Celebrity Endorsers vs. Social Influencers

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Abstract

The purpose of this research is to measure how effective social influencers and celebrity endorsers are in persuading individuals to like, purchase and/or share information about a brand or specific product. Previous literature has discussed how different source characteristics and endorsers influence individuals. However, rapid change in information and communication channel evolution means that the research on endorsements conducted before social media channels arose is in need of updates and extensions to examine how current forms of communication drive brand conversations.

Source characteristics impact how a social influencer or celebrity endorser is effective when communicating to an audience. In the endorsement setting, the most important attributes are trustworthiness, expertise, attractiveness, authenticity and credibility (Erdogan, 1999). As the literature shows, these attributes are the most likely to contribute to attitude change and eventual behaviour change (Erdogan, 1999; Kapitan & Silvera, 2016). These attributes have been individually studied for celebrity endorsers (i.e., Erdogan, 1999), however, the rise of online social influencers makes it important to re-evaluate and compare and contrast social influencers and celebrity endorsers so that brands, endorsers and researchers have a better understanding of what viewers are looking for.

Two areas of interest drive the quantitative research undertaken in this thesis: (1) an evaluation between attitudes generated by social influencers and celebrity endorsers and (2) the willingness to purchase an endorsed product or brand depending on endorser type. Research question one asks if a social influencer has a different effect on consumers' evaluations compared to a traditional celebrity endorser. In research question two, this thesis examines if consumers are more likely to purchase a product endorsed by a social influencer or a traditional celebrity endorser. The research questions will be answered using six hypotheses:

H1: Social influencers (vs. celebrity endorsers) encourage more positive attitudes towards the endorser.

H2: Social influencers (vs. celebrity endorsers) generate higher perceptions of authenticity in the endorsement process.

H3: Social influencers (vs. celebrity endorsers) generate higher perceptions of trustworthiness in the endorsement process.

H4: Social influencers (vs. celebrity endorsers) generate higher perceptions of expertise in the endorsement process.

H5: Social influencers (vs. celebrity endorsers) encourage more attributions about the endorser liking, desiring, valuing and using endorsed products.

H6: Consumer attributions about an endorser liking, desiring, using, and valuing the products they endorse will mediate the effect of endorser type (social influencer vs. celebrity) on willingness to pay for the endorsed product.

Using online platform Qualtrics, a study was distributed through channels including Cint, LinkedIn, Facebook and Instagram, and 226 participants took part in the main study. The research rejects H1; however, fully supports H2, H3, H4, H5 and H6. Importantly, this indicates that when endorsing the same product category (i.e., beauty products or electronics as tested in this thesis), celebrities and social influencers are rated with equally positive attitudes. This null finding reveals that social influencers are an accepted group of endorsers. Findings further reveal that, throughout the endorsement process, individual consumers perceive social influencers to be higher in authenticity, trustworthiness and expertise than celebrity endorsers. Additionally, consumers are more willing to believe that social influencers actually like, use and desire the product they endorse, which mediates purchase intentions.

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Attestation of Authorship

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person (except where explicitly defined in the acknowledgements), nor material which to a substantial extent has been submitted for the award of any other degree or diploma of a university or other institution of higher learning.

Signed

Vrinda Soma

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Ethics Approval

The Auckland University of Technology Ethics Committee approves this research on 17th July 2018. Ethics application: 18/266. Full approval can be seen in Appendix B.

Chapter One: Introduction

Social media channels began as platforms to connect with individuals. With the rise AOL instant messaging (AIM) and of blogging in the late 1990s, the use of the internet for social networking emerged almost simultaneously with the rise of HTML and the rapid availability of dial-up internet in homes. The modern era of social media is heralded by the launch of the likes of Friendster in 2002, then MySpace, founded in 2003 and rated the largest networking site in the world from 2005 to 2008, Facebook in 2004, YouTube in 2005, and Weibo in 2009. Yet as rapidly as platforms responded and evolved using consumer data, so has marketing found new ways via the evolving channels to reach consumers.

One key to reaching consumers that has always played a role in the marketing mix is the use of brand endorsers and sponsors to reach key target audiences (Erdogan, 1999). From early Hollywood movie celebrities to modern pop stars and reality-TV socialites, celebrity endorsers form a key connection to audiences who might be in the market to purchase new brands, styles, and products. In theory, an endorsement from a celebrity increases sales. Theorization around endorsements by celebrities involves the transfer of meaning from the celebrity and the roles they have played as actors or style icons into the brands they endorse, and finally to consumers who purchase those endorsed brands (McCracken, 1986, 1989). Yet does this theorization and model still hold in a marketplace bustling with messages and channels and platforms? How does the rise in use of endorsers from social media contexts translate to the success of endorsements in the social media era?

1.1 Background

Today, social media represents a variety of channels and platforms that allow brands direct and indirect contact with consumers, especially with the help of social influencers to communicate with their online community. Social influencers are those who have "access to an audience by virtue of their established credibility and authenticity. They include bloggers, vloggers, tweeters, instagrammers, journalists, celebrities and people who are highly regarded in social circles, marketplaces or industries" (ASA, 2019). For example, American teen influencer Baby Ariel found her fame in the lip-syncing app Musical.ly, and Canadian YouTuber Lilly Singh (IISuperwomanII) launched a comedy channel on YouTube in 2010 and today is a known comedian, television host and actress worth a reported USD$10.5 million (O'Connor, 2017).

Social influencers in New Zealand alone are now categorised into four types of influencers, from nano influencers with up to 5,000 followers, to micro-influencers (5,000 - 15,000 followers), influencers (15,000 – 50,000 followers), and macro-influencers (50,000 + followers; The Social Club, 2019). Brands today seek to work with influencers as a strategy to build long-term trust (The Social Club, 2019). Currently, social influencers are used to capture an audience's attention; however, as long understood in the marketing literature, brands need to select the right influencers to match with brands and products (i.e., the match-up hypothesis Kamins, 1990; Till & Busler, 2000). Recent work on social influencers finds macro-influencers charge brands more and have a higher audience, however, micro-influencers can gain higher engagement at a lower cost as they are seen as authentic, which can hold much power for brands in reaching a target audience (Carter & Rix, 2019).

A celebrity is someone who began their career offline, for example, athletes, television personalities, and musical artists. These personalities extend their careers and partner with brands to endorse products and resonate with the target consumer (WARC Best Practices, 2019, August). Celebrities endorse products through making an appearance visually via camera, through licensing a song or a voice-over (Chown & Carter, 2012).

 Brands adopt social influencers in their marketing campaign as the cost reduction is significant in comparison to a celebrity endorsement. In general, A-list celebrities are paid millions for partnering up with brands and being featured in commercials. For example, footballer, athlete and model David Beckham was paid an estimated USD$160 million by Adidas to represent their brand and boost sales (Willis, 2012). Musician and Grammy award winner Beyoncé was paid USD$50 million by Pepsi to increase sales (Willis, 2012). Actress Angelina Jolie was reportedly paid USD$10 million for simply making an appearance while carrying a Louis Vuitton designer bag (Ortiz, 2011). Social influencers are more affordable depending on the platform, channel and number of followers. Reported by Reid (2016), social influencers ranging from 100,000 to over 7 million followers can earn in USD from $12,500 – $300,000 on YouTube, $6,250 - $187,500 on Facebook, $5,000 - $150,000 on Instagram, $5,000 – $150,000 on Snapchat, $3,750 – 112,500 on Vine and $2,000 – $60,000 on Twitter. It is also thought that social influencers have a more authentic approach, which benefits the brand in the long-term (The Social Club, 2019). However, this remains untested in academic scholarship.

The literature has some answers to help brands determine why they might use endorsers in their marketing communications. Source characteristics enable a social influencer or celebrity endorser to be effective when communicating to an audience. For

endorsement, the most essential attributes are trustworthiness, expertise, attractiveness, authenticity, and credibility (Erdogan, 1999). As the literature shows, these attributes are the most likely to contribute to attitude change and eventual behaviour change (Erdogan, 1999; Kapitan & Silvera, 2016). These attributes have been individually studied for celebrity endorsers (i.e., Erdogan, 1999); however, the rise of online social influencers makes it important to re-evaluate and compare and contrast social influencers and celebrity endorsers so that brands, endorsers and researchers have a better understanding of what viewers are looking for in relation to the endorsement process.

This thesis relies on literature on elaboration likelihood and persuasion effectiveness, meaning transfer, parasocial relationships, and attributions to develop several research questions that investigate the effect of social influencer (vs. celebrity) endorsement.

The elaboration likelihood model focuses on motivations and attitudes towards the persuasiveness of the message and information processing (Petty, Cacioppo, & Schumann, 1983). The two routes of persuasion from the elaboration likelihood model are the central route and peripheral route. When a person is motivated and can reflect on the worthiness of the source presenting the information, the central route of persuasion is most likely utilised (O'Keefe, 2008). However, when the elaboration of the message is low and consumers are not engaged in the arguments of the message and require little information processing with the help of heuristic cues, the peripheral route is engaged (O'Keefe, 2008). In this thesis, authenticity and trustworthiness are anticipated to play a different role for social influencer endorsements than for celebrity endorsements, which might impact the process of central route activation if individual consumers are highly motivated to process.

McCracken's (1986) meaning transfer model focuses solely on how celebrities transfer meaning into consumer goods. Yet this transfer is not always completed from the meanings a celebrity creates via their public role to the goods they endorse and the goods that a consumer can buy. Campbell and Warren (2012) show that positive meaning will transfer from celebrity endorsers to consumers when the endorsement is sincere and authentic, whereas negative meanings transfer when the endorsement is insincere. This makes questions of authenticity even more pressing to examine as this new endorsement style via social influencers becomes a more common practice in brand strategy.

Research on parasocial relationships seek to understand the one-sided relationship that individual consumers face with celebrity endorsers. Within the literature, it has been shown that there is a significant relationship between parasocial interactions and the effectiveness of an endorsement (Gong & Li, 2017). The present research considers that

individuals might face different levels of parasocial interaction with social influencers than with endorsers, which might impact the effectiveness of any endorsements by social influencers.

To understand the effectiveness of social influencers, brand strategists in the marketplace tend to focus on reach, relevance, authority and accessibility (Rabone, 2018). The biggest question of reach would evaluate whether the influencers' online communities have a large percentage of a brand's target market. Utilisation of influencers is also thought by lay strategists to aid in brand building, increasing awareness, building trust quickly, and enriching content strategy, in addition to reaching target audience and driving engagement and sales (Davis, 2019; The Social Club, 2019). In a possible extension of the effects of parasocial relationships, successful social influencer endorsements are also heralded for providing a robust social network and active recommenders (Davis, 2019).

The research shifts between social influencer data from the United States of America and New Zealand to show the growth of the online community. Social influencers are not a trend; they have been instilled into everyday life. A survey conducted by the Association of National Advertisers in 2017 revealed three-fourths of U.S. advertisers employ social influencers as part of their marketing strategy, with an expectation of growth in coming years. The influencer community in New Zealand alone has doubled from 2018 to 2019, with nearly 10,000 influencers active (The Social Club, 2019). The leading issue brands are facing in reaching consumers via digital media advertising is the advertisement format and the use of ad-blockers. Communicating through social influencers is anticipated to help brands drive engagement, be more authentic and reach younger audiences (WARC Best Practice, 2019, May). The present research will seek to identify the role social influencers as endorsers play in society in comparison to celebrity endorsement using both literature and primary research. This thesis will examine past research about celebrity endorsements and their source characteristics and explore the relationship between endorsements and purchase intentions and attributions. The literature review and nascent research into social influencers will be a base for this thesis' study of the effectiveness of social influencer endorsers.

1.2 Research Objective

The present thesis seeks to compare celebrity endorsers with social influencers who step into the role of endorsers and examine the impact they have on willingness to purchase endorsed brands.

As research on the impact of social influencers as endorsers is overall scarce in academic literature, this thesis leans on endorsement effectiveness researchers such as Edrogan (1999), Ohanian (1990, 1991), and Till and Busler (2000). Literature in parasocial relationships and attributions about endorsers using, liking, and valuing the products they endorse is also highly relatable to social influencers. Due to the rise of digital media channels, a change in communication, processing information and attitudes might be evident and might affect how consumers perceive both social influencers and traditional celebrity endorsements. This is what the present research intends to analyse. The goal of the research is to analyse what source characteristics are driving attitudes toward social influencer (vs. celebrity) endorsers, and to determine whether consumers are more likely to purchase a product endorsed by a social influencer or a traditional celebrity endorser.

1.3 Research Questions

The aim of the research is to test the role of social influencers as product and brand endorsers. Previously in research based on celebrity endorsers, source characteristics have been studied concentrating on trustworthiness, authenticity, expertise and attractiveness. However, this work has not yet been related to social influencers. Social influencers may also benefit from a deepening of more traditional, one-sided parasocial relationships that the individual will experience with any influencer an individual may engage with (Gong & Li, 2017). Attribution theory focuses on whether an individual believes the endorser actually uses, likes, desires and values the endorsed product (Kapitan & Silvera, 2016). The research on attributions is important for the goals of this thesis because it is anticipated that consumers might be more willing to believe that social influencers (vs. celebrities) actually like, use, desire and value the products and brands they are endorsing.

As evident in the introduction section above, the use of social influencers in brand strategy is on the rise for many reasons including cost, reach, and engagement in digital channels. This makes this topic valuable and essential to understand for marketing scholars and practitioners alike. Based on the aims and objective of the study, this thesis focuses on two key research questions:

RQ1: Does a social influencer have a different effect on consumer's attitudes compared to a traditional celebrity endorser?

RQ 2: Are consumers more likely to purchase a product endorsed by a social influencer or a traditional celebrity endorser?

1.4. Methodology

This thesis uses hypothesis-driven, quantitative research method. To identify the similarities and differences in how consumers view social influencers versus celebrity endorsement, an experimental research design approach has been utilised. A quantitative research method will help gain insight into a sample population. A pre-test is used to determine the best stimuli (paired celebrity and social influencer who participants had similar, nonsignificant different attitudes toward). The main study is an experimental design that manipulates a condition to observe how participants will respond (Allen, 2017). Qualtrics, an online survey software, was used to design the study stimuli for the experiment. Participants were recruited thorough advertisements on social media platforms including Facebook, Instagram and LinkedIn as well as recruiting individuals on Cint. Two conditions were created in the study, which form the basis of the study. Participants were recruited for a single condition (1) celebrity endorser or (2) a social influencer as an endorser. Lastly, data was collected and analysed using univariate regression analysis, analysis of variance, and mediation via Hayes Process model 4 (Hayes, 2013).

1.5 Organization of Thesis

The thesis is organised into four additional chapters, which include:
    (1) literature review
    (2) research methodology
    (3) findings
    (4) discussion.

Chapter two focuses on an in-depth review of past literature focusing on elements that this research intends to update and add to. To begin, the study researches traditional media channels followed by digital channels to gain insights into how the channels are used by individuals and eventually brands. The review then shifts into exploring characteristics of celebrity endorsers and social influencers. The first model this research investigates is the elaboration likelihood model discussed heavily by Petty, Cacioppo and Schumann (1983) as it drives consideration of the characteristics of the source. Also, the research will focus on

parasocial relationships, the meaning transfer model, attribution theory and attitude change. The chapter will conclude with an analysis of hypotheses development.

Chapter three next explores the research methodology and explains how the study has been designed. This section of the thesis explores the quantitative approach and the procedure and exploration of the pre-test and main study. To further this chapter, the research will discuss the scales used, with reliability tests conducted in SPSS. To conclude, the research will discuss the pre-test results and will indicate which stimuli (which social influencers and which celebrities) will be used as endorsers for the main study.

Chapter four focuses on the main study results analysed on SPSS (Statistical Package of Social Sciences); utilising a series of univariate regression analyses and analyses of variance to examine hypothesis 1 to 5 and Hayes Process model 4 to examine hypothesis six.

Chapter five presents an overall summary of the main study findings as well as the non-focal exploration of results. Also, this chapter explores how the thesis contributes to theoretical academic literature and also might help business gain insight about utilisation of endorsers. The research will then explain the limitations of the study, concluding with future research.

Chapter 2: Literature Review

2.1 Introduction

The marketing communication landscape has altered dramatically in recent decades, driven by the rise of first online communication platforms and more recently the accelerated trend of digital and mobile consumption of communication products. The rise of smartphone-based applications for social media represents a new level of reach for brands and firms and have outpaced traditional channels as the main platforms of communication for brands to reach consumers. Further, the rise of these channels has bred a new type of brand endorser.

The growth of social media users has increased rapidly from 2010 with an estimated figure of 0.97 billion people to 2.65 billion people in 2018 worldwide and has the potential to growth of 3.1 billion people (Clement, 2019). With the increase of social media users, a majority of brands and firms are opting out of the traditional methods of celebrity endorsement and are utilising individuals who have a high audience on social media, also known as social influencers. This can be seen with the statement made by Khamis, Ang and Welling (2017), expressing the online media has become a "consumer-centric" zone as individuals are actively seeing out the resources, they are most interested in.

Social media has changed the way individuals access information and entertainment. Social influencers, further, have attempted to enhance the way information is processed about brands and products. Two different influencers are examined in this research, social and celebrity. Social influencers emerge from social media platforms such as Facebook and Instagram and have followers, whereas celebrity endorsers' sphere of influence stems from traditional media channels. Celebrities have viewers. Their endorsement patterns also differ: Celebrity endorsers are typically paired with products and brands in a fixed exposure, in which individuals don't have the opportunity to choose whether they see the content (i.e., exposure to advertisements on television or in magazines). However, social influencers have a following, and consumers of social influencer endorsements have more ability to choose who they are being exposed by clicking or choosing to follow or view the content produced by a social influencer.

The model of influencer impact on consumer goods, depicted in Figure 1 below, allows researchers to assess how an influencer, whether celebrity or social influencers uses mediated communication channels to ultimate cultivate their own source characteristics.

Celebrities tend to start off with using traditional channels, showcasing themselves on a bigger screen, or in magazines and posters and now uses a few social media channels. Social influencers start off their journey using an online platform and once they get to a certain

The following literature review will first focus on the channel levels. Typically, social influencers use the bottom-up self-started social media route to start their career and celebrity endorsers take the traditional endorsement route via more traditional, top-down directed style in movies, television and magazines. However, with times changing, no matter the style of endorsement, influencers tend to use social media to promote themselves, though it takes time for social influencers to crossover and approach the traditional, mainstream channels route. There is a wide range of channels that fall under the traditional and social channel category. However, this research focuses on the following. Traditional channels include newspaper, magazines, posters and television whereas social channels include Facebook, Instagram, Twitter and YouTube. The integration of influencers, channels and source characteristics converts to individual's evaluation of consumer good being endorsed.
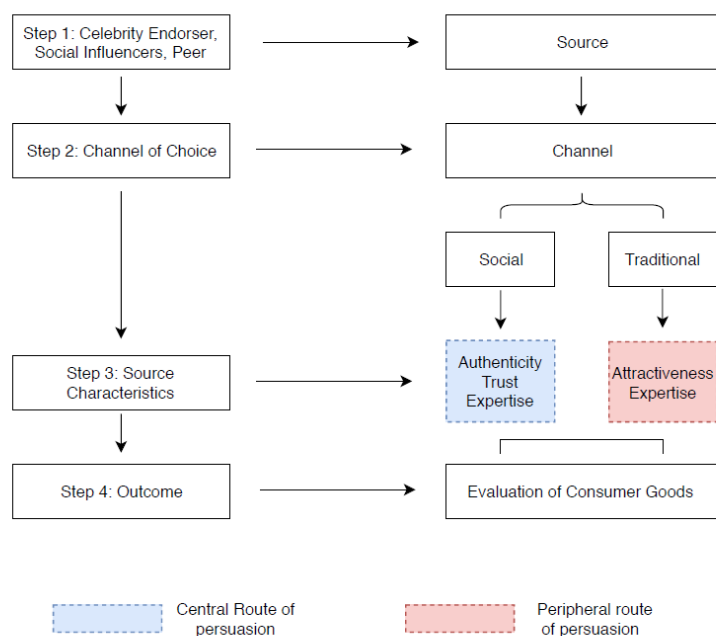
Figure 1 Framework of Influencers Impacts on Consumer Goods

The purpose of this research is to measure how effective social influencers and celebrity endorsers are in persuading individuals to like, purchase and/or share information about a brand or specific product. The model above (figure 1) is a representation of the literature and the process celebrities and social influencers travel through to send a message to their viewers, and then the viewers process and evaluate the message. Previously,

academic including Kamins (1990), Edrogen (1999) and Till and Busler (2000) has discussed how different source characteristics and celebrity endorsers influence individuals; however, the rapid changes in information and communications message consumption mean that the research that was conducted before social media arose is in need of updates and extensions for the current forms of communication drive brand conversations.

2.2 The Evolution of Communications Channels

2.2.1 Traditional Media Channels

The first forms of communication widely available in New Zealand, and elsewhere in the developed world, were print publications. Newspapers, magazine and billboards/posters were the most effective ways to advertise a product. The first newspaper advertisement was delivered to readers in 1704, seeking a buyer for an Oyster Bay, Long Island, an estate that was published in the Boston News-Letter (Ad Age, 1999). In New Zealand, newspapers launched in the 1840s and were simplistic with no imagery, however, advertised was goods for sale, public meetings and lost property. By the 1850s information was being classified under headings and illustrations were incorporated (Phillips, 2017). Advertising and magazines built a relationship that evolved during the last quarter of the nineteenth century. The first magazine advertisement to be published in the United States was by the Benjamin Franklin Magazine Agency in 1742. Though advertising in the magazine industry was highly profitable, it was initially resisted by early businesses, as such advertising was not considered a respectable business practice (Hill, 2002).

One-way communication was the traditional form of advertising communication. During the 1939 Brooklyn Dodgers versus Cincinnati Reds baseball game, the first baseball game televised, NBC took the opportunity to run experimental commercials for three sponsors; Procter and Gamble Co, Socony Oil and General Mills Products. On May 2, 1941, the Federal Communications Commission granted a commercial license to 10 stations and telecasters were able to charge for their broadcast service. Television advertising began in earnest in the United States on July 1, 1941, by a watch company Bulova. During the Brooklyn Dodgers–Philadelphia Phillies baseball game, the ad, which was called "the Bulova time check," flashed a watch on a screen with the second-hand ticking while a voiceover told the viewers the time. The advertisement costs a total of USD$9.00: USD$5.00 went to the station fees and USD$4.00 for air charges. During this time, an estimate of 4,000 homes

owned televisions in the New York area (Poggi, 2017). Using America as a guide, England followed the television advertising pathway. Brian Palmer 26 a Marketing Executive had one minute to tell a story that will persuade people to purchase toothpaste. The difference between advertisements in New York and London was that U.S. ads were sponsored whereas ad in London was a spot ad. At the time, not many households owned a television; however, the ad did have a favourable impact on sales (BBC News, 2015). Following the movement in the industry, New Zealand followed. The New Zealand Government agreed to air commercial advertising beginning in 1951 under the condition that they will not be under the entertainment category (TVNZ, 2017).

One way to measure the success of television advertising is to study advertising and brand recall. Recent work, for instance, shows that a television commercial can stimulate higher brand recall in comparison to an active brand placement during the same show (Davtyan, Stewart & Cunningham, 2016). A cognitive advertisement is where individuals can focus on the advertisement solely to gain knowledge, whereas effective advertisement is focused on emotions and feelings. Research from Soni (2017) explores the different levels of involvement within a television program and how it will influence recall of cognitive versing effective advertising that is aired during the television show. Results showed that cognitive advertisements were more likely to be recalled when the involvement of the television show is low versus high, the same resulted in an effective advertisement. The advancement of technology has further refined the ways individuals watch television and consume print advertisements and when such advertising is the most effective. Though mass-media advertising on such channels as television, newspaper and magazine has many benefits, including creating word of mouth and helping brands tell stories, individuals may find such platforms out of sync with modern lives.

2.2.2 Social Media Channels

Every day, individuals use social media channels to communicate with each other. Starting from MSN and Yahoo chat forums, to moving from blog site pages like BEBO and MySpace, and now having the four favourite channels, Facebook, Instagram, YouTube and Twitter. Each channel has filled the user's needs differently and is also an aid to create a brand. Social networking sites are defined as internet "applications that enable users to connect by creating personal information profiles, inviting friends and colleagues to have access to those profiles, and sending e-mails and instant messages between each other"

(Kaplan & Haenlein, 2010, p53). However, social media is much more than the ability to stay connected with everyone from all corners of the world. The platforms give individuals the opportunity to talk to, follow, and engage with social influencers, celebrity and brands. Social media channels are different than traditional media channels as they are based on a two-way communication platform that generates online discussion which is open to the public or provides consumers with the ability to ask a question or opinion and receive instant feedback.

Social Media Platforms – The Big Four			
Facebook	**Instagram**	**Twitter**	**YouTube**
Newsfeed, a place where posts from all your followers will appear	Upload Photos and Videos with captions and emoji's	Tweet and Retweet Polls Photos	Upload Videos, Watch Movies Listen to Music
Ability to share messages, photos and videos on Facebook profile page.	Instagram stories: Live stream Normal Boomerang Superzoom Rewind Hands free Upload from Gallery	Upload videos, photos Hashtags Analytics (perfect for influencers) Reply to tweets Tag people Check trending hashtags	View Trending Videos
Facebook messenger is a separate app on mobile devices Other features in this app includes: Sharing pictures, GIFS, "waving at each other"	Instagram Stories creative features: Add text Change colour Draw with different styles of pens Add stickers Hashtag Time Polls Filters • Oslo • Lagos • Melbourne • Jakarta • Abu Dhabi • Buenos Aires • New York	View trending topics	YouTube Apps • YouTube Games • YouTube Music • YouTube Kids • YouTube red

	• Jaipur • Cairo • Tokyo • Rio De Janeiro		
Live video cast – the ability to share moments on the spot	Archive and save stories on the mobile devices and app	Type up to 280 characters	Subscribe to channels
Share user information: • Birthday • Contact Details • Life events • Favourite music and books • Pages liked • Work and Education • Social groups • Family and Relationship • Friends	Profile Information: Profile Picture Name Username Website Bio	Live videos	YouTube Red: Advertised free streaming Download videos
Add profile and cover photo • Add custom filters • Occasionally suggest filters for specific events (To show support or acknowledgement)	Tag friends on images and comment	Add a cover and profile picture	Push notifications about subscribed video postings
Create photo albums and have full control on what images are displayed on your profile	Invites friends from Facebook	Mobile App	Live stream
Create events, social group pages, both are public or private	Search for people, tags and places		Posted videos share information: Number of views Like, Dislike and Share videos
The ability to sell products on certain pages	Receive notifications		Mobile App
Play games such as Candy Crush, Tetris, etc.	Send DM		
Tag friends, families and pages to photo and comments, Integrate Instagram and YouTube	Collections: Allows you to save photos and videos of yourselves or		

	others in an album only you can see.		
Receive push notifications and email alerts if anyone has tagged you	Mobile app		
View your own profile as another person			
Anything you post can be filtered so only: Public Friends Only Me Custom			
Mobile Apps enabled			

Table 1 Social Media Tools Used to Evaluate Content

Founded in 2004, Facebook was at first only available to Harvard students. Chairman and CEO Mark Zuckerberg's role is to set the overall direction and product strategy for the company, and he is lead designer of Facebook's service and development of its core technology and infrastructure (Facebook, 2017). From 2004 to 2018, the growth of Facebook has only accelerated, and it is today a publisher of content as it leads to innovation and technology. In 2005, Facebook opened up to all university students, and as of 2006, Facebook was open to any user (Facebook, 2017). In an article Shontell (2014) discussed the eight features Facebook started with, which are:

(1) user accounts with real names

(2) invitations and friend requests with real e-mail addresses

(3) The ability to list user metadata such as gender, birthday, dorm, phone number, favourite music, books and personal information

(4) ability to search by name, class year, and related metadata

(5) privacy restrictions to limit who could see profiles (i.e., friends only, friends only in a given class)

(6) restrictions to limit who could see profiles (i.e., friends only, friends only in a given class)

(7) restrictions to limit who could see profiles (i.e., friends only, friends only in a given class) and lastly

(8) A feature to visualise a user's friend graph, which was later cut (Shontell, 2014).

As of June 2017, Facebook's average daily active users included 1.32 billion people, with 2.01 billion monthly active users (Facebook, 2017). One reason behind Facebook's success is the platform's ability to allow individuals to connect with each other, whether they are local or overseas. Facebook not only allows family and friends to be connected, but celebrities and social influencers likewise use the platform to keep connected with their fan base.

Instagram was created specifically to share photos (Instagram, 2017a). Instagram launched on October 6th, 2010 with 25,000 people signed up, yet by 2017 there were more than 800 million monthly active users, more than 500 million daily active users and more than 250 million daily active stories (Our Story Instagram, 2017). Figure 2 shows the rapid acceleration and growth of Instagram in the past decade. Instagram was created specifically to share photos (Instagram, 2017a). In 2011, Instagram won iPhone App of the year. In 2012, Instagram took another step forward and opened the app to the Android world and partnered with Facebook (Instagram, 2017b).
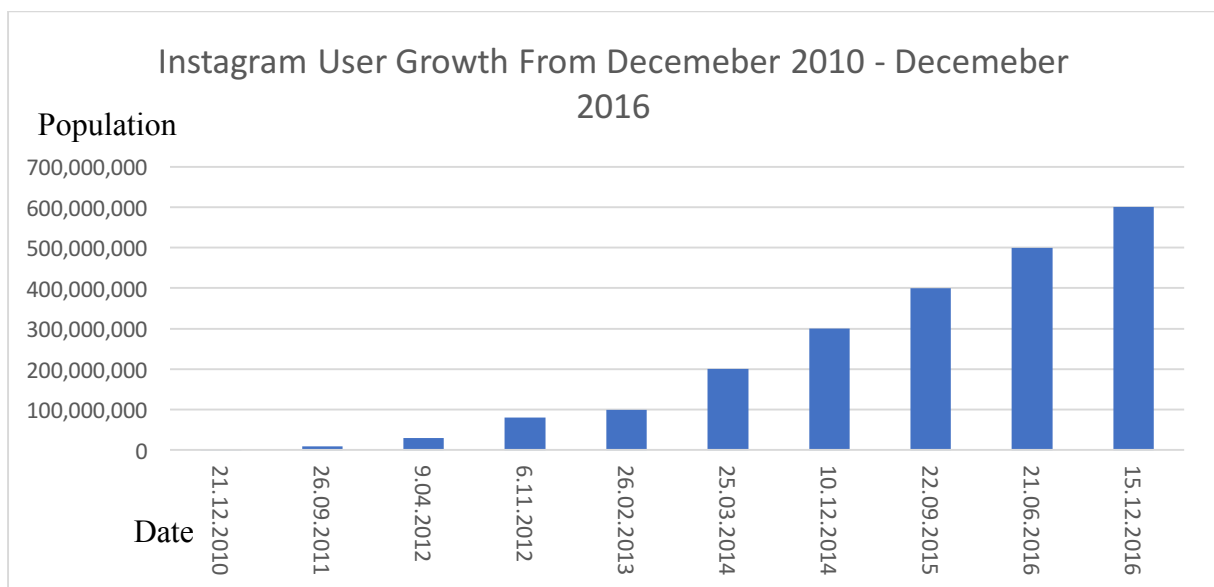
Figure 2 Instagram Growth Rate (Our Story Instagram, 2017)

YouTube is a video sharing platform that was founded in 2005 and allows billions of users to discover, watch, and share original content (YouTube, 2017). On a global level, YouTube has over 1 billion users, an estimated one-third of all the people on the internet. Additionally, internet users watch a billion hours of videos. Half of the views on YouTube come from mobile devices, and YouTube has launched local versions in more than 88 countries and navigates through the channel in 76 different languages which are covering 95% of the internet's population (Press YouTube, 2017).

Twitter is an online platform that enables individuals to discover what is happening in the world and what people are talking about at the very moment (Twitter, 2017a). Twitter's mission is to "give everyone the power to create and share ideas and information instantly, without barriers" (Twitter, 2017b). Twitter was launched in 2006 and allows individuals to exchange information. Twitter is about updating people all around the world with current events, influencers and friends and family. Twitter was the first major platform to use the hashtag, or "#" symbol to organise and categorise content in tweets and twitter conversations, this way people on Twitter can search for the tags and easily find what they are looking for.

Social media platforms show clear signs of crossover and integration. For instance, YouTube videos and video bloggers are advertised on Instagram. Social influencers create trailers for their YouTube videos and posting them on across different channels, including Instagram and Facebook, to generate awareness. The main social media channels have an additional feature for social influencers and celebrities to verify the account, so individuals know they are directly communicating with the famous.

As the media and communication landscape has changed, so has the ability of a brand to communicate its message. Though brands can advertise product features directly, the use of endorsers from peers to experts and celebrities has grown rapidly alongside the proliferation of media channels. Both traditional and social channels are used differently, however at the same time create exposure and awareness about a cause, brand, product, or social idea. Social media platforms are a relatively new component especially when it comes to advertising or even endorsing a brand or product.

2.3 Endorsement in Advertising

2.3.1 Celebrity Endorsement

Josiah Wedgwood, a well-known potter, ensured that his products were elaborately displayed in his London showroom and created excitement in the press. A marketing legend, Wedgwood was the first to understand the value of celebrity endorsement. One of the highlights in his career was using Queen Charlotte as an endorser when he was producing a tea set for her, which was used in his line as "potter to Her Majesty" by marketing the Queen's Ware range (Campaign, 2015). Celebrity endorsement growth started around the first World War in the U.S. Testimonials and endorsers were ordinary citizens, experts, athletes, film and other celebrities. In the early 1900s, testimonial ads in magazines and

newspapers were the first style of advertisement that used celebrities to endorse a product (Segrave, 2005). However, the style of endorsement soon earned a bad reputation when the movement against patent medicine arose, as patent medicine contained more alcohol than anything else. Though the problem was in the medicine itself, because the product was endorsed using testimonials, testimonials became associated with negativity and linked to patent medicine. This left the style of endorsement with less credibility, and for the time it was avoided by newspaper and magazine publishers (Segrave, 2005).

Celebrity endorsement is an expensive form of advertising, but research indicates that when done correctly such endorsers are beneficial to products, brand and company via aiding recall and recognition of endorsed brands. Celebrities are those who "enjoy public recognition and mostly they are the experts in their respective fields having a wider influence in public life and societal domain" (Prasad, 2013, p 3634). In New Zealand, local celebrities include singer Lorde (who is also an international success), television hosts Jono and Ben, and rugby sports star Richie McCaw, however major non-New Zealand western celebrities also make traditional media appearances such as actress Jenifer Lawrence, actress and talk show host Ellen DeGeneres, actor Ashton Kutcher, and singer and actor Justin Timberlake. Such celebrities are now used to endorse an endless line of consumer goods and services. This is in part because research has long shown that celebrity endorsements draw attention to, and improve attitudes towards, endorsed products and brands. Participants find it favourable when celebrity endorsers promote a product and indicate a deeper interest in purchasing the product (Mowen & Brown, 1981). Prasad (2013) suggests that celebrity endorsement has less influence on the decision to purchase but does help aid brand recollection.

Recall, recognition, and source characteristics are tools used to measure effective celebrity endorsement. For an effective celebrity endorser, advertisers need to ensure that the celebrity and the product match up and create a believable explanation for why the endorser truly likes, desires and uses the product (Silvera & Austad, 2004). In an interview with Adweek, sitcom actor Neil Patrick Harris said the relationships between him and brands work because he is a fan of supporting products that are well suited to his lifestyle. For instance, the actor said he has a Heineken beer tap installed in his house, and said that the beer brand is not afraid to show off humour, make jokes, and is willing to take chances, which fits with Harris' image as a comedic television actor (Nudd, 2017).

Source characteristics include trustworthiness, credibility, attractiveness, expertise and authenticity. In an effective campaign an endorser does not have to possess all the characteristics, however, should include more than one to make an impactful statement.

Source Credibility and product match revealed to have a positive influence. For example, it was revealed in a study conducted in Dublin that James Charlton is a credible source for sports and fishing products, because of the public figure he was categorised in. While, Sean Connery well known for his role as James Bond would suit endorsing products such as Fashion and Austin Martin (Mahoney & Meenaghan, 1998). Product match up and source credibility can have a negative impact. A factor to consider is the negative perception of source and product match up; for example, Jamie Oliver. Jamie was perceived in three different ways, (1) neutral and was known to be a celebrity chef, (2) rival of Clarissa Dickinson-Wright and (3) negative judgment of his actions by calling him a "culinary whore: or directly attacking his personality and morality. The reason behind this is because Jamie Oliver had endorsed a Salmon product that he would refuse to sell at one of his restaurants (Halonen-Knight & Hurmerinta, 2010)

Questionable is the impact that celebrities have when they join forces to create awareness about causes, and issues the world is facing; for example, political campaigns and the ALS challenge. Hsu and McDonald (2002) highlighted the multiple uses of celebrities would create and build awareness and appeal to a wider audience. Future research can lead to understanding a mass group of public figures have on movements. Celebrity endorsements are explicit tools to help promote branded offerings, whether endorsements occur via advertising or product placement. Oprah Winfrey began her book club in 1996 when she recommended a Jacquenlyn Mitchard novel with only 68,000 copies sold. As soon as Oprah announced the book on her show, October the number of books sold rose to 750,000 (Berg, 2016). "The Meghan Effect" is also emerging, so called because of the rate products begin to sell when seen with new British Royal by marriage Megan Markel. At an event in 2017, Meghan Markle carried a handbag from Strathberry, which later sold out in minutes (NZ Herald, 2018). With the idea that personality and source characteristics can transfer meaning from celebrity to consumer (McCracken, 1989), social influencers might operate via a different mechanism.

2.3.2 Social Influencers
Social influencers are celebrities making their career in the digital world on social media platforms and eventually, but rarely, using traditional media, whereas celebrities started their careers using traditional channels and eventually have moved their influence into the digital space and social media platforms. Social influencers are defined as individuals who shape audiences through the use of social media (Freberg, Graham, McGaughey &

Freberg, 2011). Social media influencers have the power to influence individuals, which can be measured by examining the rate that social influencers are gaining and loosing followers. Another measure can focus on the number of likes, dislikes, shares and focusing on the tone of the comments section.

Entertainment	Beauty	Gaming	Home	Travel	Fitness
Lilly Singh	Zoe Sugg	Markipiler	Grace Bonney	Brian Kelly	Kayla Itsines
Tyler Oakley	Michelle Phan	PewDiePie	Elisie Larson	Kiersten Rich	Jennifer Selter
Logan Paul	Huda Kattan	VanossGaming	Kate Albrecht	Murad and Nataly Osmann	Emily Skye
Hannah Hart	Nikkie De Jager	Sonja Reid	Paloma Conteras	Eric Stoen	Michelle Lewin
Miranda Sings	Shannon Harris	SSSniperWolf	Will Taylor	Damon and Jo	Joe Wicks
Shane Dawson	Jeffree Star	Jacksepticeye	Bri Emery	The Planet D	Cassey Ho
Cameron Dallas	Kandee Johnson	DanTDM	Emily Enderson	Louis Cole	Lyzabeth Lopez
Lele Pons	Manny Gutierrez	TheSyndicateproject	Jennifer Hadfield	Johnny Jet	Simeon Panda
King Bach	Christen Dominique	SkyDoesMinecraft	Reichel Broussard	Chris Brukard	Natalie Jill
Ariel Martin	Wayne Goss	Mara Takahashi	Coco Cozy	Kate McCulley	Rachel Brathen

Table 2 The Top Ten Social Influencers in Different Genres retrieved from Forbes Media, (2017a, 2017b, 2017c, 2017d, 2017e, and 2017f)

Genre	Instagram Followers	Twitter Followers	Facebook Likes	YouTube Subscribers	Total Reach
Entertainment	88,736,493	33, 686,501	48,768,942	73,567,721	246,920,000
Beauty	49,157,110	11,608,220	16,672,533	46,543,975	135,000,000
Gaming	34,816,943	28,181,794	11,361,245	152,082,828	228,000,000
Home	3,275,067	89,018	1,397,480	1,024,143	7,370,000
Travel	10,945,263	1,549,587	2,491,371	2,617,482	17,419,000

Table 3 Overall reach of the influencers listed in table 2 retrieved from Forbes Media, (2017a, 2017b, 2017c, 2017d, 2017e, and 2017f)

Table 2 show the names of social influences which have impacted a mass population where is table 3 to show the total number of reaches listed in table 2 have all together. Each

social influencer who is well-known has the power to persuade the way one thinks. Social influencers have stories they share on social media, answering why they started using social media. Jeffree Star, a beauty wizard who started inspiring individuals during the time Myspace was popular, continued when he saw the impact and noticed kids copying his make-up. He now has his own makeup line and has announced a collaboration with Manny Gutierrez, another beauty social influencer (Forbes Media, 2017h) known as MannyMUA, who found his fame on social media while considering a future in medical school. MannyMUA started on Instagram, though his fans insisted he starts using YouTube as a platform to communicate with his audience, which now numbers 4.3 million followers. Among the many partnerships MannyMUA holds, he is the brand ambassador for the well-known cosmetics brand Maybelline (Forbes Media, 2017i). Shannon Harris, also known as Shaanxo, is a New Zealander who is highly successful in the beauty influencer space and has built an international name for herself. She started vlogging on YouTube to fill a void in her life, but now owns her beauty brand xoBeauty where she has launched a range of make-up brushes and lashes and has collaborated with Smashbox cosmetics and Clinique (Forbes Media, 2017h). Beauty vlogger Huda Kattan went through a similar process, unhappy in her career in the financial industry, and turned to social media and showcased what she knew about beauty. Years later, Huda and her two sisters have built a beauty empire. Now she has her popular line of make-up brushes, foundations, eyeshadows and other products. She also showcased her creative business sense by selling false lashes in a vending machine which was favoured by Kim Kardashian West (Forbes Media, 2017g).

Lilly Singh provides a clear case to understand how social influencers can build a following. Singh started her YouTube career in 2010 in her final year of university. From lacking confidence, but wanting to rap and dance her insecurities, YouTube gave her the platform to build what the digital world calls her empire (O'Connor, 2017). From YouTube, Singh's career progressed at a rapid pace. In 2015, Singh created a world tour of her performances as comedian, singer, dancer and social commentator, which she documented on YouTube Red, a channel for larger scale video productions, in a documentary called "A Trip to Unicorn Island'. The documentary represented Singh, who she was before she started her popular YouTube channel, and why it was important to continue using YouTube to reach her fans. Singh's "A Trip to Unicorn Island" and Singh's content was subsequently featured on digital channels and traditional channels alike, as she reached the talk-show circuit, premiered her film at the Hollywood classic Grauman's Chinese Theatre in Los Angeles, released a lipstick line and released a book.

Kelman (1961) defines identification as occurring "when an individual accepts influences because he wants to establish or maintain a satisfying self-defining relationship to another group or person" (p 62). There is of high importance in the social influence process when an endorser is perceived as having a strong desire for the product; desire for products can transfer to the viewer. According to Kelman's (1961) model of social influence, if an endorser impacts an individual consumer, that consumer might seek to mirror the endorser in word, deed, and even brand preference to be more like them. Internalisation also occurs when "an individual accepts influences because the content of the induced behaviour – the ideas and actions of which it is composed is intrinsically rewarding" (Kelman, 1961, pg. 65). When consumers internalise a message, they are persuaded by the content and will then adopt the claims as their beliefs. As a well-known celebrity presents information, consumers may be more likely to believe the claim and consider the claim as their own (Kapitan & Silvera, 2016). How does this process change when it comes to social influencers using their chosen channels, positioned as everyday people?

As expressed in this study, social influencers have leadership abilities within their following. Personality strength is a central trait and a mirror of their confidence level during leadership roles, forming others' opinions. In a study conducted by Langer, Hennings and Wiedmann (2013), big personality strength is an essential driver of leadership and can provide social influencers confidence while they are in the process of persuading others. Social influencers generate two types of communities, one in their circle of friends and secondly among a virtual community. Social influencers' specific genre (e.g. beauty vlogs) and a particular influencer (e.g. Kaushal Beauty) alike influence groups that share common interests or an examination of the comments section and how individuals and the influencer evaluate opinions. Viewers are aware that watching the videos posted by influencers is optional, which means there are three main reasons why viewers would watch the content. First, some viewers may be watching purely for informational content and be focusing specifically on the message or content. A low-stress environment and consumer motivation to gather information can facilitate deeper cognitive processing of an endorsed message, which leads the individual to internalize (Kapitan & Silvera, 2016). In the case where individuals are specifically looking to solve a problem or have been watching an endorser enough to believe they are authentic and trustworthy, they may be sufficiently persuaded by the content to embrace the message and product claims as their own (Kapitan & Silvera, 2016). Second, individuals might view content on social media due to their peers discussing specific content presented by the influencer to fit into a social setting. Casual browsing such as this may lead

to peripheral processing, and little to no opinion change as a result (Kapitan & Silvera, 2016; Kelman, 1961). Third, viewers may simply enjoy viewing the opinions presented by their favourite social influencers.

In the case of social influencers, this thesis questions why individuals would want to mirror the influencer, what is it that they do that influences and attracts the viewer, and how social influencers can influence the opinions and attitudes of viewers. Wood and Hayes (2012) propose that social influences arise when the consumer is motivated to be in unity (or conflict) with others. This research questions whether viewers are watching YouTube videos, following Twitter feeds and liking Instagram posts to create a shared identity with the social influencer, or with their social networks. An important factor, in this case, is trust. When an individual is deciding to consume a good, Wood and Hayes (2012) determine that others' judgement or opinions can motivate them. Opinion leaders are individuals who change other's opinions, attitudes, beliefs and motivations (Valente & Pumpuang, 2007). Opinion leaders often have a high status in education and social aspects – a role social influencers such as YouTube vloggers may occupy for their followers and subscribers. How do endorsers, whether celebrity or social influencer, achieve their influence regardless of channel used to reach their audiences? The literature suggests that both the types of content created, and certain source characteristics are key to the transfer of meaning and influence from social influencers to consumers, as the model of influencer impacts on consumers developed for this thesis shows (see Figure 1). The difference between celebrities and influencers is that influencers get almost 100 percent full creative control, whereas celebrities are directed.

Is it right to assume that individuals' value or trust the opinions of the influencers if they viewers are asking for reviews? This goes for both social and celebrity influencers. There are many platforms created that individuals can personally contact influencers. However, in what ways can their image be ruined? Is it the way they behave and present themselves in front camera versus in real life, cote the backfired? Examining endorser source characteristics will help obtain a better understanding of the way individuals portray and consume content.

2.4 Elaboration Likelihood Model

For more than 30 years, academic researchers have taken an interest in an information-processing model of consumer behaviour, best represented via the elaboration likelihood model (Kitchen, Kerr, Schultz, McColl, & Pals, 2014). The elaboration

likelihood model has two routes to persuasion –central and peripheral. This model is used to explain how individuals process stimuli (such as an advertisement) in different ways, and the outcomes of this processing on attitude change, which occurs via two routes to persuasion. An individual's motivation and ability to process a message will determine the route and involvement the individual decides to take. The central route to persuasion, for instance, involves attitude change via individual thought and careful consideration of information. In contrast, the peripheral route to persuasion is the result of associations, and typically leads to less enduring attitude change. High involvement tends to occur when an individual has an active interest or investment in a product, while low involvement occurs when a person has no active interest above an average level of curiosity for any product (Petty, Cacioppo, & Schumann, 1983).

The central route is taken when an individual is highly motivated by the persuasive message and has the ability process the information (Petty, Cacioppo, & Schumann, 1983). Individuals' cognitive levels are high when they think about an argument made by a promoter. The central route to persuasion occurs when a person is motivated and can reflect on the worthiness of the source presenting information. In the case of an influencer, the information (message) is transferred from channel to the viewer. The viewer might then question whether they wish to acquire attributes of the influencer, such as attractiveness (Kahle and Homer, 1985), by using the endorsed products. O'Keefe (2008) shares two primary factors that can encourage the central route to persuasion. First is whether the message is positioned pro-attitudinal or counter-attitudinal for the viewer. Second is the strength and quality of the message argument. Pro-attitudinal messages deliver favourable outcomes while counter-attitudinal messages can deliver unfavourable outcomes. If message strengths encourage high elaboration where receivers are willing and able to engage in extensive issue-relevant thinking which includes a careful examination of the argument, attitudes are more likely to be impacted (O'Keefe, 2008).

Previously studies have shown the relationship between the central and peripheral routes of persuasion regarding celebrity endorsers-product congruence. In 2016, Lee and Koo states when the endorsers expertise images fit with the product, consumers responses will have the ability to strength product involvement and the effects of endorser-product congruencies. Liang (2018) research expressed through the central route of persuasion, consumers have an intention of purchasing goods when there is a positive influence on the perceived value of the athlete-endorser sports product congruence's and celebrity endorsers – sports product incongruences. Present research suggest social influencers are experts in

their field as they create content catering specifically to a specific genre (e.g. Shannon Harris – beauty industry), evoking a positive social influencer – product congruencies through the central route.

Individuals take the peripheral route when elaboration is low and they are not engaged in the arguments of the message which leads to heuristic cues, simple decision-making procedures that requires very little information processing (O'Keefe, 2008). For instance, the credibility heuristic is when the receiver is guided by the apparent expertise of the communicator (O'Keefe, 2008). When consumers judge that an endorser is credible, this becomes a heuristic cue an individual will rely on to judge the credibility of an influencers' content and use them as a guide. Other heuristics such as likeabilty of the source may make aa message more persuasive. The consensus heuristic occurs when consumers are influenced by the reaction of others. The sight of approving reactions enhances the message persuasiveness (O'Keefe, 2008).

Individuals may be more easily able to understand a message if they have prior knowledge of its subject matter. However, knowledge is only active when it is accessible, as otherwise, individuals tend to rely on simple cues. Prior research demon states that consumers have a greater elaboration on information when they can relate the information to themselves (Fabrigar, Priester, Petty, & Wegener, 1998), This factor can lead to an increase in self- related thoughts and the ability to link product information and memory.

How do influencers factor into changing the routes of persuasion? The celebrity status of product endorsers has been shown to have more impact on product attitudes under low involvement conditions than when compared to high involvement conditions (Petty et al., 1983). Petty et al. (1983) show that high involvement leads to better recall and that well-known endorsers increased recall in low involvement conditions. This research gives a base understanding of how influencers affect an individual's involvement levels with the brand and how researchers can use that knowledge to test if the same results apply towards a social influencer and their viewers. Message repetition, prior knowledge, and self-referencing help understand what influences motivation and the ability to process advertised messages (Kitchen et al., 2014). Message repetition is known to be the most important variable and is defined as a factor that influences a person's ability to process issue-relevant arguments. A moderate message but a strong case can lead to a pleasant brand attitude (Kitchen et al., 2014).

Academic literature has identified that individual will have different reasons of motivation when processing a message. Petty and Wagner (2011) state the elaboration likelihood model leads to three motivational factors; personal relevance, need for cognition and psychological consistency. In context to the thesis personal relevance fits well with influencers and content, as the higher the relevance, the more the message relates directly to the viewer and has an impactful meaning in their life (Petty & Wagner, 2011). For example, influencer followers may process a message vigilantly from their favourite influencers, ones they feel connected to the most. Individuals with a high need for cognition find thinking enjoyable, whereas individuals who have a low need for cognition prefer to engage in deep thought only when needed (Petty & Wagner, 2011). Having a high need for cognition indicates one would process a persuasive message more carefully. Psychological consistency means one strives to perceive their thoughts, feelings and behaviours as consistent with one another, and potentially will experience some sort of discomfort when these factors create inconsistency. Inconsistency can include attitudinal ambivalence which arises when an individual has conflicting beliefs about an attitude object (Petty & Wagner, 2011). Individuals may tend to follow social influencers and celebrities who have similar attitudes, thoughts and feelings as them. This will lead to individuals processing the persuasive message much easily than someone who experiences low psychological inconsistencies.

The thesis believes when an individual is exposed to the content presented by a social influencer, they will process information using the central route of persuasion. As seen in figure 1, the central route links with the source perceived high in trustworthiness, authenticity and expertise. However, when individuals are presented with an advertisement featuring a celebrity endorser, the peripheral route of persuasion is undertaken. With the peripheral route, the celebrity endorser is perceived high in expertise and attractiveness.

2.5 Parasocial Interactions with Influencers

Social media channels were created for the sole purpose of communicating with other individuals. Once influencers started adopting these channels to start the discussion of consumer goods, the conversation would become heavily one-sided. Therefore, parasocial interactions is essential when studying social influencers. The literature states parasocial interaction occurs when an individual interacts with someone who is seen in the public eye; however, this relationship is not reciprocated by the social influencer, and thus one-way

interaction occurs (Gong & Li, 2017). The use of social media helps social influencers engage with their following, but also creates satisfaction for the followers and fulfils curiosity and a thirst for content as social influencers use the space provided on social media to constantly update their followers so they feel as if they know the influencer personally (Gong & Li, 2017). For example, teen Musical.ly influencer Baby Ariel (Ariel Martin) does not use all the social media platforms to deliver the same content, but rather uses Instagram for uploading high-quality photos, Twitter for the sole purpose of tweeting information on her mind and personal updates, and YouTube for longer videos, with short videos uploaded on for her original fan base via Musical.ly (Brazilian, 2017).

Gong and Li's (2017) study revealed a significant and positive relationship between parasocial interaction and the effectiveness of an endorsement. Escalas and Bettman (2017) indicate that individuals who have a need to belong tend to create a false sense of friendship or intimacy whilst maintaining a distance from the influencers themselves. This creates an increase in the power of the celebrity endorsement (Escalas & Bettman, 2017). According to Madison and Porter (2015), there is a correlation between parasocial and intrapersonal communication. Intrapersonal communication is defined as "a type of day dreaming in which we imagine interacting with other people for the purpose of developing internal scripts for various real-life actions or encounters that we anticipate having in the future" (Madison & Porter, 2015, p 363). It's possible that parasocial interaction fostered by repeated and continual contact with an influencer's content and messages will drive consumer perceptions of an influencer via key source characteristics such as familiarity, likeability and attractiveness.

Parasocial relationships develop over time and the involvement of viewers heightens parasocial interaction. People communicate with each other to reduce uncertainty, a concept that works well when communication is two-way. However, when communication is one-way, with flow directed from a social influencer or celebrity endorser to a general audience, individual consumers in that audience will need to actively search for information to reduce any uncertainty (Perse & Rubin, 1989). Individuals tend to turn to key source characteristics, such as attractiveness, likeability, expertise and authenticity, to do so. In particular, the social media context lends itself to fostering parasocial interactions that can ultimately influence attitudes and even behaviours of consumers. Interactivity in blogs influences attitudes, a process that is mediated by parasocial interaction and perceptions of a relationship with bloggers (Thorson & Rodgers, 2006). The availability of detailed and plentiful information emerges as a key driver for forming parasocial relationships. In-depth knowledge about social

media personas fuels adoption of opinions, interests and attention via parasocial relationships, and simulated relationships can also inspire offline behaviours (Yuskel & Labrecque, 2016).

Social media interactions can also create a sense of belonging, of feeling connected, and a sense of intimacy with influencers. Chung and Cho (2017) reveal that social media interactions and parasocial relationships are positively associated with each other. Their study showed that social media interaction enhances perceived intimacy and bonding. Parasocial relationships in Chung and Cho's study (2017) were encouraged by social media interactions but mediated by the degree of an influencer's self-disclosure, or the amount of private and intimate information revealed.

The present research believes parasocial interactions is defines the relationship between influencers and the viewers. Often when individuals comment and post on certain channels and leave messages or watch and read the influencer message, there may feel a sense of friendship with that group which may not fully exist on behalf of the influencer. However, these relationships are created dependent on how individuals perceive the source characteristics.

2.6 Source Characteristics

Source characteristics are attributes that are needed for a social influencer or celebrity endorser to be effective when communicating to an audience. For endorsement, the most important attributes are trustworthiness, expertise, attractiveness, authenticity, and reliability (Erdogan, 1999), as the literature shows these attributes are the most likely to contribute to attitude change and eventual behaviour change (Erdogan, 1999; Kapitan & Silvera, 2016). These attributes have been individually studied for celebrity endorsers (i.e., Erdogan, 1999), however, the rise of online social influencers makes it important to re-evaluate and compare and contrast social influencers and celebrity endorsers so that brands, endorsers and researchers have a better understanding of what viewers are looking for. The model of influencer impact on consumer goods evaluations (Figure 1) shows that influencers might have one or a combination of several key source characteristics for their endorsement message to be the most persuasive.

2.6.1 Trustworthiness

The role trust plays in social influence is crucial. Miller and Baseheart (1969) confirm that trustworthiness of the source is important when the effectiveness of a persuasive message

contains opinionated statements. Therefore, when the source was highly trusted, the message was more effective than when the source was not trusted. A common thread in academic research about trustworthiness is that it is a fundamental element of source credibility (O'Mahony & Meenaghan, 1998). Results from Sternthal, Dholakia and Leavitt (1978) indicate that individuals trust the message when it comes from a source that has high credibility. Many celebrities and social influencers share their opinions on different social media platforms, making it is appropriate to and highly relevant to measure the trustworthiness of both types of endorsers. Roy, Huh, Pfeuffer and Srivastava, (2017, p 269) broadly define trust "as one's willingness to rely on another person when uncertainty and risk exist." Erdogan (1999) refers to trust as the honesty, integrity and believability of an endorser. These three factors can be used to measure celebrity endorsers and compare them to social influencers. When celebrities are chosen to endorse a product, brands look for an endorser that is honest, has integrity and is believable, because when a celebrity does not have the qualities of being trustworthy, the message itself is not trusted as a result (Erdogan, 1999). The same can relate to social influencers. Brands often sponsor well-known social influencers to promote their brand on their channels, creating similar relationships a celebrity has with a brand.

Individuals are less likely to lie when there is a minimal risk (Rotter, 1980). Influencers impact a mass population, creating a more significant effect if individuals are deceived. An example of negative celebrity endorsement that has had a negative influence on trust and their following is Tiger Woods. His career hit a downfall in 2009 when evidence of his serial cheating and extramarital affairs emerged, mostly because Tiger Woods' image was of a clean, trustworthy, role model athlete. This incident caused brands to cancel their Tiger Woods endorsements, as news and publicity about his infidelities caused fans to lose trust in what Tiger Woods had to say, even after his public apology (Keeney, 2017). As negative incidents occur, relationships that have been created by the celebrity or social influencer can be tainted, and it is challenging to come back. In this way, trustworthiness is a core component of endorser characteristics. The relationship social influencers have with their followers rivals the relationship a celebrity has with their fans: In a study conducted by Twitter and Annalect, individuals report that they trust social influencers just as much as they trust their friends (Swant, 2017).

Social media is a two-way communication channel, and messages are shared. To what extent is trust important in this process, and how will trust affect the attitude formation

process when an endorser is attempting to present a persuasive message? Trust and uncertainty are highly interrelated. Frederiksen and Heinskau (2015) find that individuals will take into consideration benefits and losses in trusting an individual and whether that trust is worth the risk. Regarding social media, when consumers follow a social influencer online, they are taking the initiative to listen to the opinions of the influencer as a vote of trust and good faith.

The present research proposes that trustworthiness, one of the many factors that influence source credibility, can be potentially assessed by the number of followers or "likes' that social influencers and celebrities have on social media platforms. The more followers, the higher chance individuals trust and value their opinions. For example, Shannon Harris, known as Shaanxo, has 3,058,281 (Harris, 2017) subscribers on YouTube and Lilly Singh has 12,439,434 subscribers (Singh, 2017) on YouTube. Choosing to become a subscriber indicates that individuals have some sort of relationship with the social influencer they subscribe to or follow, and when watching them, might be inclined to trust the content. Hoorn (2014, p. 1256) identifies a trust radius which "determines with whom individuals are willing to cooperate, thus affecting the reach of productive social exchange within society" and "the width of the circle of people among whom a certain trust level exists." Social media users have a circle of influencers they watch and that they trust, however to what degree does that trust extend? Key to answering this question may be how often they watch, read, follow, like or interact with the influencer as well as the popularity of the influencers themselves, including how many followers they have, and whether the discussion of the influencer is in their social group.

Social media is seen as more of a trustworthy source of information than corporate-sponsored communications that have been broadcasted through traditional elements derived from the promotion mix (Mangold & Faulds, 2009). Social network sites are beneficial as it helps individuals maintain real-world relationships and easy accessibility to exchange (Chu & Kim, 2011). Research from Chu and Kim (2011) revealed a positive significant impact on opinion seeking, opinion giving and opinion passing when individuals who use social networking sites trusted in their contacts. Individuals may trust social influencers like they trust their friends as both parties can exchange information with each other. The two-way communication mode of social media, as a platform, can facilitate trust for both parties when(a) influencers viewing the comment section read potential ideas from individuals (fans) and/or reply to fans, and (b) individuals are looking to the influencers' content for some

advice on a problem they are having. The more knowledge both parties have of each other, the more likely trust will grow.

Becerra and Korgaonkar (2011) discuss many effective points that are related to trust in individuals, products and online intentions. Firstly, online trust behaviours include (a) willingness to depend on the website, (b) following advice provided online, and (c) providing personal information online. This thesis questions how these behaviours impact social influencers using social networking sites. Firstly, social influencers depend on platforms such as Facebook, Instagram, YouTube and other channels to place their content. Trust is not only generated with the influencer but also with the platforms they use. Secondly, individuals tend to follow advice influencers provide. Lastly, both parties provide personal information online, (a) individuals leave messages to their followers for the whole of social media to see and (b) influencers share personal information on their channels, where individuals can contact them.

Becerra and Korgaonkar (2011) defines four factors of trust belief: competence, benevolence, integrity, and predictability. This research believes the four factors of trust is what individuals look for when examining the social influencers and celebrity endorser in advertising or reviewing content on social media channels.

Reference	Trust Factor	Definition
Becerra and Korgaonkar, (2011), p 939	Competence	"Refers to the skills of the trustee"
Becerra and Korgaonkar, (2011) p 939	Benevolence	"Refers to the trustee's positive orientation perception towards the trustor"
Becerra and Korgaonkar, (2011) p 939	Integrity	"Captures the trustors perception of the trustee's positivity, dependability, credibility, and adherence to an acceptable set of principals"
Becerra and Korgaonkar, (2011) p 939	Predictability	"Refers to the trustee's consistency that enables the trustor to anticipate the trustee's future behaviours"

Table 4 Definition of Trust Factors

Russell and Stone (2002) state that leaders must acquire three attributes: confidence, competence and credibility. As stated above in table 4, competence refers to skills that of the influencer. To maintain trust over time, it is important for leaders, in this case influencers, to

demonstrate competence in their jobs (Russell & Stone, 2002). One must maintain a level of knowledge to educate their viewers no matter the genre. Benevolence suggests that the influencer (trustee) has a specific attachment or even parasocial interaction with the viewer (trustor) (Davis, Mayer & Schoorman, 1995). Davis, Mayer and Schoorman (1995) also mention that the trustee wants to help the trustor without any extrinsic reward. However, once an influencer comes to a certain level of influence with a highly populated following, brands or companies start to sponsor influencers to endorse their product. There is a chance that sponsored endorsement may influence the viewers' trust as they may believe the product review is created with an alternative purpose, which is to keep a favourable relationship with the brand. Viewers of celebrity endorsement advertisements are already more keenly aware of the monetary transaction that takes place between the influencer and brand, other factors such as authenticity and attractiveness may come into focus.

Another definition of integrity from Kim, Dirks, Cooper and Ferrin (2006) is that one follows a set of principles which one considers acceptable. Behavioural integrity is when consumers perceive that influencers are accurately representing themselves and their values. Viewers of influencers that they are attached too or genuinely are knowledgeable about will sense or hypothetically be able to acknowledge when one is not being themselves. Honesty and integrity are interpersonal factors of credibility. Credible leaders have competence and personal traits that trigger individuals to take direction (Russell and Gregory Stone, 2002). Prediction and trust are resources of reducing uncertainty (Davis, Mayer and Schoorman, 1995). With influencers, consistency of uploading video or posts on channels and celebrity's constant exposure in movies, television shows, and talk shows means that viewers have ample information to judge and predict future tendencies. Besides first-hand content provided from the influencers, word of mouth and electronic word of mouth is a mediator for predicting future trust behaviours.

Information-based trust is conducted through the information individuals have on each other rather than creating fear/punishment or a reward. Information based trust is also known as knowledge based-trust, which factors in familiarity of the other party, determines whether their behaviour is predictable, and relies on a sense of uncertainty which reduces any risks of trust issues (Hsu, Ju, Yen, & Chang, 2007). Cognition-based trust is identified with individuals that trust and respect each other due to good reasons and evidence (Hsu, Ju, Yen, & Chang, 2007). Cognition-based trust is based on cognitive reasoning versus affect-based trust, which develops strong links between personal and emotional value. Chowdhury (2005)

examines how affect-based trust and cognition-based trust effects knowledge sharing when individuals work in teams. Results indicate positive relationships between cognition and affect based trust and complex knowledge sharing. Results also indicate that affect base trust and cognition base trust do not depend on each other. It seems in this situation than an influencer and their followers form a cognition-based trust, as individuals need evidence for why they should be trusted, and this can be found on social media. Overall, trustworthiness plays an important role in the relationship between influencers and individuals. It has been identified that trust is outlined by many factors, the main two being cognitive and emotional. This research seeks to understand the relationship between trust factors such as credibility, reliability, emotional trust and cognitive trust. Trust and authenticity also go hand in hand, to be trustworthy it is important to show one's genuine self.

2.6.2 Authenticity

Authenticity is not only about speaking the truth, but it is also how a person presents themselves, whether it is genuine or not (Seligman, Steen, Park & Peterson, 2005). Further definitions of authenticity are explored in table 5. Celebrities present themselves in their art, whether it is movies, television or music. Social influencers present themselves on many social media channels, whether it is a post on Facebook or a video on YouTube. The difference between a celebrity and a social influencer is a majority of the time the celebrity is directed in their art, with some opportunity for creative direction, whereas social influencers have full control of their creativity and, most of the time, their content. However, it can be argued whether or not either type of influencer is perceived as being authentic.

Authors		Definition
Tisdell (2003), p. 32	Authenticity	"Having a sense that one is operating from a sense of self that is defined by oneself as opposed to being defined by other people's expectations."
Kernis (2003), p. 15	Relational Authenticity	"Being genuine and not "fake" in one's relationships with close others."
Kernis & Goldman (2006), p. 294	Authenticity	"The unobstructed operation of one's true- or core- self in one's daily enterprise."
Wood, Linley, Maltby, Baliousis, & Joseph (2008), p. 386	Authentic Living	"Behaving and expressing emotions in such a way that is consistent with the conscious awareness of physiological states, emotions, beliefs, and cognitions."
Wood, Linley, Maltby, Baliousis, & Joseph (2008) p. 386)	Authenticity	"Involves the extent to which one accepts the influence of other people and the belief that one has to conform to the expectations of others."
Brunell et al. (2010), p. 901	Authentic Behaviour	"Authentic behaviour is acting in accord with one's values, preferences, and needs rather than engaging in ''false" behaviours to please others, obtain rewards, or avoid punishments."

Table 5 Definitions of Authenticity

From the information gathered in Table 5, the construct of authenticity involves how genuine one's identity is presented. For this research, the construct of authentic behaviour (Brunell et al., 2010) is used to define authenticity, as acting in accord with one's values, preferences, and needs versus acting in such a way to please others or obtain rewards. Social influencers who create and direct their own visual, audio and written content embody this construct more fully than celebrities who arise from the traditional media forms of art and entertainment. However, does that that perception of authenticity transfers to the viewer, follower or fan? Wood et al. (2008) indicate that accepting influence from others or conforming to others' expectations makes one appear less authentic. Followers, viewers, and fans have the ability to view a social influencer's emotions and behaviours across different social media channels. Curating consistency in opinions across the rich visual, audio and written platforms helps influencers present themselves as who they are or how they would like their followers to see them.

Kernis and Goldman (2006) propose that awareness, behaviour and relational orientation are three components of authenticity. Awareness is defined as "possessing, and being motivated to increase knowledge of and trust in one's motives, feelings, desires, and

self-relevant cognition" (Kernis & Goldman, 2006, p. 294). Followers might feel they know how genuine a social influencer is about their emotions towards any products they endorse via the content they create, and whether they are being honest about the product being endorsed. This can be measured by examining how often the product is actually used in their daily videos and or social media posts. Authentic behaviour, defined as "behaving in accord with one's values, preferences, and needs as opposed to acting 'falsely' merely to please others or to attain rewards or avoid punishments," (Kernis & Goldman, 2006, p. 298) is key to the construct of authenticity in use for this thesis.

Personality reflects one's authenticity. The research takes into consideration that perceived personality traits and authenticity is a big focus on the way we judge influencers. Parks-Leduc, Feldman & Bardi, (2014) define personality traits as "a description of people in term of relatively stable patterns of behaviour, thoughts and emotions" (p.3). Another factor to look into is personal values which is defined as "rather stable broad life goals that are important to people in their lives and guide their perception and judgement" (Parks-Leduc, Feldman & Bardi, 2014, p. 3). Influencers are perceived to be authentic when they share who they are with their audience and are consistent. Perceived personality traits and values are thus also important when it comes to authenticity, as emotions, thoughts, life goals, and values can be transferred through the messages shared by influencers to viewers and followers via parasocial interaction (Yuskel & Labrecque, 2016), which can result in consumers wanting to incorporate those traits into their daily routine. Authenticity increases when individuals have high levels of not only agreeableness but extroversion, conscientiousness, emotional stability and intellect (Fleeson & Willt, 2010).

Results have shown that extraverts tend to have a higher positive affect than introverts (McCabe & Fleeson, 2012). It can be predicted when an influencer is representing themselves on any chosen channel, to ensure that their personalities are consistently shown throughout postings. A consistent behaviour in personality and authenticity may lead to a genuine following and will help the other source characteristics. Individuals who persuade three goals ("trying to convey information, trying to connect with people and trying to have fun") predicted individuals were happier (McCabe & Fleeson, 2012). Authenticity is revealed by how ones portrays their personality. Openness also refers to openness to experience which plays an important role in an influencer's personality. It has been researched that individuals who have a high level of openness to new experience are more interested in trying new things than one is to figure out how things work (Ross et al., 2009). Both celebrities and social

influencers are familiar with the idea of trying new experiences whether it's a new script, product, brand or new methods of communication. In a study involving personality traits and the social media platform Facebook research resulted in individuals who had a high score on this particular personality trait were willing to use Facebook as a communication tool and use a greater number of features (Ross et al., 2009). Additionally, individuals who are higher on the scale are using more features from the personal information section, therefore individuals who relate to this personality trait are open to express themselves on Facebook (Ross et al., 2009).

2.6.3 Attractiveness

Is determining an influencers' attractiveness, similar to judging a book by it cover? Many academics refer to the importance of attractiveness as a crucial factor in the process of selecting endorsers, as they carry the message that will be transferred to the individual who will potentially be exposed to the brand (i.e., Erdogan, 1999). Factors related to attractiveness besides facial beauty include likability, friendliness, physique, social and occupational affiliations (Miciak & Shanklin, 1994). Previous research has shown that the more individuals are attracted to the endorser, the higher the purchase intentions for endorsed brands. When celebrity endorsers are attractive and the product and endorser fit well with each other, higher purchase intentions occur Till and Busler (2000) revealed that an attractive endorser drives purchase intentions, while DeShields, Kara and Kaynak (1996) reveal that their respondents had higher purchase intentions towards a product or a service when the spokesperson was seen as attractive.

Results of Praxmarer's (2011) study presents positive affect on persuasion and attraction when, firstly, the presenter and receiver are the same or opposite sex and whether the receivers are characterised by low or high product involvement. Social influencers thus may have more ability to persuade individuals by the way their content is presented and physical attractiveness, and celebrity endorsers might have more ability to persuade individuals by their lifestyle and their degree of physical attractiveness. Whether product type is high or low involvement, the attractiveness of the individual delivering the message is a key to persuasion (Praxmarer, 2011). Till and Baack (2005) show that creative advertising leads to high levels of unaided recall. With the results from the study, this research wants to understand whether creativity can attract viewers to watch videos uploaded by social influencers and the advertisements that the endorser has been placed in and aid in recall, and

take into consideration the message said by the influencer in the video or advertisement when looking for a product similar or the one being endorsed.

2.6.4 Expertise

Expertise defined by Erdogan (1999) is an individual who has "knowledge, experiences or skills" in a specific field, but should also be considered a cognitive based attribute (Eisend & Langer, 2010). The role of an expert influencers is to transfer the information to the audience, while using other source characteristics. It can be predicted whether expert information provided by influencers is found attractive to the viewer. Thomas and Johnson (2017) suggests that celebrity endorsement and expertise have matched up together. Both social and celebrity influencers may take different approaches on how they gain knowledge. Credibility of a source can be determined by a viewer's determination of whether the source is knowledgeable about the topic or not. Experts are perceived to be opinion leaders and can influence decisions (Gilly, Graham, Wolfinbarger & Yale, 1998).

Credibility is an attribute to focus on when examining source expertise. Hayes and Carr (2015) have showed a blog presented with a high level of socialness are perceived as having expertise, however, do not showcase perceived credibility. This research predicts that an influencer who has expert knowledge and is a credible source will rate the influencer in a positive light. Source credibility and expertise can be measured by examining the comments on the social media pages for verification. Kamins (1990) found that a product and attractive endorser must be matched with other attributes such as expertise and credibility to drive consumer responses. For example, celebrity endorsers such as George Clooney endorsing the brand Nespresso is perceived as a "fit" or "match," or even a social influencer Casey Niestat endorsing different technological devices or Shannon Harris of Shaaanxo endorsing beauty products. Influencers should be knowledgeable in the genre they are communicating in, as this will impact the outcome of the influence.

The levels of expertise and knowledge in a specific area influences maven through a consumer's motivation to influence other group members (Langner, Hennigs & Wiedmann, 2013). Mavens are those who have lots of knowledge, connections, and valued opinions. Valued opinions should be highlighted; for example, viewers may value Kim Kardashian's input on the beauty world but not on political bills being put into place. The outcome would be the fact she may be taken as seriously as Barack Obama, however, if Barack did make comments about beauty products its most likely going to take a comedic turn.

Overall, it's not only the characteristics of the influencers themselves that should be the focus, but their content should be highlighted as well. The information provided, the length of the post will determine how much information has been processed and will aid to their decision about the influencers. Content characteristics in a review context look at many factors, but more importantly the persuasive impact of the message and the expertise claim (Willemsen, Neijens, Bronner & de Ridder, 2011). Research revealed that product evaluations are supported with a high number of arguments and have shown a positive relationship between expertise claims and a perceived usefulness of a review (Willemsen et, al, 2011). The idea in this research is to examine the impact of the message, by measuring the length of post (for a video) and the information in the post.

2.7 The Meaning Transfer Model

In meaning transfer, cultural meaning has a flow between "individual and collectivist efforts" and "advertisers and consumers" (McCracken, 1986). The term "cultural meaning" is defined from a culturally constituted world and transferred into a consumer product, which when purchased and used, can again be transferred to an individual consumer. For instance, Tom Cruise wearing Wayfarer Ray Ban sunglasses in the film 'Top Gun' (1986) is an example of the meaning transfer model. Upon release of this movie, the Wayfarer Ray Ban sunglasses became a worldwide social fashion trend, which then moved to individual consumers. The purpose of the meaning transfer model about celebrity endorsers illustrates how meaning passes from each of the three stages. The first phase of meaning creation involves the celebrity. The second phase focuses on how the celebrity is related to or matches with the advertisement with the product. The third phase discusses how meaning is transferred from the product to the consumer. Who the source is and whether they are credible or attractive is measured using this model? The meaning transfer model is also helpful to examining methods and processes in use today by social influencers to influence consumers of their videos.

Stage one in meaning transfer is the creation of the celebrity endorser, and the image portrayed by them. The celebrity selected to represent a brand or product as an endorser is crucial, as they must be a good fit. Once the chosen celebrity is selected to participate in the campaign or product placement, the next step in the process is to identify the meanings that are incorporated into the product. Tom Cruise, for instance, brought an image of cool, masculine attractiveness to Ray Bans. Celebrities are the key players in the meaning transfer model.

The final stage is that of the product to the consumer, in which a consumer might purchase Ray Bans to appear as attractive as Tom Cruise (McCracken, 1989). Similarities between the celebrity and product must be portrayed in the advertisement so that the consumer or viewer will be able to transfer the meaning and accept the celebrity (Fazio, 1986). Singer Justin Bieber is a well-known musician and a celebrity endorser promoting the skincare product Proactiv in infomercials. Key to this interaction is Bieber being able to relate to the target audience, teenagers with acne, as he was also once a teenager dealing with all the problems a normal teenager would face, including acne. Using this, Bieber was able to show that acne is not something to be ashamed of and that the product advertised would help improve the acne and restore lost confidence. Bieber is an appropriate endorser for the Proactiv brand when compared to someone like George Clooney, as the image and persona of Bieber fit the brand meaning associated with the product. The meaning transfer model will also help identify why YouTube culture is important, what the meanings are that individual vloggers and social influencers cultivate via their videos, and how influencer endorsements may influence followers.

Studies have suggested that brands are more likely to acquire the negative versus positive meanings associated with a celebrity endorser (Campbell & Warren, 2012). Focusing on the meaning transfer model and positive and negative celebrity endorsement Campbell and Warren (2012), investigation revealed meanings that are positive only transfer when the endorsement is sincere and authentic, whereas negative meanings transfer even when the endorsement is insincere. This points to the potentially large role that the source characteristic of authenticity could play in influencing consumer attitudes towards endorsed products. Yet how does being authentic translate into successful endorsement behaviour? The literature suggestions that attribution theory and consumer attributions about an endorser's liking for, valuing of and use of the endorsed product or service could play a pivotal role in driving consumer responses to influencer endorsement.

2.8 Attribution Theory

Attribution theory is an examination of social perception; stated in many social psychological journals, which in broad terms is about individual's reaction to their and the behaviours of others (Settle & Golden, 1974). To summarise, Kapitan and Silvera (2016) proposes that an individual's attributions about the endorser genuinely liking, using or desiring a product will have an impact within the endorsement process and mediate the relationship between the source and factors of the message and persuasion.

When an individual is presented with an opinion or attitudes, how does one react to the information presented, whether it is true beliefs or situational constraints, consumers can perceive an actor's actions as being the results of their personality, on their situation. For instance, celebrity endorsers are paid to endorse certain products in advertisements but might also use the products in their daily lives. When a consumer views an endorsement, they can attribute the influence's endorsement of a product to either (1) the situation - because an endorser is paid, (2) the personality and influence of the endorser – because they like, desire, value and use the product they endorse.

The goal of attribution is to not only increase the perceivers understanding of the social world but take it a step further and focus on dispositional attribution which is about the ability to predict the future of the actor. Kelley (1967) describe three information style that corresponds to different causal possibilities; consensus information, distinctiveness information and consistency information. Consensus information – the way others behave in the same way to a given situation. Distinctiveness information – the level an actor behaves the same way in similar situation. Consistency information – the way the actor behaves in the same way in every situation. When the relationship between influencers and viewers, the viewers attributions may potentially change and adopted will be the same or similar to the influencer. The three key areas that Kelley (1967) focuses on flawlessly align with the individual's relationship with social influencers. The present research believes as social influencers expose more of their lives on social media, individuals are able to judge whether they are utilising, valuing, and desiring the products they review on their channels and predict future behaviours.

2.9 Attitude Change

Individuals are persuaded by others every day. Attitudes refer to individuals' overall evaluations, from their liking for and desire for or perception of an attitude object that can include people (friends, family, celebrities, teachers, oneself), objects and issues. (Petty, Wengener & Fabrugar, 1997). When an individual changes their attitude, it means that a person's evaluation has been modified from one value to another, and is often assessed relative to the person's initial attitude position. Influencers have the power to create attitudes on new topics, and change attitudes from the initial evaluation.

Petty, Wegener, and Fabrigar (1997) propose that attitudes are about core notions of evaluation. Fazio (1986) discusses the relationship between three consistent, interrelated components of an attitude: cognitive, affect and behaviour. Cognitive aspects of an attitude

focus on beliefs and perception of the object, while affect focuses on feelings and evaluation of the attitude object, and behaviour components are reflected in behavioural intentions. An attitude is thus understood as the affect that guides the behaviour through the influence that affect has on cognition (Fazio 1986).

McCracken (1980) shows that endorsements can be categorised into three groups: an explicit mode "I endorse this product", an implicit mode "I use this product" or an imperative mode "you should use this product". Social influencers such as YouTubers who post weekly and sometimes daily updates detailing their lives and habits can amass large followings, with some kiwi vloggers earning half a million subscriptions and views of up to 810,000 per video. Influencers tend to combine the two functions of implicit and imperative mode of endorsement to motivate consumer attitudes toward the products and services they endorse, which can possibly change a consumer's attitude towards purchasing a brand. This can be especially the case when vloggers, such as Auckland-based beauty vlogger Shannon Harris also known as Shaaanxo, endorse beauty and makeup products as part of videos that can garner anywhere from 240,000 to 810,000 views.

How do endorsers influence consumer attitudes? Social judgement theory can predict the amount of attitude change based on an individual's prior attitude (Sung and Lee, 2014). A person's own attitude can function as a reference point that influences perceptions of others' positions (Sung and Lee, 2014). Overall, attitudes can change after listening to the opinion of others. From the literature, this research proposes to understand how social influencers in comparison to celebrities effect the evaluation on consumers and whether a YouTube vlogger has a different effect on consumers' evaluations compared to a traditional celebrity endorser?

2.10 Hypothesis Development

Previous research has explored the relationship between attitudes towards endorsed products, using source credibility, source trustworthiness, expertise and attractiveness, purchase intentions, attitudes towards brands and advertisement to identify factors that have influences on consumer behaviour. Lee and Koo (2015) indicate the interaction of endorser credibility and endorser-product congruence significantly influences attitude toward the advertisement, brand and the endorsers, as well as purchase intentions. Academic literature has provided significant evidence to show positive attitudes towards celebrity endorsements. The present study seeks to identify if social influencers create a higher positive attitude towards endorsed products in comparison to celebrity endorsers, thus creating hypothesis 1:

H.1. Social influencers (vs. celebrity endorsers) encourage more positive attitudes towards endorsers.

Referring to the discussion above, scholars such as Tisdell (2003), Kernis (2003) Kernis and Goldman (2006) and Wood, Linley, Maltby, Baliousis, and Joseph (2008) have research authenticity, and define authenticity as being true to one's self with actions that are reflective one's personality. Social influencers have created a following by portraying their daily lives and repeatedly showcasing their expertise in particular niche domains and areas, such as beauty or technology. Thus, this thesis predicts that social influencers' authenticity would be perceived higher than a celebrity. Formally:

H.2. Social influencers (vs. celebrity endorsers) generate higher perceptions of authenticity in the endorsement process.

To successfully maintain a following, social influencers build their online community with trust. The literature indicated that individuals are much more likely to trust a message from a source that has high credibility (Sternthal, Dholakia & Leavitt, 1978). Because individuals choose who they follow on social media and are exposed to more information, this thesis proposes that social influencers are perceived as being high in trustworthiness than a celebrity endorser; thus, generating hypothesis three:

H.3. Social influencers (vs. celebrity endorsers) generate higher perceptions of trustworthy in the endorsement process.

Experts are individuals who have knowledge, experience or skills in a specific field (Erdogan, 1999). Due to social influencers' style of talking about a specific genre of products or creating a certain type of content, this thesis proposes that social influencers generate a higher perception of expertise in comparison to celebrity endorsers. This leads to hypothesis four:

H.4. Social influencers (vs. celebrity endorsers) generate higher perceptions of expertise in the endorsement process.

According to Kapitan and Silvera (2016), attributions that individuals make about a product endorser truly liking, desiring and using the product are anticipated to impact perceptions of endorsed products. The present research hypothesizes that social influencers will encourage more attributions than celebrity endorsers; thus, creating hypothesis five:

H.5. Social influencers (vs. celebrity endorsers) encourage more attributions about the endorser liking, desiring, valuing and using endorsed products.

Adding to hypothesis five, consumer attributions about an endorser truly liking, desiring and using the endorsed product will mediate willingness to purchase. This is anticipated to be the case particularly for social influencers, who are more likely to be believable endorsers because of parasocial interactions (Gong & Li, 2017) that have crafted stronger connections between the endorser and the consumer. Formally, this mediation is hypothesized in the following:

H6: Consumer attributions about an endorser liking, desiring, using, and valuing the products they endorse will mediate the effect of endorser type (social influencer vs. celebrity) on willingness to pay for the endorsed product.

Chapter Three – Research Methodology

3.1 Introduction

The purpose of this research is in two aspects; firstly, to identify whether consumers exhibit different attitudes towards products and brands endorsed by celebrity versus social influencer endorsers. Secondly to understand if this difference in attitude translates to different perceptions and purchase intention of the brand. Guided from the literature review, academics have previously discussed the impact celebrities have on individual attitudes. However, to date there has been little exploration of the impact of social influencers as product and brand endorsers.

3.2 Research Question

The primary goals of the research are to examine if social influencers might yield different attitudes than celebrities when endorsing products. The contribution of this research has large potential effects for brands and marketers as consumers increasingly shift from traditional media to digital media for their daily news, information, entertainment, and communication needs. The research questions are as follows:

RQ1: Does a social influencer have a different effect on consumers' evaluations compared to a traditional celebrity endorser?

RQ2: Are consumers more likely to purchase a product endorsed by a social influencer or a traditional celebrity endorser?

3.3 Research Methodology

The study uses a quantitative design approach, with a hypothesis-driven research method. A quantitative research design using an experiment has been chosen to identify similarities and differences between how consumers view traditional celebrity endorsements of products versus social influencer endorsements of products. Based on the goals of the study, a quantitative method is the optimal approach for the study as the focus is on narrowing a problem affecting a sample population. An experimental study manipulates a condition to observe how participants will respond under different conditions as well as making observations about how an individual may act when conditions naturally occur (Allen, 2017). Qualitative studies focus on a smaller sample size and broad questions in order

to gain an understanding of how situations have an impact on participants' reality (Allen, 2017).

Since the goal of the present research is to test the relationships between an independent and dependent variable and to confirm hypotheses using statistical tests, the best approach would be to perform an empirical study using an experimental design. Previous researchers such as Ohanian (1990, 1991) and Till and Busler (2000) have used a similar approach to measure the impact of celebrity endorsers. Adapting their approach and comparing traditional celebrity endorsers and social media influencers should yield an understanding of how individual consumers interpret content and advertisements in the digital world.

Online survey software platform Qualtrics was used to design the survey, and a panel was created using social media platforms to invite participants via online panel management company Cint. In this study, the researcher recruited participants in two conditions based on exposure to (1) a traditional celebrity endorser or (2) a social influencer as an endorser. These two conditions form the basis of the experimental design. The research design also allowed testing of related motivational constructs as potential covariates, such as familiarity and liking for a given endorser and degree of participation in social media channels.

Participants in this main thesis study were exposed to one of the four endorsers (two female endorsers, one celebrity vs. one social influencer, and two male endorsers, one celebrity vs. one social influencer). In the main study, they participated in a randomized design developed on Qualtrics. Data collected will be measured and analysed using SPSS (Statistical Package for Social Science), focusing on analysis of variance of means, mediation analysis via bootstrapping using Preacher and Hayes (2013), and numerous between-subject tests.

In order to determine which endorsers would be most appropriate for the main study's experimental design, a pre-test of endorser ratings is undertaken in addition to the main experiment.

3.4 Recruitment Procedure

3.4.1 Pre-Test Recruitment

The pre-test is designed to understand which celebrity and which social influencer might be paired in the main experimental design. A key goal is to determine which pair of endorsers (celebrity vs. social influencer) will be rated similarly by participants in the target

demographic. The pre-test was advertised on social media and accessible to anyone who had access to the link. The research was open to participants of any gender using social media aged between 18 – 35. The minimum age of 18 was chosen as participants were freely able to give consent without the permission of their parent or guardian. The specific age range also catered to the group that heavily uses social media and engages most often with social influencers. According to Statista, the use of social media starts rising at 16 and decreases at the age of 35 (Statista, 2014). The study was advertised on social media (Facebook, Instagram and LinkedIn) and was shared by individuals who saw the post. To remove any issues with participants that do not fit with the age group, the pre-test started with a consent form. By clicking the accept button on the consent form, participants agreed and verified themselves to fall within the age range indicated for the pre-test.

3.4.2 Pre-Test Procedure

Participants were asked to respond to six statements (as shown later on, in Table 10) that will analyse their attitudes towards each endorser. To do so, the first step was to ensure they fit the age group and identify their gender; this helped categorise whether participants viewed male or female celebrity endorsers and social influencers, as identified in Tables 6 through 9

3.4.3 Main Study Recruitment

Participants were initially recruited using social media advertisement on platforms of Facebook, Instagram and LinkedIn. The participant's criteria for recruitment were aged between 18 to 35 and users of social media based on the research in the pre-test. However, due to a low participation rate in the snowball recruitment method used via Facebook, online management panel company Cint was used to recruit an additional 166 participants. Sixty participants were recruited using the original social-media recruitment method. Overall, the demographics and geographic profile of the recruited samples was similar regardless of platform on which they were recruited. They all participated in the same study design. Therefore, participants recruited from all platforms were amalgamated into one pool and treated as a single sample.

Two hundred and nine participants were from New Zealand, thirteen participants were worldwide and for four participants their location was unavailable. To ensure participants fit the criteria of this study, the questionnaire began by identifying their age

category. Participants identified their gender (female, male or gender diverse) to ensure they were seeing an endorsement that targeted males overall (vs. females overall). From the recruitment process, this research recruited 93 male participants, 129 female participants and four gender diverse respondents. Gender diverse respondents viewed the advertisements designed for female participants.

3.4.4 Main Study Procedure

In reference to figure 3, participants were first asked to watch a video (on average 1 minute 30 seconds) of either a social influencer or celebrity endorser promoting a product. Endorsements with female endorsers centred on beauty products and makeup, and endorsements with male endorsers focused on tech products. Videos were either clips of traditional-media and television commercials for a product (i.e., mascara for females or a new camera for males) or clips of a social influencer's vlog posted to YouTube, edited to similar length, which included product reviews and recommendations. Influencer videos were shortened clips of longer endorsement videos posted to YouTube. For the celebrity endorser condition, two traditional television commercials were merged into one video to create the same length of time. The goal was to expose participants to videos of endorsements that were of approximately equal length.

After watching the endorsement, participants were asked to answer questions related to their attitudes toward the endorser, the product, the advertising message itself, and the brand, and their willingness to purchase the item featured (see Table 11 and coming sections for details on the scales used to assess these dependent variables). Once participants answered questions that solely focused on the endorser, the focus then switched to measuring social media and traditional media channel usage and perceptions, as potential covariates. Figure 3, which follows, illustrates the flow of the main study.
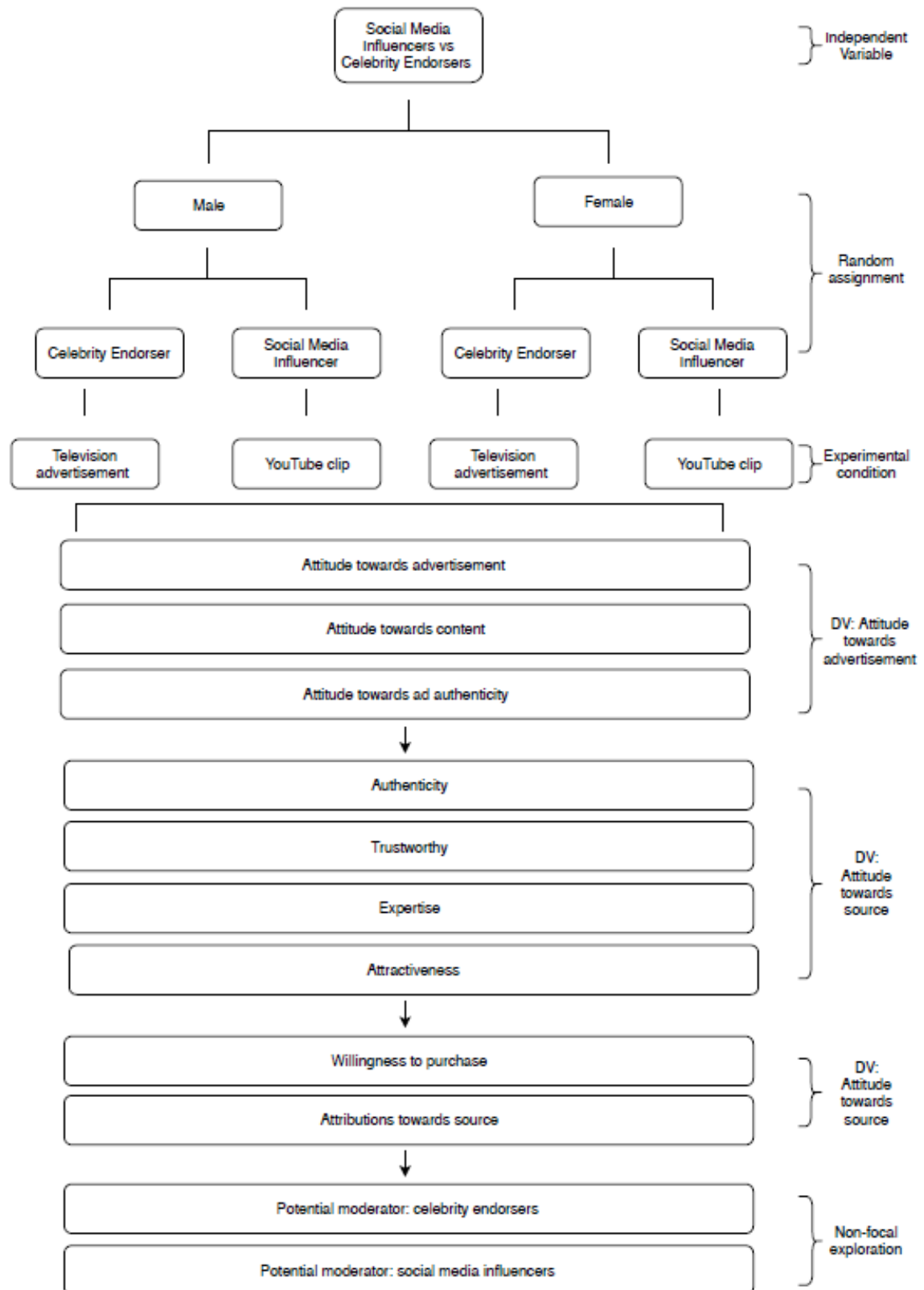
Figure 3 Visual Depiction of the Flow of the Main Study in this Thesis

3.5 Pre-Test Endorser Selection – Independent Variables

For the main study, female and gender diverse participants were directed to view either (1) a female social influencer or (2) a female celebrity endorsing beauty products. Male participants were directed to view either (1) a male social media influencer or (2) a male celebrity endorsing tech gadgets. A pre-test was conducted to select a celebrity and social influencer of each gender that were relatively known and rated as equally likeable and equally attractive.

In the pre-test, endorsers and social media influencers were selected based on observational research. One imperative was too narrow to categories in which endorsers are a "match" or fit with the product or service being endorsed, an important facet of the match-up hypothesis (Till, 2000). The research examined traditional advertisements that celebrities have appeared in currently and in the past, and products they have endorsed focusing on two key product categories of beauty and technology, to pairing that with social influencers who also are known to endorse beauty and/or technology products. The celebrity endorsers and social media influencers to be examined in the pre-test were determined by their popularity, explicitly looking into their career path, followers on social media channels, views, type of posts, and comments on channels.

The final four paired endorsers (traditional media celebrity vs. social influencer) were selected by conducting a pre-test. Pre-test results will be discussed at the close of this chapter.

	Known for	Facebook Followers	Instagram Followers	Twitter Followers	YouTube Followers
Zendaya	Actress, singer	10.9M 10.7Mfollow	56.5 million	15.2 million	2.3M
Gigi Hadid	Model	4.3M like and follow	48.1 million	9.05 million	-
Jennifer Lawrence	Actress in movies	16.1 M/15.9	-	-	-
Katy Perry	Singer	67M/63.7M	82.5 million	108 million	34M
Lea Michelle	Actress from television shows	4.5M/4.4M	5.5 million	4.65 million	485K

Table 6 List of Female Celebrity Endorsers Selected for the Pre-Test

Note: data was collected on the 9th July 2019

	Known for	Facebook Followers	Instagram Followers	Twitter Followers	YouTube Followers
Ed Sheeran	Music	18.5M/18.2M	29.5 million 217K	19.1 million	40M
Dwayne Johnson	Actor in movies	57.8M/57.2M	146 million	13.5 million	4.2M
David Beckham	Sport	52.5M/51.5M	56.1 million		-
Robert Downey Jr	Actor in movies	29.4M/28.9M	40.4 million	13.9 million	-
Ashton Kutcher	Actor in television shows	18M/17.1M	3.3 million	18 million	-

Table 7 List of Male Celebrity Endorsers Selected for the Pre-Test
Note: data was collected on the 9th July 2019

	Known for	Facebook Followers	Instagram Followers	Twitter Followers	YouTube Followers
Shannon Harris	Beauty vlog as Shaanxo	3.7M/ 3.6M	1.5 million	409K	3.2 million
Tati Westbook	Beauty vlog as Glamlifeguru	385K/405K	3.1 million	1.39 million	9.9M
Laura Lee	Beauty vlog	-	2 million	490K	4.4M
Manny Gutierrez	Beauty vlog as MannyMUA	-	4.5 million	142 million	4.8M
Jeffree Lynn Steininger	Beauty vlog as Jeffree Star	2.8M/2.9M	13 million	4.77M	15M

Table 8 List of Female Social Influencers Selected for the Pre-Test
Note 1: female social influencers were chosen because of their contribution in the beauty community on YouTube.
Note 2: data was collected on the 9th July 2019

	Other names	Facebook Followers	Instagram Followers	Twitter Followers	YouTube Followers
Marques Brownlee	Tech vlog as MKBHD	127K Followers	2M	3.26 million	8.8M
Casey Neistat	Tech and lifestyle vlog	927K/940K	3.2M	1.99 million	11M
Austin Evans	Tech vlog	113K/114K	444K	503K	3.7M
Jonathan Morrison	Tech vlog as TechfastLunch &dinner	49.5K/49.9K	370K	510K	2.6M
Lewis Hilsenteger	Tech vlog as Unbox Therapy	636K/656K	2.1M	2.14 million	14M

Table 9 List of Male Social influencers Selected for the Pre-Test

Note: Male social influencers were chosen because of their contribution in the technology community on YouTube.
Note 2: data was collected on the 9th July 2019

3.6 Pre –Test Dependent Variables

Based on previous research conducted by academics, a combination of items was collected to create the variable of attitude towards endorsers. Cox and Cox (1988) examined the likeability stimuli using a nine-point Likert scale and three bipolar adjectives "unlikeable – likeable", "bad – good" and "unpleasant – pleasant," which resulted in a strong Cronbach's alpha of α = .90. Derived from Ohanian's (1991) dimension of attractiveness, Orth, Bouzdine-Chameeva and Brand (2013) tested the scales in a retail environment, which resulted in a Cronbach's alpha of α = .88, *M* = 5.35, SD = 1.05. A robust scale leads this study to use the following three items *"1 = unattractive" – "7 = attractive", "1 = not likeable" – "7 = likeable"* and *"1 = unpleasant" – "7 = pleasant"* to examine attitudes towards the endorser. In the pre-test, the internal consistency of the scale was measured using Cronbach's alpha, which resulted in α = .93, M = 25.80, SD = 6.02. Thus, the scale was deemed reliable and fit for use in the pre-test.

Independent Variable	Dependent Variable	Purpose of Scale	Items	Scales
Celebrity Endorser Social Influencers	Attitude towards endorser	To explore individual's opinions on the potential endorsers and social influencers measured in the main study.	Six Item scale Interesting Likeable Pleasant Good Familiar Attractive α = .93, M = 25.80, SD = 6.02.	1 = uninteresting – 7 = Interesting 1 = unlikeable – 7 = likeable 1 = unpleasant – 7 = pleasant 1 = unfamiliar – 7 = familiar 1 = unattractive – 7 = attractive
Celebrity Endorser Social Influencers	Attitude towards endorser	To assure participants have heard of the endorser.	I have heard of this endorser before now	1 = I have never heard of them before – 7 = I have heard of them often

Table 10 Pre-Test Variables

3.6.1 Demographics

As a part of the experimental criteria, participants identified their gender and age group at the beginning of the experiment to ensure the investigation focuses on specific target segment. Participants were automatically opted out of the experiment if they were under 18

or over 35; hence, intervals were used to collect the information. Participants were required to identify gender as being male, female and gender diverse. The gender information determined which experimental condition (beauty products vs. tech products) that participants would be exposed to in both the pre-test and in the main study.

3.7 Main Study Scales - Dependent Variables

Independent Variables	Dependent Variable	Purpose of the scale	Items	Scales
Condition: Celebrity Endorser versus Social influencers 2 Celebrities versus 2 social media influencers	Attitude towards advertisement (3.5.1) (Cox and Cox, 1988) Ohanian, 1990 & 1991) (Orth, Bouzdine-Chameeva and Brand, 2013)	The variable was used to identify participants' overall attitude towards the advertisement.	Seven item scales: • Good • pleasant • likeable • attractiveness • stylish • Interesting • Favourable $\alpha = .94$, $M = 35.98$, SD = 9.42	Seven- point bipolar Likert scale 1 = bad – 7 = good 1 = unpleasant – 7 = pleasant 1 = not likeable –7 = likeable 1 = unattractiveness –7 = attractiveness 1= not stylish – 7 = stylish
	Attitude towards message content (3.5.2) (Yoon, 2015)	Focusing specifically on the content of the advertisement, participants were asked to evaluate the arguments presented	Three item scales: • I was interested in what the ad had to say • I paid close attention to the ad's arguments • I didn't let myself get distracted from focusing on the message content $\alpha = .85$, $M = 9.17$, SD = 4.08	1 = strongly agree – 7 = strongly disagree"
	Advertisement authenticity (3.5.3) Lawrence, Fournier and Brunel (2013	Overall, participants were asked to identify whether they believed the advertisement was authentic	Three item scales: • Realism towards the advertisement • Trustworthiness towards advertisement	1 = unrealistic – 7 = realistic 1 = untrustworthy – 7 = trustworthy 1 = unauthentic – 7 = authentic

			• Authenticity towards advertisement α = .90, *M* = 13.96, SD = 4.90	
	Source authenticity (3.5.4) (Lawrence, Fournier and Brunel, 2013) (Touré-Tillery & McGill, 2015)	As a part of source credibility, authenticity of the source was measured to evaluate whether participants believed the endorser was genuine and being true to themselves.	Four item scale: • Realistic • Authentic • Honest • Genuine α = .93, *M* = 19.00, SD = 6.20	1 = untrustworthy – 7 = trustworthy 1 = unauthentic – 7 = authentic 1 = dishonest – 7 = honest 1 = fake – 7 =Genuine
	Source trustworthiness (3.5.5) (Touré-Tillery & McGill, 2015)	Trustworthiness of the source was a variable used to measure whether participants believed the endorser to be honest.	Three item scale: • Trustworthiness • Honest • Genuine • Ethical α = .93, *M* = 19.34, SD = 5.96	1 = trustworthy – 7 = trustworthy 1 = dishonest – 7 = honest 1 = fake – 7 =Genuine 1 = unethical – 7 = ethical
	Source expertise (3.5.6) (Ohanian, 1990) (Ohanian, 1991) (Bowers and Landreth, 2001) (Till and Busler, 2000)	Participants were asked to identify whether they believed the endorser was an expert within the genre of product endorsed	Five item scale: • Expert • Experienced • Knowledgeable • Qualified • Skilled α = .94, *M* = 24.20, SD = 8.00	1 = not an expert – 7 = expert 1 = inexperienced – 7 = experience 1 = unknowledgeable – 7 = knowledgeable 1 = unqualified – 7 = qualified 1 – unskilled – 7 = skilled
	Source attractiveness (3.5.7) (Ohanian, 1990) (Ohanian, 1991) (Bowers and Landreth, 2001) (Till and Busler, 2000)	Three items were used to measure whether participants believed the endorser was attractive.	Three item scale: • Attractiveness • Beautiful • Elegant α = .90, *M* = 15.05, SD = 4.51	1 = unattractive – 7 = attractive 1 = ugly – 7 = beautiful 1 = plain – 7 = elegant

Willingness to purchase (3.5.8) Dodds, Monroe and Grewal (1991) (Grewal, Monroe and Krishnan, 1998)	After watching the advertisement, participants were asked to identify how willing they were to purchase the endorsed product.	Three item scale: • my likelihood of purchasing the product in the video • I would consider buying the product in the ad • my willingness to buy the product in the ad α = .94, M = 8.88, SD = 3.75	1 = not at all likely – 5 = very likely
Attributions about endorser (3.5.9) (Kapitan and Silvera, 2016) (Cronley, Kardes, Goddard, & Houghton, 1999)	Participants were asked whether they believed the endorser likes, desires and values the product they endorsed.	Five item Scale: To what extent do you believe that the social influencer or celebrity endorser: • really likes the product? • views the product to be a good, quality product? • frequently uses the product? • values the product? • desires the product? α = .94, M = 21.95, SD = 8.25	1 = Not at all likely – 7 = extremely likely

Table 11 Main Study Variables

3.7.1 Attitude towards Advertisement

Similar to the pre-test, the variable attitude towards the endorsed advertisement was measured using different scales developed by authors including Cox and Cox (1988), Ohanian (1990 & 1991) and Orth, Bouzdine-Chameeva and Brand (2013). Using a seven-items and a seven-point bipolar scale the internal consistencies for the main study is α = .94, M = 35.98, SD = 9.42, indicating similar results as previous researchers. This gives confidence that the scale can be used in the main study, as it is valid in the literature and deemed sufficiently reliable for use with the present sample.

3.7.2 Attitude towards Message Content

Yoon (2015) tested three items: "I was interested in what the ad had to say," "I paid close attention to the ad's arguments" and "I didn't let myself get distracted from focusing on the message content." Together, these three items were used to analyse how individuals interpret the message and content of an advertisement. The present research used a seven-point Likert where "1 = strongly agree" to "7 = strongly disagree." To ensure scale reliability, internal consistencies were measured and resulted in $\alpha = .85$, $M = 9.17$, SD = 4.08, which results similarly to Yoon's (2015) scale ($\alpha = .90$), and indicates the scale is reliable for use in the main study.

3.7.3 Attitude towards Advertisement: Authenticity

A previous study conducted by Lawrence, Fournier and Brunel (2013) used three items to measure advertisement authenticity, which resulted in a Cronbach's alpha of $\alpha = .79$. Three items were used to measure whether individuals believed the advertisement was authentic when presented by an endorser, which consisted of "the ad was realistic," "the ad was authentic" and "the ad was trustworthy." To measure the three items, a seven-point bipolar Likert scale was used where realism of the ad was measured from "1 = unrealistic" to "7 = realistic," trustworthiness of the ad was measured from "1 = untrustworthy" to '7 = trustworthy," and authenticity of the ad was measured from "1 = unauthentic" to "7 = authentic." To assess the internal consistency of the three-item scale, in the main study Cronbach's alpha was shown as $\alpha = .90$, $M = 13.96$, SD = 4.90. This indicates the use of this scale, which aligned with Lawrence, Fournier and Brunel (2013), is appropriate for use in the present research.

3.7.4 Source Authenticity

In summary from the literature, when an individual is authentic, they exhibit a mixture of genuine and trustworthy traits. Therefore, two items from Lawrence, Fournier and Brunel (2013), "authentic" and "realistic," measured using a seven-point bipolar Likert scale and two items from Touré-Tillery and McGill (2015), "honest" and "genuine" were also measured using a seven-point bipolar scale to create a source authenticity scale for this research. Conducting a reliability test resulted in a Cronbach alpha of $\alpha = .93$, $M = 19.00$, SD = 6.20, indicating the scale is acceptable for use with this sample.

3.7.5 Source Trustworthiness

Five items have been used by Touré-Tillery and McGill (2015) to measure trustworthiness on a seven-point Likert scale, with a scale alpha of $\alpha = .92$ which shows a strong and reliable scale. For the purpose of the research the main study uses (1) "1 = trustworthy" to "7 = trustworthy", (2) "1 = dishonest" to "7 = honest", (3) "1 = fake" to "7 – genuine" and (4) "1 = unethical" to "7 = ethical" to measure perceived trust, and source credibility of social influencers and celebrity endorsers. In the main study, internal consistency measured $\alpha = .93$, $M = 19.34$, SD = 5.96," showing use of the scale is acceptable for the present research.

3.7.6 Source Expertise

The scale of expertise refers to the perceived skills and knowledge of social influencers and celebrity endorsers. Previous research has shown strong coefficient alphas, indicating a robust scale, to examine perceived expertise of social media influencers and celebrity endorsers. In a scale first used by Ohanian (1990 & 1991) and used in this thesis, expertise was measured using five items, on a bipolar seven-point scale. Ohanian's studies (1990, 1991) revealed strong construct reliabilities for actor Tom Selleck, $\alpha = .89$ and actress Linda Evans, $\alpha = .89$.

This thesis used the same seven-point bipolar scale as Ohanian (1990 &1991) which are: "1 = not an expert" – "7 = expert", "1 = inexperienced – 7 = experienced", "1 = unknowledgeable" – "7 = knowledgeable" "1 = unqualified" – "7 = qualified", and "1 – unskilled" – "7 = skilled." Results from the present study indicate an internal consistency of $\alpha = .94$, $M = 24.20$, SD = 8.00, similar to previous authors, and indicating the scale is reliable for use.

3.7.7 Source Attractiveness

To measure source attractiveness, Ohanian (1990, 1991) researched a scale with five items of attractiveness which are "attractive," "classy," "beautiful," "elegant," and "sexy," further refined using a confirmatory and exploratory factor analysis. Stafford, Stafford and Day (2002) also conducted a confirmatory factor analysis on the scale, supporting the validity of the scale. In the 1990 study, construct reliabilities were measured for two celebrities, Tom

Selleck α = .90, and Linda Evans, α =.90 (Ohanian, 1990). Model beauty was also tested using Ohanian's scales in Bowers & Landreth (2001) with a coefficient alpha of α = .85. Till and Busler (2000) also measured Phil Johnson's attractiveness with a coefficient alpha of α = .94, further supporting reliability. This dimension will be used to test the attractiveness of social influencers and celebrities.

The current study used three out of the five scales *"1 = unattractive" to "7 – attractive", "1 = ugly" to "7 = beautiful"* and *"1 = plain" to "7 = elegant"* which will be used to examine the hypothesis one and understand attractiveness of the source. The internal consistency of reliability revealed α = .90, *M* = 15.05, SD = 4.51, resulting in similar alphas as previous studies and further indicating the scale is reliable and valid.

3.7.8 Willingness to Purchase

Dodds, Monroe and Grewal (1991) used five measures to indicate a participant's willingness to purchase a product. This thesis adopts the scales to evaluate whether individuals are willing to purchase a product endorsed by a social influencer or celebrity endorser. The original scales *"the likelihood of purchasing this product is…" "if I were going to buy this product, I would consider buying this model at the price shown," "at the price shown, I would consider buying the product," "the probability that I would consider buying the product is…,"* and *"my willingness to buy the product is…."* (Dodds, Monroe & Grewal, 1991). Results from the reliability test indicate a strong coefficient alpha of α = .97 and α = .96, and the average interitem correlation is .85 and .83. Whereas, in the 1998 study conducted by Grewal, Monroe and Krishnan study, scale reliability was α = .92 and α = .95.

This thesis uses a five-point Likert scale to explore individual participant's willingness to purchase endorsed products. The item and scales were used to understand purchase intentions. The internal consistencies of the test revealed to be similar as previous researchers, α = .94, *M* = 8.88, SD = 3.75, which means the scales were consistent and reliably measured willingness to purchase.

3.7.9 Attributions about the Endorser

Items have been previously used to measure whether participants believe that celebrity endorsers like, use, value, and desire the endorsed products. These items together

form a scale of attributions that consumers make about an endorser. In Cronley, Kardes, Goddard, and Houghton's 1999 study, consumers were asked about their beliefs about model and endorser Cindy Crawford to determine the level of beliefs that she "likes the brand", "uses the brand" and "views the brand as a good product." This resulted in a Cronbach alpha of $\alpha = .89$, providing an acceptable reliability score (Cronley et al., 1999). Kapitan and Silvera (2016) further argue that beliefs about an endorser's desire and value for a product are key drivers for consumers' willingness to internalize endorsement.

In the present research, this thesis creates the variable of attributions about endorsers by integrating five items using a five-point Likert scale where "1 = not at all likely" to "7 = extremely likely." The scale used in the study revealed an internal consistency $\alpha = .94$, $M = 21.95$, SD = 8.25, similar to the scales used by the previous author and acceptable for this study.

3.8 Pre-Test Results

Means and paired sample statistics were used to analyse and compare social media influencers and celebrity endorsers in the pre-test via SPSS. Based on attitudes towards the endorser, celebrity endorsers overall scored higher means than social influencers. Therefore, to create an equal match-up between both comparisons, the highest mean-scoring social influencer and the lowest mean-scoring celebrity endorser were compared to ensure there was no significant difference between the match-up.

As shown in Figure 4, the pre-test had a total of 119 (46 male and 73 female) participants. The results also reveal that a number of the participants were New Zealand European and Indian (Figure 5). However, the pre-test revealed a diverse participation rate.
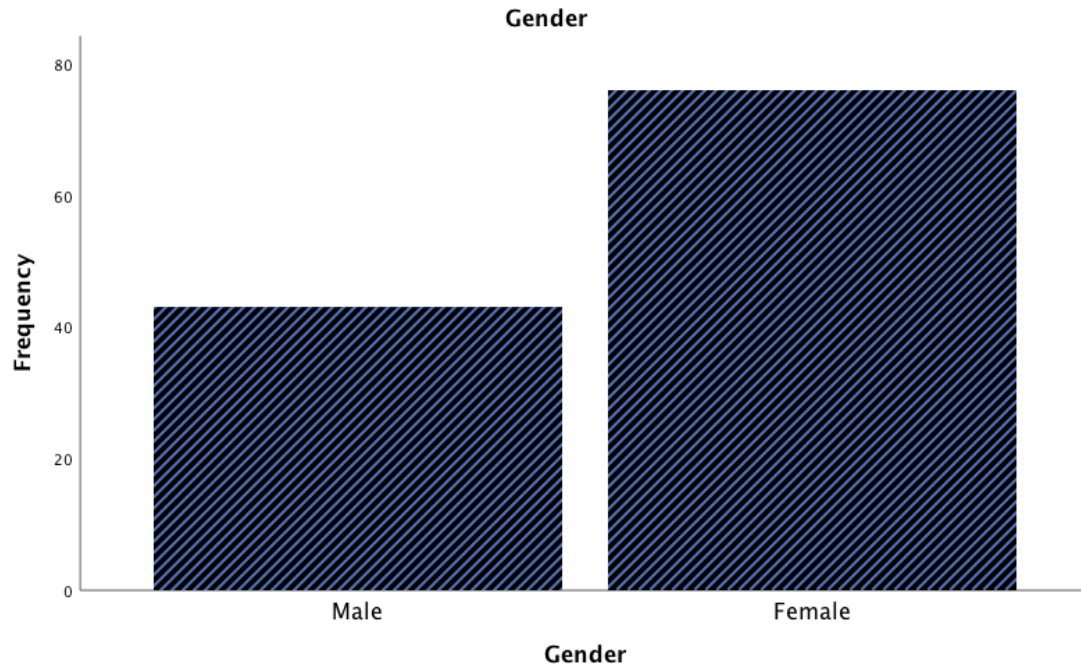
Figure 4 Pre-Test Results, Demographics - Gender
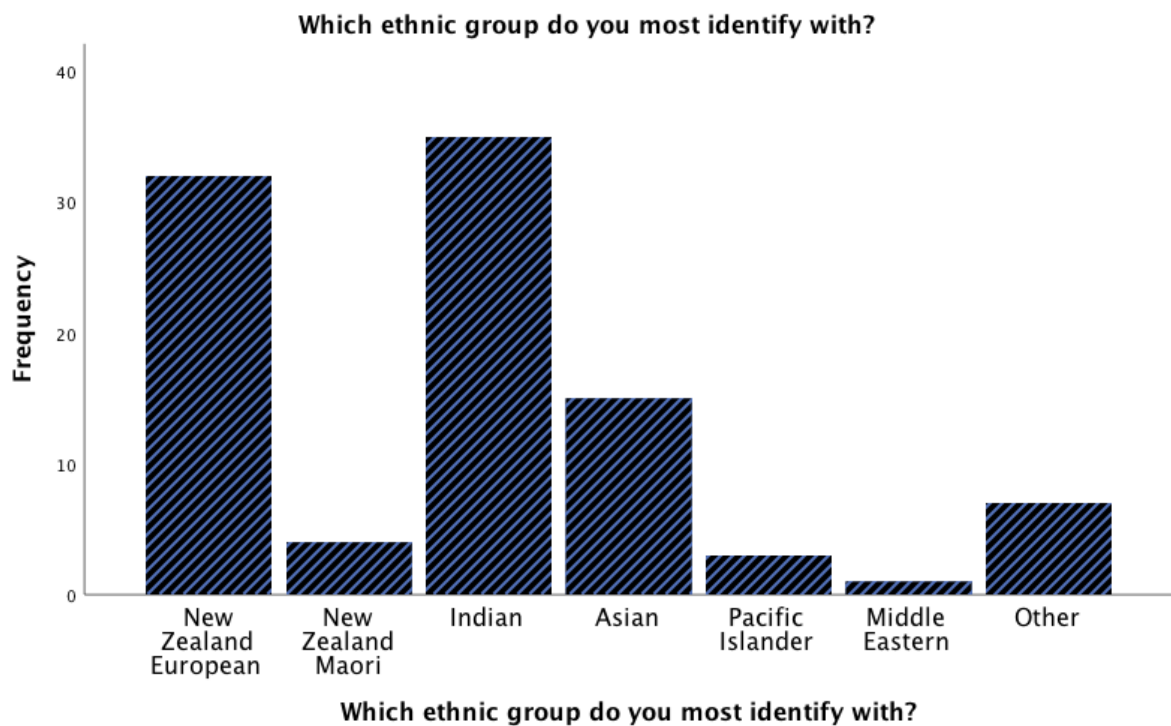
Figure 5 Pre-Test Results, Demographics – Ethnicity

3.8.1 Female Celebrity and Social Media Influencers

The research indicated that Jennifer Lawrence scored the highest rated attitudes out of the five celebrity endorsers options, and Shannon Harris out of the social influencers

category: Shannon Harris ($M = 4.14$, SD= 1.68) and Jennifer Lawrence ($M = 5.4$, SD = 1.25), t (63) = -6.24, p = 0.00), which shows a significant difference in attitudes. Based on the results, both endorsers having no significant difference in attitudes toward the endorser will show a legitimate pair up between social influencers and celebrity endorsers.

Lea Michelle and Gigi Hadid were the two celebrities with the lowest mean attitude. Pairing Lea Michelle with Shannon Harris resulted in Lea Michelle (M = 4.26, SD = 1.33) and Shannon Harris ($M = 4.15$, SD = 1.69) t (63) = -.51 p = .62) which importantly, shows evidence of no significant difference between the two. Gigi Hadid and Shannon Harris's relationship shows similar results, with a score of Gigi Hadid ($M = 4.54$, SD 1.32) and Shannon Harris (M = 4.15, SD= 1.69) t (63) = -.51, p = .62).

Based on the evidence from the pre-test analysis and the product match-up, the main study will investigate social influencer Shannon Harris, known as Shaanxo, and actress Gigi Hadid.

3.8.2 Male Celebrity and Social Media Influencers

Similar to female celebrity and social influencer selection, the highest mean attitude toward the endorser for social influencers was compared with the lowest mean attitude toward the endorser of celebrities, since scores overall were higher for traditional-media celebrities. The results indicate the celebrities' and social media influencers highest scored attitudes was actor Dwayne Johnson and YouTube tech vlogger Marques Brownlee. Statistically speaking Dwayne Johnson (M = 5. 69, SD = .88) and Marques Brownlee (M = 3.99, SD = 1.61) t (38) = 6.18 p = .00) showed a significant difference in attitudes between the pair. Thus, attitudes toward Dwayne Johnson as an endorser are higher. This indicates that any evaluations of products or services he endorses, when compared to another endorser, might be confounded with this higher rating for the endorser. However, comparing attitudes toward actor Ashton Kutcher and Marques Brownlee shows nonsignificant differences: Marques Brownlee (M = 3.99, SD = 1.61) and Ashton Kutcher (M = 4.49, SD = 1.22) t (38) = 1.680 p = .10). As a result of the analysis, social influencer Marques Brownlee and actor Ashton Kutcher were chosen for the main study.

Chapter Four – Research Findings

4.1 Introduction

Analysis of the main study results are guided by five key hypotheses, as follows:

> H.1: Social influencers (vs. celebrity endorsers) encourage more positive attitudes towards the endorser.

> H.2: Social influencers (vs. celebrity endorsers) generate higher perceptions of authenticity in the endorsement process.

> H.3: Social influencers (vs. celebrity endorsers) generate higher perceptions of trustworthiness in the endorsement process.

> H.4: Social influencers (vs. celebrity endorsers) generate higher perceptions of expertise in the endorsement process.

> H.5: Social influencers (vs. celebrity endorsers) encourage more attribution about the endorser liking, desiring, valuing and using endorsed products.

> H6: Consumer attributions about an endorser liking, desiring, using. and valuing the products they endorse will mediate the effect of endorser type (social influencer vs. celebrity) on willingness to pay for the endorsed product.

To address each hypothesis regression analyses, analyses of variance, and mediations was conducted. The results are reported in this chapter, in the sections below.

4.2 Overall Attitudes towards Endorsement

The research questioned whether there is a difference between celebrity endorsers versus social influencers in attitudes reported by participants; thus, referring to hypothesis one. To examine the overall attitudes towards endorsers, an analysis of variance (ANOVA) was conducted which resulted in celebrity endorsers ($M = 5.08$) versus social influencers ($M = 5.20$, $F(1,224) = .43$, $p = .51$). The statistical analysis of the results expressed non-significance and reveals social influencers generate a nonsignificant difference in attitudes as celebrities when they step into the role of endorsers, therefore rejecting hypothesis one.

This finding is among the first to show that, when pre-tested to include similarly rated social influencers and celebrities, consumers do not show a higher attitude toward a celebrity than toward a social influencer when they are acting in the role of brand endorser.

4.3 Attitude towards Message Content

In analysing the attitudes towards content in relation to the comparison of sources, the ANOVA results highlighted celebrity endorser ($M = 3.23$) versus social influencers ($M = 2.89$, $F(1,224) = 3.68$, $p = .056$), resulting in a marginal effect. The data expresses a low score is equivalent to higher agreement and indicates that individuals are marginally more appreciative of the content of social influencers than celebrity endorsers.

4.4 Attitude towards Advertisement – Authenticity

An ANOVA has been conducted to test attitudes towards advertisements and social influencers versus celebrity endorsers. The results identified celebrity endorsers ($M = 4.17$) vs social influencer ($M = 5.14$, $F(1,224) = 21.96$, $p = .00$). The analysis revealed that participants believe social influencers' product reviews are rated as being significantly more authentic and realistic than the celebrities' endorsements.

4.5 Attitude towards Endorser: Authenticity

Hypothesis two was measured using an ANOVA and explored whether social influencers are perceived as being high in authenticity in comparison to celebrity endorsers within the endorsement process. The results identified celebrity endorser ($M = 4.32$) vs social influencers ($M = 5.18$, $F(1,224) = 19.01$, $p = .00$). As predicted, the results significantly support hypothesis two and individuals believe influencers to be the more authentic endorser.

4.6 Attitude towards Endorser: Trustworthiness

A major component in the study was to review source characteristics and to understand hypothesis three, the relationship between perceived trustworthiness in regard to the comparison of the source within the endorsement process. Statistically, the results from the analysis of variance revealed that celebrity endorsers were rated lower in trustworthiness perceptions ($M = 4.39$) than social influencers ($M = 5.28$, $F(1,224) = 22.41$, $p = .00$). As predicted, the analysis significantly supports hypothesis three and social influencers are to be perceived as being higher in trustworthiness.

4.7 Attitude towards Endorser: Attractiveness

In a one-way analysis of variance on the independent variable of attractiveness, respondents reported that both celebrity endorsers and social influencers are equally attractive. Celebrity endorsers were rated ($M = 5.09$) versus social influencer, ($M = 4.94$, $F (1,224) = .59$, $p = .44$). Therefore, this results in a non-significant relationship towards the evaluation of attractiveness. When pre-tested to have similar ratings in source likeability, there is no noted difference between how attractive a social influencer (vs. celebrity) is viewed as being when adopting the role of brand endorser.

4.8 Attitude towards Endorser: Expertise

From the statistical analysis of variance of the attitude towards the endorsers, perceived expertise and the comparison between social influencers and celebrity endorsers resulted in celebrity endorsers ($M = 4.36$) versus social influencers ($M = 5.32$, $F (1,224) = 22.71$, $p = .00$). The analysis reveals that consumers perceive social influencers as having higher expertise than celebrity endorsers in the endorsement process; thus, showing support for hypothesis four.

4.9 Willingness to Purchase

An ANOVA of endorsement condition on the dependent variable of purchasing behaviours resulted in celebrity endorsers $M = 2.90$ versus social influencers ($M = 3.02$, $F (1,224) = .55$, $p = .46$). The outcome communicates that participants are equally willing to purchase the product whether it is endorsed by a celebrity or influencer. The non-significant difference is an indicator that social influencers and celebrities that endorse product yield equal purchase intentions.

4.10 Attributions

Based on the literature review and the scales used in the study, a key variable is the attributions of whether the respondents in the study believe the source likes, desires and values the product they endorsed. The results specify that individuals rate social influencers higher on attributions than celebrities when acting in the role of endorser. According to the statistics, celebrity endorsers ($M = 4.08$) versus social influencers ($M = 4.70$, $F (1,224) = 8.13$, $p = .01$) shows a significant support towards hypothesis five. This is the first time a

study has shown that consumers are more willing to believe that a social influencer (vs. a celebrity) likes, desires, and values they brand they endorse.

4.11 Mediated Effect: Attribution and Willingness to Purchase

This research next sought to test how a key main effect might be mediated by consumer attributions that an endorser likes, desires, and values the product they endorsed. A mediation analysis was run with celebrity versus social influencer as the independent variable, willingness to pay as the dependent variable, and with attributions about endorser as the mediating variable. The model was entered into Hayes (2013) as model 4 and produced a significant indirect effect t (1,224) = 2.85, p = .00, 95% CI [.19 : 1.04] (see Figure 6). The endorser condition, celebrity versus social influencers, significantly predicts attributions, as Figure 6 shows. Celebrity is coded (0) and influencer is coded (1), thus the positive and significant beta (b = .62) indicated that in the social influencers condition, participants are more likely to believe that the endorser actually likes, uses, desires and values the quality of the endorsed products. Furthermore, attributions then significantly impact consumers' willingness to purchase the endorsed product (b = .45) t (2,223) = 10.78, p = .00 [.37 : .53]. This means that, the more positive attributions that an endorser actually likes, uses, desires and values the quality of product, the more likely a participant is to report being willing to purchase the endorsed product. Attributions fully mediate the effect of the endorser type (celebrity versus influencers) on willingness to pay for the endorsed product; consequently, when attributions are included in the model, there is no direct effect t (2,223) = -1.12, p = .26, 95% CI [-.43 : .12] of endorser type on willingness to pay The effect of endorser type on willingness to pay only occurs indirectly via attributions. This is an indirect effect.
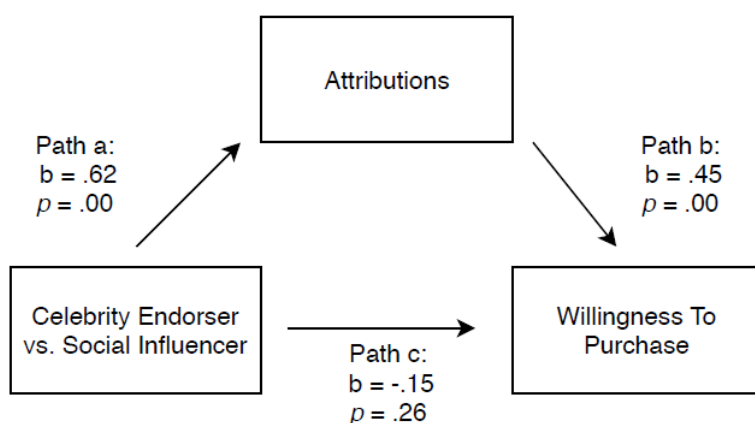
Figure 6 Mediated Effect Between Influencer, Attributions and Willingness to Purchase

4.12 Table Summary of Results

Hypothesis	Supported	Rejected
H.1: Social influencers (vs. celebrity endorsers) encourage more positive attitudes towards endorsed products.		Rejected x
H.2: Social influencers (vs. celebrity endorsers) generate higher perceptions of authenticity in the endorsement process.	Supported ✓	
H.3: Social influencers (vs. celebrity endorsers) generate higher perceptions of trustworthiness in the endorsement process.	Supported ✓	
H.4: Social influencers (vs. celebrity endorsers) generate higher perceptions of expertise in the endorsement process.	Supported ✓	
H.5: Social influencers (vs. celebrity endorsers) encourage more attribution about the endorser liking, desiring, valuing and using endorsed products.	Supported ✓	
H6: Consumer attributions about an endorser liking, desiring, using, and valuing the products they endorse will mediate the effect of endorser type (social influencer vs. celebrity) on willingness to pay for the endorsed product.	Supported ✓	

Table 12 Summary of Hypothesis

Chapter Five: Discussion

5.1 Introduction

The rise of social influencers of all levels is challenging the way marketers and brands do business. From micro-influencers with less than 5,000 followers to macro-influencers with more than 50,000 followers in New Zealand alone, the influencer community doubled in size from 2018 to 2019 (The Social Club, 2019). How do influencers, when stepping into the role of product and brand endorsers, affect consumer attitudes and willingness to purchase?

Overall, a majority of academic literature shows that consumer attitudes, motivations and purchasing behaviours for a brand can be changed when consumers encounter a celebrity endorsement. The research of celebrity endorsement is evolving, however, and the investigation of social media influencers in literature is growing yearly. The present research focuses on three points to uncover how social influencers and celebrities help achieve influence through endorsements, via source characteristics, parasocial relationship and content. To recap, the four source characteristics discussed in this thesis' main study in order to evaluate the endorsement process are trustworthiness, authenticity, expertise, and attractiveness. The thesis proposes that attitudes towards the source and advertisement will contribute as motivating factors for eventual purchase. In particular, attributions a consumer makes about how much an endorser truly likes, values, and desires a product featured in an endorsement might mediate a consumer's attitudes and behaviours.

Academic literature needs to build more research on social media influencers and parasocial relationships. A parasocial relationship occurs when an individual interacts with someone in the public eye, however it is not reciprocated, which creates a one-way relationship (Gong & Li, 2017). Based on the results generated in the study, individuals create different levels of interactions with different kinds of endorsers (social influencer vs. celebrity), which factors into how a relationship is built. The lines between content versus advertisement and expert versus entertainment have been blurred and social media influencers are seen as content creators. However, the content is opinions and facts about the product. It is evident that times are changing; the shift between traditional formats of endorsement utilising celebrity endorsement is yet effective through digital channels.

In this final chapter of the thesis, I focus on the summary findings, followed by an examination of the theoretical contributions and contributions to industry and practice, the limitations of the study and lastly, a discussion of future studies.

5.2 Summary of Findings

Main study findings reveal there is no difference between individual consumers' overall attitude towards social media influencers as endorsers in comparison to celebrity endorsers; thus, rejecting hypothesis one. Though the hypothesis was rejected, it means that individual consumers view celebrities and social influencers as equal. The study further revealed a non-significant difference of source attractiveness between social media influencers and celebrity endorsers. This means consumers see both form of endorsers as equally attractive. This is the first evidence in the literature to demonstrate that consumers can have similar attitudes towards social influencers and celebrities when acting in the role of a product or brand endorser. This compelling set of null findings means that, when interacting with a target segment as in this study, influencers are equally as attractive and positively viewed as celebrities. For a young industry born of the digital age, this is a persuasive finding for future marketing strategy that hinges on segment-appropriate endorsers.

However, from the thesis, it is evident that social media influencers and celebrities have different characteristics and influence attitudes in different ways. The literature reflects perceptions of endorser authenticity stem from a combination of trustworthiness and personality traits (Becerra & Korgaonkar 2011; Kernis, 2013; Kernis & Goldman, 2006; Parks-Leduc, Feldman & Bardi, 2014). In this thesis, social influencers were overall perceived as have a higher degree of authenticity in the endorsement process, thus confirming hypothesis two. Miller and Baseheart (1969) were among the first to expresses the importance of trustworthiness of the source to the effectiveness of persuasive messaging which contains opinionated statements, such as brand endorsement. Social influencers are one set of new, digitally enabled sources that create their own content about a product, using a compelling approach. Therefore, as predicted hypothesis three was supported, and social media influencers were shown to be perceived as significantly higher in trustworthiness in the endorsement process. That means that social influencers are seen to be a much more trusted, believable, honest and ethical source.

In his review of endorser effectiveness, Erdogan (1999) showed that any individual who has "knowledge, experiences or skills" in a specific field are known to be experts. The

results of this thesis support hypothesis four in demonstrating that social influencers generate an overall higher perception of expertise in the endorsement process. In saying this, the lines between experts and entertainment have been blurred. It is clear the four videos presented in the main study are a form of advertisement. Whereas mass-media celebrities Ashton Kutcher and Gigi Hadid both appeared in a traditional advertisement, social influencers Shaaanxo and Marques Brownlee created a modern-day infomercial. Study participants revealed that they are much more appreciative of the content presented by social influencers than celebrity endorsers, which indicates that the lines between advertisement and content are distorted in the present stage of digital brand marketing.

In support of hypothesis five, social influencers likewise encourage more consumer attributions about the endorser liking, desiring, valuing and using the endorsed product (i.e., Kapitan & Silvera, 2016; Cronley et al., 1999). This indicates a potential moderation of attributions about the endorser on any relationship between endorser type and outcomes important for the brand, such as willingness to purchase based on an endorsement. This was tested via Hypothesis 6. Findings were in full support of hypothesis 6, revealing that the more an endorser is believed to actually like, use, value, and desire the endorsed product, the more a consumer is willing to purchase the endorsed products. This relationship was stronger for social influencers, who were more likely to be believed to actually like, use, value and desire the product, and via this mediation thus had a stronger impact on consumer purchase intent.

This is the first known study to empirically demonstrate that, when endorsing similar products in similar product categories (i.e., makeup or cameras), social influencers are regarded as similarly attractive and similarly likeable and positive as traditional celebrity endorsers. However, social influencers were rated as more authentic, trustworthy, and expert, and were more believable as endorsers. That is, consumers were more likely to believe that social influencers (vs. celebrities) actually like, use, value and desire the products and brands they endorse. This attribution about endorsers valuing the products mediate how willing consumers are to buy endorsed brands, showing an important pathway for how influencers can achieve commercial outcomes for brands in a different manner than mass-media celebrity endorsers.

5.3 Theoretical Contributions

The biggest theory contributions come from examining the persuasiveness in marketing and branding for a new type of source: A digital social influencer. Adding to the literature on source characteristics, with the focus of influencer who arose on YouTube,

consumers tend to report perceptions that social influencers are trustworthy, authentic experts. However, both social influence and celebrities are seen as attractive. As defined by Petty, Cacioppo and Schuman (1983), the central route of persuasion is used when individuals are highly motivated by the persuasiveness of the message and have the ability to process information. Based on the results of the study, social influencers were seen as both authentic and trustworthy sources, which would correlate with the persuasiveness of the message as individuals are likely to be highly motivated and much more attentive to the content. As the results indicated both sources (whether celebrity or social influencer) were attractive, the peripheral route is justified when the elaboration is low, not as engaged in the message which leads to utilising heuristic cues - a simple decision-making tool (O'Keefe, 2008).

5.4 Contributions to the Industry and Practices
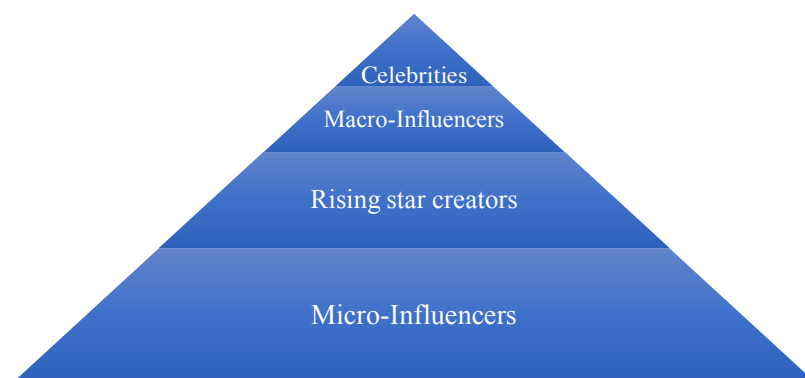
Table 13 Types of Influencers (Yuki, 2019)

Currently, brands have the option of producing advertising and marketing without known sources, or of utilising celebrities or social media influencers to help target a market segment. Social media influencers have been categorised into three types; the macro-influencer, rising star-creators and micro-influencers by Yuki, (2019). Whereas The Social Club, (2019) focuses on a New Zealand categorisation of the level of influencers, which are:

- Nano 1,000 – 5,000
- Micro-influencers 5,000 – 15,000
- Influencers 15,000 – 50,000
- Macro-influencers 50.000

Yuki (2019) stated that celebrity endorsement or ambassadors are relatively expensive and often have a broad audience that may not achieve the specific objectives of a brand. However, celebrity endorsers tend to have a mass reach. This thesis reveals that brands should not stop utilising celebrity endorsers, as they provide mass reach to consumers, and individuals reported they are still willing to purchase and have equally positive attitudes toward celebrity endorsers as toward social influencers as endorsers.

Social influencers have been supported well in the study in terms of attitudes and source characteristics. Globally, macro-influencers are a type of influencer that have one million or more followers and are defined as "creators who have become popular because of the content they produce for their online communities" (Yuki, 2019). Rising stars are "influencers who are up and coming but still exploring and finding their voice" (Yuki, 2019). Rising stars are influencers that have 250,000 – 999,999 followers. Influencers are much more affordable and cost-effective for brands, and could potentially lead to a long-term partnership that affects brand equity. Though, as social influencers grow their community, the opportunity of higher-paying competitors may be more enticing. Micro-influencers have less than 250,000 followers and are defined as "creators who, though they don't currently have the mass reach or scale, are nevertheless credible regarding a specific topic or genre, or in a particular local area" (Yuki, 2019). The advantages of a micro-influencer are they can cater to a specific audience and market segments demographics and geographic as well as being a cost-effective method. However, because their content may not be cleaned and polished or have nearly as far of a reach, the investment of time may increase (Yuki, 2019).

As the findings in the study reveal no significant difference in attitudes towards celebrities and social influencers, brands should continue utilising celebrities in their marketing strategies as well. Social media influencers have online communities that are built based on similar interests. Brands should consider using influencers in their marketing campaigns as they will be able to refine the population that views the information of their product and will potentially lead to an online discussion on their page or within an individual's social settings.

Table 1 reveals social media channels are utilised differently. Brands looking for a platform that discusses the product with a trusted and authentic source should focus on channels such as YouTube. Social influencers are seen describing the features while testing and explaining what they like and dislike about the product. Individuals are not viewing the content as advertisements, at least at the time of present writing, but as entertainment, which means there is a potentially different motivation in processing the information (i.e., Petty et

al., 1986). Consumers are also more likely to believe that an endorser like, desires and values the product, and this leads to higher willingness to purchase. However, incorporating celebrities and/or social influencers in a marketing strategy, using Instagram or YouTube as a platform catered to posting photos and videos, would help gain exposure of a brand as individuals would evaluate the attractiveness of the picture; thus, focusing on the peripheral route.

5.5 Limitations

The limitations identify the gaps the methodology faced which would impact the study. These include:

- Market segmentation of study participants;
- Length of the video used as stimuli;
- And, the product genre used in the stimuli.

Though the paper can be used as a base to understand an overall reflection of social media influencers and celebrity endorsers, the experiment did focus on a specific set of consumers, a target market of late millennial and Generation-Z. The study was opened to anyone who had access to the link on digital platforms and was aged 18 to 35 years, via snowball recruiting. Online panel management Cint was used to gather more participants once the snowball recruiting method was exhausted. Secondary research justified the choice of age and stated the use of social media starts rising at 16 and decreases at the age of 35 (Statista, 2014). However, this means the findings of the research may not apply to all target market segments and the general population of consumers. Researchers may find that consumers above the age of 35 engage less frequently with social influencers, and thus the observed effects are less robust among a population that relies less heavily on digital channels for their information and entertainment. However, regardless of age, results of this thesis show that any consumers who spend more time on digital and social channels and especially those who follow social influencers with some regularity will tend to show similar results to the present study and be more open to considering a purchase after viewing social influencer endorsements.

One significant difference between social media influencers posting content on digital platforms versus celebrity endorsers and the traditional channels is the time length of endorsement video content. Social influencers have control of the duration of the video and tend to post videos with product reviews that can last for 10 or 12 minutes focused on a single product. Yet traditional television advertisements are an estimated 30 seconds, though

today many advertisers produce both shorter and longer clips for social media usage. To create the stimuli for this study, social influencer clips were trimmed to roughly 1 minute on a single product review, while celebrity endorsements were composed of two 30-second TV commercials clipped together to average 1 minutes. As a result, the advertisements used in the main study were not identical and could potentially impact the results of the study.

Further, the research explored social media influencers and celebrity endorsers who, in particular, focus on beauty and technology-related products. To summarise the literature review section 2.3.2, social influencers have categorised themselves and laid claim in the field in which they believe to be an expert. This means there are other areas such as politics, tourism, home, travel, gaming and etc. that could be explored in academic literature.

5.6 Directions for Future Research

The need to further academic literature on social media influencers is great, as the content creators are generating new and innovative ways of building their online community. To begin with, many social influencers monetise their posts and have turned their channel into a full-time job by partnering up with brands and creating "paid advertisements," "paid partnership," "#ad", or "sponsored by." As individuals have become more aware of monetisation, it can be questioned whether there is a shift in authenticity and trustworthiness. Social influencers are also collaborating with celebrities, and celebrities are utilising social media channels and creating posts similar or exact to influencers.

A new area of scholarship should examine the alteration of attitudes with celebrity's collaboration with social influencers and building their online community. Social media influencers are also creating their own products. For example, American YouTuber, actress and baker Rosanna Pansino (11.6 million subscribers on YouTube), now has merchandise for her brand, which she sells on her website. American internet personality and beauty YouTuber James Charles (15.9 million subscribers on YouTube) has partnered with beauty brand Morphe to create his own colour makeup palette and brush set. New Zealand beauty YouTuber Shannon Harris (also known as Shaaanxo, 3.2 million subscribers, featured in the stimuli of this thesis's main study) at her website xobeauty markets an extensive range of make-up products. Thorough research needs to be conducted to examine the attitudes, motivations and purchasing behaviours individuals have with these products and these collaborations.

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Appendices

Appendix A: Pre- Test Consent Form and Questionnaire

Research Topic
Influencers and the role they play on everyday individuals

Introduction
In this research you will be asked questions about influencers and watch a video no longer than 5 minutes answer. The questions will be based on your opinions about how you feel about the influencers.

Confidentiality and Anonymity
All information you provide will be strictly anonymous. Your responses will be presented only in aggregate and no individual results will be highlighted. Results will not be released to any third-party. The demographic information that is asked of you to provide, at the end of the questionnaire, will be used for comparative purposes only. If at any time you wish to withdraw from the survey you will not be disadvantaged in any way.

Consent
Your consent to participate in this research will be indicated by commencing the following, electronic questionnaire. Researcher Contact Details

Vrinda Soma, vrinda.soma@aut.ac.nz
Sommer Kapitan, skapitan@aut.ac.nz, +64 9 921 9999 ext. 5131

○ Agree

End of Block: Information Sheet

Gender

○ Male

○ Female

<u>Zendaya</u>

Zendaya started her career on the Disney Channel staring in Shake it up and has moved into movies and starred in "The Greatest Showman" and "Spiderman: Homecoming."

Please rate on a 7 point scale below on how you feel about Zendaya.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

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○ I have heard of them often: 7

Page Break

Gigi Hadid

Gigi Hadid is an American model, known for walking the ramp at Victoria's Secret and numerous cover appearances on Vogue Magazine. She started modelling as a child, and has grown to create her own Maybelline make-up line and a Tommy Hilfiger clothing line.

Please rate on a 7-point scale below on how you feel about Gigi.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

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○ I have heard of them often: 7

<u>Jennifer Lawrence</u>

Jennifer is an Oscar-award winning actress and is well-known for her role in The Hunger Games, X-Men and Silver Linings Playbook. She has also featured in numerous magazine covers include Vogue, Vanity Fair and Elle.

Please rate on a 7-point scale below on how you feel about Jennifer.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before:1

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○ I have heard of them often: 7

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Page Break —————————————————————————————

Lea Michele

Lea began her career as an American actress, singer and then became an author. She is well-known for her appearances in Broadway shows such as "Les Miserables" and "Fiddler on the Roof" and TV Shows including "Glee" and "Scream Queens."

Please rate on a 7-point scale below on how you feel about Lea.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

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Katy Perry

Katy Perry is an American singer, songwriter and television judge. Altogether she has 1 Live album, 5 studio albums and 6 promotional singles.

Please rate on a 7-point scale below on how you feel about Katy.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

    ◯ I have never heard of them before: 1

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    ◯ I have heard of them often: 7

End of Block: Female Celebrity

Start of Block: Female Social Influencer

Shannon Harris (Shaaanxo)

Shaaanxo is a YouTube vlogged based in New Zealand. She has her own beauty line with BH Cosmetics and reviews various beauty products on her channels.

Please rate on a 7-point scale below on how you feel about Shaaanxo.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

    ○ I have never heard of them before: 1

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Page Break

Tati Westbook

Tati is well-known on Social Media channels as she updates viewers with tutorials and product reviews on her YouTube channel.

She has collaborated with other YouTube stars such as MannyMUA, James Charles and SimplyNailogical.

Please rate on a 7-point scale below on how you feel about Tati.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

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Page Break

Laura Lee

Laura is an American make-up artist who showcases beauty tips and reviews on her YouTube channel. She has her own cosmetics line with a range of eye shadows and lip sticks.

Please rate on a 7-point scale below on how you feel about Laura.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

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Page Break

MannyMUA

Manny Gutierrez (MannyMUA)

MannyMUA, a professional make-up artist, is a beauty blogger and influencer on YouTube. He has collaborated with many artists on YouTube including Tati, James Charles, Nikkie de Jager and has also made appearances on other their channels.

Please rate on a 7 point scale below on how you feel about MannyMUA.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

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Jeffree Star

Jeffree is a singer-song writer and is famously known in the beauty world for inspiring viewers with bold looks.

He has his own beauty line with a range of choices from eye shadows and lipsticks.

Please rate on a 7-point scale below on how you feel about Jeffree.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

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Ed Sheeran

Ed is a English singer-songwriter who has also made appearances on the famous New Zealand show Shortland Street.

His famous songs include "Perfect", "Thinking out Loud" and "Shape of You."

Please rate on a 7-point scale below on how you feel about Ed Sheeran.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

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Page Break

Dwayne "The Rock" Johnson

Dwayne, also known as The Rock, is a semi-retired professional wrestler, an actor and producer.

Dwayne started his acting career in the "Mummy Returns" playing the role of a villain. From there he has starred in such films as "Baywatch" and "Jumanji: Welcome to the Jungle."

Please rate on a 7-point scale below on how you feel about The Rock.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ I have heard of them often: 7

Page Break

David Beckham

David was professional football player and has been a part of many teams including Manchester United, Preston North End and Real Madrid.

He is married to the former Spice Girl and fashion designer Victoria Beckham. David has four kids, Brooklyn, Romeo, Cruz and Harper.

Please rate on a 7-point scale below on how you feel about David Beckham.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ I have heard of them often: 7

Page Break

Robert Downey Jr

Actor Robert Downey Jr is known for his roles in "Iron Man" and "Avengers." He has won many awards including Golden Globes for his movie Short Cuts and Sherlock Homes

Please rate on a 7-point scale below on how you feel about Robert Downey Jr.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

    ◯ I have never heard of them before: 1

    ◯ 2

    ◯ 3

    ◯ 4

    ◯ 5

    ◯ 6

    ◯ I have heard of them often: 7

Page Break

Ashton Kutcher

Actor Ashton Kutcher is known for his roles in "That 70s Show" and "Two and a Half Men."
He is married to actress Mila Kunis.

Please rate on a 7-point scale below on how you feel about Ashton Kutcher.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

    ○ I have never heard of them before: 1

    ○ 2

    ○ 3

    ○ 4

    ○ 5

    ○ 6

    ○ I have heard of them often: 7

End of Block: Celebrity Endorsers - Male

Start of Block: Social Influencers - Male

Marques Brownlee

Marques is well-known YouTuber from Hoboken, New Jersey. He is well-known for reviewing tech products on his social media channels.

Please rate on a 7-point scale below on how you feel about Marques Brownlee.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ I have heard of them often: 7

Casey Neistat

Casey Neistat is an American YouTube personality, filmmaker, vlogger, and co-founder of defunct multimedia company Beme.

Please rate on a 7-point scale below on how you feel about Casey Neistat.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ I have heard of them often: 7

Page Break ─────────────────────────────

Austin Evans

Austin Evans is a self-proclaimed technology guru and YouTuber who publishes videos featuring gaming PCs and the latest video games to his YouTube channel.

Please rate on a 7-point scale below on how you feel about Austin Evans.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

    ◯ I have never heard of them before: 1

    ◯ 2

    ◯ 3

    ◯ 4

    ◯ 5

    ◯ 6

    ◯ I have heard of them often: 7

Page Break

Jonathan Morrison

Jonathan Morrison is a YouTube technology guru personality who focuses on tech reviews, unboxings and giveaways.

Please rate on a 7-point scale below on how you feel about Jonathan Morrison.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ I have heard of them often: 7

- -

Page Break ——————————————————————————

Lewis Hilsenteger

Lewis Hilsenteger is a Canadian YouTube tech guru who founded and hosted the UnboxTherapy YouTube channel and another channel called More Top 5 where he posts top-5 lists for his subscribers.

Please rate on a 7-point scale below on how you feel about Lewis Hilsenteger.

Interesting (1)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Likeable (2)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Pleasant (3)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Good (4)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Familiar (5)	▼ 1 Uninteresting (1) ... 7 Interesting (7)
Attractive (6)	▼ 1 Uninteresting (1) ... 7 Interesting (7)

I have heard of this endorser before now.

○ I have never heard of them before: 1

○ 2

○ 3

○ 4

○ 5

○ 6

○ I have heard of them often: 7

Age How old are you? (numerical value only)

○ Age: (0) _____

X→

Ethnic Which ethnic group do you most identify with?

○ New Zealand European (1)

○ New Zealand Maori (2)

○ Indian (3)

○ Asian (4)

○ Pacific Islander (5)

○ Middle Eastern (6)

○ Other (7)

Page Break ————————————————————————————————

Close Thank you for your participation!

<u>Confidentiality of Your Data:</u>
As a reminder, your responses are anonymous to us as academic researchers. In addition, the results of individual questionnaires will not be reported, only the results of aggregate groups of subjects. In other words, <u>your responses will not be traceable to you in any way.</u>

End of Block: Demographics and close

Appendix B: Ethics Approval

Auckland University of Technology Ethics Committee (AUTEC)
Auckland University of Technology
D-88, Private Bag 92006, Auckland 1142, NZ
T: +64 9 921 9999 ext. 8316
E: ethics@aut.ac.nz
www.aut.ac.nz/researchethics

17 July 2018
Sommer Kapitan
Faculty of Business Economics and Law

Dear Sommer

Re Ethics Application: **18/266 Social influences versus celebrity endorsers**
Thank you for providing evidence as requested, which satisfies the points raised by the Auckland University of Technology Ethics Committee (AUTEC).
Your ethics application has been approved for three years until 17 July 2021.
Non-Standard Conditions of Approval
1. Provision of the AUT logo on the advertisement

Non-standard conditions must be completed before commencing your study. Non-standard conditions do not need to be submitted to or reviewed by AUTEC before commencing your study.
Standard Conditions of Approval
1. A progress report is due annually on the anniversary of the approval date, using form EA2, which is available online through http://www.aut.ac.nz/research/researchethics.
2. A final report is due at the expiration of the approval period, or, upon completion of project, using form EA3, which is available online through http://www.aut.ac.nz/research/researchethics.
3. Any amendments to the project must be approved by AUTEC prior to being implemented. Amendments can be requested using the EA2 form: http://www.aut.ac.nz/research/researchethics.
4. Any serious or unexpected adverse events must be reported to AUTEC Secretariat as a matter of priority.
5. Any unforeseen events that might affect continued ethical acceptability of the project should also be reported to the AUTEC Secretariat as a matter of priority.

Please quote the application number and title on all future correspondence related to this project.
AUTEC grants ethical approval only. If you require management approval for access for your research from another institution or organisation then you are responsible for obtaining it. You are reminded that it is your responsibility to ensure that the spelling and grammar of documents being provided to participants or external organisations is of a high standard.
For any enquiries, please contact ethics@aut.ac.nz
Yours sincerely,

Kate O'Connor
Executive Manager

Appendix C: Main Study Questionnaire Including Participation Information Sheet and Consent

Participant Information Sheet
Date Information Sheet Produced: **13 May 2018**

Project Title: Social Influencers versus Celebrity Endorsers

An Invitation
Hello, my name is Vrinda Soma, and I would like to invite you to participate in a study as a part of my Masters' thesis. Celebrities and social influencers have a significant impact on individuals and have a unique role they play in product endorsement, and I would like to personally invite you to present your opinions on the subject. Your participation in this research is voluntary (it is your choice) and whether or not you choose to participate will neither advantage nor disadvantage you.

What is the purpose of this research?
The purpose of the research is to understand the effects of social influencers and celebrity endorsers have on individual's attitudes towards them and the endorsed products. Your contribution will help build a foundation for future academics to understand the relationships between individual consumers and influencer, and grow research as time and trends grow. The research will benefit brands and the marketing industry as they will be able to understand the influential roles of influencers and the impact they have on brands, products and purchase intentions. Your contribution will benefit academic researchers in understanding influencers and will assist in gaining my master qualification. The findings from this research may be used in other academic publications or presentations.

How was I identified and why am I being invited to participate in this research?
The reason I have invited you to participate in this study is you reside in New Zealand, or have been part of a social media group and have a connection to celebrity endorsers and social influencers. The research requires 300 participants, once the criteria has been met the survey link will be closed

How do I agree to participate in this research?
By completing the survey, you will have agreed to participate in the research and your answers will be accepted. The research requires you to answer all question. At the event, you feel of any discomfort you can withdraw from the study at any time with no consequences. If you decide to opt out of the study, your identity will remain anonymous, and the data will not be used. However, once the findings have been produced, removal of your data may not be possible.

What will happen in this research?
The survey will take no longer than 10 minutes. the project requires you to answer a few questions about yourself, watch a video and answer questions about influencers.

Will I receive feedback on the results of this research?
If you would like feedback please click on the
link: https://docs.google.com/document/d/1FRqIH2K7VZJGCP-
a2qtd4nWgcbkd2OLmdM6LJcAI-ZU/edit

What do I do if I have concerns about this research?
Any concerns regarding the nature of this project should be notified in the first instance to the
Project Supervisor, Sommer Kapitan, sommer.kapitan@aut.ac.nz, and 09 021 9999 ext 5131.
Concerns regarding the conduct of the research should be notified to the Executive Secretary
of AUTEC, Kate O'Connor, ethics@aut.ac.nz, 921 9999 ext 6038.

Whom do I contact for further information about this research?
Researcher Contact Details:
Vrinda Soma, vrinda.soma@aut.ac.nz
Project Supervisor Contact Details:
Sommer Kapitan, sommer.kaptian@aut.ac.nz, and 09 0219999 ext 5131

**Approved by the Auckland University of Technology Ethics Committee on type the date
final ethics approval was granted, AUTEC.**

○ Agree

Q.1 What is your Gender

○ Male

○ Female

○ Gender Diverse

Q.2 How old are you?

○ Under 18

○ 18 - 26

○ 26 - 35

○ 36 and over

Skip To: End of Survey If How old are you? = Under 18

In the following screen, you will view a video.

Please turn up your volume so you can hear this video. Thanks!

Q.3 I have my volume on so I can hear the video.

○ Yes

○ No

Page Break ─────────────────────────

In this study, we are curious to see **what you think about the following advertisement and product**. Please view the video below and then click to answer the following questions.

Ashton Kutcher Advertisement

- -

malecelebtimer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

- -

Page Break ——

Q.4 Overall, I believe the advertisement is:

	1	2	3	4	5	6	7	
1. Bad	○	○	○	○	○	○	○	7. Good
1. Unpleasant	○	○	○	○	○	○	○	7. Pleasant
1. Not Likeable	○	○	○	○	○	○	○	7. Likeable
1. Unattractive	○	○	○	○	○	○	○	7. Attractive
1. Not Stylish	○	○	○	○	○	○	○	7. Stylish

Q.5 Please answer the following questions about the message content.

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I was interested in what the advertisement had to say	○	○	○	○	○	○	○
I paid close attention to the ad's arguments	○	○	○	○	○	○	○
I didn't let myself get distracted from focusing on the message content	○	○	○	○	○	○	○

Q.6 Please judge how important each of the following factors is in judging the ad:

	1. Unrealistic	2	3	4	5	6	7. Realistic
This ad was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
This ad was authentic	○	○	○	○	○	○	○

	1. Untrustworthy	2	3	4	5	6	7. Trustworthy
This ad was trustworthy	○	○	○	○	○	○	○

Q.7 Your overall reaction to the ad is:

	1 Unfavourable	2	3	4	5	6	7 Favourable
Favourable	○	○	○	○	○	○	○

	1 Boring	2	3	4	5	6	7 Interesting
Interesting	○	○	○	○	○	○	○

Q.8 On a 7-point scale Please rate the following questions about trusting the endorser

To what extent do you believe Ashton Kutcher is trustworthy	▼ 1 Untrustworthy (1) ... 7 Trustworthy (7)
To what extent do you believe Ashton Kutcher is honest	▼ 1 Dishonest (1) ... 7 Honest (7)
To what extent do you believe the Ashton Kutcher is ethical (1)	▼ 1 Unethical (1) ... 7 Ethical (7)

To what extent do you believe the Ashton Kutcher is genuine (1)	▼ 1 Fake (1) ... 7 Genuine (7)

Q.9 Please answer the following questions about the endorsers attractiveness

Ashton Kutcher is attractive	▼ 1 Unattractive (1) ... 7 Attractive (7)
Ashton Kutcher is beautiful	▼ 1 Ugly (1) ... 7 Beautiful (7)
Ashton Kutcher is elegant	▼ 1 Plain (1) ... 7 Elegant (7)

Q.10 On a 7-point scale please answer the following questions about the expertise of endorser

Ashton Kutcher is an expert	▼ 1. Not an expert (1) ... 7. Expert (7)
Ashton Kutcher is experienced	▼ 1. Inexperienced (1) ... 7. Experienced (7)
Ashton Kutcher is knowledgeable	▼ 1. Unknowledgeable (1) ... 7. Knowledgeable (7)
Ashton Kutcher is qualified	▼ 1. Unqualified (1) ... 7. Qualified (7)
Ashton Kutcher is skilled	▼ 1. Unskilled (1) ... 7. Skilled (7)

Q.11 Please judge on a 7-point scale how you believe the endorser presented themselves in the ad

	1. Unrealistic	2	3	4	5	6	7. Realistic
Ashton Kutcher was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
Ashton Kutcher was authentic	○	○	○	○	○	○	○

Q.12 How likely are you to purchase the product suggested by the endorser?

	1. Not at all likely	2	3	4	5. Very Likely
My likelihood of purchasing the product in the video would be high.	○	○	○	○	○
I would consider buying the product in the ad.	○	○	○	○	○
My willingness to buy the product in the ad.	○	○	○	○	○

Q.13 Please answer the following questions about the video you just viewed:

To what extent do you believe that Ashton Kutcher really likes the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that Ashton Kutcher frequently uses the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that Ashton Kutcher views the product to be a good, quality product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that Ashton Kutcher values the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that Aston Kutcher desires the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)

End of Block: Male celebrity - Ashton Kutcher

Start of Block: Male influencer - Marques Brownlee

In the following screen, you will view a video.

Please turn up your volume so you can hear this video. Thanks!

Q.14 I have my volume on so I can hear the video.

○ Yes

○ No

Page Break

In this study, we are curious to see **what you think about the following advertisement and product.** Please view the video below and then click to answer the following questions

   Marques Brownlee YouTube Content Video

- -

Maleinfluencertimer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

- -

Page Break ——————————————————————————————————————

Q.15 Overall, I believe the advertisement is:

	1	2	3	4	5	6	7	
1. Bad	○	○	○	○	○	○	○	7. Good
1. Unpleasant	○	○	○	○	○	○	○	7. Pleasant
1. Not Likeable	○	○	○	○	○	○	○	7. Likeable
1. Unattractive	○	○	○	○	○	○	○	7. Attractive
1. Not Stylish	○	○	○	○	○	○	○	7. Stylish

- -

Q.16 Please answer the following question on the message content

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I was interested in what the advertisement had to say	○	○	○	○	○	○	○
I paid close attention to the ad's arguments	○	○	○	○	○	○	○
I didn't let myself get distracted from focusing on the message content	○	○	○	○	○	○	○

Page Break

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Q.17 Please judge how important each of them is to you in judging how good or bad you believe the ad was

	1. Unrealistic	2	3	4	5	6	7. Realistic
This ad was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
This ad was authentic	○	○	○	○	○	○	○

	1. Untrustworthy	2	3	4	5	6	7. Trustworthy
This ad was trustworthy	○	○	○	○	○	○	○

Q.18 Your overall reaction to the ad was

	Unfavourable	2	3	4	5	6	7 Favourable
Favourable	○	○	○	○	○	○	○

	1 Boring	2	3	4	5	6	7 Interesting
Interesting	○	○	○	○	○	○	○

Q.19 On a 7- point scale Please rate the following questions about trusting the endorser

To what extent do you believe the endorser is trustworthy	▼ 1 Untrustworthy (1) ... 7 Trustworthy (7)
To what extent do you believe the endorser is honest	▼ 1 Dishonest (1) ... 7 Honest (7)
To what extent do you believe the endorser is ethical	▼ 1 Unethical (1) ... 7 Ethical (7)
To what extent do you believe the endorser is genuine	▼ 1 Fake (1) ... 7 Genuine (7)

Q.20 Please answer the following questions about the endorsers attractiveness

The endorser is attractive	▼ 1 Unattractive (1) ... 7 Attractive (7)
The endorser is beautiful (1)	▼ 1 Ugly (1) ... 7 Beautiful (7)
The endorser is elegant (1)	▼ 1 Plain (1) ... 7 Elegant (7)

Q.21 On a 7-point scale please answer the following questions about the expertise of endorser

The endorser is an expert	▼ 1. Not an expert (1) ... 7. Expert (7)
The endorser is experienced	▼ 1. Inexperienced (1) ... 7. Experienced (7)
The endorser is knowledgeable (1)	▼ 1. Unknowledgeable (1) ... 7. Knowledgeable (7)
The endorser is qualified (1)	▼ 1. Unqualified (1) ... 7. Qualified (7)
The endorser is skilled (1)	▼ 1. Unskilled (1) ... 7. Skilled (7)

- -

Q.22 Please judge on a 7-point scale how you believe the endorser presented themselves in the ad

	1. Unrealistic	2	3	4	5	6	7. Realistic
The endorsers was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
The endorser was authentic	○	○	○	○	○	○	○

- -

Q.23 How likely are you to purchase the product suggested by the endorser

	1 Not at all likely	2	3	4	5 Very Likely
My likelihood of purchasing the product in the video.	○	○	○	○	○
I would consider buying the product in the ad.	○	○	○	○	○
My willingness to buy the product in the ad.	○	○	○	○	○

Q.24 Please answer the following questions about the video you just viewed:

To what extent do you believe that the endorser really likes the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser frequently uses the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser views the product to be a good, quality product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser values the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser desires the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)

End of Block: Male influencer - Marques Brownlee

Start of Block: Female celebrity - Gigi Hadid

Q.25 In the following screen, you will view a video.

Please turn up your volume so you can hear this video. Thanks!

Q.26 I have my volume on so I can hear the video.

○ Yes

○ No

In this study, we are curious to see **what you think about the following advertisement and product.** Please view the video below and then click to answer the following questions.

Gigi Hadid Advertisement

Q204 Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Q.27 Overall, I believe the advertisement is:

	1	2	3	4	5	6	7	
1. Bad	○	○	○	○	○	○	○	7. Good
1. Unpleasant	○	○	○	○	○	○	○	7. Pleasant
1. Not Likeable	○	○	○	○	○	○	○	7. Likeable
1. Unattractive	○	○	○	○	○	○	○	7. Attractive
1. Not Stylish	○	○	○	○	○	○	○	7. Stylish

Q.28 Please answer the following question on the message content

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I was interested in what the advertisement had to say	○	○	○	○	○	○	○
I paid close attention to the ad's arguments	○	○	○	○	○	○	○
I didn't let myself get distracted from focusing on the message content	○	○	○	○	○	○	○

Page Break

Q.29 Please judge how important each of them is to you in judging how good or bad you believe the ad was

	1. Unrealistic	2	3	4	5	6	7. Realistic
This ad was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
This ad was authentic	○	○	○	○	○	○	○

	1. Untrustworthy	2	3	4	5	6	7. Trustworthy
This ad was trustworthy	○	○	○	○	○	○	○

Q.30 Your overall reaction to the ad was

	Unfavourable	2	3	4	5	6	7 Favourable
Favourable (1)	○	○	○	○	○	○	○

	1 Boring	2	3	4	5	6	7 Interesting
Interesting	○	○	○	○	○	○	○

Q.31 On a 7-point scale Please rate the following questions about trusting the endorser

To what extent do you believe the endorser is trustworthy	▼ 1 Untrustworthy (1) ... 7 Trustworthy (7)
To what extent do you believe the endorser is honest	▼ 1 Dishonest (1) ... 7 Honest (7)
To what extent do you believe the endorser is ethical	▼ 1 Unethical (1) ... 7 Ethical (7)
To what extent do you believe the endorser is genuine	▼ 1 Fake (1) ... 7 Genuine (7)

Q.32 Please answer the following questions about the endorsers attractiveness

The endorser is attractive	▼ 1 Unattractive (1) ... 7 Attractive (7)
The endorser is beautiful	▼ 1 Ugly (1) ... 7 Beautiful (7)
The endorser is elegant	▼ 1 Plain (1) ... 7 Elegant (7)

Q.33 On a 7-point scale please answer the following questions about the expertise of endorser

The endorser is an expert	▼ 1. Not an expert (1) ... 7. Expert (7)
The endorser is experienced	▼ 1. Inexperienced (1) ... 7. Experienced (7)
The endorser is knowledgeable	▼ 1. Unknowledgeable (1) ... 7. Knowledgeable (7)
The endorser is qualified	▼ 1. Unqualified (1) ... 7. Qualified (7)
The endorser is skilled	▼ 1. Unskilled (1) ... 7. Skilled (7)

Q.34 Please judge on a 7-point scale how you believe the endorser presented themselves in the ad

	1. Unrealistic	2	3	4	5	6	7. Realistic
The endorsers was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7. Authentic
The endorser was authentic (1)	○	○	○	○	○	○	○

Q.35 How likely are you to purchase the product suggested by the endorser

	1 Not at all likely	2	3	4	5 Very Likely
My likelihood of purchasing the product in the video	○	○	○	○	○
I would consider buying the product in the ad	○	○	○	○	○
My willingness to buy the product in the ad.	○	○	○	○	○

- -

Q.36 Please answer the following questions about the video you just viewed:

To what extent do you believe that the endorser really likes the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser frequently uses the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser views the product to be a good, quality product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser values the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser desires the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)

End of Block: Female celebrity - Gigi Hadid

Start of Block: Female influencer - Shaanxo

In the following screen, you will view a video.

Please turn up your volume so you can hear this video. Thanks!

Q.37 I have my volume on so I can hear the video.

  ◯ Yes

  ◯ No

Page Break ———

In this study, we are curious to see **what you think about the following advertisement and product.** Please view the video below and then click to answer the following questions

Shannon Harris YouTube Content Video

Female influencer timer Timing
First Click (1)
Last Click (2)
Page Submit (3)
Click Count (4)

Q.38 Overall, I believe the advertisement is:

	1	2	3	4	5	6	7	
1. Bad	◯	◯	◯	◯	◯	◯	◯	7. Good
1. Unpleasant	◯	◯	◯	◯	◯	◯	◯	7. Pleasant
1. Not Likeable	◯	◯	◯	◯	◯	◯	◯	7. Likeable
1. Unattractive	◯	◯	◯	◯	◯	◯	◯	7. Attractive
1. Not Stylish	◯	◯	◯	◯	◯	◯	◯	7. Stylish

Q.39 Please answer the following question on the message content

	Strongly agree (1)	Agree (2)	Somewhat agree (3)	Neither agree nor disagree (4)	Somewhat disagree (5)	Disagree (6)	Strongly disagree (7)
I was interested in what the advertisement had to say	○	○	○	○	○	○	○
I paid close attention to the ad's arguments	○	○	○	○	○	○	○
I didn't let myself get distracted from focusing on the message content	○	○	○	○	○	○	○

Q.40 Please judge how important each facet below is to you in judging the advertisement.

	1. Unrealistic	2	3	4	5	6	7. Realistic
This ad was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
This ad was authentic	○	○	○	○	○	○	○

	1. Untrustworthy	2	3	4	5	6	7. Trustworthy
This ad was trustworthy	○	○	○	○	○	○	○

Q.41 Your overall reaction to the ad was

	1 Unfavourable	2	3	4	5	6	7 Favourable
Favourable (1)	○	○	○	○	○	○	○

	1 Boring	2	3	4	5	6	7 Interesting
Interesting	○	○	○	○	○	○	○

- -

Q.42 Please answer the following questions about the endorsers attractiveness

The endorser is attractive	▼ 1 Unattractive (1) ... 7 Attractive (7)
The endorser is elegant	▼ 1 Plain (1) ... 7 Elegant (7)
The endorser is beautiful	▼ 1 Ugly (1) ... 7 Beautiful (7)

- -

Q.43 On a 7-point scale Please rate the following questions about trusting the endorser

To what extent do you believe the endorser is trustworthy	▼ 1 Untrustworthy (1) ... 7 Trustworthy (7)
To what extent do you believe the endorser is honest	▼ 1 Dishonest (1) ... 7 Honest (7)
To what extent do you believe the endorser is ethical	▼ 1 Unethical (1) ... 7 Ethical (7)
To what extent do you believe the endorser is genuine	▼ 1 Fake (1) ... 7 Genuine (7)

- -

Q.44 On a 7-point scale please answer the following questions about the expertise of endorser

The endorser is an expert	▼ 1. Not an expert (1) ... 7. Expert (7)
The endorser is experienced	▼ 1. Inexperienced (1) ... 7. Experienced (7)
The endorser is knowledgeable	▼ 1. Unknowledgeable (1) ... 7. Knowledgeable (7)
The endorser is qualified	▼ 1. Unqualified (1) ... 7. Qualified (7)
The endorser is skilled	▼ 1. Unskilled (1) ... 7. Skilled (7)

Q.45 Please judge on a 7-point scale how you believe the endorser presented themselves in the ad

	1. Unrealistic	2	3	4	5	6	7. Realistic
The endorser was realistic	○	○	○	○	○	○	○

	1. Unauthentic	2	3	4	5	6	7. Authentic
The endorser was authentic	○	○	○	○	○	○	○

Q.46 How likely are you to purchase the product suggested by the endorser?

	1 Not at all likely	2	3	4	5 Very Likely
My likelihood of purchasing the product in the video.	○	○	○	○	○
I would consider buying the product in the ad.	○	○	○	○	○
My willingness to buy the product in the ad.	○	○	○	○	○

Q.47 Please answer the following questions about the video you just viewed:

To what extent do you believe that the endorser really likes the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser frequently uses the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser views the product to be a good, quality product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser values the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)
To what extent do you believe that the endorser desires the product?	▼ 1 Not at all likely (1) ... 7 Extremely likely (7)

End of Block: Celebrity Endorser

Start of Block: Country

X→

Q.73 In which country do you currently reside?

▼ Afghanistan (1) ... Zimbabwe (1357)

End of Block: Country

Start of Block: end of survey

End of survey Thank you for participating in the research.

Please click the link below for a summary of the results:

https://docs.google.com/document/d/1FRqIH2K7VZJGCPa2qtd4nWgcbkd2OLmdM6LJcAI-ZU/edit

End of Block: end of survey

Appendix D: Reliability Scales

Attitude towards advertisement

Reliability Statistics

Cronbach's Alpha	N of Items
.944	7

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
35.98	88.795	9.423	7

Attitude towards advertisement content

Reliability Statistics

Cronbach's Alpha	N of Items
.850	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
9.17	16.659	4.082	3

Attitude towards advertisement: authenticity

Reliability Statistics

Cronbach's Alpha	N of Items
.903	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
13.96	23.990	4.898	3

Source characteristics: Trustworthiness

Reliability Statistics

Cronbach's Alpha	N of Items
.925	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.34	35.470	5.956	4

Source characteristics: authenticity

Reliability Statistics

Cronbach's Alpha	N of Items
.926	4

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.00	38.440	6.200	4

Source characteristics: attractiveness

Reliability Statistics

Cronbach's Alpha	N of Items
.904	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
15.05	20.308	4.506	3

Source characteristic: expertise

Reliability Statistics

Cronbach's Alpha	N of Items
.937	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
24.20	63.929	7.996	5

Willingness to purchase

Reliability Statistics

Cronbach's Alpha	N of Items
.937	3

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
8.88	14.093	3.754	3

Attribution

Reliability Statistics

Cronbach's Alpha	N of Items
.939	5

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.95	67.988	8.246	5

Appendix E: Univariate Linear Regression

Attitude towards advertisement

Descriptive Statistics

Dependent Variable: attad

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	5.0809	1.28938	113
influencer	5.1985	1.40392	113
Total	5.1397	1.34616	226

Tests of Between-Subjects Effects

Dependent Variable: attad

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.781[a]	1	.781	.430	.513
Intercept	5970.125	1	5970.125	3286.161	.000
Celebvsinfluencer	.781	1	.781	.430	.513
Error	406.951	224	1.817		
Total	6377.857	226			
Corrected Total	407.732	225			

a. R Squared = .002 (Adjusted R Squared = -.003)

Attitude towards message content

Descriptive Statistics

Dependent Variable: content

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	3.2301	1.33041	113
influencer	2.8850	1.37420	113
Total	3.0575	1.36051	226

Tests of Between-Subjects Effects

Dependent Variable: content

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	6.730[a]	1	6.730	3.679	.056
Intercept	2112.748	1	2112.748	1155.002	.000
Celebvsinfluencer	6.730	1	6.730	3.679	.056
Error	409.744	224	1.829		
Total	2529.222	226			
Corrected Total	416.474	225			

a. R Squared = .016 (Adjusted R Squared = .012)
Attitude towards advertisement: Authenticity

Descriptive Statistics

Dependent Variable: adrealism

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	4.1681	1.59060	113
influencer	5.1416	1.53194	113
Total	4.6549	1.63265	226

Tests of Between-Subjects Effects

Dependent Variable: adrealism

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	53.540[a]	1	53.540	21.957	.000
Intercept	4896.920	1	4896.920	2008.233	.000
Celebvsinfluencer	53.540	1	53.540	21.957	.000
Error	546.206	224	2.438		
Total	5496.667	226			
Corrected Total	599.746	225			

a. R Squared = .089 (Adjusted R Squared = .085)

Attitude towards endorser: authenticity

Descriptive Statistics

Dependent Variable: sourceauthenticity

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	4.3164	1.51776	113
influencer	5.1814	1.46471	113
Total	4.7489	1.55000	226

Tests of Between-Subjects Effects

Dependent Variable: sourceauthenticity

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	42.279[a]	1	42.279	19.006	.000
Intercept	5096.750	1	5096.750	2291.211	.000
Celebvsinfluencer	42.279	1	42.279	19.006	.000
Error	498.283	224	2.224		
Total	5637.313	226			
Corrected Total	540.562	225			

a. R Squared = .078 (Adjusted R Squared = .074)

Attitude towards endorser: trustworthiness

Descriptive Statistics

Dependent Variable: sourcechar

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	4.3872	1.45121	113
influencer	5.2832	1.39375	113
Total	4.8352	1.48892	226

Tests of Between-Subjects Effects

Dependent Variable: sourcechar

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	45.361[a]	1	45.361	22.408	.000
Intercept	5283.640	1	5283.640	2610.143	.000
Celebvsinfluencer	45.361	1	45.361	22.408	.000
Error	453.437	224	2.024		
Total	5782.438	226			
Corrected Total	498.798	225			

a. R Squared = .091 (Adjusted R Squared = .087)

Attitude towards endorser: attractiveness

Descriptive Statistics

Dependent Variable: sourceattractive

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	5.0944	1.50493	113
influencer	4.9410	1.50213	113
Total	5.0177	1.50216	226

Tests of Between-Subjects Effects

Dependent Variable: sourceattractive

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1.329[a]	1	1.329	.588	.444
Intercept	5690.071	1	5690.071	2517.046	.000
Celebvsinfluencer	1.329	1	1.329	.588	.444
Error	506.378	224	2.261		
Total	6197.778	226			
Corrected Total	507.707	225			

a. R Squared = .003 (Adjusted R Squared = -.002)

Attitude towards endorser: expertise

Descriptive Statistics

Dependent Variable: sourceexpert_new

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	4.3558	1.60373	113
influencer	5.3239	1.44650	113
Total	4.8398	1.59911	226

Tests of Between-Subjects Effects

Dependent Variable: sourceexpert_new

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	52.957[a]	1	52.957	22.707	.000
Intercept	5293.798	1	5293.798	2269.910	.000
Celebvsinfluencer	52.957	1	52.957	22.707	.000
Error	522.404	224	2.332		
Total	5869.160	226			
Corrected Total	575.362	225			

a. R Squared = .092 (Adjusted R Squared = .088)

Willingness to purchase

Descriptive Statistics

Dependent Variable: WTP

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	2.8997	1.21978	113
influencer	3.0236	1.28461	113
Total	2.9617	1.25137	226

Tests of Between-Subjects Effects

Dependent Variable: WTP

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.867[a]	1	.867	.553	.458
Intercept	1982.332	1	1982.332	1263.397	.000
Celebvsinfluencer	.867	1	.867	.553	.458
Error	351.467	224	1.569		
Total	2334.667	226			
Corrected Total	352.334	225			

a. R Squared = .002 (Adjusted R Squared = -.002)

Attribution

Descriptive Statistics

Dependent Variable: attributions

Celebvsinfluencer	Mean	Std. Deviation	N
celebrity	4.0814	1.71977	113
influencer	4.6973	1.52130	113
Total	4.3894	1.64910	226

Tests of Between-Subjects Effects

Dependent Variable: attributions

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	21.434[a]	1	21.434	8.131	.005
Intercept	4354.265	1	4354.265	1651.856	.000
Celebvsinfluencer	21.434	1	21.434	8.131	.005
Error	590.460	224	2.636		
Total	4966.160	226			
Corrected Total	611.895	225			

a. R Squared = .035 (Adjusted R Squared = .031)

Appendix F: Hayes Mediated Effect

Run MATRIX procedure:
************** PROCESS Procedure for SPSS Release 2.16.3 *****************

    Written by Andrew F. Hayes, Ph.D.   www.afhayes.com
  Documentation available in Hayes (2013). www.guilford.com/p/hayes3

****
Model = 4
  Y = WTP
  X = Celebvsi
  M = attribut

Sample size
    226
****
Outcome: attribut
Model Summary

R	R-sq	MSE	F	df1	df2	p
.1872	.0350	2.6360	8.1314	1.0000	224.0000	.0048

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.0814	.1527	26.7226	.0000	3.7804	4.3824
Celebvsi	.6159	.2160	2.8516	.0048	.1903	1.0416

****
Outcome: WTP

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5867	.3443	1.0360	58.5390	2.0000	223.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	1.0565	.1960	5.3914	.0000	.6703	1.4426
attribut	.4516	.0419	10.7815	.0000	.3691	.5342
Celebvsi	-.1543	.1379	-1.1191	.2643	-.4259	.1174

******************** DIRECT AND INDIRECT EFFECTS ************************
Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
-.1543	.1379	-1.1191	.2643	-.4259	.1174

Indirect effect of X on Y

	Effect	Boot SE	BootLLCI	BootULCI
attribut	.2782	.0999	.0935	.4839

******************** ANALYSIS NOTES AND WARNINGS ************************

Number of bootstrap samples for bias corrected bootstrap confidence intervals:
  5000
Level of confidence for all confidence intervals in output:
  95.00

------ END MATRIX -----