Vas Vas Vas No Vas Vas Vas No Vas No		- - - -
4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Lifestyle Dance videos Lifestyle Dance videos Dance videos Dance videos Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Very often Occasionally Rareby Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen Never Never Othen Occasionally Othen Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Othen Occasionally Othen Othen Rareby Very often Othen Rareby Othen Othen Othen Othen Othen	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Noutral Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Unikely Unikely Likely Likely Unikely Likely	No Yes Yes No Yes No No No No No No	Yes	I encly their personality Neutral I encly to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Neutral I want to view their conti Stongly agree I encly their personality. Agree I encly their personality. Stongly agree I encly their personality. Stongly agree I want to view their conti Stongly diagnee I want to view their conti	No No Yes No No So No Yes Yes No No No No No Yes	No No Ves No Ves No No No Ves Ves No		- - - -
4 4 4 4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis Educational content Educational content Finduct reviews Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Never Othen	Likely Likely Notural Likely Notural Vary unlikely Likely Vary Unlikely Likely Unlikely Unlikely Vary Unlikely Unlikely Unlikely Vary Kely Vary Kely Vary Kely Likely Lik	No Yes Yes No Yes No Yes Yes Yes No Yes Yes Yes No Yes No Yes Yes No	Yes	I encly their personality. Neutral I want to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Stongly diagnee I want to view their conti Agree I teal they give honesit a Agree I encly their personality. Stongly agree I encly their personality. Stongly agree I encly their personality. Stongly agree I want to view their conti Agree I encly their personality. Agree I want to view their conti Agree I encly their personality. Agree I want to view their conti Agree I encly their personality. Agree I want to view their conti. Agree I encly their personality. Agree I want to view their conti. Agree I encly their personality. Agree I want to view their conti. Agree I encly their personality. Agree I encly their personality. Agree I encly their personality. Agree	No No Yes No No So No Yes Yes Wei No Yes Wei No Yes No Yes No Yes	No No Yes No Vas No Vas No Vas No Vas No Vas No Vas Vas No Vas Vas Vas Vas Vas		- - - -
4 3 4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Lifestyle Dance videos Lifestyle Comedy skis Comedy skis Educational content Product reviews Educational content Comedy skis Product reviews Educational content Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally New Occasionally New New Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen New New Othen Othen Othen Occasionally Othen Occasionally Othen Occasionally Othen Occasionally Othen Occasionally Othen Occasionally Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Vary Unikely Vary Unikely Vary Unikely Unikely Unikely Unikely Unikely Likely Unikely Likely Likely Likely Unikely Likely Unikely Likely Unikely U	No Yes Yes Ves No Ves No Ves No Ves No Ves Ves Ves Ves Ves Ves No Ves No No No No No No No No	Yes	I encyc their personality. Neutral I encity to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Storphy diagnee I want to view their conti Neutral I want to view their conti Neutrally agree I wanto to view their conti Neutrally agree I w	No No Yes No No So No So Yes So No No No No No Yes No No No No Yes No No No No No No No No No Yes Yes Yes Yes Yes	No No Yes No Vas No Yes No Yes No Yes No Yes No Yes No Yes Yes Yes Yes Yes		- - - -
4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Dance videos Comedy skis Comedy skis Educational content Educational content Educational content Educational content Educational content Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Product reviews Educational content Educational content Educational content Educational content Educational content Educational content Product reviews Comedy skis Product reviews Product reviews Product reviews	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen O	Likely Likely Noutral Likely Noutral Likely Vary unlikely Likely Noutral Likely Vary unlikely Likely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Unlikely Likely Unlikely Likely Unlikely Unlik	No Yes Yes No Yes No	Yes	I ency ther personalty. Neutral I ency to view their cont Disagnes I want to view their cont Disagnes I want to view their cont Neutral I want to view their cont Agnes I ency ther personally. Stongly agnes I ency ther personally. Stongly agnes I ency ther personally. Stongly agnes I ency their personally. Stongly agnes I want to view their cont. Stongly agnes I want to view their co	No No Yes No No No Ses Yes Yes No No Yes Yes No Yes No No Yes	No No Yes No Vas		- - - -
4 3 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Product reviews Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Newer Newer Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Coccasionally Othen Occasionally Othen Occasionally Othen Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally	Likely Likely Noutral Likely Noutral Vary unlikely Vary Unlikely Likely Unlikely Unlikely Unlikely Unlikely Unlikely Vary Unlikely Unli	No Yes Yes No Yes No Yes Yes Yes Yes Yes Yes Yes Yes Yes No	Yes	I encyc their personality. Neutral I encyc to view their cont. Diagnee I want to view their cont. Storgy diagnee I want to view their cont. Agree I encyc their personality. Agree I encyc their cont. Neutral I want to view their cont. Neutral I want to view their cont. Storgy digagee I want to view their cont. Storgy digagee I encyc their personality. Agree I encyc their pers	No No Yes No No So No So Yes Yes No No No No Yes No Yes No Yes No Yes No Yes No No Yes No No No	No No Yes No Yes No Yes No Yes Yes Yes Yes Yes No Yes No Yes		- - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - - -
4 4 4 4 4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Dance videos Latestyle Dance videos Comedy skis Product reviews Comedy skis Comedy sk	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Vary often Occasionally Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Often Never Often Never Often Never Often Often Often Often Occasionally Often O	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Noutral Likely Noutral Likely Unikely	No Yes Yes No	Yes	I ency ther personality. Neutral I ency to view their cont. Disagree I want to view their cont. Stargee I want to view their cont. Storgly alongee I want to view their cont. Storgly alongee I want to view their cont. Storgly alongee I want to view their cont. Neutral I want to view their cont. Storgly agree I want to view their cont. Neutral I want to view their cont. Agree I want to view their cont. Neural I want to view their cont. Ne	No No Yes No No So No So Yes Yes No No No No Yes	No No Ves No Ves		- - - -
	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis Product reviews Comedy skis Product reviews Comedy skis Product reviews Comedy skis Comedy skis Product reviews Product reviews Produc	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Newer Newer Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Newer Othen Coccasionally Othen Occasionally Othen Occasionally Othen Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally	Likely Likely Noutral Likely Noutral Vary unlikely Vary Unlikely Likely Unlikely Unlikely Unlikely Unlikely Unlikely Vary Unlikely Unli	No Yes Yes No Yes No Yes Yes Yes Yes Yes Yes Yes Yes Yes No	Yes	I encly their personality Neutral I encly their personality Neutral I want to view their cont Agree I want to view their cont Neutral I want to view their cont Neutral I want to view their cont Neutral I want to view their cont Agree I encly their personality. Agree I encly their personality. Strong's agree I encly their personality. Agree I want to view their cont. Strong's agree I want to view their cont. Strong's agree I want to view their cont. Strong's agree I want to view their cont. Agree I want to view their cont. Agree I want to view their cont. Agree I encly their personality. Agree I	No No Yes No No So No So Yes Yes No No No No Yes No Yes No Yes No Yes No Yes No No Yes No No No	No No Yes No Vas No Vas No Vas Va		
4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Dance videos Latestyle Dance videos Comedy skis Product reviews Comedy skis Comedy sk	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Never Occasionally Never Occasionally Occasionally Occasionally Othen Othen Never Othen Othen Never Othen Never Othen Chen Ot	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Vary Kenty Vary Kenty Vary Kenty Vary Kenty Vary Kenty Likely Unikely Vary Kenty Likely Unikely Vary Kenty Likely Unikely Vary Kenty Likely Unikely Vary Kenty Likely Likely Likely Likely Vary Kenty Likely L	No Yes Yes No Yes No Yes No No Yes No Yes No	Yes	I ency ther personalty Neutral I ency to very the cont Diagne I want to very the cont Diagne I want to very their cont Strongly diagnee I ency their personally. Strongly agree I want to very their cont. Strongly diagnee I ency their personally. Agree I ency their personal	No No Yes No No No Sea Yes Yes No No Yes Yes No Yes No Yes No Yes Yes No Yes Yes Yes No Yes	No No Ves No Ves		- - - -
4 4 4 4 4 4 4 1 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Dance videos Dance videos Comedy skis Product reviews Comedy skis Comedy skis Product reviews Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen Never Often Othen Never Often Othen Never Often Othen Othen Othen Occasionally	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Vary Kenty Vary Kenty Vary Kenty Vary Kenty Vary Kenty Likely Unikely Vary Kenty Likely Unikely Vary Kenty Likely Unikely Vary Kenty Likely Unikely Vary Kenty Likely Likely Likely Likely Vary Kenty Likely L	No Yes Yes Yes No Yes No Yes No Yes No Yes No Yes No Yes No No </td <td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td> <td>I encyc there personally. Neutral Leant to view their cont. Disagree Leant to view their cont. Strongly disagree Leant to view their cont. Neutral Leant to view their cont. Strongly agree Leany ther personally. Strongly agree Leany ther cont. Strongly agree Leant to view their cont. Strongly agree</td> <td>No No Yes No No No No Yes Yes No No No No Yes Yes</td> <td>No No Yes No No</td> <td></td> <td>- - - -</td>	Yes	I encyc there personally. Neutral Leant to view their cont. Disagree Leant to view their cont. Strongly disagree Leant to view their cont. Neutral Leant to view their cont. Strongly agree Leany ther personally. Strongly agree Leany ther cont. Strongly agree Leant to view their cont. Strongly agree	No No Yes No No No No Yes Yes No No No No Yes	No No Yes No		- - - -
4 4 3 3 4 4 3 3 1 1 1 1 1 1 1 1 1 1 1 1	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyke Dance videos Comedy skis Comedy skis Educational content Comedy skis Educational content Comedy skis Peduct reviews Peduct reviews Peduct reviews Peduct reviews Peduct reviews Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally News News News Occasionally	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Vary Unikely Vary Unikely Vary Unikely Vary Unikely Unikel	No Yes Yes Ves No Yes No Yes No	Yes	I ency their personality. Neutral I ency to view their cont. Disagree I want to view their cont. Storagy disagree I want to view their cont. Agree I want to wiew the	No No Yes No Yes Yes Yes No No Yes Yes Yes Yes No No Yes Yes Yes Yes Yes Yes Yes Yes Yes No Yes Yes Yes No Yes No No <	No No Ves No Ves No Ves Ves Ves Ves Ves Ves No No Ves Ves No No Ves No <	(On a scale of 15, how	(How far do you ag
4 3 4 3 4 3 4 3 1 1 1 1 1 3 3 3 4 3 3 3 3	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyke Dance videos Comedy skis Comedy skis	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally News News News News Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Othen News News Othen News News Othen News Othen News Othen News Othen News Othen News Othen News Othen News Othen News Othen News Othen Othen News Othen News Othen News Othen Othen Coccasionally Othen Othen News Othen News Othen Coccasionally Othen Occasionally Othen Occasionally Othen Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally	Likely Likely Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Unikely Unikely Unikely Vary Unikely Unikely Vary Unikely	No Yes Yes Ves No Yes Yes Yes Yes Yes Yes Yes Yes No No Yes No Yes No No Yes No	Yes	I ency their personality. Neutral I want to view their cont. Disagree I want to view their cont. Storgy disagree I want to view their cont. Agree I ency their personality. Agre	No No Yes No Yes Yes Yes Yes No No Yes Yes Yes No No Yes No Yes Yes No Yes No Yes No Yes No Yes	No No Ves No Ves No Ves Ves Ves Ves Ves No Ves No <	On a scale of 1.5, how	(How far do you ag (How far do you ag
4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Dance videos Comedy skis Product reviews Comedy skis Comedy skis	Occasionally Often Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Occasionally Never Occasionally	Likely Likely Noutral Likely Noutral Likely Vary Unikely Likely Vary Unikely Likely Unikely Un	No Yes Yes No Yes No Yes No No No No No Yes No No No No No Yes No	Yes	I ency their personality Neutral I ency to very their conto Disagnee I want to very their conto Disagnee I want to very their conto Neutral I want to very t	No No Yes No No No No Yes Yes No No No No No Yes No Yes Yes No Yes No Yes No Yes No Yes Are you more likely to b Yes	No No Yes No Vas No Yes	On a scale of 1.5, how	/ fHow far do you ag
4 3 3 4 3 4 3 1 1 1 3 1 4 3 3 1 1 3 3 4 4 4 3 3 5 5 4 4 4 1 1 5 5 5 5 6 6 6 6 6 7 2 2 2 2 2 2 2 2 2 2 2 2 2 2	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Co	Occasionaly Othen Occasionaly Occasionaly Occasionaly Occasionaly Never Never Never Never Never Occasionaly Never Never Never Never Occasionaly Occasionaly Occasionaly Othen Never	Likely Likely Likely Noutral Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Unikely Unikely Vary Unikely Vary Unikely	No Yes Yes Yes No Yes No Yes Yes No Yes Yes Yes Yes Yes No Yes No Yes No Yes No Yes No No <	Yes	I ency their personality. Neutral I want to view their conti Diagnee I want to view their conti Diagnee I want to view their conti Storgly agree I wanto view their conti Storgly agree I want to	No No Yes No Yes Yes Yes No No Yes Yes No No No Yes No Yes Yes Yes Yes Yes Yes Yes No Yes Yes	No No Yes No Vas No Vas	Cn a scale of 1.5, how	(How far do you ag 4
4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 5 5 6 6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Dance videos Comedy skis Dance videos Comedy skis Dance videos Comedy skis Com	Occasionally Othen Occasionally Occasionally Occasionally Occasionally Occasionally Occasionally Never Never Occasionally	Likely Likely Likely Noutral Vary unkledy Likely Vary unkledy Likely Vary unkledy Likely Unkledy Unkledy Unkledy Unkledy Unkledy Vary lakely Vary lakely Unkledy Vary lakely Unkledy U	No Yes Yes Yes No Yes No Yes Yes Yes Yes No	Yes	I ency their personality. Neutral I encit to view their cont. Disagree I want to view their cont. Strongly disagree I want to view their cont. Strongly disagree I want to view their cont. Neutral I want to view their cont. Agree I want to wiew their cont. Agree I feel ther give honest # Aleutal I want to wiew their cont. Agree I feel ther give honest # Aleutal I want to wiew their cont. Agree I feel ther give honest # Aleutal I want to wiew their cont. Agree I feel ther give honest # Aleutal I feel ther give honest # Aleutal I want to wiew their cont. Agree I feel ther give honest # Aleutal I wanto to wiew their cont. Agree I wanto wiew their cont. Agree I wa	No No Yes No Yes Yes No No No No Yes Yes No No No Yes No No Yes No Yes No Yes No Yes No Yes Are you more likely to b Yes Yes Yes Yes No No No Yes Yes Yes Yes	No No Yes No Vas No Vas V	3 4 4 4 4 3 3 3 4 4 4 4 5 5 5 6 6 6 6 6 6 6 6 6 6 6 6 6	I How far 40 you ag 4 3 3 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
4 4 3 4 3 4 3 4 5 5 5 5 5 5 5 5 5 5 5 5	Dance videos Comedy skis Product reviews Comedy skis Comedy skis Lifestyle Dance videos Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Comedy skis Comedy skis Comedy skis Product reviews Comedy skis Comedy skis Co	Occasionaly Othen Occasionaly Occasionaly Occasionaly Occasionaly Never Never Never Never Never Occasionaly Never Never Never Never Occasionaly Occasionaly Occasionaly Othen Never	Likely Likely Likely Noutral Vary Unikely Likely Vary Unikely Likely Unikely Unikely Unikely Unikely Unikely Unikely Vary Unikely Vary Unikely	No Yes Yes Yes No Yes No Yes Yes No Yes Yes Yes Yes Yes No Yes No Yes No Yes No Yes No No <	Yes	I ency their personality. Neutral I want to view their cont. Disagree I want to view their cont. Strongly disagree I want to view their cont. Agree I want to view their cont. Agree I want to view their cont. Strongly disagree I ency their personality. Strongly agree I ency their personality. Agree I	No No Yes No Yes Yes Yes No No Yes Yes No No No Yes No Yes Yes Yes Yes Yes Yes Yes No Yes Yes	No No Yes No Vas No Vas	3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Image: Section of the sectio

	Do you agiee that tike	c 🗤 you agree mat enga	A DO YOU AGIED LIAL IIIIU	c bo jou agree that prod		Creativity, Users feedba Entertainment	be What will make you buy Do you actively seek o Products and services a Yes	4 Prefer user-generated c Yes	0 you ever
4		5	4			Famous influencer adve Curiosity	Influencer promote, Pro Yes	4 Prefer user-generated c Yes 4 Prefer user-generated c Yes	
4		5 5	5	3		Engagement tactics (e.c Curiosity	Influencer promote, Pro Yes	4 Prefer user-generated c Yes 4 Prefer user-generated c Yes	
4		D D	0			Users feedback / trial vic Trust	Follow the trend, Produc Yes	3 No preference No	
2		2 3 1 4	3			Creativity, Famous influe Trust	Creative of content, Pro Yes	3 Prefer user-generated c No	
4		• •	4	4		Nothing Entertainment	Personal needs No	2 Advertisements and use No	
4		2 2	2	2		Creativity, Famous influe Entertainment	Influencer promote, Crei Yes	4 Prefer user-generated c Yes	
4		4	4	4		Users feedback / trial vic Excitement		3 Prefer user-generated c Yes	
3			3	4		Creativity, Famous influe Entertainment	Products and services a Yes Follow the trend, Influer Yes	2 No preference Yes	
5		4	3	3		Users feedback / trial vic Trust		2 No preference Tes 3 Prefer user-generated c No	
1		4	4	3		Famous influencer adve Trust		2 Prefer user-generated c No 2 Prefer user-generated c No	
4		1 1	4	4		Creativity, Famous influe Excitement	Products and services a Yes	2 Prefer user-generated c No 4 Advertisements and use No	
3		3 4	3	4			Follow the trend, Creath No		
1		5 5	5	5		Famous influencer adve Trust	Influencer promote, Pro Yes	2 Advertisements and use No	
4		4	4	4		Creativity, Users feedba Curiosity Users feedback / trial vic Excitement	Creative of content, Pro Yes Products and services a Yes	3 Advertisements and use No 3 Prefer advertisements Yes	
3		3 3	4	4			Products and services a Yes Products and services a No	2 Prefer user-generated c No	
3		4	4	4		Creativity, Engagement Curiosity Users feedback / trial vir Trust	Influencer promote Yes	2 Prefer user-generated c No 5 Prefer user-generated c Yes	
5		5 5	0				Follow the trend, Influer Yes	5 Prefer user-generated c Yes 5 Prefer user-generated c Yes	
5		4	5	4		Creativity, Engagement Entertainment Creativity Entertainment	Creative of content Yes	5 Prefer user-generated c Yes 5 Prefer advertisements Yes	
5		5 5	5	3		Famous influencer adve Trust	Influencer promote, Pro: Yes	4 Prefer user-generated c No	
5		4	4				Creative of content, Pro Yes	4 Prefer user-generated c No 4 Advertisements and use Yes	
4		5 5	5	4		Creativity, Famous influe Trust	Products and services a No	2 No preference No	
4		1 3	3	4	2	Creativity, Users feedba Trust			
3		3	4	4	4	Creativity, Users feedba Entertainment	Creative of content, Pro Yes Products and services a Yes	3 Advertisements and use No	
2		2	4	4	1	Creativity, Users feedba Curiosity		3 No preference Yes	
3		2	2	2	2	Creativity, Famous influe Trust	Products and services a No	3 No preference No	
4		4 4	4	4		Creativity, Famous influe Entertainment	Influencer promote Yes Products and services a No	2 Prefer user-generated c No 3 Advertisements and use No	
3		3	3	3		Creativity, Users feedba Entertainment			
2		3	4	3		Users feedback / trial vic Curiosity	Personal needs Yes	3 Advertisements and use No	
2		3	4	2		Users feedback / trial vic Curiosity Users feedback / trial vic Curiosity	Products and services a Yes Influencer promote, Pro Yes	2 No preference No 3 Advertisements and use Yes	
3		• 3	3	3					
4		2	3	4	4	Creativity, Engagement Entertainment Users feedback / trial vic Trust	Creative of content, Per Yes Personal needs Yes	3 Advertisements and use No 3 No preference No	
4		4	4	4					
4		4	2	4		Users feedback / trial vk Curlosity	Products and services a Yes Personal needs No	3 Prefer user-generated c Yes	
1		2	2	4	2	Creativity Curiosity Creativity Curiosity	Personal needs No Products and services a Yes	1 No preference No 3 Prefer advertisements No	
2		3	2	4		Creativity Cunosity Creativity, Users feedba Trust	Products and services a Yes Creative of content, Pro No	3 Prefer advertisements No 3 Does not influence my c No	
4		• 4	3	5		Creativity, Users feedba Trust Creativity, Famous influe Trust			
4		5	4	5			Influencer promote, Cre: Yes	3 No preference No 1 Does not influence my c No	
1		1	1	1		Creativity Trust I don't use Tik Tok I don't use Tik Tok	Personal needs No Personal needs No	1 Does not influence my c No 1 Does not influence my c No	
1		1 1	1	1		I don't use Tik Tok I don't use Tik Tok Creativity, Famous influe Trust			
5		4	3	4		Users feedback / trial vic Trust	Influencer promote Yes Personal needs Yes	3 Prefer user-generated c Yes	
3		1 1	4	4		Famous influencer adve i think it is annoying t		1 Does not influence my c No 1 No preference No	
				1			Follow the trend. Produc Yes		
4		3	4					3 Does not influence my c Yes	
v far does a busir	Do you agree that Tik				diDo you agree that Tik	Creativity, Users feedba Curiosity	Products and services a Yes	2 Prefer advertisements No	ave you e
r far does a busin 4 2	Do you agree that Tik				di Do you agree that Tik 5 2	Tc Which elements within T How would you des Creativity, Users feedba Curiosity 3 Practicality Trust	cribe What will make you buy Do you actively seek Creative of content, Pro Yes Products and services a No	ou On a scale of 1 to 5, ho How doyou feel about i Ha 3 Preforuser-generated c 'v 2 Does not influence my c Na	es o
rfardoes a busin 4 2 3	Do you agree that Tik				di Do you agree that Tik 5 2 4	Tc Which elements within T How would you des 4 Creativity, Users feedba Curiosity 9 Practicality 3 Users feedback / trial vit Trust	nde What will make you buy Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a Yes	ou On a scale of 1 to 5, ho How doyou feel about (Ha 3) Prefer user-generated c'Ya 2) Does not influence my cNo 3) No preference No	es o o
far does a busin 4 2 3 3 3	Do you agree that Tik				diDo you agree that Tik 5 2 4 3	Tc Which elements within T How would you des 4 Creativity, Users feedba Curiosity 3 Practicality Trust 3 Users feedback / trial vic Trust 3 Famous Influencer adve Curiosity	unic What will make you buy Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a Yes Influencer promote, Cre No	ou On a scale of 1 to 5, ho How do you feel about (Hi 3) Prefer user-generated c Y4 2) Does not influence my c No 3) No preference No 3) Prefer user-generated c Av	es o o
r far does a busin 4 2 3 3 3 3	Do you agree that Tik				di Do you agree that Tik 5 2 4 3 4	Tc Which elements within T How would you des 4 Creativity, Usen feedba Curiosity 3 Practicality 3 Lears feedback / Irial vic Trust 3 Famous influencer adve Curiosity 3 Famous influencer adve Curiosity	sthe What will make you buy Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a Yes Influencer promote, Gre No Personal needs Yes	ou On a scale of 1 to 5, ho How do you fael about i H 3) Prefer user-generated c Ye 2) Does not influence my c No 3) No preference 3) No preference 2) No preference 2) No preference	es 0 0 0
r far does a busin 4 2 3 3 3 3 4	Do you agree that Tik				di Do you agree that Tik 5 2 4 3 4 5	Tc Which elements within T How would you des 4 (Dreathky, Users feedba Curiosity 9 Practicality Trust 3 Users feedback / thai vit Trust 3 Greathky, Users feedba Trust 3 (Dreathky, Texnous Influt Curiosity	zrbe What will make you buy Do you actively seek. Creative of content, Pro Yes Products and services a No Products and services a Yes Influence promote, Cre No Personal needs Yes Follow the read, Influer, Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Peter user-generated c V V 2 Does not finance m r. No 3 No perferance N 2 No perferance N 4 No perferance Y N	es o o o es
far does a busin 4 2 3 3 3 3 4 4 3	Do you agree that Tik				di Do you agree that Tik 5 2 4 3 4 5	Tc Which elements within T How would you des 4 Creativity, Ulens feedba Curdisaty 3 Deracicality 3 Dens feedback / Itali vit, Trust 3 Famous influencer adve Curdosty 3 Creativity, Ulens rectata Trust 5 Creativity, Famous Influ Curdosty 3 Creativity, Carnos Influ Curdosty	ster What will make you buy /Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a Ves Influencer promote, Cre No Personal needs Personal needs Follow the tend, influer Yes Creative of content No	ou On a scale of 1 to 5, ho How do you feel about i Ha 3 Prefer user-generated c / Yo 4 3 No preference 3 No preference 2 No preference 4 No preference 3 No preference 3 No preference	65 0 0 0 0 68 0
far does a busir 4 2 3 3 3 3 4 4 3 4 4 3 4 4	Do you agree that Tik				di Do you agree that Tik 2 4 3 5 5 1	Tc Which elements within T How would you des 4 Cenarityk, Users Redob Qurotaty 7 Bracksalty Totat 3 Users Redoback / trial vk Trust 3 Cenarityk, Users Redoba Trust 5 Cenarityk, Teruns Influ Curiosky 3 Cenarityk Qurotaty 3 Cenarityk Qurotaty 1 Users Redoback / trial vk Curiosky	zhé (What will make you buy Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a Yes Influencer promoti, Ceite No Penconal needs Yes Follow the trans, Influer Yes Creative of content No Creative of content Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Peter user-generated c V V 2 Does not findence m c No 3 No preference N 2 No preference N 4 No preference Y 3 No preference N 4 No preference N	es 0 0 0 0 es 0 0
far does a busir 4 2 3 3 3 3 3 4 4 4 3 4 4 3 3	Do you agree that Tik				di Do you agree that Tik 5 2 4 3 5 5 3 1 4	TC/Mhich elements within T How would you des d Cautarity, Users faceba Curiossly and Cautarity, Users faceba Curiossly Jacobs Anternator, Barrow Cautarity, Santari 3 Famous influences artive Curiossly 3 Censtrivy, Barrow Influences 3 Censtrivy, Caunos Influe Curiossly 1 Users faceback / thai vk.Curiossly 1 Users faceback / thai vk.Curiossly	zhk What will make you twy. Do you actively seek Creative of content, Pro Yes Products and services a Ho Products and services a Ho Million Service of the Homes Million Service of the Homes Million Service of the Homes Policy Homes Internet Nes Creative of content Nes Creative of content Nes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C V 2 Does not Minance my C No 3 Prefer user-generated C No 4 No preference Ne 4 No preference No 1 Advertisements and use No 2 Prefer user-generated C No 2 Prefer user-generated C No	es 0 0 0 es 0 0 0
far does a busir 4 2 3 3 3 3 3 4 4 3 4 4 3 4 3 5 5	Do you agree that Tik				di Do you agree that Tik 5 2 4 5 5 3 1 1 4 4 4	Tc Which elements within T How would you des 4 Cenatriky, Users Redba Curiosty. 7 Brackisality 3 Users Redback / thai vk Trust 3 Cenatriky, Temar adve Curiosty 3 Cenatriky, Temar MicCuriosty 3 Cenatriky, Temar MicCuriosty 3 Cenatriky, Temara MicCuriosty 5 Cenatriky, Temara MicCuriosty 5 Cenatriky, Temara MicCuriosty 5 Cenatriky, Temara MicCuriosty	che What will make you buy Do you actively seek Cenahe ed content, Pro Yes Poducis and services a No Poducis and services a Yes Influencer primote, CRe No Penonal needs Follow the timot, Influer Yes Cenahe ed content Influencer primote, Pro No Poducis and services a No	ou On a scale of 1 to 5, ho How do you feel about i H 3 Peter user-generated c V2 3 No perference m 	es 0 0 0 es 0 0 0 0 0
far does a busir 4 3 3 3 4 4 3 4 4 5 5 3 3 2	Do you agree that Tik				di Do you agree that Tik 5 2 4 5 5 3 1 1 4 4 4	TcWhich elements within T How would you des 4 Creativy, Users Neeta-Curonsty Trats 3 Users Needback / Itali vk 3 Creativy, Laens Needba Trats 3 Creativy, Laens Needba Trats 6 Creativy, Laens Needba Trats 1 Users Needback / Itali vk 1 Users Needback / Itali vk 1 Users Needback / Itali vk 2 Creativy, Engagement Enterlainment 3 Creativy, Engagement Enterlainment	zhk What will make you buy Do you actively seek Create of content, Po Yes Products and services a No Products and services a Yes Influencer promoti, Cie No Pennosal needs Chalte of content Constitue of Content Content Constitue of Content Cont	ou. On a scale of 1 to 5, ho How do you feel about i H 3 Pefer user-generated C Y 2 Does not hitmene my CNA 3 No preference 4 No preference 4 No preference 4 No preference 4 No preference 4 No preference 5 No preference 4 No preference 4 No preference 5 No preference 4 No preferenc	es 0 0 0 0 es 0 0 0 0 0 0 0
far does a busir 4 2 3 3 3 3 4 4 3 4 4 3 5 5 3 3 2 2 2 2 2	Do you agree that Tik				di Do you agree that Tik 5 2 4 5 5 3 1 1 4 4 4	C(Mhc) siments within T How would you dea 4 Chronizing Joins Recta Converse 3 Practically 3 Practically 4 Journs Rectaback, Tris Wit Total 9 Fancous Influences are Curosity 3 Cenative, Users Rectaba Truat 5 Cenative, Users Rectaba Truat 5 Cenative, Users and Trust 1 Users Rectaback, Trial vic Curosity 1 Users Rectaback, English Cardinaly, Englishment, Englishment 3 Cenative, Englishment, Englishment 3 Cenative, Englishment 5 Cenative, Englishment 5 Cenative, Englishment 5 Cenative, Sense Rectaba Truat	che What will make you buy Do you actively seek Cenahe ed content, Pro Yes Poducis and services a No Poducis and services a Yes Influencer primote, CRe No Penonal needs Follow the timot, Influer Yes Cenahe ed content Influencer primote, Pro No Poducis and services a No	ou On a scale of 1 to 5, ho How do you feel about 1 He 3 Des votregeneraties C or 3 Des votregeneraties C or 3 Poetre user-generated C M 3 Poetre user-generated C M 4 No preference N 4 No preference N 1 downlisements and use N 2 Poetre user-generated C M 2 No preference N 2 No preference N 3 Des not influence my CM	es 0 0 0 0 es 0 0 0 0 0 0 0 0 0
far does a busir 4 2 3 3 3 4 4 3 4 4 5 5 3 3 2 2 3 5 5	Do you agree that Tik				di Do you agree that Tik 6 2 4 3 4 5 5 3 1 4 4 4 4 4 4 2	TcWhich elements within T How would you des 4 Cestative, Users feeda Curosty 9 madacatily 9 manuality 3 Fanous influences and Colosity 3 Fanous influences and Colosity 3 Cestativy, Fanous Influences 5 Cestative, Fanous Influences 1 Users feedback / Ital vK Curosty 3 Cestative, Engagement Entertainment 4 Cestative, Engagement Entertainment 3 Cestative, Engagement Entertainment 3 Cestative, Engagement Entertainment 3 Cestative, Sensor Influences 3 Cestative, Sens	zhé What will make you tsuy. Do you actively seek Ceraitre el content, Pro Yes Products and services a Ne Products and services a Yes Montent and Services a Yes Police the termol, Influer Yes Constitue of content Ne Constitue of content Nes Constitue of content Nes Constitue of content Nes Products and services a Ne Products and services a Ne Products and services a Ne Products and services a Ne Products and services a Ne Protocial neses Nes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C V C Does not influence my C No 3 Poetra user-generated C No 4 No preference Ne 4 No preference Ne 1 Advartisements and use No 2 Prefer user-generated C No 2 Prefer user-generated C No 2 Prefer user-generated C No 2 No preference 4 So preference Ne 2 No preference Ne 4 Prefer user-generated C No 5 Does not influence my C No 5 Does	es 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busir 4 2 3 3 3 4 4 4 3 4 4 3 5 5 3 3 2 2 3 3 5 3 3 3 3 3 3 3 3 3	Do you agree that Tik				di Do you agree that Tik 6 2 4 3 4 5 5 3 1 4 4 4 4 4 4 2	C (Mitch skements within T How would you des C (Constriker, Users Readias Concestry 3 Practicality Total 3 Practicality Total 3 Creative, Users Redba Trust 5 Creative, Users Redba Trust 5 Creative, Users Redba Trust 5 Creative, Users Redba Trust 1 Users Redback / Hail vi, Cunosky 1 Users Redback / Hail vi, Cunosky 1 Users Redback / Hail vi, Cunosky 6 Creative, Jamour Redback - Trust 4 Creative, Famous Influ Concestry 6 Creative, Famous Influ Co	zhi What will make you buy Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a Yes Influencer promote, Gle No Personal needs Follow the trand, Influer Yes Creative of content No Creative of content Yes Influencer promote, Pro No Products and services a No Follow the trand, Influer Yes Follow the trand, Influer Yes Follow the trand, Influer Yes Products and services a No Creative of content, Pro No	ou On a scale of 1 to 5, ho How do you feel about i H 3 Peter user-generated c V V 3 No preferance M No Peter Section 2 No Pe	es o o o o o o o o o o o o o o o o
far does a busir 4 2 3 3 3 4 4 3 3 4 4 3 3 5 5 5 3 3 3 3 3 3	Do you agree that Tik				di Do you agree that Tik 6 2 4 3 4 5 5 3 1 4 4 4 4 4 4 2	TcWhich elements within T How would you des 4 Creativity, Users fleetab Curonaty Trats 3 Users fleetaback / trait wit 5 Creativity and a second and a second 5 Creativity Famous Influence Unclearly 1 Users fleetaback / trait wit Curosity 3 Creativity Famous Influence Influence 4 Creativity, Emogeneric Influence 3 Creativity, Emoge	zhk What will make you twy Do you actively seek Creative of content, Po Yes Products and services a No Products and services a Yes Influencer promotion. Ge No Pennonal needs Creative of content Influencer promotion. Pro No Products and services a No Follow the transformed New Products and services a No Products and services a Yes Products and services a Yes	ou.On a scale of 1 to 5, ho How do you feel about i H 3 Pefer user-generated C V 2 Does not hindness my CN 3 No preference 4 Does not hindness my CN 4 Does not hindness my CN 4 Does not hindness and user 1 Advartisements and use N 2 No preference 2 No preference 4 Description of the second 4 Description of the second 2 No preference 2 No preference 4 Description of the second 4 Description of the second 4 Description of the second 3 Does not influence my CN 4 Description of the second 3 Does not influence my CN 4 Description of the second 4	00 00 00 00 00 00 00 00 00 00 00 00 00
far does a busin 4 2 3 3 4 4 3 4 4 3 3 5 5 3 3 3 3 3 3 3 3 3	Do you agree that Tik				d: Do you agree that Tik 5 2 2 3 3 3 3 4 4 4 4 4 4 4 4 2 2 2 3 3 3 3	C (Mich dements with T How would you dee C (Densing), Users faceba Convey 3 (Packada), Users faceba Convey 1 Users faceback (Tati vic Convey) 1 Users faceback, Crais Viceoraty 2 (Packada), Engagement Enertainment 3 (Packada), Engagement Enertainment 4 (Packada), Engagement Enertainment 3 (Packada), Engagement 3 (Packada), Packada,	zhi Vihat will make you kuy Do you actively seek Creative of content, Pro Yes Products and services a Ne Influences promote, Oie No Personal nesso. Follow the trand, Influer Yes Creative of content Ne Products and services a No Follow the trand, Influer Yes Follow the trand, Influer Yes Follow the trand, Influer Yes Follow the trand, Influer Yes Follow the trand Yes Follow the trand Yes Personal nesso. Creative of content, Per No Creative of content, Per No	ou On a scale of 1 to 5, ho How do you feel about i He 3 Prefer user-generated c 7 V 4 2 3 No preference No 3 Popreference No 4 No preference No 4 No preference No 1 Advertisements and use No 2 No preference No 4 Prefer user-generated c No 2 No preference No 4 Prefer user-generated c No 3 No preference No 4 Prefer user-generated c No 3 No preference No 3 No preference No 3 No preference No 3 No preference No 4 No preference No 3 No preference No	00 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
+far does a busin 4 2 3 3 3 3 3 3 4 4 3 3 3 5 5 5 3 3 3 3 5 5 5 5	Do you agree that Tik				d: Do you agree that Tik 5 2 2 3 3 3 3 4 4 4 4 4 4 4 4 2 2 2 3 3 3 3	Tc Which elements within T How would you des 4 Ceatify, Users Needba Curosty Tust 3 Dare fleedback / Itali ki Tust 3 Ceatify, Laens Needba Tust 3 Ceatify, Benes Influence alve Curology 3 Ceatify, Benes Influence Influence 3 Ceatify, Engagement Enterlainment 4 Ceatify, Engagement Enterlainment 4 Ceatify, Engagement Enterlainment 3 Ceatify, Engagement Enterlainment 4 Ceatify, Engagement Enterlainment 3 Ceatify, Engagement Enterlainment	zhé What will make you buy Do you achively seek Creative of content, Pro Yes Products and services a № Products and services a Yes Influencer promoti, Cei № Penconal needs Follow he transc, Cei № Creative of content Nes Destroet of content Nes Destroet of content Nes Destroet of content Nes Products and services a № Products and services a № Products and services a № Penconal needs Nes Destroet of content, Per No Creative of content, Per No	ou On a scale of 1 to 5, ho How do you feel about i H 3 Pefer user-generated C Y 2 Does not hindness my Charles 3 No preference 4 No preference 4 No preference 4 No preference 4 No preference 4 No preference 4 No preference 2 No preference 4 No preference 4 No preference 5 No preference 4 Perfer usersenated C No 3 Does not influence my CNo 3 No preference 4 Perfer advertisements A 3 No preference 3 No preference 4 Perfer advertisements A 3 No preference 3 No preference 4 Perfer advertisements 3 No preference 3 No preference 4 Des not influence my CNo 4 Does not influence my CNo	05 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 2 3 3 3 4 4 3 3 4 4 3 3 3 3 3 3 3 3 3	Do you agree that Tik				d: Do you agree that Tik 5 2 2 3 3 3 3 4 4 4 4 4 4 4 4 2 2 2 3 3 3 3	To Which elements within T How would you des 4 Cestafwy, Users Redota Curosity 9 manuality 3 Fancous Inturnova et al. (1998) 3 Fancous Inturnova et al. (1998) 3 Gestrikhy, Benes Redota Trust 5 Cestafky, Enougaement Entertainment 3 Cestafky, Enougaement Entertainment	zhi What will make you toy. Do you actively seek Cerative of content, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Policy has been to the tendent Personal needs (Yes Follow the tend, Influer Yes Cerative of content Yes Influencer promoti. Pro No Products and services a Yes Products and services a Yes Products and services a Yes Products and services a Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Perfer user-generated C V 2 Does not influence my C No 3 Perference 4 No perference No perference 4 No perference 2 No perference 4 No perference 2 No perference 2 No perference 4 Perfer user-generated C No 4 No perference 4 No perference 4 No perference 4 No No Perfe	05 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busine 4 2 3 3 3 3 3 3 3 3 3 3 5 5 5 5 5 5 5 5 5	Do you agree that TK				d: Do you agree that Tik 5 2 4 3 5 5 5 4 4 4 4 4 4 2 2 2 3 3 4 4 4 4 4 4 4 4 4	C (Minch simenric within T How would you des C (Construct, Joins Realts Concers) 3 Practiculary Total 3 Practiculary Total 3 Practiculary Construct 3 Practiculary Construct 3 Creatively, Lensre Realts Total 5 Creatively, Lensre Realts Total 6 Creatively, Famous Influ Concers) 5 Creatively, Lensre Realts Total 4 Creatively, Famous Influ Concers) 5 Creatively, Lensre Realts Total 4 Creatively, Famous Influ Concers) 5 Creatively, Lensre Realts Total 5 Creatively, Lensre Realts Realtsment 4 Creatively, Lensre Readts Excentered 4 Creatively Lensre Readts Excentered 4 Creatively, Lensre Readts Excentered 4 Creatively Lensre Readts Excentered 5 C	zhé What will make you buy Do you achively seek Creative of content, Pro Yes Products and services a № Products and services a Yes Influencer promoti, Cei № Penconal needs Follow he transc, Cei № Creative of content Nes Destroet of content Nes Destroet of content Nes Destroet of content Nes Products and services a № Products and services a № Products and services a № Penconal needs Nes Destroet of content, Per No Creative of content, Per No	ou On a scale of 1 to 5, hol Hour do you field shout 1 H 3 Prefir user-generated of Y 2 Does not nithernor any V M 3 Poter user-generated of W 3 Poter user-generated of W 4 No preference N 4 No preference N 4 No preference N 4 No preference N 4 Poter user-generated of W 4 Poter user-generated of W	95 0 0 0 9 9 8 8 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 3 3 3 4 3 4 3 3 4 3 3 4 3 3 3 3 3 3 3 3 3 3 3 5 4 4 5 3	Do you agree that Tik				d: Do you agree that Tik 5 2 4 3 5 5 5 4 4 4 4 4 4 2 2 2 3 3 4 4 4 4 4 4 4 4 4	C (Mich dements within T How would you des C (Dentring), Users faceba Toxisty 3 Practically, Users faceba Toxisty 3 Practical field (The View Conset) 3 Practical (The View Conset) 3 Coasthy, Learnous Influences and Consety 1 Users faceback (Thai vic Consety 1 Osers faceback (Thai vic Consety 1 Osers faceback), Consety 1 Osers faceback (Thai vic Consety 2 Coasthy, Emogramment, Enortainment 3 Coasthy, Learnous Influences 2 Coasthy, Emotematical (Consety) 1 Coasthy, Learnous Influences 3 Coasthy, Emotematical (Consety) 2 Coasthy, Emotematical (Consety) 2 Coasthy, Emotematical (Consety) 2 Coasthy, Learnous Influences 3 Coasthy, Learnous Influences 3 Coasthy, Learnous Influences 4 Coasthy, Learnous Ecologianment 4 Coasthy, Learnous Ecologianment 4 Users faceback (Thai vic Einsteinment 4 Users faceback 4 Coasthy	zhi Vihat will make you kuy Do you actively seek Creative of content, Pip Yes Products and services 14 to Products and services 14 to Influences promotes 14 to Personal needs (Yes Follow the trand, Influer Yes Creative of content (Yes Creative of content) (Yes Influences promotes, Pip No Products and services a 14 to Follow the trand, Pip No Creative of content, Per No Products and services a Yes Droducts and services a Yes Products and services a Yes Products and services a Yes Products and services a Yes Products and services a Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefire user-generated c 2 V 4 3 Point user-generated c 2 V 4 3 Point user-generated c V 4 3 Point user-generated c V 4 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 Point user-generated c V 2 Prefer user-generated c V 4 Point user-generated c	85 0 0 0 0 88 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 2 3 3 3 3 3 3 3 3 4 4 3 3 3 5 5 5 3 3 3 3	Do you agree that TK				di Do you agree that Tik 5 2 4 4 5 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Tc Which elements within T How would you des 4 Ceathyli, Users Needba Curonsky. Trust 3 Users Needback / Itali vit 7 mark 4 Ceathyli, Users Needba Trust 5 Ceathyli, Users Needba Trust 6 Ceathyli, Encystem Influ Curonsky. 1 Users Needback / Itali vit Chrossy 3 Ceathyli, Encystem Influ Curonsky. 2 Ceathyli, Encystem Influ Curonsky. 3 Ceathyli, Encystem Influ Curonsky. 3 Ceathyli, Encystem Influ Curonsky. 3 Ceathyli, Trust 9 Ceathyli, Trust 2 Ceathyli, Trust 2 Ceathyli, Users Needback Trust 3 Ceathyli, Trust 3 Ceathyli, Trust 3 Ceathyli, Trust 3 Ceathyli, Trust 3 Ceathyli, Trust 4 Users Needback / Itali vit Trust 3 Ceathyli, Users Needback / Itali vit Trust 4 Users Needback / Itali vit Trust 4 Users Needback / Itali vit Trust 4 Users Needback / Itali vit Trust 5 Ceathyli, Users Needback / Trust Amerit 4 Users Needback / Itali vit Trust 5 Ceathyl, Users Needback / Trust Amerit 4 Users Needback / Itali vit Trust 5 Ceathyl, Users Needback / Trust Amerit 4 Ceathyl, Users Needback / Trust Amerit 5 Ceathyl, Users Needback / Itali vit Trust 5 Ceathyl, Users Needback / Trust Amerit 5 Ceathyl, Users Needback / Trust Amerit 5 Ceathyl, Users Needback / Trust Amerit 5 Ceathyl, Senson Needback / Trust A	zhé What will make you buy Do you achively seek Creative of content, Pro Yes Products and services a No Products and services a Yes Influencer promotio, Cei No Creative of content No Products and services a No Polosy the trans, filme No Creative of content, Per No Products and services a No	ou On a scale of 1 to 5, ho How do you feel about i Hi 3 Pefer user-generated C Y 2 Does not hittence my C No 3 No preference 4 No preference 4 No preference 4 No preference 4 No preference 4 No preference 2 No preference 4 No 2 Pefer user-generated C No 2 Perfer user-generated C No 3 Does not influence my C No 3 No preference 4 Perfer user-generated C No 3 No preference 4 No 4 Perfer user-generated C No 3 No preference 4 No 4 Perfer user-generated C No 3 No preference 4 No 4 Perfer user-generated C No 4 Perfer user-generated C No 5 Perfer user	95 0 0 0 9 9 9 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 3 3 3 3 4 3 3 4 5 3 4 4 5 4 4 5 4	Do you agree that Te				di Do you agree that Tik 5 2 4 4 5 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	To Which elements within T How would you des d Castriby, Users faceba Curcissly d Castriby, Users faceba Curcissly d Castriby, Users faceba Curcissly d Castriby, Users faceba Tust S Castriby, Cances Receiba Tust S Castriby, Cances Receiba Tust S Castriby, Curcissly d Castriby, Cances Influ Curcissly d Castriby, Engagement Entertainment d Castriby, Laes feedback / Itali vit Tust d Castriby, Laes feedback / Itali vit Tust d Castriby, Fanous Influ Tust	zh: What will make you toy. Do you actively seek Creative of content, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Products and services a Yes Follow the trand, Influer Yes Creative of content Yes Influencer promote, Pro No Products and services a No Creative of content, Per No Products and services a Yes Creative of content, Per No Products and services a Yes Creative of content, Per No Products and services a Yes Collaw of services a No Creative of content, Per No Products and services a Yes Collaw of services a Yes Collaw of services a No Products and services a Yes Collaw of services a No Products and services a Yes Follow the trand, Influer Yes Follow the trand, Influer Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C V C Does not influence my C Mo 3 Parter user-generated C M 4 No preference N 4 No preference N 1 Advertisements and use N 2 No preference N 4 Parter user-generated C M 2 Parter user-generated C M 2 Parter user-generated C M 3 Parter user-generated C M 4 Parter user-genera	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 2 3 3 3 4 3 3 4 3 3 3 4 5 4 5 4 5 4 5 4 5 4 5 5 6	Do you agree that TK				di Do you agree that Tik 5 2 4 4 5 3 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	C (Minch elements within T blow would you des C (Constiny, Joins Tweet, Conversity 3 Practiculary C (Constiny) 4 Constant, Conversity 4 Constant, Conversity 4 Constant, Conversity 6 Constant, Leers Redba Tuat 5 Construk, Leers Redba Tuat 6 Constant, Leers Influence and Conversity 1 Leers Redback / Tall vic Constay 6 Constant, Leers Redba Tuat 6 Constant, Sense Influence 6 Constant, Leers Redba Tuat 9 Constant, Leers Redback / Tuat 9 Co	zhe Vihat will make you kuy Do you actively seek Creative of content, Pro Yes Products and services a Yes Influence gromote, Car No Personal needs (Yes Follow the trend, Influer Yes Creative of content (Yes Creative of content) (Yes Influencer promote, Pro No Products and services a Yes Polodius and services a Yes	ou On a scale of 1 to 5, ho How do you feel about 1 He 3 Dass out permanance yo bu 3 Dass out permanance yo bu 3 Poter user-generated ON 3 Poter user-generated ON 4 No preference NN 4 No preference NN 4 No preference NN 2 No preference NN 4 No preference NN 2 No preference NN 2 No preference NN 4 Poter user-generated ON 4 Poter user-generated ON 4 Poter user-generated ON 4 Does not influence my ON 4 Does not influence NN 4 Does not influence NN 5 Poter user-generated ON 5 Poter user-generated ON	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 4 3 3 3 4 3 3 3 4 3 5 5 3 5 4 5 5 5 3 5 5 5 5 5 5 5 5 5 5 5 5 5 6 5 6 5	Do you agree that Tir				di Do you agree that Tik 5 2 4 5 3 1 4 4 4 4 4 4 4 4 4 4 4 4 4 4 5 5 5 5 5	Tc Which elements within T How would you des 4 Ceatify, Users Redta Curosity Trust 3 Users Redtake / Irtist 3 Users Redtake / Irtist 4 Ceatify, Leens Redta Trust 5 Ceatify, Farnous Infu: Curosity 5 Ceatify, Farnous Infu: Curosity 1 Users Redtake / Irtist / Curosity 6 Ceatify, Engagement, Entertainment 3 Ceatify, Engagement, Entertainment 4 Users Redtake / Irtist / Crantainment 4 Users Redtake / Irtist / Crantainment 5 Ceatify, Leens Redtab Exclement 5 Ceatify, Leens Redtab Entertainment 5 Ceatify, Leens Redtab Entertainment 5 Ceatify, Leens Bedab Entertainment 5 Ceatify, Leens Bedab Entertainment 6 Ceatify, Leens Bedab Entertainment 8 Ceatify, Leens Bedab Entertainment 8 Ceatify, Leens Bedab Entertainment 8 Ceatify, Leens Bedab Entertainment	zhi What will make you tau' Do you actively seek Creative of content, Pio Yes Products and services a No Products and services a No Inflamoner promoti, Cer Mo Folker the triad Folker the triad Folker the triad Creative of content No Creative of content No Creative of content No Products and services a No Products and services a No Collawing of Content, Per No Products and services a No Creative of content, Per No Products and services a Yes Creative of content, Per No Products and services a Yes Collawing territor, Infer Yes Folker the triad, Infer Yes	ou.On a scale of 1 to 5, ho How do you feel about i H 3 Peter user-generated C V 2 Does not hitmone my C Ne 3 No performance my C Ne 4 No performance my C Ne 4 No performance N 1 Advartisements and use Ne 2 No performance N 1 Advartisements and use Ne 2 No performance N 2 No performance N 4 Peter user-generated C Ne 2 No performance N 4 Peter user-generated C Ne 3 Does not influence my C Ne 4 Peter user-generated C Ne 3 No performance N 4 Peter user-generated C Ne 3 No performance N 4 Does not influence my C Ne 4 Does not influence my C Ne 5 Peter user-generated C Y 1 No performance N 5 Peter user-generated C Y 1 No performance N 5 Peter user-generated C Y 4 Advartisements and use Y 5 Advartisements and user Y 5 Advartisements and user Y 5 Advartisements and user Y 5 Advartisements and user Y	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 3 3 3 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Te				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	CitAbich silvements within T blow would you des CitAbich silvements within T blow would you des Silves feedback / this VitTuat Silves feedback / this VitTuat Silves findback / this VitTuat Soeathry, Learnes wither Concesty Construct, Learnes	zhi Vihat will make you kuy Do you actively seek Creative of content, Pip Yes Products and services a Ve Products and services a Ve Influences promote, Cite No Preschal needs (Yes Follow the trand, Influer Yes Creative of content Yes Influences promote, Pip No Products and services a No Creative of content, Pip No Products and services a Ve Classifier of content, Pip No Products and services a Ve Products and services a	ou On a scale of 1 to 5, ho How do you feel about 1 He 3 Dass out permanance yo bu 3 Dass out permanance yo bu 3 Poter user-generated ON 3 Poter user-generated ON 4 No preference NN 4 No preference NN 4 No preference NN 2 No preference NN 4 No preference NN 2 No preference NN 2 No preference NN 4 Poter user-generated ON 4 Poter user-generated ON 4 Poter user-generated ON 4 Does not influence my ON 4 Does not influence NN 4 Does not influence NN 5 Poter user-generated ON 5 Poter user-generated ON	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 3 3 3 3 3 4 4 3 5 5 5 5 5 5 5 5 5 5 5	Do you agree that Tir				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	CoMuch elements within T How would you des 4 Ceatriny, Users Recota Currossly 4 Ceatriny, Users Recota Currossly 3 Ceatriny, Users Recota Currossly 3 Fancous influences artive Currossly 5 Ceatriny, Eanous Influences 5 Ceatriny, Eanous Influences 6 Ceatriny, Eanous Influences 7 Ceatriny, Eanous Influences 8 Ceatriny, Eanous Influences 9 Ceatriny, Leans Recota Cristianment 4 Users Recota Cristia Vic Tust 4 Ceatriny, Leans Intechta Tust 4 Ceatriny, Leans Intechta Tust 4 Ceatriny, Leans Intechta Tust 4 Ceatriny, Leans Intechta Tust 4 Ceatriny, Fancous Influences 9 Ceatriny, Fancous Influences 9 Ceatriny, Fancous Influences 10 Ceatriny, Fancous Influences 1	zhi What will make you toy. Do you actively seek Cerative of content, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Products and services a Yes Construction of the Service a Yes Follow the tend, Influer Yes Creative of content Yes Influencer promoti, Pro No Products and services a No Creative of content, Per No Products and services a Yes Products and services a Yes Follow the tend, Influer Yes Influencer promote, Pro Yes Influencer promote, Pro Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C V 4 Obes not Minenem ny (No 5 Prefer user-generated C No 4 No preference No 4 No preference No 2 No preference No 4 No preference No 2 Prefer user-generated C No 2 Prefer user-generated C No 2 Prefer user-generated C No 3 No preference No 4 Prefer user-generated C No 5 Prefer user-generated C No 4 Prefer user-generated C No 5 Prefer user-generated C No 4 Prefer user-generated C No 5 Prefer user-generated C No 4 Advertisements and use Y 5 Advertisements and user Y 5 Advertisements a	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 4 2 3 3 4 4 4 3 5 3 3 3 4 4 3 5 3 3 3 3 4 4 5 5 3 3 5 3 5 5 6 5 5 5 6 5 6 5 6 5 6 5	Do you agree that Tik				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Childhich silementia within T blow would you dea Constaining (Joine Week, Consoling) Terdicality Terdicality Consoling	zhe Vihat will make you kuy Do you actively seek Creative of content, Pro Yes Products and services a Yes Influencer promote, Car No Penconal needs (Yes Follow the trend, Influer Yes Creative of content (No Creative of content) (No Creative of content) (No Products and services a Yes Polouts and services a Yes	ou On a scale of 1 to 5, ho How do you feel about 1 He 3 Dess vol fiberards ny via 3 Dess vol fiberards ny via 3 Poter user-generated ON 3 Poter user-generated ON 4 No preference NN 4 No preference NN 4 No preference NN 2 Des not influence ny ON 3 Dess not influence ny ON 4 Poter user-generated ON 4 Poter user-generated ON 4 Poter user-generated ON 4 Dess not influence ny ON 4 Dess not influence ny ON 4 Dess not influence ny ON 5 Poter user-generated ON 5 No preference NN 4 Dos not influence ny ON 5 Poter user-generated ON 5 Advertisements and use NO	95 0 0 0 0 9 9 9 0 0 0 0 0 0 0 0 0 0 0 0
far does a busir 4 3 3 3 3 4 4 3 5 5 5 5 5 5 5 5 5 5 5 5	Do you agree that Tir				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Tc Which elements with T How would you des 4 Ceatify, Users Reda Chronity Trut 3 Dars freidhauf, Trut 3 Dars freidhauf, Trut 3 Dars freidhauf, Trut 3 Dars freidhauf, Trut 5 Centhy, Fanous Intu, Chrossy 6 Ceathy, Fanous Intu, Chrossy 6 Ceathy, Engagement, Ententaiment 3 Ceathy, Engagement, Ententaiment 3 Ceathy, Bens Intu, Chrossy 6 Ceathy, Engagement, Ententaiment 3 Ceathy, Bens Beda Trut 8 Ceathy, Bens Intu, Chrossy 6 Ceathy, Bens Intu, Chrossy 7 Ceathy, Bens Intu, Chrossy 7 Ceathy, Bens Intu, Chrossy 8 Ceathy, Bens Intu, Chrossy 9 Ceathy, Senson Intu, Chrossy 9 Ceathy, Fanous	zhi What will make you tau'y Do you actively seek Create of content, Po Yes Products and services a No Products and services a No Products and services a No Inflamoner promotion. Cer Mo Products and services a No Create of content No Create of content No Products and services a No Products and services a No Products and services a No Products and services a No Construe of content. Per No Products and services a No Create of content. Per No Products and services a Yes Create of content. Per No Products and services a Yes Products and services a Yes Follow the terror, Infer Yes Influencer promote, Pro-Yes Influencer promote, Pro-Yes Pressional needs Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Pefer user-generated C V 2 Does not hindneem my CNu 3 No performance my CNu 4 No performance My CNU 4 No performance MN 1 Advartisements and use M 2 No performance MN 4 Perfor user-generated C NU 2 No performance MN 4 Perfor user-generated C NU 4 Performance MN 4 Performance MN 4 Performance MN 4 Performance MN 4 Performance MN 4 Does not influence my CNU 5 Does not influence my CNU 4 Performance-periented C NU 4 Performance-periented C NU 5 No performance 4 Performance-periented C NU 5 Advartisements and use V 5 Advartisem	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 4 3 3 3 4 4 4 3 5 3 3 3 4 3 5 3 3 3 3 3 3 3 5 3 5 3 6 5 5 4 5 4 5 4 4 4	Do you agree that Tik				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	C Which elements within T How would you des C Datafiv, Users Redob Curcissly C Catality, Users Redob Curcissly C Datafive, Users Redob Curcissly C Catality, Lans Redob Curcissly C Catality, Lans Redob Curcissly C Catality, Eanous Influ Curcissly C Catality, Engagement Einterlaimment C Catality, Fanous Influ Circuit C Catality, Fanous Influ Circuitsly C Catality, Fanous Influ Circuitsly C Catality, Fanous Influ Circuitsly C Catality, Fanous Influ Circuitsly C Catality, Fanous Influ Circuitsly	zh: What will make you kuy Do you actively seek Creative of content, Pro Yes Products and services a Ne Products and services a Ne Influencer promote, Oir No Personal needs Follow the trand, Influer Yes Creative of content Yes Influencer promote, Pior No Products and services a No Follow the trand, Influer Yes Follow the trand, Influer Yes Products and services a No Creative of content, Per No Products and services a Yes Products and services a Yes Creative of content, Per No Products and services a Yes Creative of content, Per No Products and services a Yes Products and services a Yes Products and services a Yes Follow the trand, Influer Yes Influencer promote, Pro Yes Follow the trand, Influer Yes Influencer promote, Pro Yes Follow the trand, Influer Yes Influencer promote, Pro Yes Creative of content, Pro Yes Creative of content, Pro Yes Follow the trand, Influer Yes Influencer promote, Pro Yes Creative of content, Pro Yes Products and services a Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefire user-generated c 2 V 4 2 3 Prefire user-generated c 2 V 3 Poprefirements N 4 No preference N 4 No preference N 4 No preference N 4 No preference N 4 Prefire user-generated c N 2 Prefire user-generated c N 4 Do preference N 4 Prefire user-generated c N 5 No preference N 4 Do preference N 5 No preference N 4 Des not Influence m (N 4 Des not Influence m (N 5 No preference N 5 No preference N 4 Des not Influence m (N 5 No preference N 5 Prefire user-generated c V 5 Advertisements and user V 6 Advertisements and us	95 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 2 2 3 3 3 4 4 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Tir				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Ci (Unite) second you deal Construct, Unites Realting Concession Second you deal Second you deal Construct, Unites Realting Concession Second you deal Construct, Unites Realting Concession Construct, Unites Realting Construct, Unites	zhk What will make you huy 'Do you actively seek Create of content, Po Yes Products and services a No Products and services a No Products and services a Yes Influencer promoti, Ole No Promotion and seek Creative of content Creative of content Creative of content Creative of content Products and services a No Products and services a No Products and services a No Creative of content. Per No Products and services a No Creative of content. Per No Products and services a No Creative of content. Per No Products and services a Ves Creative of content. Per No Products and services a No Follow the terror, Infer Ves Influencer promoti, Pio Ves Influencer promoti, Pio Ves Influencer promoti, Pio Ves Pendouts and services a Ves	ou On a scale of 1 to 5, hol Hoar do you field shout I 41 3 Prefix over sensitive of 2 Y 2 Obes not influence any V 3 Policy of the sensitive	65 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 2 2 3 3 3 3 4 4 3 3 4 3 5 5 6 5 6 5 6 5 6 5 6 5 6 5 6 5 6 4 4 4 4 4	Do you agree that Tir				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	CMMcb elements with T How would you des Constructions for faceba Convexy Sector	zhi What will make you toy. Do you actively seek Creater of content, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Content of the Service a Yes Follow the tend, Influer Yes Creative of content Yes Creative of content Yes Creative of content Yes Creative of content Yes Products and services a No Products and services a No Products and services a Yes Products and serv	ou On a scale of 1 to 5, ho How do you feel about i (H 3) Prefer user-generated C V 4) 2) Does not infrance my (N 3) Prefer user-generated C N 4) No preference N 4 No preference N 4 No preference N 1 Advartisements and use N 2 No preference N 2 No preference N 3 Does not infrance my (N 4) Prefer user-generated C N 4) Prefer user-gene	65 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 2 2 3 3 3 4 4 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Tir				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Te Which elements with T How would you des 4 Cestify, Users feeda Crossy 5 Praducatily 5 Pranducatily 6 Pranducatily 6 Pranducatily 6 Pranducatily 6 Pranducatily 6 Cestify, Fanous Influences and Consisty 1 Geneticky, Leens feedba Trad 5 Cestify, Fanous Influences 6 Cestify, Engagement Entertainment 3 Cestify, Leens feedba Trad 7 Ces	zhi What will make you tau' Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a No Products and services a No Influencer promotio, Gre Me Folker the timol, Influer Yes Creative of content in Yes Creative of content influer Yes Creative of content influer Yes Creative of content influer Yes Creative of content. Per No Products and services a No Folker the timol, Influer Yes Creative of content, Per No Products and services a Yes Constitue of content, Per Yes Influencer promote, Pro Yes Influencer promote, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Products and services a Yes Influencer promote, Pro Yes Creative of content, Per Yes Influencer promote, Pro Yes Creative of content, Per Yes Influencer promote, Pro Yes	ou On a scale of 1.0.5, ho How do you feel about i H 3 Perfer user-generated C V 4 O a Son and Son	65 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 2 2 3 3 3 3 4 4 3 3 3 4 4 3 3 5 5 5 5 5 5 5	Do you agree that Te				di Do you agree that Tik 2 4 3 3 4 5 5 3 4 4 4 4 4 2 2 3 3 4 4 4 2 3 3 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	C (Much elements within T How would you des C anti-Ny, Ulamin Readia Tonsky Designed (C)	zh: What will make you key. Do you actively seek Creative of content, Pro Yes Products and services a Net Theorem Section 2014 (Content on the Section Influences promote, Cirk No Personal needs (Yes Follow the trand, Influer Yes Creative of content) Yes Creative of content (Yes Creative of content) (Net Products and services a No Follow the trand, Influer Yes Follow the trand, Influer Yes Products and services a Yes Products and services a Yes Products and services a No Creative of content, Per No Products and services a Yes Products and services a Yes Follow the trand, Influer Yes Influences promote, Pro Yes Products and services a Yes Influences promote, Ore No Follow the trand, Influer Yes Influences promote, Ore No Follow the trand, Influer Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefire user-generated C / V 4 2 3 Prefire user-generated C / V 3 Poter user-generated C / V 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 Prefire user-generated C N 2 No preference N 4 Prefire user-generated C N 5 No preference N 4 Do preference N 5 No preference N 4 Prefire user-generated C N 5 No preference N 4 Des not Influence m (N 5 Prefire user-generated C N 5 Advertisements and use N 4 No preference N 4 Advertisements and use N 4 Advertisem	65 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busine 4 3 4 3 5	Do you agree that Te				di Do you agree that Tik 2 4 3 3 4 4 5 5 5 4 4 4 4 4 4 4 4 4 4 4 5 5 6 6 6 6 6 6 6 6 6 6 6 6 7 8 8 8 8 8 8 8 8 8 8 8 8 8	Childhich seimentals within T blow would your des Constaining reams them. To Consenty Tool Consenty Tool Consenty Tool Consenty	zhi Vihat will make you kuy Do you actively seek Caustine of content, Pe Yes Pendicas and services a Yes Influencer promote, Oie No Penconal needs Yes Follow the trand, Influer Yes Creative of content National Penconal needs Policitis and services a Yes Follow the trand, Pen No Policitis and services a Yes Policitis and services a Yes	ou On a scale of 1 to 5, hol Hoar do you feel about 1 4 3 9 Prefix one of the scale	65 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 2 2 3 3 3 4 4 3 3 5 5 5 5 6 5 5 5 6 5 5 5 6 5 5 5 6 4 4 4 4 4 4 4 4 4 4 4 4 4 3 5 6 6 5 5 6 6 4 4 4 4 4 4 3 5 5	Do you agree that Te				di Do you agree that Tik 2 4 3 3 4 4 5 5 5 4 4 4 4 4 4 4 4 4 4 4 5 5 6 6 6 6 6 6 6 6 6 6 6 7 8 8 8 8 8 8 8 8 8 8 8 8 8	Chilch elements within T How would you des Costriky, Users faceba Curcissly Costriky, Users faceba Curcissly Labers facebaack, this kit Total Searchive, Users facebaac Tutat Costriky, Eanous Influences and Curcissly Curcissly Costriky, Eanous Influences Costriky, Eanous Influe Curcissly Costriky, Eanous Influe Curcissly, Eanous Curcissly Costriky, Eanous Influe Curcissly, Eanous Influe Curcissly, Eanous Influe Costriky, Eanous Influence Influence	zh: What will make you tou; Do you actively seek Create of content, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Content of the Section of Section of Section Products and services a Yes Follow the trand, Influer Yes Create of content Yes Create of content Yes Influencer promoti, Pro No Products and services a No Create of content, Per No Products and services a Yes Products and services a Yes Follow the trand, Influer Yes Influencer promot, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Follow the trand, Influer Yes Influencer promot, Dro Yes Products and services a Yes Influencer promot, Dro Yes Promotia needs Yes	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C V 4 Obes not Minecom ry (Ne 3 Prefer user-generated C Ne 4 No preference Ne 4 No preference Ne 4 No preference Ne 2 No preference Ne 4 No preference Ne 4 Prefer user-generated C Ne 2 Prefer user-generated C Ne 4 Prefer user-generated C Ne 5 Prefer user-generated C Ne 4 Prefer user-generated C Ne 5 Prefer user-generated C Ne 5 Advertisements and use Ye 5 Advertisements and use Ye 5 Advertisements and use Ye 5 Advertisements and use Ne 5 Advertisements	999 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 4 3 3 3 4 4 3 3 3 3 3 3 3 3 3 4 4 3 5 6 6 6 6 6 6 6 6 6 6 6 6 7 7 7 8 4 4 4 4 3 4 4 3 4 4 4 3 4 3 4 3 4	Do you agree that Tik				di Do you agree that Tik 2 4 3 3 4 4 5 5 5 4 4 4 4 4 4 4 4 4 4 4 5 5 6 6 6 6 6 6 6 6 6 6 6 7 8 8 8 8 8 8 8 8 8 8 8 8 8	Collection of the second your design of	zh: What will make you kuy. Do you actively seek Creative of content, Pip Yes Products and services a Ve Products and services a Ve Influences promote, Cite No Preschall needs Yes Follow the trand, Influer Yes Creative of content Yes Influences promote, Pip No Products and services a No Products and services a Ve Products and services a Ve Product and services a Ve Product and services a Ve Product and services a Ve Product and services a Ve Products and services a Ve Produ	ou On a scale of 1 to 5, hoi How do you feel about i He 3 Prefer user-generated C Y Y 4 2 3 No preference N 3 Poeter user-generated C W 4 No preference N 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 Prefer user-generated C N 4 Does not Influence mr, N 5 No preference N 4 Does not Influence mr, N 5 No preference N 4 Advertisements and use N 5 Advertisements and use N 4 No preference N 4 Prefer user-generated C V 4 Advertisements and use N 4 Prefer user-generated C N 4 Prefer user-genented C N 4 Prefer user-generated C N 4 Prefer user-generate	65 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
rfar does a busin 2 2 2 3 3 3 4 4 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Tir				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	Te Which elements with it How would you des 4 Cestriky, Users feeda Curosity 5 Praducatily 5 Pranducatily 6 Pranducatily 6 Pranducatily 6 Pranducatily 6 Pranducatily 6 Pranducatily 6 Cestriky, Fanous Intur, Curosity 7 C	zhi What will make you toy 'Do you actively seek Creative of content, Pro Yes Products and services a No Products and services a No Products and services a No Influencer promotio, Gre Me Folker Me trind, Influer Yes Creative of content in Yes Creative of content influer Yes Creative of content influer Yes Creative of content influer Yes Creative of content influer Yes Products and services a No Products and services a No Creative of content, Per No Products and services a Yes Products and services a Yes Creative of content, Per No Products and services a Yes Colarish et al. Influer Yes Influencer promote, Pro Yes Creative content, Per Yes Influencer promote, Pro Yes Creative content, Per Yes Products and services a Yes Influencer promote, Pro Yes Promote, Provise Products and services a Yes Influencer promote, Pro Yes Promote, Provise Products and services a Yes Influencer promote, Pro Yes Products and services a Yes Influencer promote, Pro Yes Products and services a Yes Folker the trind, Influer Yes Products and services a Yes	ou On a scale of 1.0.5, ho How do you feel about i H 3 Perfer user-generated C V 4 O a Son and Son	
rfar does a busin 4 2 2 3 3 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Tir				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	C Which elements within T How would you des C Destrictly, Users fixedia Curcissly C Destrictly, Users fixedia Curcissly C Destrictly, Users fixedia Curcissly C Destrictly, Destrictly C Curcissly C Destrictly, Destrictly, C Curcissly C Destrictly, Encourse Influ: Crucissly C Destrictly, Leens Redea Curcissly C Destrictly, Leens Redea Cur	zh: What will make you huy. Do you actively seek Creative of content, Pro Yes Products and services a t-lot mathematical sectors and the influences promote, Oir No Products and services a We Creative of content Yes Creative of content Yes Creative of content Yes Creative of content Yes Creative of content Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a No Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Fo	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C Y C Does not influence on C M 3 Prefer user-generated C W 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 No preference N 2 No preference N 4 Prefer user-generated C M 2 No preference N 4 Prefer user-generated C M 4 Prefer user-generated C M 4 Prefer user-generated C M 4 Prefer user-generated C M 4 Prefer user-generated C M 5 Prefer user-generated C M 4 Prefer user-generated C M 5 No preference N 4 Prefer user-generated C M 5 Prefer user-generated C M 5 No preference N 4 Prefer user-generated C M 5 Advertisements and use M 5 Adverti	
far does a busin 4 3 4 5	Do you agree that Tir				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	Childhich silementia within T blow would you dea Constaining representation of the constant of the co	zhi Vihat will make you kuy Do you actively seek Caustine of content, Pro Yes Products and services a Yes Influencer promote, Ore No Penconal needs Yes Follow the trand, Influer Yes Creative of content Products and services a Yes Creative of content Products and services a No Products and services a No Products and services a No Products and services a No Products and services a Yes Products and services a Yes	ou On a scale of 1 to 5, hol How do you feel about 1 He 3 Dess vol riburance ary of Me 3 Poles vol riburance ary of Me 3 Poler user-generated ON 4 No preference Ne 4 No preference Ne 4 No preference Ne 2 Des preference Ne 4 No preference Ne 2 Des preference Ne 4 Des preference Ne 4 Des preference Ne 4 Poler user-generated ON 4 Poler user-generated ON 4 Poler user-generated ON 4 Des not influence my ON 4 Des not influence my ON 5 Poler user-generated ON 5 Advartisements and use Ne 6 Poler user-generated ON 6 Advartisements and use Ne 6 Poler user-generated ON 8 Poler user-generated ON 8 Poler user-generated ON 8 Poler user-generated ON 8 Advartisements and use Ne 9 Advart	65 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
far does a busin 2 2 3 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Te				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	C Which elements within T How would you des C Destrictly, Users fixeda Curcissly C Destrictly, Users fixeda Curcissly C Destrictly, Users fixeda Curcissly C Destrictly, Destrictly, C Destrictly, C Destrictly, C Destrictly, Destrictly, C Destrictly, C Destrictly, C Destrictly, Enrouge Inflat. Curcissly C Destrictly, Enrol Curcissly, C Destrictly, Enrol C Destrictly, Enrol Curcissly, C Destrictly, Enrol C Destrictly, Enrol Curcissly, C Destrictly, Leiser RedDas Circle View C Destrictly, Enrol Enrol C Destrictly, Enrol Enrol	zh: What will make you huy. Do you actively seek Creative of content, Pro Yes Products and services a t-lot mathematical sectors and the influences promote, Oir No Products and services a We Creative of content Yes Creative of content Yes Creative of content Yes Creative of content Yes Creative of content Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a No Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Fo	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefer user-generated C Y C Does not influence on C M 3 Prefer user-generated C W 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 No preference N 2 No preference N 4 Prefer user-generated C M 2 No preference N 4 Prefer user-generated C M 4 Prefer user-generated C M 4 Prefer user-generated C M 4 Prefer user-generated C M 4 Prefer user-generated C M 5 Prefer user-generated C M 4 Prefer user-generated C M 5 No preference N 4 Prefer user-generated C M 5 Prefer user-generated C M 5 No preference N 4 Prefer user-generated C M 5 Advertisements and use M 5 Adverti	
far does a busin 4 2 2 3 3 3 4 4 3 3 3 3 3 3 3 4 4 4 4 4 3 5 5 5 5 5 5 6 4 4 4 5 5 5 5 5 6 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 5 3 4 4 4 5 3 4 4 5 3 4 5 3 3 3 4 5 3	Do you agree that Te				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	To Which elements within T How would you des C Databary, Users Redoa Curcissy C Databary, Users Redoa Curcissy C Databary, Users Redoa Curcissy C Databary, Eanous Influences and Curcissy C Databary, Eanous Influences and Curcissy C Databary, Eanous Influences C Databary, Ean	rzk What will make you tsuy. Do you actively seek Create of content, Pro Yes Products and services a Yes Products and services a Yes Products and services a Yes Content of the tend, Influer Yes Contained content in Yes Create of content influer Yes Products and services a Yes Products and services a Yes Products and services a Yes Create of content, Per No Products and services a Yes Create of content, Per No Products and services a Yes Products and services a Yes Create of content, Per No Products and services a Yes Create of content, Per No Products and services a Yes Create the trend, Influer Yes Influencer promot, Pro Yes Create promoting, Pro Yes Create promoting, Pro Yes Products and services a Yes Create promoting, Pro Yes Create promoting, Pro Yes Products and services a Yes Influencer promoting, Pro Yes Products and services a Yes	ou On a scale of 1 to 5, hol Hoar do you field shout I 4 3 Prefer service resonance of 2 Y 2 Obes not influence any V 3 Poter user-generated to W 3 Poter user-generated to W 4 No preference N 4 Poter user-generated to W 4 Advertisements and use W 4 Poter user-generated to W 4 Po	
far does a busin 4 2 2 3 3 3 4 3 3 4 4 3 5 3 3 6 3 3 7 3 3 8 5 5 6 5 5 6 4 4 4 3 3 5 5 5 6 4 4 4 3 3 6 4 4 3 3 5 6 4 4 3 3 3 6 4 4 3 3 3 7 7 7 8 3 3 8 4 4 3 3 3 7 7 7	Do you agree that Te				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	C Mhich elements within T How would you des C manny, Users fixeda Curcissly C manny, Users fixeda Curcissly C manny, Users fixeda Curcissly C manny, Users fixeda Curcissly C manny, Famous Influencer are Curcissly C manny, Famous Influencer and Curcissly C manny, Engagement Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Famous Influe Curcissly C manny, Leens Redia Curcissly C manny, Famous Influe Curcissly C manny, Leens Redia Curcissly C manny, Famous Influe Curcissly C manny, Coressly	zh: What will make you huy. Do you actively seek Creative of content, Pro Yes Products and services a Ho Products and services a Ho Influences promote, Oir No Products and services a No Creative of content Yes Creative of content Yes Follow the trand, Influer Yes Creative of content Yes Follow the trand, Influer Yes Products and services a No Creative of content, Per No Products and services a No Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Fo	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefire user-generated C V 4 0 2 0 0 so not mine of the 3 Parter user-generated C W 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 Prefire user-generated C N 2 No preference N 4 Prefire user-generated C N 5 Prefire user-generated C N 4 Prefire user-generated C N 5 No preference N 4 Prefire user-generated C N 5 No preference N 4 Prefire user-generated C N 5 Prefire user-generated C N 5 No preference N 5 Prefire user-generated C N 5 Prefire user-generated C N 5 Prefire user-generated C N 5 Prefire user-generated C N 5 Advertisements and use N 5 Advert	
r far does a bush 2 2 3 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Tir				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	Childhich siementia within T blow would you dea Constaining reports with Townson Security Constants Security Constants Security Constants Security Constants	zhe Vihat will make you kuy Do you actively seek Creative of content, Pro Yes Products and services a Yes Influencer promote, Car No Penconal needs Yes Follow the trend, Influer Yes Creative of content Products and services a Yes Creative of content Products and services a No Products and services a No Products and services a No Products and services a No Products and services a Yes Products	ou On a scale of 1 to 5, hol How do you feel about 1 He 3 Des vortigenerater yo W 3 Des vortigenerater yo W 3 Poeter user-generated OW 4 No preference N 4 No preference N 4 No preference N 4 No preference N 2 Des not influence my N 4 Des vortigenerated OW 4 Poeter user-generated OW 4 Poeter user-generated OW 4 Poeter user-generated OW 4 Poeter user-generated OW 4 Des not influence my N 4 Des not influence my N 4 Des not influence my N 4 Des not influence my N 5 No preference N 4 Des not influence my N 5 No preference N 5 Poeter user-generated OW 5 Advertisements and use N 5 Poeter user-generated OW 5 Advertisements and use N 5 Poeter USE N 5 Advertisements and use N 5 Poeter user-generated OW 5 Advertisements and use N 5 Poeter USE N 5 Advertisem	
rfar does a busin 2 2 2 3 3 3 3 4 4 3 3 3 4 4 3 3 3 3 3 3 3 3 3 3 3 3 3	Do you agree that Te				di Do you agree that Tik 5 2 3 3 4 5 5 3 4 4 4 4 4 4 4 4 4 5 5 5 5 5	C Mhich elements within T How would you des C manny, Users fixeda Curcissly C manny, Users fixeda Curcissly C manny, Users fixeda Curcissly C manny, Users fixeda Curcissly C manny, Famous Influencer are Curcissly C manny, Famous Influencer and Curcissly C manny, Engagement Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Einetrainment C manny, Famous Influe Curcissly C manny, Leens Redia Curcissly C manny, Famous Influe Curcissly C manny, Leens Redia Curcissly C manny, Famous Influe Curcissly C manny, Coressly	zh: What will make you huy. Do you actively seek Creative of content, Pro Yes Products and services a Ho Products and services a Ho Influences promote, Oir No Products and services a No Creative of content Yes Creative of content Yes Follow the trand, Influer Yes Creative of content Yes Follow the trand, Influer Yes Products and services a No Creative of content, Per No Products and services a No Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Creative of content, Per No Products and services a Yes Follow the trand, Influer Yes Fo	ou On a scale of 1 to 5, ho How do you feel about i H 3 Prefire user-generated C V 4 0 2 0 0 so not mine of the 3 Parter user-generated C W 4 No preference N 4 No preference N 4 No preference N 2 No preference N 4 Prefire user-generated C N 2 No preference N 4 Prefire user-generated C N 5 Prefire user-generated C N 4 Prefire user-generated C N 5 No preference N 4 Prefire user-generated C N 5 No preference N 4 Prefire user-generated C N 5 Prefire user-generated C N 5 No preference N 5 Prefire user-generated C N 5 Prefire user-generated C N 5 Prefire user-generated C N 5 Prefire user-generated C N 5 Advertisements and use N 5 Advert	

low far do	es a busir Do you agi	ee that TikTc Do you ag	ree that enga Do you as	gree that influe Do you ag	ree that prodi Do you ag	ee that TikTc Which elements within	T How would you des	scribe What will make you buy Do you actively seek ou O	n a scale of 1 to 5, ho How do you feel about a Have you ever m
	4	4	4	4	4	4 Creativity, Users feedb	a Trust	Products and services a No	4 Prefer user-generated c No
	4	3	3	3	3	4 Creativity	Curiosity	Products and services a Yes	3 Prefer advertisements Yes
	5	5	5	5	5	5 Creativity, Famous influ	e Entertainment	Follow the trend, Influer Yes	5 Advertisements and use Yes
	4	3	3	3	4	3 Creativity	Curiosity	Creative of content, Pro Yes	3 Prefer user-generated c No
	3	4	4	4	4	4 Creativity, Famous influ	e Curiosity	Follow the trend, Influer Yes	3 Advertisements and use No
	4	5	4	5	4	4 Engagement tactics (e	c Trust	Products and services a Yes	4 Advertisements and use No
	4	5	4	4	4	4 Famous influencer adv	e Curiosity	Influencer promote, Cre Yes	4 Advertisements and use No

| | Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazad

 | | oduct via TikTok or anoth | ner platform? | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
--
--
--
--
---|--|---------------------------|---------------|--
--
--
--
--
--|---|--|--|--
--
--
--
--
---|--|--|--
--
--
--
--|---|--|--|--
--
--
--
--|---|--|--|--
--
--
--
--|--|--|--|--
--
--
--
--|---|--|--|--|---|---|--|--|--|---|--|--|--|--|---|---|--|--|--|---
---|--|--|--|---|---|--|--|--|---|---|--|--|--|---|---|--|--|--|---|---|--|--|--|---
--|--|--|--|---|---|--|--|--|---|--|--|--|--|---|---|--|--|--|---
--|--|--|--|---|--|--|--|--|---|--|--|--|--|---
--|--|--|--|---|--|--|--|--|---|--|--|--|
| l | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| ĺ | Yes

 | TikTok | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| Í | Yes

 | TikTok | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | No

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| Í | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| |

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | TikTok | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | TikTok | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| İ | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | No

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | TikTok | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | No

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| l | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| ĺ | No

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| ĺ | No

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| l | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| l | Yes

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| l | No

 | Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| ļ | No No

 | TikTok
Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Will you search for product that you have seen in TikTok on other platforms like Shopee, Lazad
Yes

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| 3 | Yes

 | Both
Another platform
Another platform | | · | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both
Another platform
Another platform
Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes
Yes
Yes

 | Both
Another platform
Another platform
Another platform
Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both
Another platform
Another platform
Another platform
Another platform
Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both
Another platform
Another platform
Another platform
Another platform
Both
Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Another platform Another platform Another platform Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes
Yes
Yes
Yes
Yes
Yes
Yes

 | Both Another platform Another platform Another platform Both Both Another platform Another platform Another platform Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Another platform Another platform Another platform Another platform Both Another platform Another platform Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Another platform Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Another Platf | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Another platform Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes Yes Yes Yes Yes No Yes

 | Both Another platform Another platform Another platform Both Another platform Another Platf | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Another platf | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Another platf | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Both Another platform Another | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Both Another platform Both Both Both | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Both Both Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Both Another platform Both Both <td></td> <td></td> | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Both | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Another platform <td></td> <td></td> | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Another platform Both Both Both Both Both Both | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Another platform Both Another platform Another platform Both Both Both Both</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Both Another platform Both Both</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes <!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td><td></td><td></td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr></td></tr></td></tr></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Another platform Another platform Both Another platform Another platform Both Both Both Both | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both
 Both Another platform Both Both Both Another platform Both Another platform Both Both</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes <!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td><td></td><td></td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr></td></tr></td></tr> | Both Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Both Another platform Both | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes <!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td><td></td><td></td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both
Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both | | | | Yes Yes </td <td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td> <td></td> <td></td>

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes
 . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B | | | | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform
Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both <t< td=""><td></td><td></td></t<> | | | | Yes . Yes | Both Another platform Another platform Another platform Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes | Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platform <td< td=""><td></td><td></td></td<> | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform
 | | | | Yes | Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes . Yes | Both Another platform Both Both Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform | | |
| Both Another platform Another platform Another platform Both Another platform Both Another platform Another platform Both Another platform Another platform Both Both Both Both |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | |
| | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Both Another platform Both Both</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes <!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td><td></td><td></td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr></td></tr></td></tr> | Both Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Both Another platform Both
 | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes <!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td><td></td><td></td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both | | | | Yes Yes </td <td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform
Both Another platform Both Both</td> <td></td> <td></td>

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another
platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B | | | | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t<
td=""><td></td><td></td></t<></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both <t< td=""><td></td><td></td></t<> | | | | Yes . Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td>
 | | | | Yes | Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platform <td< td=""><td></td><td></td></td<> | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes . Yes | Both Another platform Both Both Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | |
 | | |
| Both Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Both Another platform Both |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes <!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td><td></td><td></td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr></td></tr>
 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both | | | | Yes Yes </td <td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td> <td></td> <td></td>

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr>
 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B | | | | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform
<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both <t< td=""><td></td><td></td></t<> | | | | Yes . Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform | | | | Yes . Yes

 | Both Another platform Another platform Another platform Both Both Another platform Another platform | | | | Yes . Yes | Both
 Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platform <td< td=""><td></td><td></td></td<> | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes . Yes | Both Another platform Both Both Both Another platform | | | | Yes
 | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | | | | | | | | | |
| Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes Yes </td <td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both Both</td> <td></td> <td></td>

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Both Another platform Both Another platform Both | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr><tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr><tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr></td></tr>
 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B | | | | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform | | | | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another
platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both <t< td=""><td></td><td></td></t<> | | | | Yes . Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform | | | | Yes . Yes

 | Both Another platform Another platform Another platform Both Both Another platform Another platform | | | | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes Yes Yes Yes Yes Yes No Yes Yes <

 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platform <td< td=""><td></td><td></td></td<> | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes . Yes | Both Another platform Both Both Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes
 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | | | | | | | | | | | | | | | | |
 | | |
| Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both B |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Both Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes . Yes . <tr tr=""> Yes<!--</td--><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both <t< td=""><td></td><td></td></t<></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes No Yes Yes <</td><td>Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform<td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Another platform Another platform Both Another platform Another platform <td></td><td></td></td></tr> <tr><td></td><td>Yes Yes Yes</td><td>Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Another platform <td< td=""><td></td><td></td></td<></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes </td><td>Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes . Yes . Yes</td><td>Both Another platform Both Both Both Another platform Another platform</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Another platform Both Another platform Another platf</td><td></td><td></td></tr> <tr><td></td><td>Yes Yes Yes Yes Yes Yes Yes Yes Yes Yes</td><td>Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Another platform</td><td></td><td></td></tr>
 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both <t< td=""><td></td><td></td></t<> | | | | Yes . Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Another platform | | | | Yes . Yes

 | Both Another platform Another platform Another platform Both Both Another platform Another platform | | | | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes Yes Yes Yes Yes Yes No Yes Yes <

 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform | | | | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes <

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes Yes Yes Yes Yes Yes No Yes Yes < | Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes . Yes | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | | Yes | Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platform <td< td=""><td></td><td></td></td<> | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes . Yes | Both Another platform Both Both Both Another platform | | | | Yes | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | | Yes | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | |
| Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Another platform Both Both <t< td=""><td></td><td></td></t<> |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Another platform Another platform Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes Yes Yes Yes Yes Yes No Yes Yes <

 | Both Another platform Another platform Another platform Both Another platform Both Both Both Both Another platform Both Another platform Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Both Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes Yes Yes Yes Yes Yes No Yes Yes <

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Another | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes Yes Yes Yes Yes Yes No Yes Yes <

 | Both Another platform Another platform Another platform Both Another platform Both Both Both Another platform Another platform <td></td> <td></td> | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Another platform Another platform Both Another platform Another platform <td></td> <td></td> | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Another platform <td< td=""><td></td><td></td></td<> | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Both Another platform Another pla | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes . Yes

 | Both Another platform Both Both Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Another platform Both Another platform Another platf | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | |
| | Yes

 | Both Another platform Another platform Another platform Both Another platform Both Another platform Both Another platform Both Another platform | | | |

 | | | | |

 | | | | |

 | | | | |

 |
 | | | |

 | | | | |

 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | | | | | | | | | | | |
 | | | | | | | | | | | | | |

APPENDIX C

Turnitin Report

fypturnin.docx		
ORIGINALITY REPORT		
12% 6% INTERNET SOUR	CES PUBLICATIONS	8% STUDENT PAPERS
PRIMARY SOURCES		
1 eprints.utar.edu.my Internet Source		1 %
2 Submitted to Glasge Student Paper	ow Caledonian Un	niversity 1%
3 Submitted to De La Student Paper	Salle University	1 %
4 Submitted to The U Scotland Student Paper	n iversity of the W	est of < 1 %
5 Submitted to Unive Student Paper	sity of Derby	< 1 %
6 Submitted to UCFB Student Paper		< 1 %
7 Amrita Dhaliwal, De Paul. "The consume goods: a review and Journal of Strategic Publication	r behavior of luxu research agenda	ary
8 docs.google.com		< 1 %

9	Submitted to Manchester Metropolitan University Student Paper	< 1 %
10	Submitted to Middlesex University Student Paper	<1%
11	Submitted to Liverpool John Moores University Student Paper	< 1 %
12	core.ac.uk Internet Source	< 1 %
13	Submitted to Staffordshire University Student Paper	<1%
14	Submitted to Noakhali Science and Technology University Student Paper	< 1 %
15	ir.unimas.my Internet Source	< 1 %
16	www.coursehero.com	< 1 %
17	Submitted to Pearson College Student Paper	< 1 %
18	Submitted to University of Wales Swansea Student Paper	< 1 %
19	repository.president.ac.id	< 1 %

20	Yasmin Aldamen. "Understanding Social Media Dependency, and Uses and Gratifications as a Communication System in the Migration Era: Syrian Refugees in Host Countries as a Case Study", Social Sciences, 2023 Publication	< 1 %
21	Submitted to Luton Sixth Form College, Bedfordshire Student Paper	< 1 %
22	Minnich, Valerie Ann. "Examining Self-Efficacy and Job Satisfaction in Millennial Faculty", Grand Canyon University, 2023 Publication	< 1 %
23	Submitted to Royal Holloway and Bedford New College Student Paper	< 1 %
24	Submitted to University of Keele	< 1 %
25	Submitted to Galileo Global Education Student Paper	<1 %
26	Submitted to University of Durham	< 1 %
27	Submitted to University of York Student Paper	< 1 %
	www.mdpi.com	



www.mdpi.com

		<1 %
29	Submitted to University of Birmingham Student Paper	< 1 %
30	thebrandhopper.com	< 1 %
31	essay.utwente.nl	< 1 %
32	repository.library.du.ac.bd:8080	< 1 %
33	digitalcommons.fiu.edu Internet Source	< 1 %
34	dspace.fsktm.um.edu.my	<1%
35	Submitted to J D Birla Institute Student Paper	<1%
36	Submitted to University of Westminster Student Paper	<1 %
37	hackernoon.com Internet Source	<1%
38	Submitted to Aberystwyth University Student Paper	<1%
39	Submitted to INTI Universal Holdings SDM BHD	< 1 %

40	Submitted to INTO UK London Student Paper	<1%
41	Submitted to Brunel University Student Paper	< 1 %
42	Submitted to Buckinghamshire Chilterns University College Student Paper	< 1 %
43	my.lwv.org Internet Source	< 1 %
44	Submitted to Nexford Learning Solutions Student Paper	< 1 %
45	Submitted to University of Winchester Student Paper	< 1 %
46	Submitted to York St John University Student Paper	< 1 %
47	revistainteracciones.com	< 1 %
48	www.preparedfoods.com	< 1 %
<mark>49</mark>	1library.net Internet Source	< 1 %
50	Submitted to North East Wales Institute of Higher Education Student Paper	<1%

51	Submitted to The Robert Gordon University Student Paper	<1%
52	Joshua Woods, Leah Oldham, Stephanie House-Niamke, Matthew Hartwell. "The Popularity Gap: Effects of Social Status on the Visibility of Lifestyle Sports Stars on Instagram", Communication & Sport, 2024 Publication	< 1 %
53	cnbcafrica.com Internet Source	<1%
54	fdocuments.in Internet Source	< 1 %
55	www.mayple.com	<1%
56	www.researchgate.net	<1%
57	"Cyber Security Impact on Digitalization and Business Intelligence", Springer Science and Business Media LLC, 2024 Publication	< 1 %
58	Li Wang, Yongjin Li, Jiali Gu, Li Xiao. "A quality analysis of thyroid cancer videos available on TikTok", Frontiers in Public Health, 2023 Publication	< 1 %
59	Submitted to West Herts College Student Paper	< 1 %

	epository.unsyiah.ac.id	<1%
	tercapital.com net Source	<1 %
	napublishing.com net Source	<1%
	es.uncg.edu net Source	<1%
	-eu.coe.int net Source	<1%
05	w.lib.ncsu.edu	< 1 %

Exclude quotes Off Exclude bibliography Off Exclude matches Off