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MASTER THESIS

MULTIPLE VS SINGLE INSTAGRAM BRAND ENDORSERS: ENGAGEMENT, BRAND ATTITUDE AND PURCHASE INTENTION AMONG MILLENIALS

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ABSTRACT

The main goal of the research is to investigate how the number of brand endorsers influences millennials' engagement, brand attitude and purchase intention. Today celebrities communicate with their millennial audience through social networks such as Instagram. With the growing number of celebrities engaged in online brand promotion, the source credibility of celebrities and their ability to create credible advertising messages are important factors which marketers need to consider. To address the main research question the 2 "Celebrity endorser" \times 2 "Social proof" \times 2 "Match-up" between subject design is implemented, extended by the mediators "Source credibility" (expertise, trustworthiness, attractiveness) and "Message credibility".

The results of the experimental study showed that the fit between the celebrity endorser and the endorsed brand positively influences source credibility and message credibility of the endorser. In the case of a marketing campaign with multiple celebrities, the congruence between these celebrities and the brand had a greater value in comparison with single celebrity advertisements. Also, the results showed that an advertising campaign could be strengthened by introducing multiple endorsers to customers.

Keywords: multiple celebrity endorsers, social proof, match-up, source credibility, message credibility, millennials, Instagram.

1. INTRODUCTION

From the 1760s when celebrity endorsement only started to appear in advertising until nowadays when famous spokespersons are contracted for the majority of product promotions, the popularity of celebrity advertisers enormously increased. Indeed, today celebrity endorsement is one of the most successful techniques used by marketers to promote branded products (“Celebrity branding”, n.d.; Hsu & McDonald, 2002). However, there is still surprisingly little scientific research which investigates the benefits of utilising multiple celebrities for product and brand promotion. In order to survive the competition in the overwhelmed market, any brand needs to find new ways and techniques to improve product promotion. Therefore, the current research is adapted to the modern fast-changing development of network and is conducted not only to contribute to the existing scientific knowledge but also to raise marketers’ awareness about the multiple celebrities’ value for an advertising campaign.

In the 21st century, Internet availability has become one of the most important needs of everyday life (Statista, 2018). As a result, using the Internet and mobile social networks as the source of information, people discover more about new products on the market, for instance, by following fashion trends recommended by famous bloggers. One of the most popular social networks, which is used for these purposes, is Instagram (Bedard, 2018; Kallas, 2018). Instagram was developed and launched in October 2010 as a unique social networking platform. The main premise of the platform was to share photo and video content with friends. However, by 2018, Instagram has become a business platform as more than 80 percent of all accounts are for business purposes (Drewry, 2018), and the majority of powerful social influencers and brands are inclined to choose Instagram when connecting with their target audience (Drewry, 2018; Myers, 2018). Additionally, according to the latest edition of the moderate Republican Ripon Society magazine, Instagram holds the third position in the Top-3 most popular social networks which have become a primary source of news among younger generations (Myers, 2018).

A large number of social influencers can be overwhelming for consumers; for instance, consumers may follow many popular celebrities or bloggers on Instagram who endorse different products. This factor complicates customers’ ability to notice one particular product (McCormick, 2016). Several studies have investigated factors affecting Instagram users’ brand attitude and intentions to purchase a product after seeing it on celebrities’ Instagram pages. For example, a study of Kutthakaphan and Chokesamritpol (2013) highlighted that the use of

attractive Instagram celebrities increases positive association with a product and influences intention to purchase the endorsed item within Generation Y. Moreover, celebrity advertisers help brands not only to increase sales but trigger repeat purchases (Dzisah & Ocloo, 2013; Yakimin & Rafeah, 2017). Furthermore, online users are not only more likely to follow the endorsed by a celebrity brand, but users are also more likely to purchase it in order to engage in online discussions (Nielsen, 2013 as cited in Foong & Yazdanifard, 2014). Additionally, Apejoye (2013) found that celebrity advertisement has a positive impact on the intention to purchase among students. However, several effects of Instagram endorsers of a brand have not been addressed in the literature yet.

To the best of the author's knowledge, not much is known about the influence of multiple Instagram endorsers of a brand on engagement, brand attitude and intention to purchase among millennial consumers. This is the one important gap that this research aims to fill.

According to the traditional millennial generation age frame, people who were born after 1980 and before 1996 belong to the generation of millennials (McCormick, 2016). Importantly, while the sphere of branding is well-established in scientific literature, the concept of the millennial consumers' responses to social influencers in the digital environment, specifically on Instagram, is not yet broadly researched (Bakewell & Mitchell, 2003; McCormick, 2016; Phau & Cheong, 2009). Therefore, in this paper, an experimental design is described to address the research questions:

How does the number of Instagram endorsers of a brand influences engagement, brand attitude and intention to purchase of millennials?

How does the social proof received by multiple Instagram endorsers of a brand influence engagement, brand attitude and intention to purchase of millennials in comparison with a social proof received by a single Instagram endorser of a brand?

How does the match-up between multiple Instagram celebrity endorsers and the endorsed brand influence engagement, brand attitude and intention to purchase of millennials in comparison with the match-up between a single Instagram celebrity endorser and the endorsed brand?

Accordingly, the results of this article have theoretical and practical implications. Firstly, the purpose of the study is to contribute to the previous research on social influencers in the digital environment on the Instagram platform in particular. Secondly, this article proposes recommendations regarding the difference in the number of celebrities used for a marketing campaign. Thus, by comparing the influence of interaction between the number of celebrity endorsers (single vs multiple) and social proof (number of “likes” per post) on engagement, brand attitude and intention to purchase, marketers and social influencers can better understand millennial customers’ perception of brand promotion. Moreover, marketers can acknowledge factors such as the role of the fit between multiple celebrity endorsers and advertised brand, as well as the degree to which the source and message credibility may influence product promotion and sales in the digital environment in multiple Instagram celebrities marketing campaigns in particular.

2. LITERATURE REVIEW

In the literature review, the impact of a celebrity endorser of a brand and the impact of multiple celebrity endorsers of a brand in combination with the perceived number of likes per advertising post on customers' brand attitude, engagement and intention to purchase are determined. The importance of source credibility, message credibility and a match-up between celebrity endorsers and advertised brand are discussed. The effect of these variables is described based on studies that were conducted in the past years.

2.1. Celebrity endorsement

In the study conducted by McCracken (1989), a celebrity endorser is defined as “any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement” (McCracken, 1989, p. 310). All over the world, celebrities such as movie and tv-show actors, singers, top-models and popular sportsmen are contracted by marketers for various types of product promotion (Jayswal et al., 2013). Such an extensive usage of celebrity endorsers is explained with its great influence on customers' beliefs and brand attitude. Moreover, celebrity endorsements tend to significantly reduce customers' uncertainty about an advertised product and positively affect purchase intention (Dean & Biswas, 2001; Jayswal et al., 2013; Lafferty & Goldsmith, 1999; Van der Walddt, Van Loggerenberg & Wehmeyer, 2011).

2.2. Brand attitude and engagement

For several decades in the marketing industry, celebrity endorsements have created huge value for a brand attitude formation (Jayswal, Nirmal & Panchal, 2013; Spears & Singh, 2004). Accordingly, Mitchell and Olson (1981) defined brand attitude as an “individual's internal evaluation of an object such as a branded product”; therefore, in the current research, this particular definition will be used for the formation of the hypothesis (Mitchell & Olson, 1981 p., 318).

Nowadays, online celebrity endorsements have been shown to positively influence not only brand attitude but also customers' engagement and intention to purchase (Wood & Burkhalter, 2014). Accordingly, since social media became a big part of everyday life,

customers are inclined to believe that traditional media is less informative and reliable than online commercials (Wood & Burkhalter, 2014). For this reason, next to the brand attitude, one of the most important factors in modern marketing research is customers' engagement. According to Hollebeek (2011) engagement is "the level of a customer's motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive, emotional and behavioural activity in brand interactions" (Hollebeek, 2011, p. 790). Moreover, Mollen and Wilson (2010) explained that in the context of online advertising, engagement is "the cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value" (Mollen & Wilson, 2010, p. 923).

Most advertisements are targeted to social media users; customers can be firmly engaged with the advertised brand only when they completed the seven stages such as connection, interaction, satisfaction, retention, commitment/loyalty, advocacy and engagement (Sashi, 2012; Wood & Burkhalter, 2014). Therefore, regarding the context of the current research, customers may connect to a brand by following the branded page or the page of a celebrity endorser on Instagram. Secondly, customers interact with the brand by "liking" the advertisement post or by going through the URL-link offered by a brand or celebrity endorser of a brand to reach the website which offers the advertised product. Thirdly, customers may show their satisfaction by providing positive online comments on the ad message on Instagram or by sharing a post about their purchase through their own Instagram account. Furthermore, when consumers continue to follow the brand or celebrity endorser, consumers enter the fourth stage of retention. Fifthly, customers' loyalty appears when they keep being interested in a new post about a brand and keep following and being active in online reviews, "liking" and purchasing branded products. This step is followed by advocacy which occurs when customers may repost celebrity endorses' messages or even dedicate a post in their account to a brand, product or celebrity endorser. Lastly, the engagement is achieved when consumer developed an emotional connection with a brand, and a consumer is willing to interact with a brand daily by becoming an active and motivated social media user (Sashi, 2012; Wood & Burkhalter, 2014).

Importantly, the fast-changing network setting and the exponential growth of social media users have created a term "ghost followers" which according to Wikipedia is defined as "users on social media platforms who remain inactive or do not engage in activity; they register on platforms such as Instagram, follow active members, but do not partake in liking, commenting, messaging, and posting" ("Ghost followers", 2018, p. 1). Because the "ghost

followers” may complicate marketers’ perception of customers’ engagement with a brand, it is important for brands to measure real customers’ engagement (excluding “ghost followers”) for successful product promotion (Yakimin & Rafeah, 2017; “Ghost followers”, 2018).

2.3. Attribution theory

Undoubtedly, the research on consumer psychology has shown the fact that people tend to comply to representatives in high power or status more than to representatives in low power or status (Harold, Kelley & Michela, 1980). For instance, marketers can influence consumers’ reasoning and perception of advertisement by contracting a person in high social status such as celebrity endorser (Jayswal et al., 2013).

Harold, Kelley and Michela (1980) proposed the attribution theory which explains that “attribution refers to the perception or inference of cause” and introduces the two reasons (internal and external) people may rely on before they comply with the message (Harold, Kelley & Michela, 1980, p.458). In general, internal attribution is related to the interpretation of someone’s behaviour as caused by personal (internal) characteristics such as personal attitude, mood, intentions, responsibility. While external attribution is related to the cause of behaviour created by outside (external) forces such as an environment and people the person is surrounded with (Harold, Kelley & Michela, 1980, “Attribution”, n. d.).

Consequently, in the context of celebrity endorsement, customers determine their reactions regarding the behaviour of brand endorsers in terms of the reasons why celebrities choose to endorse the brand. Therefore, when customers comply with endorsers’ messages, they rely on internal reasoning: customers believe that endorsers have positive personal reasons to promote a brand. However, when customers rely on external reasoning (customers believe that a celebrity is not interested in the product but in the money being paid for an advertisement) they tend to disregard a commercial message and not be interested in any further interactions with a celebrity or a brand (Harold, Kelley & Michela, 1980; Hsu & McDonald, 2002). Additionally, if celebrities are considered having internal causes to promote a brand, customers tend to like celebrities more and have a more positive attitude to the advertised brand (Harold, Kelley & Michela, 1980; Thibaut & Riecken).

2.4. Multiple celebrity endorsement

Interestingly, the use of multiple celebrity endorsers, which is defined by Hsu and McDonald (2002) as “the use of two or more celebrities in an advertising campaign”, has rapidly increased in the last years (Hsu & McDonald, 2002, p.20; Kim & Han, 2016; Rice, Kelting & Lutz, 2012). One of the possible reasons to contract multiple celebrities to promote a particular product is that customers are inclined to believe that multiple celebrity endorsers may have a consensus regarding a product quality (Kelley, 1967 as cited in Jayswal et al., 2013). As a matter of fact, the consensus being one of the attribution cues appears when celebrities have a similar attitude towards a product in their advertising message, or they endorse a product in a similar manner. To illustrate, customers may rely on internal reasoning when they believe that a celebrity chose to endorse a brand based on his/her favourable evaluation of product characteristics. By the same token, customers may rely on external reasoning if they suspect that celebrity is promoting a product only because of being generously paid (Harold, Kelley & Michela, 1980; Hsu & McDonald, 2002; Thibaut & Riecken; Kelley, 1967). Based on that, when customers see multiple celebrities’ recommendations regarding a product, they perceive these recommendations as sincere and as a proof of product quality; customers rely on internal reasoning assuming that several endorsers cannot lie about the same product at the same time. Thus, marketers can positively influence customers’ brand perception by using a consensus among multiple celebrities (Hsu & McDonald, 2002).

Scientific literature has shown the fact that using multiple celebrities to endorse a single brand can be beneficial for achieving the whole target group of the advertising campaign and for reducing the boredom of single celebrity endorsements (Hsu & McDonald, 2002; Jayswal et al., 2013). The use of multiple celebrities can also extend the target group by introducing different types of endorsers to the audience. To exemplify, when marketers contract a model, an actor and a singer to endorse a particular product, the marketing campaign has a higher chance of being successful, because the likelihood of customers’ positive evaluation of at least one celebrity endorser increases with the additional number of celebrities advertising that brand (Apejoye, 2013; Hsu & McDonald, 2002; Zimmerman, 2003). Furthermore, several studies revealed that a repeated exposure to the advertising message performed by a single celebrity, may negatively affect attitude towards the advertisement, attitude towards the brand and, thus the intention to purchase due to tedium and wear out effect (Pechmann & Stewart, 1988; Tripp, Jensen, & Carlson, 1994). Therefore, the use of multiple celebrities in a marketing campaign may be a better choice for brand promotion (Kim & Han, 2016; Rice et al., 2012). Because the

current study aims to compare the effects of marketing campaigns with the use of single and multiple celebrity endorsers, it is hypothesised:

H1: Multiple celebrity endorsements result in higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than a single celebrity endorsement.

2.5. Social proof

Several studies observed that customers' brand attitude and purchase intention depend on social proof. Yakimin and Rafeah (2017) defined social proof as "a psychological phenomenon where people assume the actions of others are the correct behaviours to follow" (Yakimin & Rafeah, 2017, p. 3). Consequently, in the situation when consumers are not sure about product quality or doubt their buying intentions, subconsciously they seek an authority to prove its legitimacy. Thus, consumers tend to rely on the opinions from the social community which is often represented by online reviews, a number of followers and "likes" on social media platforms (Davis, Rao & Greve, 2001; Yakimin & Rafeah, 2017).

Social proof can influence brand attitude and intention to purchase in several ways. For instance, it was observed that celebrity endorsement works as proof that a certain product has a good quality and reputation, thus positively affecting brand attitude. Consequently, when one of the leaders in social networking such as Instagram became one of the most popular business platforms, brands started to hire social influencers such as celebrities or popular bloggers to promote their products (Drewry, 2018). However, for a successful marketing campaign, it is not enough to only have a celebrity in the advertisement. The number of subscribers or followers of the celebrity and the number of "likes" also has a tremendous effect on the customers' perception of the advertised brand (Malik & Guptha, 2014; Malik, & Qureshi, 2016; Yakimin & Rafeah, 2017). Accordingly, the higher the number of "likes" per Instagram post a celebrity has, the higher the customers' trust and brand attitude towards the product. As a matter of fact, a social influencer with more than 10,000 "likes" per post would be perceived as more trustworthy and legitimate than a celebrity with fewer than 10,000 "likes" per post (Fitzpatrick, 2017; Dumas et al., 2017; Yakimin & Rafeah, 2017). Therefore, it is hypothesised:

H2: A high number of "likes" results in a higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than a low number of "likes".

Moreover, in the context of the current research it is argued that multiple celebrity endorsers of a brand can amplify the effect of the social proof, which in turn would lead to a higher chance of the marketing campaign to become successful. Therefore, it is hypothesised:

H3: A high number of “likes” received by multiple celebrities endorsing a brand results in **a)** a higher customers’ engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a high number of “likes” received by a single celebrity endorsing a brand.

Furthermore, based on the previous empirical findings regarding multiple celebrity endorsers product promotion, it is argued that in the low social proof condition multiple celebrity endorsers also have a higher chance to make a brand promotion more successful than a single celebrity endorser. Thus, it is hypothesised:

H4: A low number of “likes” received by multiple celebrities endorsing a brand also results in **a)** a higher customers’ engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a low number of “likes” received by a single celebrity endorsing a brand.

2.6. Source credibility and attractiveness

Previous research suggests that consumers attribute positive characteristics to celebrity endorser, such as expertise, trustworthiness and attractiveness (Petty, Cacioppo & Schumann, 1983; Rice et al., 2012). According to Ohanian (1990), these characteristics are the constructs of the commonly used term “Source credibility”. Several studies established that a credible celebrity endorser does not only make the endorsement more effective but also helps the brand gain credibility (Rice et al., 2012; McCormick, 2016; Van der Walddt et al., 2011). Importantly, Miciak and Shanklin (1994) defined credibility as a “primary reason for selecting a spokesperson” (Miciak & Shanklin, 1994, p. 54). They state that both experts and marketers agree on the two most important dimensions of credibility: expertise and trustworthiness (Miciak & Shanklin, 1994). Consequently, regarding the context of celebrity endorsers, expertise is the dimension of credibility which indicates the degree to which consumers perceive a celebrity as capable of making valid reviews of a product. By the same token,

trustworthiness is the extent to which consumers believe that a celebrity endorser has an honest intention to perform a valid review (Tripp et al., 1994). To summarize, if a celebrity is perceived as a credible source (mainly as an expert in the particular sphere and as a trustworthy representative of a brand), customers tend to have a positive attitude towards the endorsed brand and they are more likely to purchase it after being exposed to a commercial message (Ohanian, 1990).

Although the most highlighted dimensions of source credibility are expertise and trustworthiness, Ohanian (1990) researched attractiveness as the third dimension of celebrities' credibility. Scientific literature shows that physical attractiveness of a celebrity endorser has a strong influence on the attitude towards a brand and has a positive effect on the customers' purchase intention (Jayswal et al., 2013; Schlecht, 2003). Interestingly, it was observed that 64 percent of social network users who follow attractive celebrities consider the celebrity as an opinion leader (Nielsen, 2013 as cited in Foong & Yazdanifard, 2014).

However, the nature of celebrity attractiveness is problematic (McCracken, 1989) and researchers tend to describe the phenomena of celebrities' attractiveness in two ways: with a broad definition and with a narrow definition. Thus, according to the broad definition proposed by Erdogan (1999), the attractiveness of a celebrity endorser consists of the variety of personal characteristics, such as physical attractiveness, lifestyle, personal beliefs, accomplishments and intellectual power. To illustrate, in his study McCracken (1989) explains that the contract with a celebrity such as James Garner leads to a successful endorsement not only because Garner is a handsome man, but also James Garner is an interesting persona with the set of meanings (confident, intelligent, humorous) which customers can find attractive and compelling. Whereas, Göksel (2014) gives a narrow definition of endorser's attractiveness such as "the degree to which a person's face is pleasing to observe, and is determined through a consensus of judges" (Göksel, 2014, p. 1045). Consequently, when some customers of a brand tend to rely on a celebrity's character or even rely on a character which a celebrity established as a spokesperson, other customers are attracted only by the physical appearance of a celebrity (Göksel, 2014; McCracken, 1989). In the current research, the definition of the term "Attractiveness" proposed by Göksel (2014) is implied. Based on that and according to the previously explained effect of social proof on customers' engagement, attitude towards a brand and purchase intention, it is hypothesised:

H5: A high number of "likes" received by multiple celebrities endorsing a brand results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness)

and in turn **a)** a higher customers' engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a high number of "likes" received by a single celebrity endorsing a brand.

Also, because in the context of the current research it is argued that multiple celebrity brand promotion generally has a stronger effect on customers' evaluation of the brand than a single celebrity brand promotion, it is hypothesised:

H6: A low number of "likes" received by multiple celebrities endorsing a brand also results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness) and in turn **a)** a higher customers' engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a low number of "likes" received by a single celebrity endorsing a brand.

2.7. Message credibility

Although in the scientific literature researchers often tend to measure and rely on the credibility of the spokesperson (expertise, trustworthiness, attractiveness), the credibility of the advertising message also has an important effect on brand attitude and intention to purchase (Appelman & Sundar, 2016; Petty et al., 1983). According to Appelman and Sundar (2016), message credibility is "an individual's judgment of the veracity of the content of communication" (Appelman & Sundar, 2016, p. 63). Appelman and Sundar (2016) explained that message credibility is an essential factor which helps researchers understand people's perception of the content of advertisements. Further, studies have shown that measuring message credibility is essential because every customer has an individual opinion about the content of an advertising message which can influence the overall perception of advertising and in turn brand attitude and purchase intention. (Appelman & Sundar, 2016; Hovland & Weiss, 1951).

Advertising messages which contain a detailed explanation about an endorsed product are perceived as more credible as well as increase the intention to purchase (Arora, 2000). Additionally, according to the attribution theory multiple celebrity endorsements can create consensus in the consumers' minds regarding the product quality when they provide similar information about a product in their advertisements (Erdogan, 1999; Göksel, 2014; Jayswal et al., 2013; McCracken, 1989; Rice et al., 2012). Therefore, in the current research, it is argued

that multiple celebrities can amplify the effect of an advertising message. Thus, it is hypothesised:

H7: A high number of “likes” received by multiple celebrities endorsing a brand results in more positive perceptions of message credibility and in turn **a)** a higher customers’ engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a high number of “likes” received by a single celebrity endorsing a brand.

Based on the assumption that the more celebrities are used for brand promotion, the stronger the influence is on customers’ perception of a brand, it is also hypothesised that:

H8: A low number of “likes” received by multiple celebrities endorsing a brand also results in more positive perceptions of message credibility and in turn **a)** a higher customers’ engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a low number of “likes” received by a single celebrity endorsing a brand.

2.8. Match between celebrities and brand

Marketers always have a set of goals when they decide to contract a celebrity endorser in order to promote a brand (Cornwell et al., 2006). Firstly, marketers need to attract customers’ attention to a product presented in a commercial to increase brand recognition. Secondly, the goal is to create an emotional bond between potential customers and the celebrity endorser; an emotional attachment between the endorser and a customer will positively affect brand image and will improve brand awareness. Finally, if all previously mentioned goals are achieved, celebrity advertisement will create arousing interest about a product in the consumers’ minds and will positively influence purchase intentions (Cornwell et al., 2006; Friedman & Friedman, 1979; Göksel, 2014; Rice et al., 2012).

Although all celebrity advertisements are created to achieve high brand awareness and increase product sales, sometimes customers’ impressions of celebrity commercial are not strongly linked to the brand being promoted (Göksel, 2014; Rice et al., 2012). According to Jayswal et al. (2013), the vampire effect may accrue if contracted celebrity overshadows the product by “sucking” all attention. Consequently, consumers remember a commercial because of a famous celebrity, but cannot recall what the endorsement was about (Erdogan, 1999; Jayswal et al., 2013). Indeed, even if the celebrity managed to attract consumers’ attention but

failed to translate that attention to the advertised product, it is a huge loss of budget for a brand and an unfortunate disadvantage of the promotion campaign (Göksel, 2014; Jayswal et al., 2013; Rice et al., 2012).

Previous research suggests that brands must contract only celebrities who match up with the brand image and fit the attributes of the promoted product in order to reduce risks of failure of celebrity advertisement (Erdogan, 1999; Jayswal et al., 2013; McCracken, 1989). Scientists define the fit between celebrity and an endorsed brand as match-up (Erdogan, 1999; Göksel, 2014; Jayswal et al., 2013; McCracken, 1989; Rice et al., 2012). The concept of the match-up between an advertiser and endorsed product/brand suggests that the celebrity ought to be congruent with the endorsed product/brand. Furthermore, the congruence between an endorser and endorsed brand is related to the customers' perception of the celebrity's credibility (expertise and trustworthiness), the celebrity's attractiveness and the celebrity's image. Hence, when marketers can achieve endorser-product congruity, the celebrity advertising positively influences customers' brand recognition and recall, brand attitude and intentions to purchase (Erdogan, 1999; Göksel, 2014; Jayswal et al., 2013; McCracken, 1989; Rice et al., 2012). Therefore, it is hypothesised:

H9: The match-up between a celebrity and the advertised brand results in a higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than no match-up between a celebrity and the advertised brand.

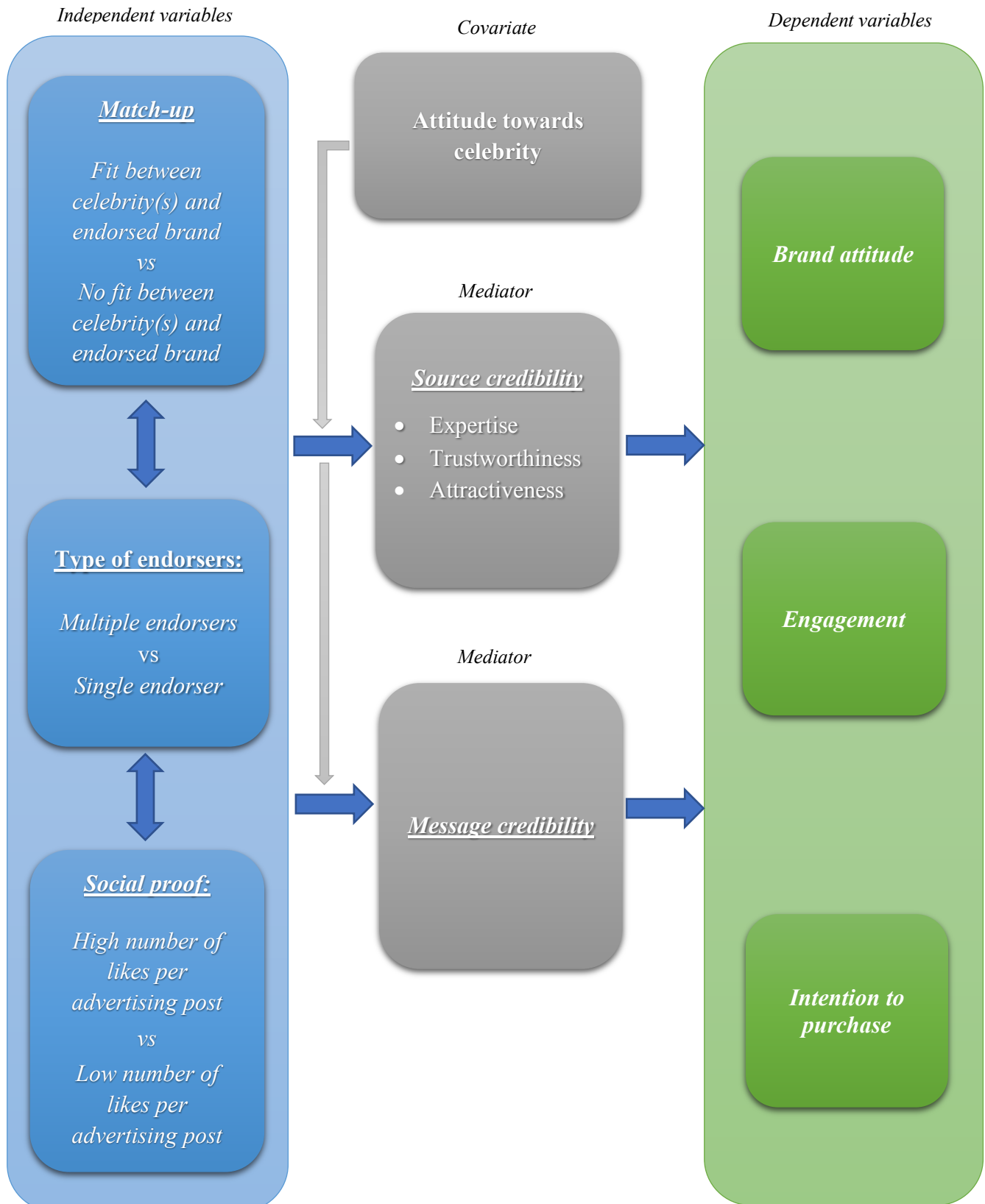
Although the match-up between celebrity endorser and the endorsed brand has been examined only in the context of the single celebrity endorsement, McCracken (1989) suggested that match-up factor might also be effective in a marketing campaign with multiple celebrity endorsers. Consequently, it is argued that the match-up between multiple celebrities and the endorsed brand strengthens the overall effect of the advertising campaign and thus can be a better marketing tool. Thus, in the current research, it is hypothesised:

H10: The match-up between multiple celebrities and the advertised brand results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness), in a more positive perception of message credibility and in turn **a)** a higher customers' engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than a match-up between a single celebrity and the advertised brand.

While the fit between multiple celebrity endorsers and the advertised brand is expected to have a strong effect on product promotion, it is also argued that in the case of no match-up between the celebrity endorsers and the advertised brand, the product promotion will be more successful in a multiple celebrity advertising campaign than in a single celebrity advertising campaign. Thus, it is hypothesised:

H11: No match-up between multiple celebrities and the advertised brand also results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness), in more positive perception of message credibility and in turn **a)** a higher customers' engagement with a brand, **b)** a more positive brand attitude and **c)** a higher purchase intention than no match-up between a single celebrity and the advertised brand.

THE CONCEPTUAL MODEL OF THE RESEARCH



3. METHOD

3.1. Research design

An experimental study is conducted to determine the effect of the single celebrity endorser of a brand and the impact of multiple celebrity endorsers of a brand in combination with social proof and fit between a celebrity and an endorsed brand on engagement, brand attitude and intention to purchase of millennials. The experimental study also includes the investigation of how the source credibility and message credibility can influence millennials' brand attitude and purchase intentions. Moreover, Apejoye (2013) explained that a celebrity endorsement has a chance to fail an advertising campaign if customers do not accept a celebrity or do not like him/her according to their personal preferences. Consequently, if customers have negative associations with a particular celebrity, the likelihood of transferring that negativity to the endorsed brand is also high (Apejoye, 2013). Therefore, in the current research, it was decided to include "The attitude towards celebrity" as a covariate.

To test the proposed hypotheses, a $2 \times 2 \times 2$ between subject design was implemented. The three independent variables "Celebrity endorser" (single celebrity endorser of the brand vs. multiple celebrity endorsers of the brand), "Social proof" (high number of "likes" per advertising post vs. low number of "likes" per advertising post) and "Match-up" (fit between celebrity endorser(s) and endorsed brand vs. no fit between endorser(s) and endorsed brand) were chosen as experimental manipulations. Accordingly, "Engagement", "Brand attitude" and "Purchase intention" were implemented as dependent variables. The "Source credibility" and "Message credibility" were introduced as the mediators and "Attitude towards celebrity" as the covariate.

3.2. Pre-test

The pre-test was conducted with two focus groups in order to select reliable and the most suitable visualisations of manipulations and check the clarity of the questionnaire. The focus groups were mediated by the author of the current research. Accordingly, eight respondents in each focus group were asked to fill in the questionnaire and give honest feedback. After obtaining the results of the focus groups and conducting the analysis, final the most

understandable for participants and the most suitable for the research version was chosen for the main questionnaire of the study.

3.3. Procedure

After the analysis of the pre-test, the final version of the survey was distributed through the online program Qualtrics with the snowball sampling technique. Consequently, the authors' social network was used to distribute the questionnaire through online applications such as Instagram, Facebook, Twitter, LinkedIn and WhatsApp and the first line respondents were asked to share the survey with their social network. Also, students of the University of Twente were approached on campus and personally asked by the author to participate in the study.

The survey began with an introduction letter; therefore, participants were informed about the confidentiality of their participation and an approximate time they were going to spend on the survey. That step was followed by the consent form and a filter question "Please indicate your age". Therefore, participants who did not give their consent to participate in the survey or were not millennials could not continue with the survey. Furthermore, participants' demographics were collected (gender, nationality, level of education, academic background) and the manipulation-check questions were asked by randomly assigning participants to one of the eight scenarios.

3.4. Population and research sample

The experimental study was conducted at the University of Twente in the Netherlands. Therefore, based on the target group of the research, millennial respondents of the author's social circle and millennial respondents who were staying or living in the Netherlands at the time of the study were chosen.

In total 539 responses were collected. After the data cleaning procedure, 361 responses were selected to continue with the data analysis (133 men, 225 women and 3 persons who did not indicate their gender). The majority of the participants were Dutch (24%), British (11%), Belgian (10%) and German (10%). At the moment of the experiment, 81 percent of the participants were students, and 78 percent of participants stated that they had an Instagram account. Furthermore, 59 percent of the participants had already obtained a Bachelor degree, and 20 percent had already obtained a Master degree before the time the experiment was placed.

Lastly, the social media usage of the participants was considered. The frequency analysis was conducted to analyse participants' responses ($N = 360$) on the question "Do you consider yourself an active social media user?". Accordingly, only 5.3% of all participants claimed that they did not use social media platforms at all, while the majority of participants stated that they used social media often (31.6%), very often (18.6%) and all the time (11.1%). These results will be considered later on in the discussion.

3.5. Materials

In the current research, the eight scenarios for manipulation check questions shown in Table 1 were created. The famous model Bella Hadid was chosen as a single celebrity endorser, and she also was present in the multiple celebrity endorsers conditions along with Selena Gomez and Ariana Grande.

Table 1 Conditions				
	Single celebrity endorser		Multiple celebrity endorsers	
	No match-up	Match-up	No match-up	Match-up
Low number of "likes"	Bella Hadid endorsing IKEA brand	Bella Hadid endorsing Dior brand	Bella Hadid, Selena Gomez, Ariana Grande endorsing IKEA brand	Bella Hadid, Selena Gomez, Ariana Grande endorsing Dior brand
High number of "likes"	Bella Hadid endorsing IKEA brand	Bella Hadid endorsing Dior brand	Bella Hadid, Selena Gomez, Ariana Grande endorsing IKEA brand	Bella Hadid, Selena Gomez, Ariana Grande endorsing Dior brand

Accordingly, four visualisations of Instagram posts for a single celebrity endorser (Bella Hadid) and four visualisations of Instagram posts for multiple celebrity endorsers (Bella Hadid, Selena Gomez, Ariana Grande) were created for the questionnaire. The illustrations of manipulations are represented in Picture 1 and Picture 2, Picture 3 and Picture 4; all eight illustrations can be found in Appendix A.

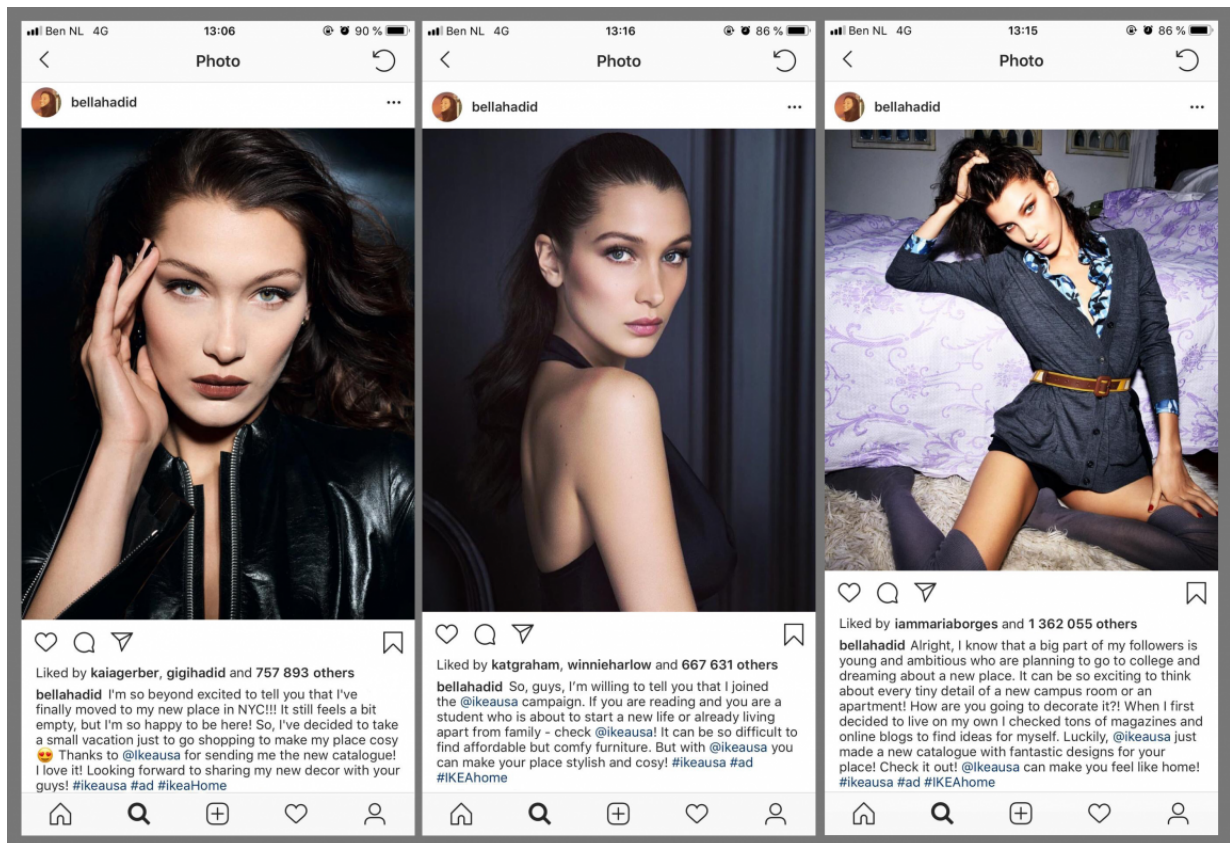


Figure 1. A single celebrity with a high number of “likes” and no fit with the brand (IKEA)

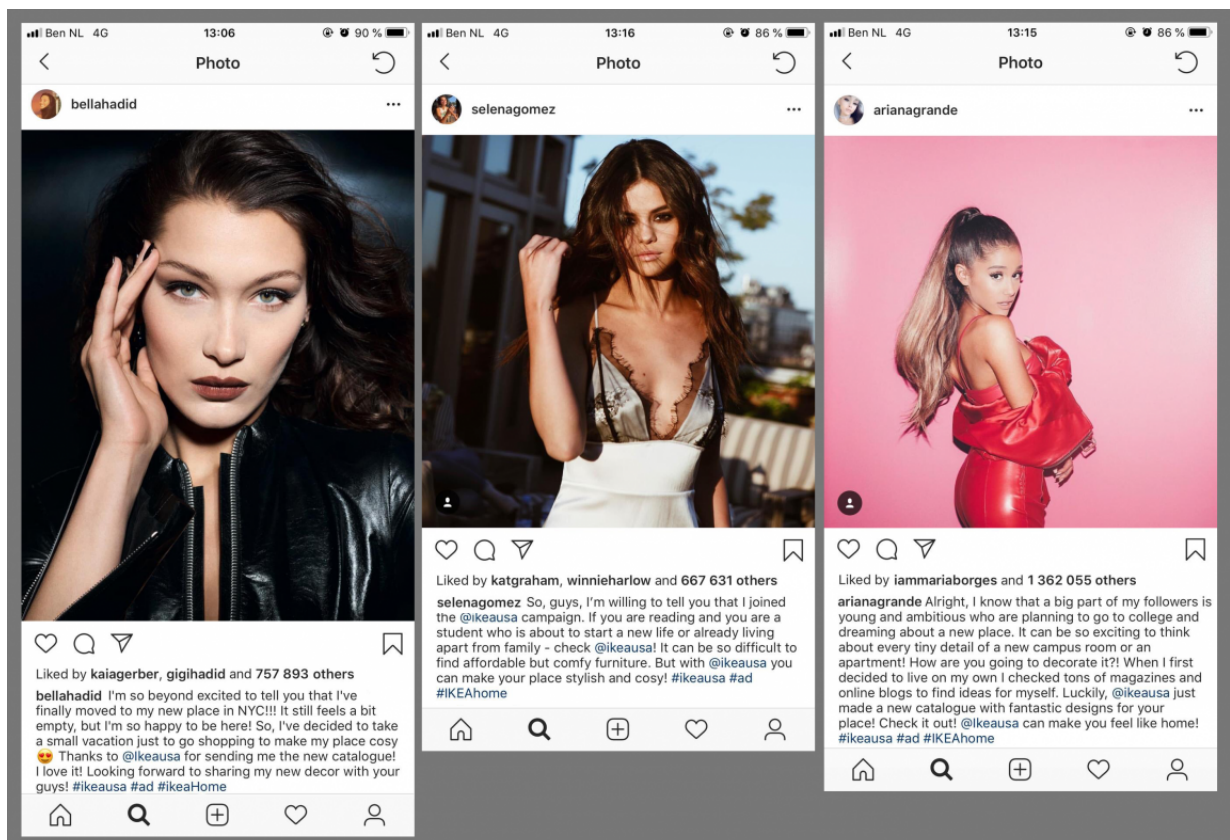


Figure 2. Multiple celebrities with a high number of likes and no fit with the brand (IKEA)

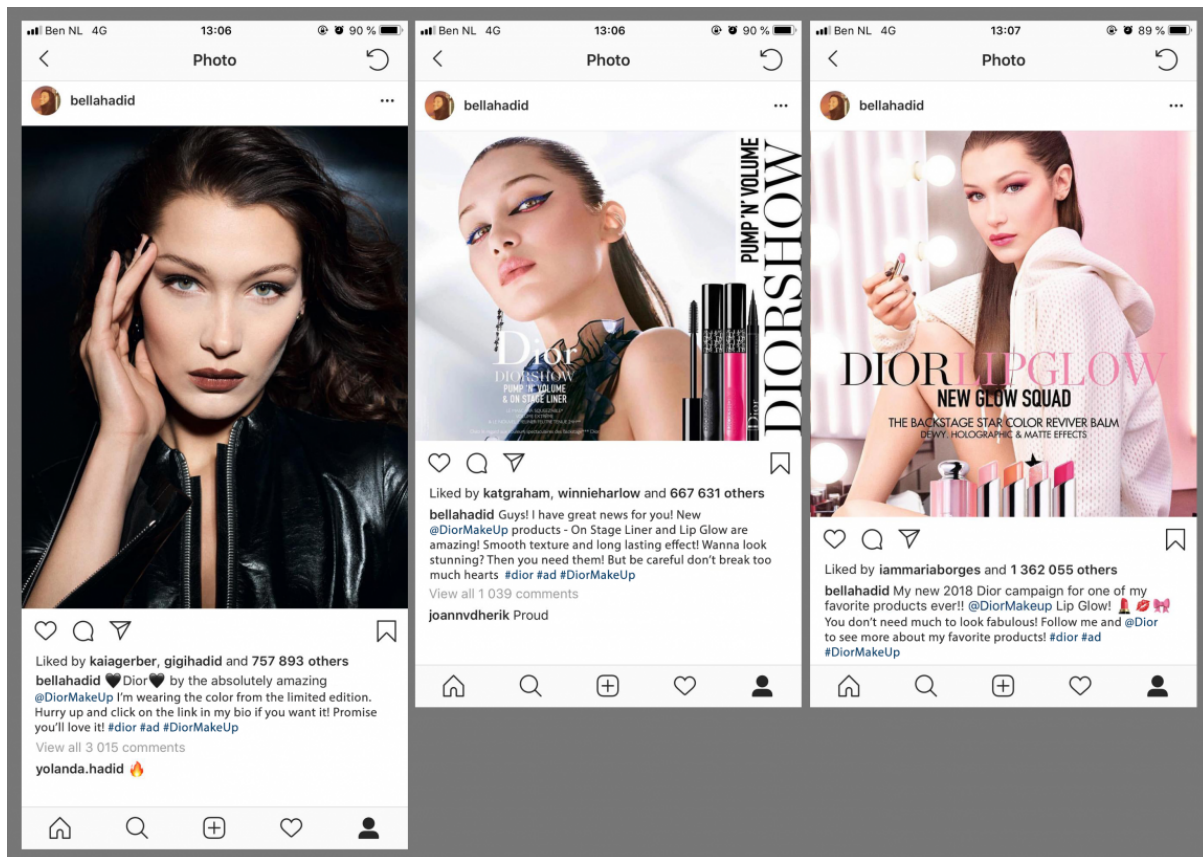


Figure 3. A single celebrity with a high number of "likes" and a fit with the brand (Dior)

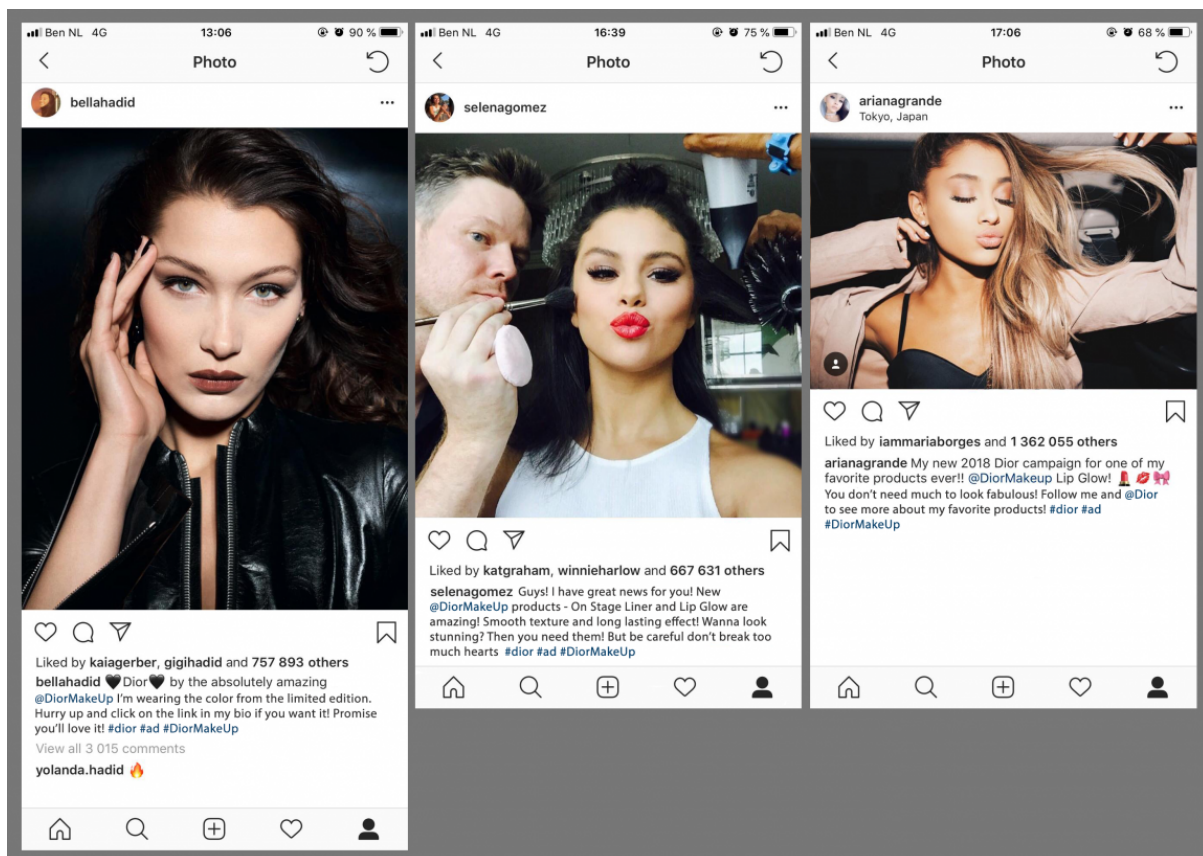


Figure 4. Multiple celebrities with a high number of likes and a fit with the brand (Dior)

3.6. Measurements

The dependent variables were measured on the seven-point Likert scale. Accordingly, participants were offered to choose their answers from strongly disagree to strongly agree (1. Strongly disagree; 2. Disagree; 3. Somewhat disagree; 4. Neither disagree nor agree; 5. Somewhat agree; 6. Agree; 7. Strongly agree).

To measure the dependent variable “Engagement” the set of four statements constructed by Algesheimer, Dholakia, and Herrmann (2005) was chosen as the basis for a question. Originally, the scale was used to measure the degree to which customers were engaged with a brand community. Based on the purposes of the research (to measure real customers’ engagement with a brand excluding “ghost followers”) it was decided to implement this scale with a slight modification of statements to adopt the scale to the context of the study. For instance, one of the original statements such as “I am motivated to participate in the brand community’s activities because I feel better afterwards” was modified to “I am motivated to like shown Instagram posts”. Furthermore, to measure the dependent variable “Brand attitude” the scale developed by Sengupta and Johar (2002), which consisted of three seven-point Likert scales, was implemented. By the same token, the dependent variable “Intention to purchase” was measured on a seven-point Likert scale which was developed by Lepkowska-White, Brashear, and Weinberger (2003) and consisted of three statements. Additionally, two questions to complete the constructs of “Brand attitude” and “Intention to purchase” and increase the validity and reliability of both dependent variables were created by the author of the current research.

The impact of the mediator “Source credibility” was measured on the scale created by Ohanian (1990) to separately measure three dimensions of credibility (expertise, trustworthiness, attractiveness). Similarly, the mediator “Message credibility” was measured on a seven-point semantic differential scale proposed by Appelman and Sundar (2016). Lastly, to measure the covariate “Attitude towards celebrity” the construct which also includes seven-point semantic differential items (created by Eagly, Wood & Chaiken in 1978 and adopted by Jain & Posovac in 2004) was used as the basis for a survey question. All constructs are shown in Table 2 and the complete questionnaire can be found in Appendix A.

Table 2
Reliability

Construct	Cronbach’s alpha	Items
Engagement	.83	1. I am motivated to like shown Instagram posts.

		2. I am motivated to comment on shown Instagram posts.
		3. I am motivated to save shown Instagram posts.
		4. I am motivated to follow shown celebrities on Instagram
Brand attitude	.80	1. I think the brand represented on the screenshots is a very good brand.
		2. I think the endorsements represented on the screenshots are very useful for a brand.
		3. My opinion of the brand represented on the screenshots is very favourable.
		4. I think I can positively evaluate the brand represented on the screenshots.
Purchase intention	.94	1. If I were looking for this type of product, my likelihood of purchasing the product in the ad would be high.
		2. If I were to buy this type of product, the probability that I would consider buying the product in the ad would be high.
		3. If I had to buy this type of product, my willingness to buy the product in the ad would be high.
		4. If I were in need for this product, I would be interested enough to purchase a product after seeing it in that advertisements.
Expertise		1. Not an Expert/Expert
		2. Inexperienced/Experienced
• Bella Hadid	.93	3. Unknowledgeable/Knowledgeable
• Selena Gomez	.96	4. Unqualified/Qualified
• Ariana Grande	.95	5. Unskilled/Skilled
Trustworthiness		1. Undependable/Dependable
		2. Dishonest/Honest
• Bella Hadid	.89	3. Unreliable/Reliable
• Selena Gomez	.94	4. Insincere/Sincere
• Ariana Grande	.94	5. Untrustworthy/Trustworthy
Attractiveness		1. Unattractive/Attractive
		2. Not classy/Classy
• Bella Hadid	.91	3. Ugly/Beautiful
• Selena Gomez	.93	4. Plain/Elegant
• Ariana Grande	.94	5. Not sexy/Sexy
Message credibility		1. Inaccurate/Accurate
		2. Fake/Authentic
• Bella Hadid	.93	3. Unbelievable/Believable
• Selena Gomez	.95	4. Unreliable/Reliable
• Ariana Grande	.96	5. Timid/Authoritative
		6. Disreputable/Reputable
		7. Untrustworthy/Trustworthy
		8. Unrealistic/Realistic

3.7. Reliability of the constructs

To check the reliability of the constructs the Cronbach' alfa was used. As it is shown in Table 2, all constructs ("Engagement", "Brand attitude", "Purchase intention", "Source credibility", "Message credibility") were reliable because of Cronbach's alpha appeared to be higher than .70.

4. RESULTS

To test the proposed hypotheses the first multivariate analysis of variance (MANOVA) was conducted with “Endorser”, “Social proof” and “Fit” as independent variables and “Engagement”, “Brand attitude”, “Purchase intention”, “Expertise” (of Bella Hadid), “Trustworthiness” (of Bella Hadid), “Attractiveness” (of Bella Hadid) and “Message credibility” (of Bella Hadid) as the dependent variables. According to the Wilks’ Lambda test, there is the main effect of “Fit” ($F(7, 316) = 5.33, p < 0.001$) and an interaction effect of “Endorser” and “Fit” ($F(7, 316) = 2.47, p < 0.05$) on the dependent variables.

Importantly, the effect of the covariate “Attitude towards celebrity” was considered. According to Wilks’ Lambda test which is represented in Table 3, no significant effect of the covariate “Attitude towards celebrity” was found. Thus, it was decided to exclude the covariate from further analysis.

Table 3
Multivariate tests

		Covariate included		Covariate excluded	
		F	Sig.	F	Sig.
Wilks' Lambda	Endorser	.334	.938	.306	.951
	Social proof	1.116	.353	1.179	.314
	Fit	5.199	.000	5.332	.000
	Endorser*Social proof	.671	.696	.900	.507
	Endorser*Fit	2.710	.010	2.474	.017
	Social proof*Fit	1.523	.159	1.642	.123
	Endorser*Social proof*Fit	.722	.653	.631	.730

Furthermore, for all the dependent variables except the “Engagement” the Levene’s test of equality, which can be found in Appendix A, showed that there were no statistically significant differences in variances. The missing equality of variance for “Engagement” can be explained with the fact that the sample size of the current study is moderate and approximately equally sized. Therefore, the MANOVA was not sensitive to violations of the equal variance (Field, 2009).

The test of between-subjects effects revealed the significant main effects of “Fit” on “Expertise” ($F(7, 316) = 29.78, p < 0.001$), “Trustworthiness” ($F(7, 316) = 9.88, p < 0.01$)

and “Message credibility” ($F(7, 316) = 13.19, p < 0.001$) of the endorser (Bella Hadid). Also, the interaction effect between “Endorser” and “Fit” seemed to have marginally significant effects on “Expertise” ($F(7, 316) = 2.91, p < 0.1$), “Attractiveness” ($F(7, 316) = 2.86, p < 0.1$) and “Message credibility” ($F(7, 316) = 2.45, p < 0.1$) of the endorser (Bella Hadid). The full overview of the test of between-subjects effects can be found in Appendix A.

Table 4
Tests of between-subjects effects

Independent variables	Dependent variables	F	Sig.
Fit	Expertise	29.780	.000
	Trustworthiness	9.875	.002
	Message credibility	13.185	.000
Endorser*Fit	Expertise	2.913	.089
	Attractiveness	2.863	.092
	Message credibility	2.746	.098

As can be seen in Table 5, when participants were exposed to the advertisements with the match-up between the celebrity (Bella Hadid) and the endorsed brand (Dior), the perceived expertise, trustworthiness and message credibility were higher than in conditions with no fit present (Bella Hadid endorsing IKEA). Also, in the conditions with fit present, the multiple celebrity endorsements scored higher than the single celebrity endorsements.

Importantly, according to H1 it was expected that in the case of no fit present, multiple celebrity endorsements would also result in a higher perception of source credibility and message credibility than single celebrity endorsements. However, as shown in Table 5, when participants were exposed to the advertisement with no congruence between the single celebrity (Bella Hadid) and the endorsed brand (IKEA) the perceived expertise, trustworthiness and message credibility were higher than in conditions where participants were exposed to advertisement with no congruence between multiple celebrities and the endorsed brand (IKEA).

Table 5
Mean scores of source credibility and message credibility

		No fit				Fit			
		Single		Multiple		Single		Multiple	
		M	SD	M	SD	M	SD	M	SD
Fit	Expertise	3.99	1.45	3.59	1.36	4.56	1.17	4.65	1.33
	Trustworthiness	3.67	1.26	3.55	1.18	3.91	1.06	4.09	1.09
	Message credibility	3.73	1.27	3.52	1.09	4.01	.98	4.19	1.22

Pairwise comparisons showed that for the single celebrity endorsements the effect of the congruence between the celebrity and the brand was lower on perception of expertise ($p < .01$) than the effect of congruence between multiple celebrities and the brand on expertise ($p < .001$). Thus, the presence of fit between the endorser (Bella Hadid) and the endorsed brand (Dior) had a stronger effect on perception of expertise in multiple celebrity endorsers conditions which is shown in Figure 5.

Furthermore, pairwise comparisons showed that for the single celebrity endorsements, the effect of the congruence between the celebrity and the brand was not significant on perception of message credibility ($p = .161$) while in the conditions with multiple celebrity endorsers the effect of congruence between multiple celebrities and the brand on message credibility approached significance ($p < .01$). Thus, the presence of fit between the endorser (Bella Hadid) and endorsed brand (Dior) only had the effect on perception of message credibility in multiple celebrity endorsers conditions (Figure 6).

The last pairwise comparison was conducted to check the significance of the interaction effect between “Endorser” and “Fit” on attractiveness. As can be seen in Figure 7 no significance was shown in both single ($p = .833$) and multiple ($p = .107$) celebrity endorsers condition.

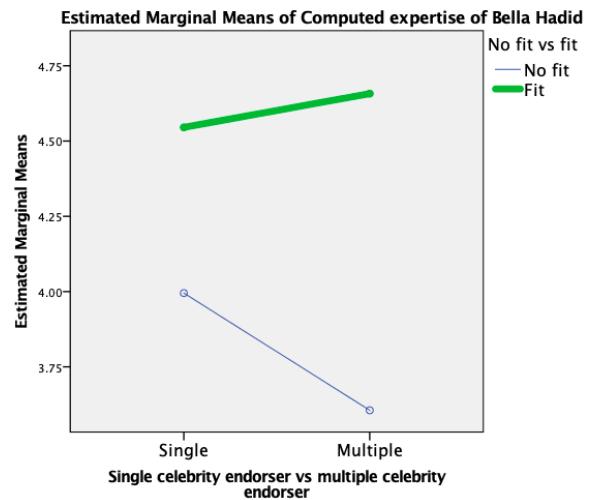


Figure 5. Interaction effect between “Endorser” and “Fit” on “Expertise”

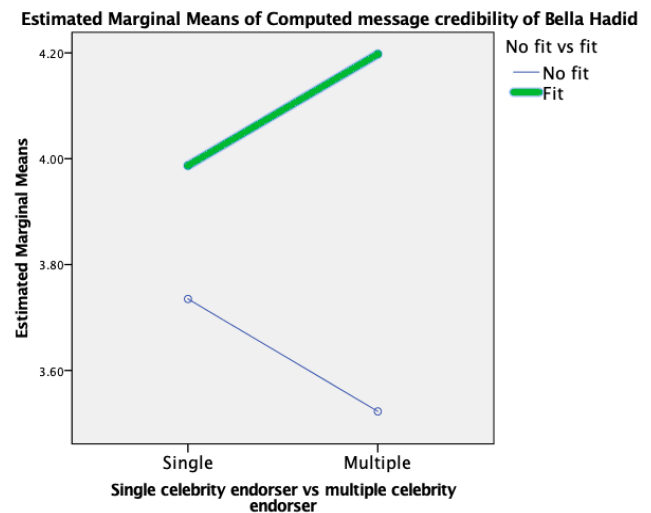


Figure 6. Interaction effect between “Endorser” and “Fit” on “Message credibility”

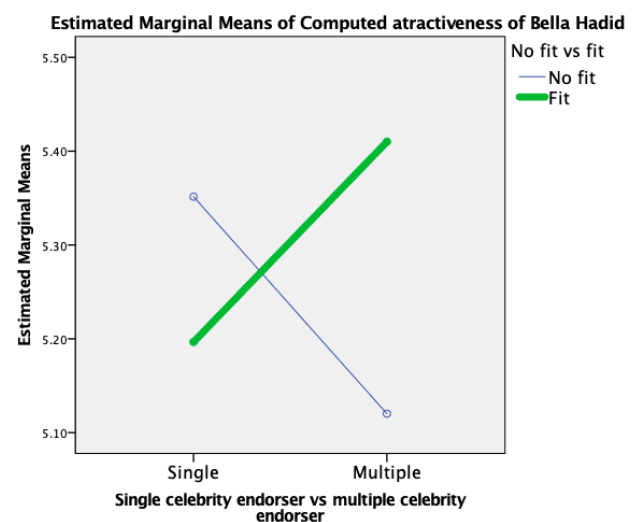


Figure 7. Interaction effect between “Endorser” and “Fit” on “Attractiveness”

Although the results of MANOVA showed no main effect of “Fit” on dependent variables, the mediation analysis was conducted to examine whether the “Source credibility” and “Message credibility” mediated the main effects of “Fit” and the interaction effect between “Endorser” and “Fit” on engagement, brand attitude and purchase intention. Firstly, the SPSS PROCESS was performed to check the mediating role of dimensions of “Source credibility” (expertise, trustworthiness) which were shown significant in the MANOVA analysis. Followed by the analysis of the mediating role of “Message credibility” which also approached significance. The indirect effects were tested with a 1000 samples bootstrap estimation approach.

The direct effect of “Fit” on the engagement was fully mediated by the celebrity’s trustworthiness. The indirect effect of “Fit” was found on “Engagement” ($SE = .0538$, $CI = .0387$, $.2418$) with 95% confidence interval excluding zero. The results of the Sobel test also showed full mediation in the model ($z = 2.217$, $p = .026$). Also, the direct effect of “Fit” on the engagement was fully mediated by the celebrity’s message credibility. The indirect effect of “Fit” was found on “Engagement” ($SE = .0559$, $CI = .0326$, $.2436$) with 95% confidence interval excluding zero. A Sobel test was conducted and also showed full mediation in the model ($z = 2.088$, $p = .036$). When including either “trustworthiness” or “message credibility, the “Fit” was no longer a significant predictor of customers’ engagement.

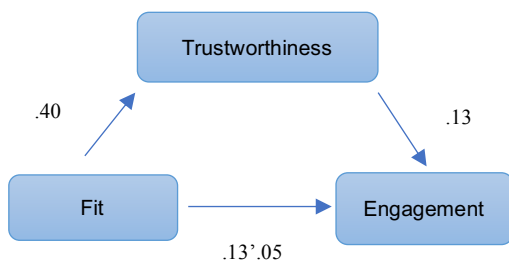


Figure 8. Mediation analyses in the effects of fit on engagement with trustworthiness as mediator.

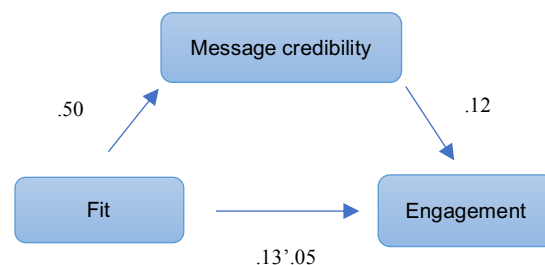


Figure 9. Mediation analyses in the effects of fit on engagement with message credibility as mediator.

The direct effects of “Fit” on “Brand attitude” and “Purchase intention” also were fully mediated by “Trustworthiness” and “Message credibility”. Accordingly, the indirect effect of “Fit” on “Brand attitude” ($SE = .0471$, $CI = .0145$, $.1974$ for trustworthiness; $SE = .0513$, $CI = .0150$, $.2110$ for message credibility) and the indirect effect of “Fit” on “Purchase intention” ($SE = .0602$, $CI = .0311$, $.2684$ for trustworthiness; $SE = .0557$, $CI = .0037$, $.2237$ for message credibility) were found with 95% confidence interval excluding zero. By the same token, when including either “trustworthiness” or “message credibility, the “Fit” was no longer a significant predictor of customers’ engagement. The Sobel test also showed full mediation effects of

message credibility ($z = 2.088$, $p = .036$ for brand attitude; $z = 2.061$, $p = .039$ for purchase intention) in the models. However, the mediation effect of trustworthiness on brand attitude ($z = 1.834$, $p = .066$) and purchase intention ($z = 1.834$, $p = .066$) seemed to be only marginally significant.

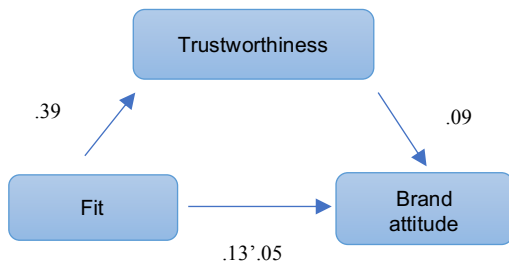


Figure 10. Mediation analyses in the effects of fit on brand attitude with trustworthiness as mediator.

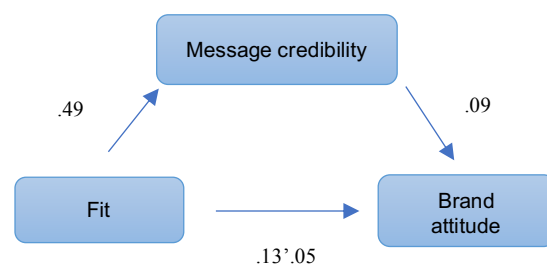


Figure 11. Mediation analyses in the effects of fit on brand attitude with message credibility as mediator.

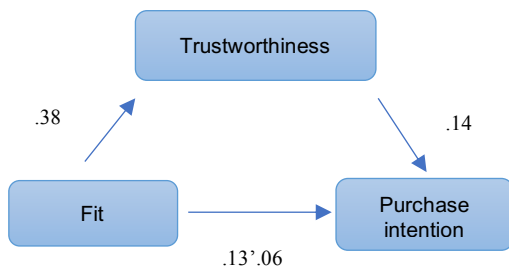


Figure 12. Mediation analyses in the effects of fit on purchase intention with trustworthiness as mediator.

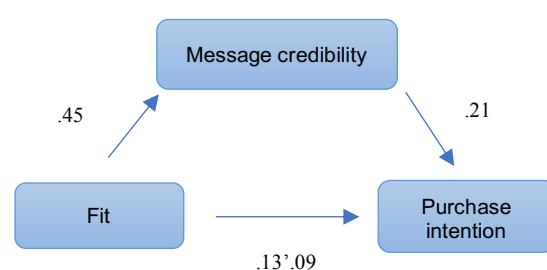


Figure 13. Mediation analyses in the effects of fit on purchase intention with message credibility as mediator.

Importantly, the direct effects of “Fit” on the engagement, brand attitude and purchase intention were not mediated by the celebrity’s expertise which approached significance according to the results of MANOVA. That is based on the no indirect effects of “Fit” on “Engagement” ($SE = .0512$, $CI = -.0961$, $.1009$), “Brand attitude” ($SE = .0531$, $CI = -.0502$, $.1573$) and “Purchase intention” ($SE = .0654$, $CI = -.1224$, $.1441$) with 95% confidence interval including zero. The results of a Sobel test also showed the absence of mediation effect of expertise on engagement ($z = .119$, $p = .905$), brand attitude ($z = .0913$, $p = .361$) and purchase intention ($z = .254$, $p = .799$).

Furthermore, the direct effects of interaction between “Endorser” and “Fit” on the “Engagement” were not mediated by the celebrity’s expertise, attractiveness and message credibility. The indirect effect of “Fit” was not found on “Engagement” ($SE = .0375$, $CI = -.0312$, $.1238$ for expertise, $SE = .0394$, $CI = -.0138$, $.1356$ for attractiveness, $SE = .1075$, $CI = -.0289$, $.3940$ for message credibility) with 95% confidence interval including zero. The results

of a Sobel test also showed no mediation effect of expertise ($z = .779, p = .436$), attractiveness ($z = 1.108, p = .268$) and message credibility on engagement ($z = 1.113, p = .266$).

By the same token, the direct effects of interaction between “Endorser” and “Fit” on the “Brand attitude” and on “Purchase intention” were not mediated by the celebrity’s expertise, attractiveness and message credibility. The indirect effect of “Fit” was not found on “Brand attitude” ($SE = .0469, CI = -.0202, .1590$ for expertise, $SE = .0645, CI = -.0080, .2422$ for attractiveness, $SE = .0906, CI = -.0359, .3225$ for message credibility) and “Purchase intention” ($SE = .0526, CI = -.0276, .1808$ for expertise, $SE = .0702, CI = -.0135, .2680$ for attractiveness, $SE = .1103, CI = -.0410, .3834$ for message credibility) with 95% confidence interval including zero. The results of a Sobel test also showed no mediation effect of expertise ($z = .945, p = .344$ for brand attitude, $z = .857, p = .391$ for purchase intention), attractiveness ($z = 1.199, p = .230$ for brand attitude, $z = 1.037, p = .299$ for purchase intention) and message credibility ($z = .973, p = .331$ for brand attitude, $z = .977, p = .329$ for purchase intention).

4.1. Analysis of variance on source credibility and message credibility of multiple celebrity endorsers

To test the proposed hypothesis the second multivariate analysis of variance (MANOVA) was conducted with “Endorser”, “Social proof” and “Fit” as independent variables and “Expertise” (of Bella Hadid, Selena Gomez, Ariana Grande), “Trustworthiness” (of Bella Hadid, Selena Gomez, Ariana Grande), “Attractiveness” (of Bella Hadid, Selena Gomez, Ariana Grande) and “Message credibility” (of Bella Hadid, Selena Gomez, Ariana Grande) as dependent variables. According to the Wilks’ Lambda test which is shown in Table 6, only “Fit” ($F(15, 132) = 2.34, p < 0.01$) had the main effects on the dependent variables.

Multivariate test	Independent variables	F	Sig.
Wilks' Lambda	Social proof	.534	.917
	Fit	2.335	.005
	Social proof*Fit	1.004	.445

For all the dependent variables except the “Engagement” and the “Expertise of Bella Hadid” the Levene’s test of equality, which is represented in Appendix B, showed that there were no statistically significant differences in variances. The missing equality of variance for

“Engagement” and “Expertise of Bella Hadid” can be explained by the same token as the results of the Levene’s test conducted for the first MANOVA: the sample size of the current study is moderate and approximately equally sized. Therefore, the MANOVA was not sensitive to violations of the equal variances and, thus, the missing equal variances of “Engagement” and “Expertise of Bella Hadid” are not considered as violations in the context of the current research (Field, 2009).

The test of between-subjects effects revealed the significant effects of “Fit” on “Expertise” ($F(15, 132) = 20.127, p < 0.001$), “Trustworthiness” ($F(15, 132) = 7.215, p < 0.01$) and “Message credibility” ($F(15, 132) = 13.728, p < 0.001$) of Bella Hadid. By the same token, the statistically significant effects of “Fit” was shown on “Expertise” ($F(15, 132) = 15.926, p < 0.001$), “Trustworthiness” ($F(15, 132) = 4.624, p < 0.05$) and “Message credibility” ($F(15, 132) = 11.749, p < 0.01$) of Selena Gomez and on “Trustworthiness” ($F(15, 132) = 7.955, p < 0.01$) and “Message credibility” ($F(15, 132) = 8.147, p < 0.01$) of Ariana Grande. Also, “Fit” seemed to have marginally significant effect on “Attractiveness” ($F(15, 132) = 3.101, p < 0.1$) of Bella Hadid. The full overview of the tests of between-subject effects can be found in Appendix B.

Table 7
Tests of between-subjects effects

Independent variables	Dependent variables	F	Sig.
Fit	Expertise (of Bella Hadid)	20.127	.000
	Trustworthiness (of Bella Hadid)	7.215	.008
	Attractiveness (of Bella Hadid)	3.101	.080
	Message credibility (of Bella Hadid)	13.728	.000
	Expertise (of Selena Gomez)	15.926	.000
	Trustworthiness (of Selena Gomez)	4.624	.033
	Message credibility (of Selena Gomez)	11.749	.001
	Trustworthiness (of Ariana Grande)	7.955	.005
	Message credibility (of Ariana Grande)	8.147	.005

As can be seen in Table 8 and Table 9 the fit between multiple celebrity endorsers and endorsed brand does matter. Accordingly, when participants were exposed to the advertisements with the match-up between multiple celebrities (Bella Hadid, Selena Gomez,

Ariana Grande) and the endorsed brand (Dior), the perceived expertise, trustworthiness, attractiveness and message credibility were higher than in conditions with no fit present (Bella Hadid, Selena Gomez, Ariana Grande endorsing IKEA).

Expertise of Bella Hadid scored the highest among all endorsers' expertise ($M = 4.63$, $SD = 1.36$). Moreover, Bella Hadid was the only one celebrity whose physical attractiveness seemed to be significant ($M = 4.37$, $SD = 1.38$). The trustworthiness ($M = 4.56$, $SD = 1.33$) and message credibility ($M = 5.46$, $SD = 1.38$) of Ariana Grande scored the highest among all celebrities too. However, that difference was not statistically significant, all celebrities received approximately the same mean scores which can be found in Table 8.

Table 8
Mean scores of source credibility and message credibility in "Fit" conditions

	Bella Hadid		Selena Gomez		Ariana Grande	
	M	SD	M	SD	M	SD
Expertise	4.63	1.36	4.61	1.25	-	-
Trustworthiness	4.06	1.11	4.36	1.29	4.56	1.33
Attractiveness	5.46	1.23	-	-	-	-
Message credibility	4.24	1.21	4.37	1.21	4.37	1.38

Table 9
Mean scores of source credibility and message credibility in "No fit" conditions

	Bella Hadid		Selena Gomez		Ariana Grande	
	M	SD	M	SD	M	SD
Expertise	3.65	1.33	3.73	1.45	-	-
Trustworthiness	3.57	1.15	3.90	1.26	3.94	1.42
Attractiveness	5.11	1.17	-	-	-	-
Message credibility	3.55	1.07	3.67	1.29	3.71	1.46

Although the results of second MANOVA also showed no main effect of "Fit" on the dependent variables, the mediation analysis was conducted to examine whether the "Source credibility" and "Message credibility" mediated the main effects of "Fit" on engagement, brand attitude and purchase intention. By the same token as in the first mediation analysis of the current research, the SPSS PROCESS was performed to check the mediating role of the dimensions of "Source credibility" (expertise, trustworthiness, attractiveness) which were shown significant via the MANOVA analysis and the mediating role of "Message credibility"

which also approached significance. The indirect effects were tested with a 1000 samples bootstrap estimation approach.

The direct effects of “Fit” on the “Engagement” were not mediated by the Bella Hadid’s expertise, trustworthiness, attractiveness and message credibility. Based on the no indirect effects of “Fit” on “Engagement” ($SE = .0992$, $CI = -.1333$, $.2741$ for expertise, $SE = .0811$, $CI = -.0450$, $.2765$ for trustworthiness, $SE = .0312$, $CI = -.0491$, $.0751$ for attractiveness, $SE = .1066$, $CI = -.0157$, $.4039$ for message credibility) with 95% confidence interval including zero. The results of a Sobel test also showed the absence of mediation effects of expertise ($z = .731$, $p = .465$), trustworthiness ($z = 1.065$, $p = .287$), attractiveness ($z = -.003$, $p = .997$) and message credibility ($z = 1.426$, $p = .154$) on engagement.

By the same token, the direct effects of “Fit” on the “Brand attitude” were not mediated by the Bella Hadid’s expertise, trustworthiness and attractiveness. Based on the no indirect effects of “Fit” on “Brand attitude” ($SE = .0954$, $CI = -.1757$, $.2107$ for expertise, $SE = .0745$, $CI = -.0527$, $.2452$ for trustworthiness, $SE = .0569$, $CI = -.0117$, $.2088$ for attractiveness) with 95% confidence interval including zero. The results of a Sobel test also showed the absence of mediation effects of expertise ($z = .137$, $p = .890$), trustworthiness ($z = 1.043$, $p = .297$), attractiveness ($z = 1.028$, $p = .304$). The direct effect of “Fit” on the “Brand attitude” seemed to be only mediated by the Bella Hadid’s message credibility. Based on the indirect effect of “Fit” on “Brand attitude” ($SE = .1095$, $CI = .0326$, $.4802$) with 95% confidence interval excluding zero. The results of a Sobel test also showed the marginally significant mediation effect of message credibility of Bella Hadid ($z = 1.687$, $p = .092$) on brand attitude.

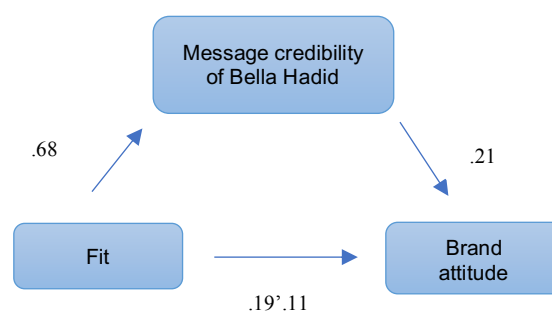


Figure 10. Mediation analyses in the effects of fit on brand attitude with message credibility of Bella Hadid as mediator.

Importantly, the direct effects of “Fit” on the “Purchase intention” were not mediated by the Bella Hadid’s expertise, trustworthiness, attractiveness and message credibility. Based on the no indirect effects of “Fit” on “Purchase intention” ($SE = .1188$, $CI = -.2487$, $.2207$ for expertise, $SE = .0946$, $CI = -.0364$, $.3350$ for trustworthiness, $SE = .0581$, $CI = -.0173$, $.2130$

for attractiveness, $SE = .1133$, $CI = -.0313, .4180$ for message credibility) with 95% confidence interval including zero. The results of a Sobel test also showed the absence of mediation effects of expertise ($z = -.083$, $p = .934$), trustworthiness ($z = 1.758$, $p = .179$), attractiveness ($z = .897$, $p = .368$) and message credibility ($z = 1.369$, $p = .171$).

Furthermore, the direct effect of “Fit” on the “Engagement” was mediated by the Selena Gomez’ message credibility. The indirect effect of “Fit” on “Engagement” ($SE = .1029$, $CI = .0069, .4099$) with 95% confidence interval excluding zero. The Sobel test showed marginally significant mediation effect of message credibility ($z = 1.641$, $p = .100$).

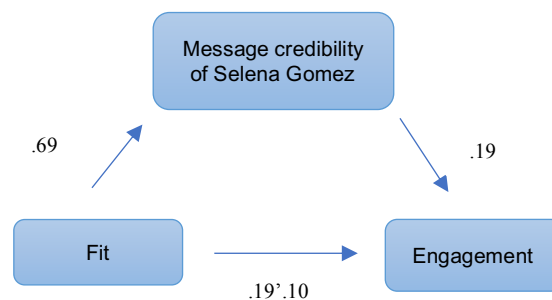


Figure 14. Mediation analyses in the effects of fit on engagement with message credibility of Selena Gomez as mediator.

However, the direct effects of “Fit” on the “Engagement” were not mediated by the Selena Gomez’ expertise and trustworthiness. The indirect effect of “Fit” on “Engagement” ($SE = .0896$, $CI = -.0592, .3105$ for expertise, $SE = .0717$, $CI = -.0502, .2522$ for trustworthiness) with 95% confidence interval including zero. The Sobel test also showed no mediation effects of Selena Gomez’ expertise ($z = 1.428$, $p = .153$) and trustworthiness ($z = .848$, $p = .397$) in the model.

Seemingly, the direct effects of “Fit” on the “Brand attitude” were not mediated by the Selena Gomez’ expertise, trustworthiness and message credibility. The indirect effects of “Fit” on “Brand attitude” ($SE = .1055$, $CI = -.0644, .3439$ for expertise, $SE = .1127$, $CI = -.0110, .4529$ for trustworthiness, $SE = .1110$, $CI = -.2960, .1557$ for message credibility) with 95% confidence interval including zero. The results of a Sobel test also showed no mediation effects of expertise ($z = 1.078$, $p = .281$), trustworthiness ($z = 1.423$, $p = .155$) and message credibility ($z = -.523$, $p = .601$).

For the “Purchase intention” the direct effects of “Fit” were also not mediated by Selena Gomez’ expertise, trustworthiness and message credibility. Accordingly, the indirect effects of “Fit” on “Purchase intention” ($SE = .1055$, $CI = -.0644, .3439$ for expertise, $SE = .1127$, $CI = -.0110, .4529$ for trustworthiness, $SE = .1110$, $CI = -.2960, .1557$ for message credibility) with 95% confidence interval including zero. As well as the results of a Sobel test showed no

mediation effects of Selena Gomez' expertise ($z = 1.078, p = .281$), trustworthiness ($z = 1.423, p = .155$) and message credibility ($z = -.523, p = .601$).

The direct effect of "Fit" on the "Engagement" was mediated by Ariana Grande's message credibility. The indirect effects of "Fit" on "Engagement" ($SE = .1107, CI = .0821, .5109$) with 95% confidence interval excluding zero. The results of a Sobel test also showed full mediation effect of Ariana Grande's message credibility ($z = 2.019, p = .04$) in the model.

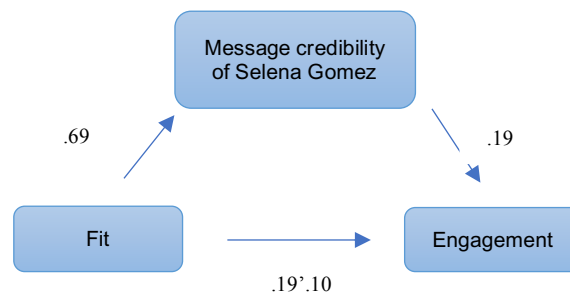


Figure 15. Mediation analyses in the effects of fit on engagement with message credibility of Ariana Grande as mediator.

However, no direct effect of "Fit" on the "Engagement" was mediated by Ariana Grande's trustworthiness. The indirect effects of "Fit" on "Engagement" ($SE = .0938, CI = -.1437, .2476$) with 95% confidence interval including zero. The results of a Sobel test also showed no mediation effect of Ariana Grande's trustworthiness ($z = .451, p = .652$) in the model.

Lastly, no direct effects of "Fit" on the "Brand attitude" and "Purchase intention" were mediated by Ariana Grande's trustworthiness and message credibility. The indirect effects of "Fit" on "Brand attitude" ($SE = .1262, CI = -.0436, .4531$ for trustworthiness, $SE = .1287, CI = -.1083, .4174$ for message credibility), on "Purchase intention" ($SE = .1243, CI = -.0681, .4198$ for trustworthiness, $SE = .1211, CI = -.0854, .3944$ for message credibility) with 95% confidence interval including zero. The results of a Sobel test also showed no mediation effect of Ariana Grande's trustworthiness ($z = 1.464, p = .143$ for brand attitude, $z = 1.121, p = .262$ for purchase intention) and message credibility ($z = .786, p = .432$ for brand attitude, $z = 1.229, p = .219$ for purchase intention) in the models.

4.2. An overview of tested hypotheses

Table 11
Overview of tested hypotheses

	Hypotheses	Result
H1	Multiple celebrity endorsements result in higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than a single celebrity endorsement.	Not supported
H2	A high number of "likes" results in a higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than a low number of "likes".	Not supported
H3	A high number of "likes" received by multiple celebrities endorsing a brand results in a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a high number of "likes" received by a single celebrity endorsing a brand.	Not supported
H4	A low number of "likes" received by multiple celebrities endorsing a brand also results in a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a low number of "likes" received by a single celebrity endorsing a brand.	Not supported
H5	A high number of "likes" received by multiple celebrities endorsing a brand results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness) and in turn a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a high number of "likes" received by a single celebrity endorsing a brand.	Not supported
H6	A low number of "likes" received by multiple celebrities endorsing a brand also results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness) and in turn a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a low number of "likes" received by a single celebrity endorsing a brand.	Not supported
H7	A high number of "likes" received by multiple celebrities endorsing a brand results in more positive perceptions of message credibility and in turn a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a high number of "likes" received by a single celebrity endorsing a brand.	Not supported
H8	A low number of "likes" received by multiple celebrities endorsing a brand also results in more positive perceptions of message credibility and in turn a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a low number of "likes" received by a single celebrity endorsing a brand.	Not supported
H9	The match-up between a celebrity and the advertised brand results in a higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than no match-up between a celebrity and the advertised brand.	Not supported
H10	The match-up between multiple celebrities and the advertised brand results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness), in a more positive perception of message credibility and in turn a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than a match-up between a single celebrity and the advertised brand.	Partially supported

H11	No match-up between multiple celebrities and the advertised brand also results in more positive perceptions of source credibility (expertise, trustworthiness and attractiveness), in more positive perception of message credibility and in turn a) a higher customers' engagement with a brand, b) a more positive brand attitude and c) a higher purchase intention than no match-up between a single celebrity and the advertised brand.	Not supported
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5. DISCUSSION

In the current research the main goal was to investigate whether the marketing campaign in which multiple celebrity endorsers are contracted to promote a brand would result in a higher customers' engagement with a brand, a more positive brand attitude and a higher purchase intention than the marketing campaign in which a single celebrity endorser is contracted to promote a brand. It is important to underline that the scientific literature on endorsements on which the hypotheses were built on, had mainly focused on the effects of one endorser advertising a brand in comparison with multiple celebrities advertising a brand (Rice et al., 2012). However, in the context of the current research it was argued that in the case of product promotion with the help of multiple endorsers, marketers would have a greater chance to succeed. This assumption was based on a market environment that is rapidly changing (Apejoye, 2013; Göksel, 2014; Jayswal et al., 2013; Rice et al., 2012; Zimmerman, 2003) and multiple celebrity endorsers are able to extend the target audience (Apejoye, 2013; Göksel, 2014; Jayswal et al., 2013; Hsu & McDonald, 2002; Zimmerman, 2003), create greater brand awareness (Erdogan, 1999; Jayswal et al., 2013; Rice et al., 2012) establish the consensus regarding brand quality to customers (Harold, Kelley & Michela, 1980; Hsu & McDonald, 2002; Thibaut & Riecken; Kelley, 1967), as well as amplify the effect of message credibility on customers' perception of advertisement (Appelman & Sundar, 2016).

5.1. General discussion of the results

The most important finding of the current study indicates that the fit between the celebrity endorser and the endorsed brand is one of the essential factors which positively influences the source credibility of the endorser. Also, the research findings regarding the fit between a celebrity and the endorsed brand support previous empirical studies which emphasize that the match-up between a celebrity and a brand not only increases celebrities' credibility but also "brings credibility to the advertising message, thus making these messages more effective" (Appelman & Sundar, 2016; Malik & Gupta, 2014; McCormick, 2016, p.39). According to the obtained results, the fit between celebrity endorser and endorsed brand is vital in both single celebrity endorser and multiple celebrity endorses marketing campaigns which support the research of Hsu and McDonald (2002).

Importantly, it was found that the congruence between the endorser and the brand had a higher influence on source credibility (expertise, trustworthiness) and message credibility in multiple celebrity endorsers product promotion. The possible reason why fit is more important when multiple celebrities are hired to promote a brand is that multiple celebrities can confuse customers about the identity of the brand (Hsu & McDonald, 2002). Therefore, it is crucial for marketers to make sure that selected celebrities can correctly transfer the meaning of the brand to customers as well as that celebrities do not overshadow the product itself (Erdogan, 1999; Hsu & McDonald, 2002; Jayswal et al., 2013).

While multiple celebrities can strengthen a marketing campaign by amplifying positive effects of fit, the negative effects also may be amplified with the additional number of celebrities advertising that brand. Consequently, the present study showed that single celebrity endorsements had a more positive effect on customers' source credibility and message credibility in the absence of congruence between a celebrity and brand. It is possible that in the situation when customers are already confused about a mismatch between a celebrity endorser and a brand, multiple celebrities with no match-up with the brand would create greater chaos in the consumers' minds, thus negatively influence customers' brand perception.

Importantly, in the current research it was demonstrated that a marketing campaign has a higher chance of being successful because the likelihood of customers' positive evaluation of at least one celebrity endorser increases with the additional number of celebrities advertising that brand (Apejoye, 2013; Hsu & McDonald, 2002; Zimmerman, 2003). In multiple celebrity advertisements, different celebrities indeed showed differences in source credibility and message credibility. For example, Ariana Grande was not perceived as an expert at all, while Bella Hadid was perceived as an expert, as a trustworthy and attractive person and her message was perceived as reliable for the audience. Therefore, it can be suggested that in the case of Ariana Grande being the only endorser of a brand, the marketing campaign could be weaker due to the lack of her credibility. Based on that, the results of the current study propose that marketers may secure the advertising campaign by offering to customers various celebrities who are congruent with the brand.

Interestingly, the match-up between a celebrity endorser and a brand had a positive effect on the perception of celebrity's attractiveness only in multiple celebrity advertisements. Accordingly, the celebrity Bella Hadid who was present in both sets of advertisement (as a single celebrity and as one of the multiple celebrities) was attractive to participants only when they saw her advertising Dior products (match-up) along with other celebrities. This finding can be explained with the fact that although celebrities' pleasant appearances have become an

important tool used to influence opinions (Ohanian, 1990), the celebrities' attractiveness belongs to the separate source attractiveness model of McGuitre (1985), rather than works as a part of Hovland' (1953) source credibility model as it was proposed in the present study (as cited in Ohanian, 1990). Ohanian (1990) explained that the source attractiveness model of McGuitre includes dimensions such as attractiveness, familiarity, likability, similarity; the effectiveness of the advertisement depends on all four dimensions of the model. Based on that, it is believed that in the case of multiple celebrity endorsers of Dior campaign, participants not only perceived Bella Hadid as the best match for the endorsed brand but also identified with Bella Hadid more than with other celebrities of the brand (Selena Gomez and Ariana Grande) and therefore, perceived her as more attractive than the others.

The positive effects of the social proof and fit between the endorser and the brand were not found on engagement, brand attitude and purchase intention in the single celebrity endorser advertisements and in the multiple celebrity endorsers advertisements. This contradicts the previous empirical findings which have shown that celebrity endorsers who are socially approved and match with the advertised brand would influence customers' engagement, brand attitude and purchase intention (Erdogan, 1999; Göksel, 2014; Jayswal et al., 2013; Malik & Guptha, 2014; Malik, & Qureshi, 2016; McCracken, 1989; Rice et al., 2012; Spears & Singh, 2004; Yakimin & Rafeah, 2017). One of the possible reasons can be that even though millennials are more likely to be persuaded by celebrities than Generation X and four times more likely to be persuaded than the Generation of Baby Boomers, millennials are highly aware of advertising and trying to stay focused when following celebrities as well as believe only celebrities they really like (McCormick, 2016). Therefore, despite the social proof and the established fit between celebrities and the endorsed brand, millennials may not be triggered to like the brand or purchase it.

Furthermore, according to McCormick (2016), the majority of millennials cannot go a day without checking their social media, and although the others can be less active, millennials still depend on technology and try to stay connected to the brands wherever they are. Consequently, because of the arising interest in popular social media networks among Millennials and brands (Myers, 2018; Rice et al., 2012), Instagram which holds the third position in the Top-3 most popular social networks (Myers, 2018), was chosen as the research platform. However, the results of the present research showed that 22 percent of all millennial participants did not have an Instagram account, and 45 percent were not actively using it. These results contradict previous empirical findings regarding social media usage among the millennial generation. One of the possible reasons can be that there is a new trend among

Generation Z which also started to become popular among millennials at the end of 2018 to abandon social media in order to “detox” from the influence of the Internet (Kale, 2018). Thus, the results of the current research may indicate that nowadays “logged-off” trend indeed is becoming more and more popular among millennials.

Lastly, one of the goals of the current research was to investigate the mediating role of source credibility and message credibility. The important finding is that trustworthiness and message credibility were the only mediators of the effects of the fit between celebrities and the advertised brand on engagement, brand attitude and purchase intention of millennials. The possible reason why the expertise of celebrity endorsers did not show any mediating role is that today celebrities tend to endorse various kinds of products which may not be related to each other. While the expertise is considered to be a specific quality of a persona which reflects the persona’s unique experience and, therefore the ability to make valid reviews of a product, customers may not perceive celebrity endorsers as experts if customers see the same celebrities endorsing cosmetics and furniture. Therefore, customers may exclude the expertise of a celebrity as a factor which may shape their brand attitude and purchase intentions (Miciak & Shanklin, 1994; Tripp et.al., 1994).

Similarly, the reason why the mediating role of celebrities’ attractiveness also was not found is that physical attractiveness is a relatively subjective quality which may be perceived differently by different people. In other words, someone may think that Ariana Grande is the most beautiful woman in the world while the other person can find nothing attractive in her at all. Thus, it is possible that customers are becoming to avoid building their attitudes towards a brand on the physical attractiveness of an endorser.

5.2. Limitations and future research suggestions

Firstly, it is essential to mention the limitation regarding the target group of the research. Nowadays the generation of millennials varies and can be considered to have quite vague frames. In the current research people who were in the age group between 22 and 37 at the moment of the research were selected. Because there is another approach to describe the frames of the millennial generation (people who are born between 1982 and 2004), the target group can be considered as a limitation (McCormick, 2016). Also, for future research, it is suggested to divide the generation of millennials into two groups of young and mature millennials in order to avoid the bias of assigning the characteristics of people who were born on the border

of two generations and can be influenced by previous or the following generation to the whole generation of millennials.

Secondly, the participants' social media activity was considered. The results of the current research showed that approximately 40 percent of all participants stated that their social media activity was below average or they were not active at all (5 percent). Also, 22 percent of the participants did not have an Instagram account. Because the study was focused on how millennials respond to advertisements on that particular social media platform, this can be considered as a limitation. For future research on Instagram advertising, it is suggested to collect only responses of participants who have an Instagram account in order to gather the information from the participants who know how the platform works and what can be offered there.

Furthermore, considering that no effect was found on engagement, brand attitude and purchase intention it is important to mention that 37 percent of all participants were men which is why it is possible that men were less engaged with Dior cosmetics and were not interested in admiring the brand or buying that product category. In future, it is advised to select and offer commercials with different products for men and women or with neutral products which can be interesting for both genders.

Also, the survey setting can be one of the reasons why no effect of social proof and no effect of fit of a single celebrity endorser and multiple celebrity endorsers were found on engagement, brand attitude and purchase intention of millennials. Consequently, when participants were exposed to multiple celebrities' advertisements, participants saw all three advertisements of three different celebrities at once and when participants were exposed to the single celebrity advertisements, participants saw all three advertisements of the same celebrity also at once. In the real-life scenario, customers would not face all three Instagram commercial posts at the same moment. To address this limitation, it is suggested to conduct the repetitive survey over time. In the future research, it can be beneficial to investigate how customers respond to both single and multiple celebrities advertising a brand if customers are not aware of multiple celebrity endorsers of a brand or of the repetitive brand promotion of a single celebrity at the time of the first survey. That repetition of the survey could be more similar to the real-life scenario and could guide further investigations on the issue of celebrity endorsement.

5.3. Theoretical and practical implications

The results of this study which was conducted in order to contribute to the scientific knowledge regarding millennials' responses to celebrity endorsers on the Instagram platform, can work as guidance for future scientific research. Based on the research findings which supported previous empirical knowledge regarding the positive effect of fit on source credibility and message credibility of celebrities, scientists can acknowledge the importance of fit for millennial generation as well as continue the investigation of why the fit between multiple celebrities and the endorsed brand was found more important than the fit between a single celebrity endorser and a brand. Because no influence of social proof was found neither in single nor on multiple celebrity endorsements, it can be beneficial to continue the investigation of the role of social proof in the generation of millennials' due to the fast-changing internet trends and the network setting. No effect of social proof may indicate the change in millennial consumers' values; new values of millennials may dramatically differ from consumers' responses of previous generations. Therefore, it may be beneficial for scientists to investigate not only what triggers positive brand attitude and purchase intention of millennials but also how millennials are triggered and the reasons therefore.

Nowadays, it is essential for practitioners to understand how customers see and understand advertising. This research gives a clear understanding that single and multiple celebrities can be hired to promote a branded product. Moreover, if the budget is not an issue, it is advised to choose multiple celebrities for the advertising campaign to prevent a possible lack of a single celebrity's perceived credibility which may weaken the marketing campaign. Also, in order to achieve successful product promotion, marketers need to carefully manage the congruence between a single or multiple celebrity endorsers and a brand. Importantly, once marketers decide to contract multiple celebrities, the risk of customers' confusion regarding the brand identity may arise. Therefore, in the case of contracting multiple celebrity endorsers for product promotion, practitioners should pay extra attention to the fit between all contracted celebrities and the advertised brand.

5.4. Conclusion

The main goal of the research was to investigate the difference in the effectiveness of single and multiple celebrities in advertising and the millennials' responses to such advertising. Accordingly, the positive effect of fit between the celebrity and the advertised brand was found

on source credibility and message credibility of the endorser. Moreover, the effect of fit was more important when multiple celebrities were contracted to promote a brand. Also, because the effects of fit on source credibility and message credibility were not equally strong among multiple endorsers of a brand, it was concluded that marketers might strengthen an advertising campaign by offering multiple celebrity endorsers of a brand to the customers.

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APPENDIX A

Table 4

Tests of between-subjects effects (full version)

Independent variables	Dependent variables	F	Sig.
Endorser	Engagement	.025	.874
	Brand attitude	.066	.897
	Purchase intention	.011	.916
	Expertise	.890	.346
	Trustworthiness	.046	.830
	Attractiveness	.005	.946
	Message credibility	.000	.994
Social proof	Engagement	.585	.445
	Brand attitude	1.560	.213
	Purchase intention	.195	.659
	Expertise	.000	.992
	Trustworthiness	.824	.365
	Attractiveness	1.017	.314
	Message credibility	1.196	.275
Fit	Engagement	.006	.937
	Brand attitude	2.479	.116
	Purchase intention	2.215	.138
	Expertise	29.780	.000
	Trustworthiness	9.875	.002
	Attractiveness	1.017	.314
	Message credibility	13.185	.000
Endorser*Social proof	Engagement	3.091	.080
	Brand attitude	1.605	.206
	Purchase intention	.596	.441
	Expertise	.000	.991
	Trustworthiness	1.149	.285
	Attractiveness	1.654	.199
	Message credibility	.032	.858
Endorser*Fit	Engagement	1.082	.299
	Brand attitude	2.417	.121
	Purchase intention	1.483	.224
	Expertise	2.913	.089
	Trustworthiness	1.396	.238
	Attractiveness	2.863	.092
	Message credibility	2.746	.098
Social proof*Fit	Engagement	1.375	.242
	Brand attitude	.022	.881
	Purchase intention	.102	.750
	Expertise	5.261	.022
	Trustworthiness	.593	.442
	Attractiveness	2.573	.110
	Message credibility	.844	.359
Endorser*Social proof*Fit	Engagement	.656	.419
	Brand attitude	.001	.973
	Purchase intention	.460	.498
	Expertise	.416	.519
	Trustworthiness	.417	.519
	Attractiveness	.001	.976
	Message credibility	.137	.712

<i>Levene's test of equality of error variances</i>				
	F	df1	df2	Sig.
Engagement	2.674	7	322	.011
Brand attitude	1.190	7	322	.308
Purchase intention	.575	7	322	.776
Expertise	1.790	7	322	.088
Trustworthiness	.947	7	322	.470
Attractiveness	1.657	7	322	.119
Message credibility	1.286	7	322	.257

APPENDIX B

Table 7

Tests of between-subjects effects (full version)

Independent variables	Dependent variables	F	Sig.
Social proof	Engagement	.964	.328
	Brand attitude	.405	.526
	Purchase intention	.352	.554
	Expertise (of Bella Hadid)	.053	.818
	Trustworthiness (of Bella Hadid)	2.652	.106
	Attractiveness (of Bella Hadid)	.007	.932
	Message credibility (of Bella Hadid)	.720	.398
	Expertise (of Selena Gomez)	.940	.334
	Trustworthiness (of Selena Gomez)	.359	.550
	Attractiveness (of Selena Gomez)	.001	.973
	Message credibility (of Selena Gomez)	.084	.773
	Expertise (of Ariana Grande)	1.160	.283
	Trustworthiness (of Ariana Grande)	1.090	.298
	Attractiveness (of Ariana Grande)	.143	.706
	Message credibility (of Ariana Grande)	.679	.411
	Engagement	227	.634
	Brand attitude	.097	.756
	Purchase intention	.042	.838
	Expertise (of Bella Hadid)	20.127	.000
	Trustworthiness (of Bella Hadid)	7.215	.008
	Attractiveness (of Bella Hadid)	3.101	.080
	Message credibility (of Bella Hadid)	13.728	.000
	Expertise (of Selena Gomez)	15.926	.000
	Trustworthiness (of Selena Gomez)	4.624	.033
	Attractiveness (of Selena Gomez)	.337	.562
	Message credibility (of Selena Gomez)	11.749	.001
Fit	Expertise (of Ariana Grande)	2.136	.146
	Trustworthiness	7.955	.005

Social proof*Fit	(of Ariana Grande)		
	Attractiveness	1.325	.252
	(of Ariana Grande)		
	Message credibility	8.147	.005
	(of Ariana Grande)		
	Engagement	2.136	.146
	Brand attitude	.011	.916
	Purchase intention	.155	.695
	Expertise	3.139	.079
	(of Bella Hadid)		
	Trustworthiness	.864	.354
	(of Bella Hadid)		
	Attractiveness	.681	.441
	(of Bella Hadid)		
	Message credibility	.002	.969
	(of Bella Hadid)		
	Expertise	1.222	.271
	(of Selena Gomez)		
	Trustworthiness	.033	.856
	(of Selena Gomez)		
	Attractiveness	.000	.984
	(of Selena Gomez)		
	Message credibility	.397	.530
	(of Selena Gomez)		
	Expertise	.055	.815
	(of Ariana Grande)		
	Trustworthiness	.022	.883
	(of Ariana Grande)		
	Attractiveness	.005	.942
	(of Ariana Grande)		
	Message credibility	.079	.779
	(of Ariana Grande)		

Levene's test of equality of error variances

	F	df1	df2	Sig.
Engagement	2.886	3	146	.038
Brand attitude	.845	3	146	.472
Purchase intention	.159	3	146	.924
Expertise (of Bella Hadid)	3.700	3	146	.013
Trustworthiness (of Bella Hadid)	1.647	3	146	.181
Attractiveness (of Bella Hadid)	.221	3	146	.881
Message credibility (of Bella Hadid)	.313	3	146	.816

Expertise (of Selena Gomez)	1.498	3	146	.218
Trustworthiness (of Selena Gomez)	.504	3	146	.680
Attractiveness (of Selena Gomez)	.716	3	146	.544
Message credibility (of Selena Gomez)	.323	3	146	.808
Expertise (of Ariana Grande)	.792	3	146	.500
Trustworthiness (of Ariana Grande)	.762	3	146	.517
Attractiveness (of Ariana Grande)	1.314	3	146	.272
Message credibility (of Ariana Grande)	.594	3	146	.620

APPENDIX C

Instagram celebrity endorsements

Start of Block: Default Question Block

Q0 Welcome to the survey!

Thank you for participating in this research which is part of a graduation project conducted at the faculty of Behavioural, Management and Social sciences, University of Twente. Your answers help academics in the field of Marketing Communication and Consumer Behavior to gain a better understanding of customers' perception of celebrity endorsers.

Your participation is completely anonymous and will not be shared with third parties. Furthermore, your time is highly appreciated, therefore filling the survey will take approximately 10 minutes. If you feel uncomfortable or do not want to continue with the survey for any other reasons, you can always terminate your participation without explanation and any consequences.

If you have questions regarding this research, please do not hesitate to contact the researcher Catherine Liferenko via email: e.liferenko@student.utwente.nl

When you are ready to begin, please click the key below.

Skip To: Q1 If Welcome to the survey! Thank you for participating in this research which is part of a graduation...() Is Displayed

Q1 Are you willing to participate in the survey?

- ☐ Yes (1)
- ☐ No (please, be aware if you chose this option you would be no longer able to continue with the survey) (2)

Skip To: Q2 If Are you willing to participate in the survey? = Yes

Skip To: End of Survey If Are you willing to participate in the survey? = No (please, be aware if you chose this option you would be no longer able to continue with the survey)

Q2 Do you have an Instagram account?

- ☐ Yes (1)
- ☐ No (2)

Skip To: Q3 If Do you have an Instagram account? = Yes

Skip To: Q3 If Do you have an Instagram account? = No

Q3 Please indicate your age.

▼ Younger than 22 (1) ... Older then 37 (18)

Skip To: End of Survey If Please indicate your age. = Younger than 22

Skip To: End of Survey If Please indicate your age. = Older then 37

Q4 Please indicate your gender.

☐ Male (1)

☐ Female (2)

☐ Rather not say (4)

Skip To: Q5 If Please indicate your gender. = Male

Skip To: Q5 If Please indicate your gender. = Female

Skip To: Q5 If Please indicate your gender. = Rather not say

Q5 Please select your nationality.

▼ African (1) ... Other (57)

Skip To: Q6 If Please select your nationality. = African

Skip To: Q6 If Please select your nationality. = Albanian

Skip To: Q6 If Please select your nationality. = Andorran

Skip To: Q6 If Please select your nationality. = American

Skip To: Q6 If Please select your nationality. = Austrian

Skip To: Q6 If Please select your nationality. = Australian

Skip To: Q6 If Please select your nationality. = Belarusian

Skip To: Q6 If Please select your nationality. = Belgian

Skip To: Q6 If Please select your nationality. = Bosnian

Skip To: Q6 If Please select your nationality. = British

Skip To: Q6 If Please select your nationality. = Bulgarian

Skip To: Q6 If Please select your nationality. = Canadian

Skip To: Q6 If Please select your nationality. = Chinese
 Skip To: Q6 If Please select your nationality. = Croat
 Skip To: Q6 If Please select your nationality. = Cyprian/Cypriote
 Skip To: Q6 If Please select your nationality. = Czech
 Skip To: Q6 If Please select your nationality. = Dane
 Skip To: Q6 If Please select your nationality. = Estonian
 Skip To: Q6 If Please select your nationality. = Finn
 Skip To: Q6 If Please select your nationality. = German
 Skip To: Q6 If Please select your nationality. = Greek
 Skip To: Q6 If Please select your nationality. = Hungarian
 Skip To: Q6 If Please select your nationality. = Icelandic
 Skip To: Q6 If Please select your nationality. = Indian
 Skip To: Q6 If Please select your nationality. = Indonesian
 Skip To: Q6 If Please select your nationality. = Irish
 Skip To: Q6 If Please select your nationality. = Italian
 Skip To: Q6 If Please select your nationality. = Japanese
 Skip To: Q6 If Please select your nationality. = Latvian
 Skip To: Q6 If Please select your nationality. = Liechtensteiner
 Skip To: Q6 If Please select your nationality. = Lithuanian
 Skip To: Q6 If Please select your nationality. = Luxembourger
 Skip To: Q6 If Please select your nationality. = Macedonian
 Skip To: Q6 If Please select your nationality. = Maltese
 Skip To: Q6 If Please select your nationality. = Moldavian
 Skip To: Q6 If Please select your nationality. = Monacan
 Skip To: Q6 If Please select your nationality. = Montenegrin
 Skip To: Q6 If Please select your nationality. = Norwegian
 Skip To: Q6 If Please select your nationality. = Polish
 Skip To: Q6 If Please select your nationality. = Portuguese
 Skip To: Q6 If Please select your nationality. = Romanian
 Skip To: Q6 If Please select your nationality. = Russian
 Skip To: Q6 If Please select your nationality. = San Marinese
 Skip To: Q6 If Please select your nationality. = Serb
 Skip To: Q6 If Please select your nationality. = Slovak
 Skip To: Q6 If Please select your nationality. = Slovenian
 Skip To: Q6 If Please select your nationality. = South Korean
 Skip To: Q6 If Please select your nationality. = Spanish
 Skip To: Q6 If Please select your nationality. = Swede
 Skip To: Q6 If Please select your nationality. = Swiss

Skip To: Q6 If Please select your nationality. = Turk

Skip To: Q6 If Please select your nationality. = Ukrainian

Skip To: Q6 If Please select your nationality. = Arab

Skip To: Q6 If Please select your nationality. = Dutch

Skip To: Q6 If Please select your nationality. = French

Skip To: Q6 If Please select your nationality. = Other

Q6 What is the highest degree or level of education you have completed? If you are currently enrolled in school or university program, please indicate the highest degree you have received.

- ☐ No degree (1)
- ☐ Less than a high school diploma (2)
- ☐ High school degree or equivalent (e.g. GED) (3)
- ☐ Associate degree (e.g. AA, AS) (4)
- ☐ Bachelor's degree (e.g. BA, BS) (5)
- ☐ Master's degree (e.g. MA, MS, MEd) (6)
- ☐ Professional degree (e.g. MD, DDS, DVM) (7)
- ☐ Doctorate (e.g. PhD, EdD) (8)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = No degree

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Less than a high school diploma

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = High school degree or equivalent (e.g. GED)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Associate degree (e.g. AA, AS)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Bachelor's degree (e.g. BA, BS)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Master's degree (e.g. MA, MS, MEd)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Professional degree (e.g. MD, DDS, DVM)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Professional degree (e.g. MD, DDS, DVM)

Skip To: Q7 If What is the highest degree or level of education you have completed? If you are currently enrole... = Doctorate (e.g. PhD, EdD)

Q7 Are you currently a student?

☐ Yes (1)

☐ No (2)

Skip To: Q8 If Are you currently a student? = Yes

Skip To: Q8 If Are you currently a student? = No

Q8 Do you consider yourself an active social media user?

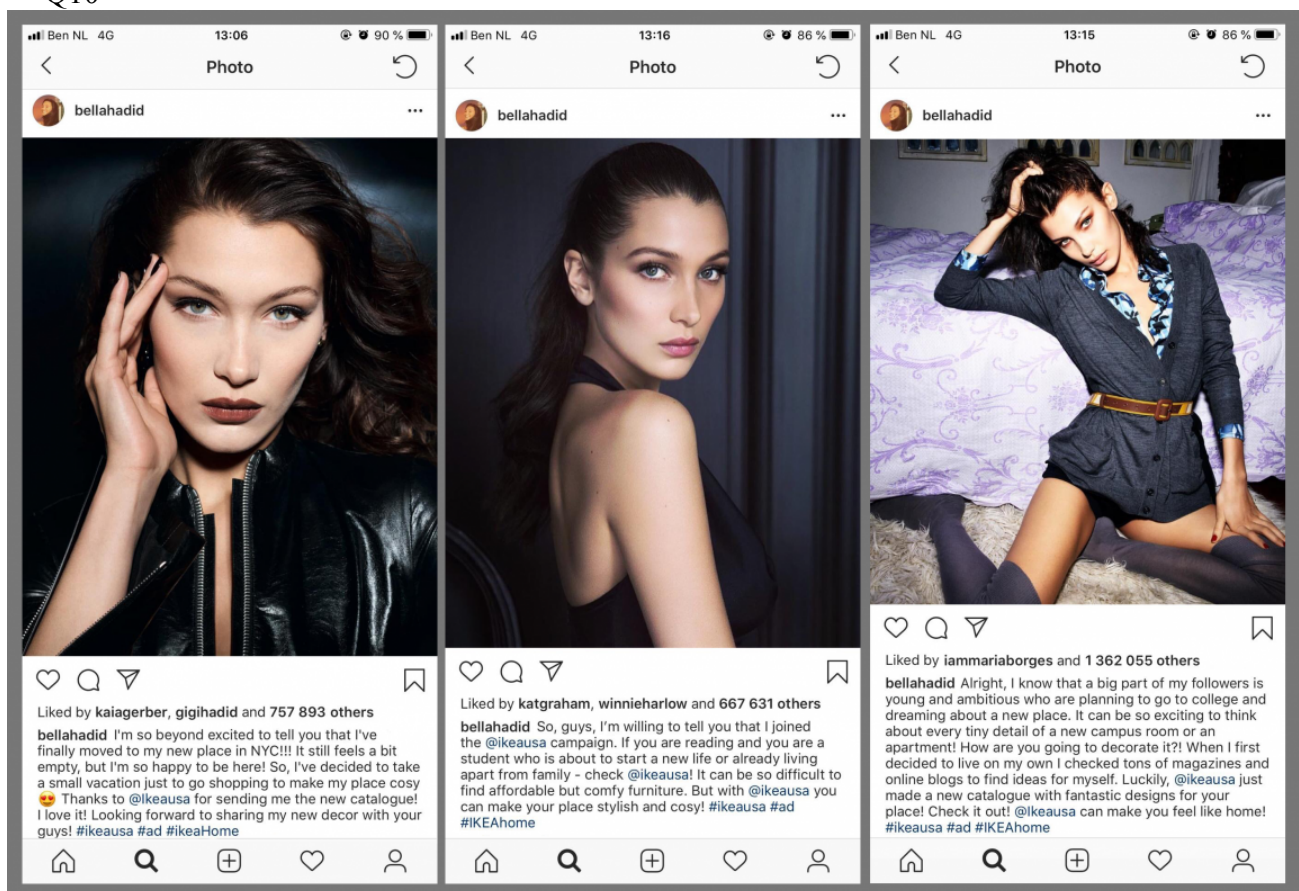
	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Not active at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very active

End of Block: Default Question Block

Start of Block: Block 2

Q9 Now you are presented with three screenshots of the Instagram celebrity Bella Hadid. Bella Hadid is an American model who started to gain her popularity from 2012. Recently she began to share advertising posts dedicated to well-known IKEA brand. Now you are going to see these posts uploaded on her Instagram page a couple of days ago. Please take a good look because your answers to the following questions will depend on it. You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q10



End of Block: Block 2

Start of Block: S. Personal attitude

Q25 Please indicate your attitude towards the celebrity Bella Hadid.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
I do not know Bella Hadid at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I know Bella Hadid
I do not like Bella Hadid at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I like Bella Hadid

End of Block: S. Personal attitude

Start of Block: S. Source credibility

Q26 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not an Expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expert
Inexperienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Experienced
Unknowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Knowledgeable
Unqualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Qualified
Unskilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Skilled

Q27 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Undependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dependable
Dishonest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honest
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Insincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sincere
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy

Q28 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Unattractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive
Not classy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Classy
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beautiful
Plain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Elegant
Not sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sexy

End of Block: S. Source credibility

Start of Block: S. Message credibility

Q47 Based on the screenshots of the advertisements you have been shown, please grade the advertising messages of Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inaccurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate
Fake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authentic
Unbelievable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Believable
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Timid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authoritative
Disreputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reputable
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Unrealistic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Realistic

End of Block: S. Message credibility

Start of Block: S. Engagement

Q75 Based on the screenshots you have been shown, please indicate to what extent do you agree with the following statements.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I am motivated to like shown Instagram posts. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I am motivated to comment on shown Instagram posts. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am motivated to save shown Instagram posts. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I am motivated to follow shown celebrity on Instagram. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: S. Engagement

Start of Block: Brand attitude

Q42 Based on the screenshots you have been shown, please indicate to what extent do you agree with the following statements.

	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I think the brand represented on the screenshots is a very good brand. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I think the endorsements represented on the screenshots are very useful for a brand. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. My opinion of the brand represented on the screenshots is very favourable. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I think I can positively evaluate the brand represented on the screenshots. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Brand attitude

Start of Block: Intention to purchase

Q43 Based on the screenshots you have been shown, please indicate to what extent do you agree with the following statements.

	Strongly disagree (1)	disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. If I were looking for this type of product, my likelihood of purchasing the product in the ad would be high. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. If I were to buy this type of product, the probability that I would consider buying the product in the ad would be high. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. If I had to buy this type of product, my willingness to buy the product in the ad would be high. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. If I were in need for this product, I would be interested enough to purchase a product after seeing it in that advertisements. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Intention to purchase

Start of Block: Closing

Q47 Thank you for your participation!

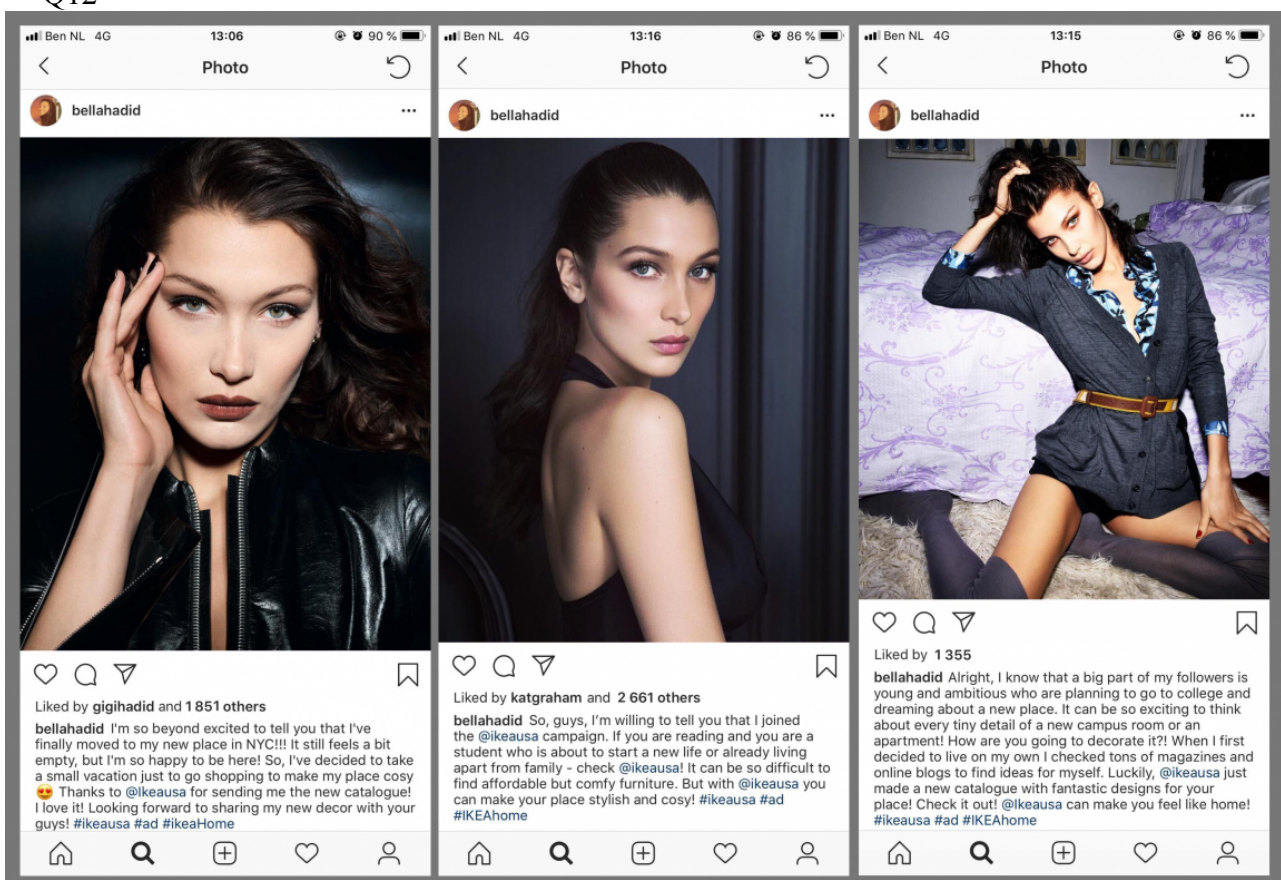
If you are interested in the results of this research and want to be informed about them, please enter your email.

End of Block: Closing

Start of Block: Block 3

Q11 Now you are presented with three screenshots of the Instagram celebrity Bella Hadid. Bella Hadid is an American model who started to gain her popularity from 2012. Recently she began to share advertising posts dedicated to well-known IKEA brand. Now you are going to see these posts uploaded on her Instagram page a couple of days ago. Please take a good look because your answers to the following questions will depend on it. You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q12



End of Block: Block 3

Start of Block: Block 4

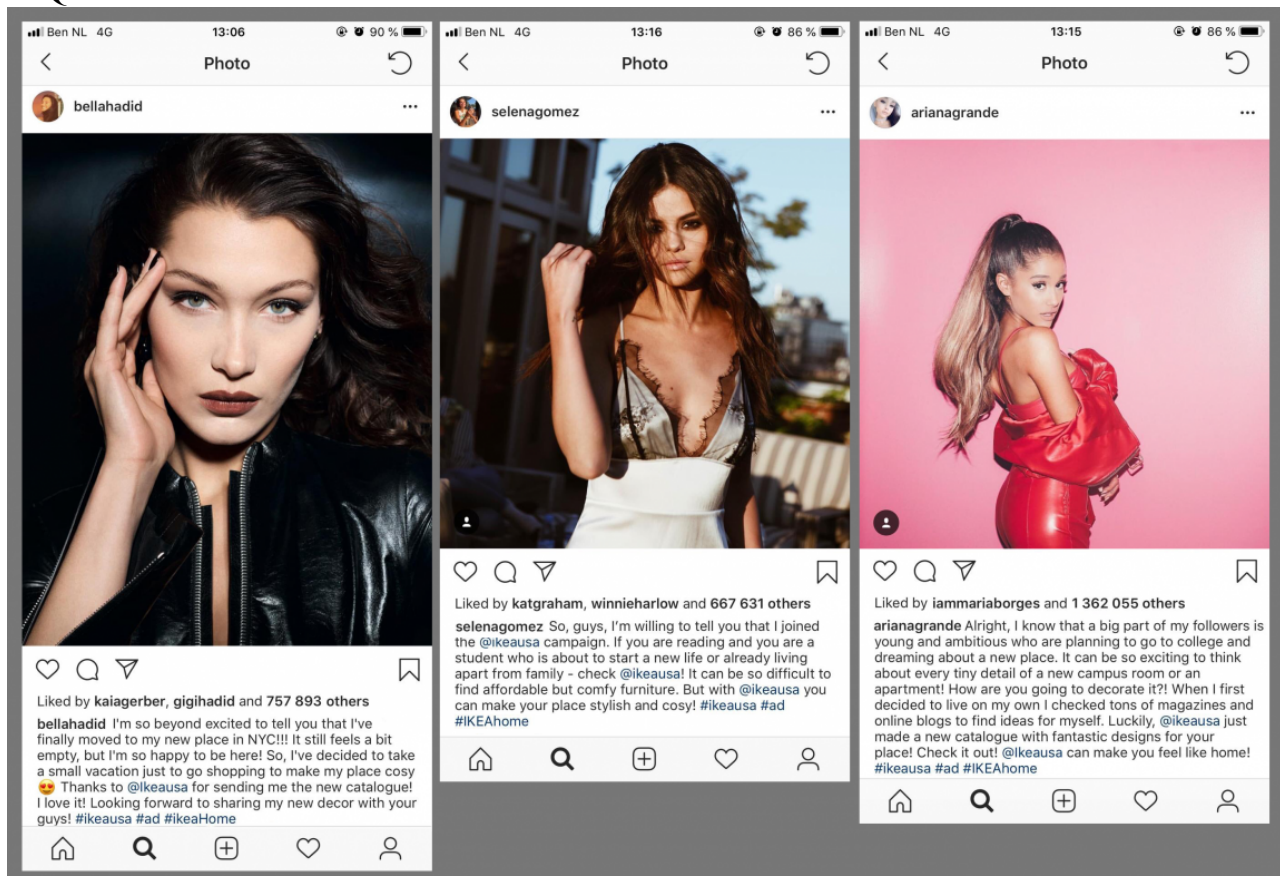
Q13 Now you are presented with three screenshots of famous Instagram celebrities such as Bella Hadid (an American model), Selena Gomez (an American singer, actress, and producer) and Ariana Grande (an American singer, songwriter and actress).

These three celebrities recently began to share advertising posts dedicated to well-known IKEA brand. Now you are going to see these posts uploaded on celebrities' Instagram pages a couple of days ago.

Please take a good look because your answers to the following questions will depend on it.

You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q14



End of Block: Block 4

Start of Block: M. Personal attitude

Q29 Please indicate your attitude towards the celebrity Bella Hadid.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
I do not know Bella Hadid at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I know Bella Hadid
I do not like Bella Hadid at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I like Bella Hadid

Q30 Please indicate your attitude towards the celebrity Selena Gomez.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
I do not know Selena Gomez at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I know Selena Gomez
I do not like Selena Gomez at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I like Selena Gomez

Q31 Please indicate your attitude towards the celebrity Ariana Grande.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
I do not know Ariana Grande at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I know Ariana Grande
I do not like Ariana Grande at all	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I like Ariana Grande

End of Block: M. Personal attitude

Start of Block: M1. Source credibility

Q32 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not an expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expert
Inexperienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Experienced
Unknowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Knowledgeable
Unqualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Qualified
Unskilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Skilled

Q33 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Undependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dependable
Dishonest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honest
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Insincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sincere
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy

Q34 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Unattractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive
Not classy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Classy
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beautiful
Plain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Elegant
Not sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sexy

End of Block: M1. Source credibility

Start of Block: M1. Message credibility

Q44 Based on the screenshots of the advertisements you have been shown, please grade the advertising messages of Bella Hadid by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inaccurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate
Fake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authentic
Unbelievable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Believable
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Timid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authoritative
Disreputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reputable
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Unrealistic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Realistic

End of Block: M1. Message credibility

Start of Block: M2. Source credibility

Q35 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Selena Gomez by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not an expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expert
Inexperienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Experienced
Unknowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Knowledgeable
Unqualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Qualified
Unskilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Skilled

Q36 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Selena Gomez by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Undependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dependable
Dishonest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honest
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Insincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sincere
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy

Q37 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Selena Gomez by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Unattractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive
Not classy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Classy
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beautiful
Plain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Elegant
Not sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sexy

End of Block: M2. Source credibility

Start of Block: M2. Message credibility

Q45 Based on the screenshots of the advertisements you have been shown, please grade the advertising messages of Selena Gomez by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inaccurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate
Fake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authentic
Unbelievable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Believable
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Timid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authoritative
Disreputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reputable
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Unrealistic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Realistic

End of Block: M2. Message credibility

Start of Block: M3. Source credibility

Q38 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Ariana Grande by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Not an expert	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Expert
Inexperienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Experienced
Unknowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Knowledgeable
Unqualified	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Qualified
Unskilled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Skilled

Q39 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Ariana Grande by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Undependable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Dependable
Dishonest	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Honest
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Insincere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sincere
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy

Q40 Based on the screenshots of the advertisements you have been shown, please express your opinion regarding celebrity endorser Ariana Grande by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Unattractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Attractive
Not classy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Classy
Ugly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Beautiful
Plain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Elegant
Not sexy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sexy

End of Block: M3. Source credibility

Start of Block: M3. Message credibility

Q46 Based on the screenshots of the advertisements you have been shown, please grade the advertising messages of Ariana Grande by choosing from each of the following characteristics.

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Inaccurate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate
Fake	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authentic
Unbelievable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Believable
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Timid	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Authoritative
Disreputable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reputable
Untrustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Trustworthy
Unrealistic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Realistic

End of Block: M3. Message credibility

Start of Block: Engagement

Q41 Based on the screenshots you have been shown, please indicate to what extent do you agree with the following statements.

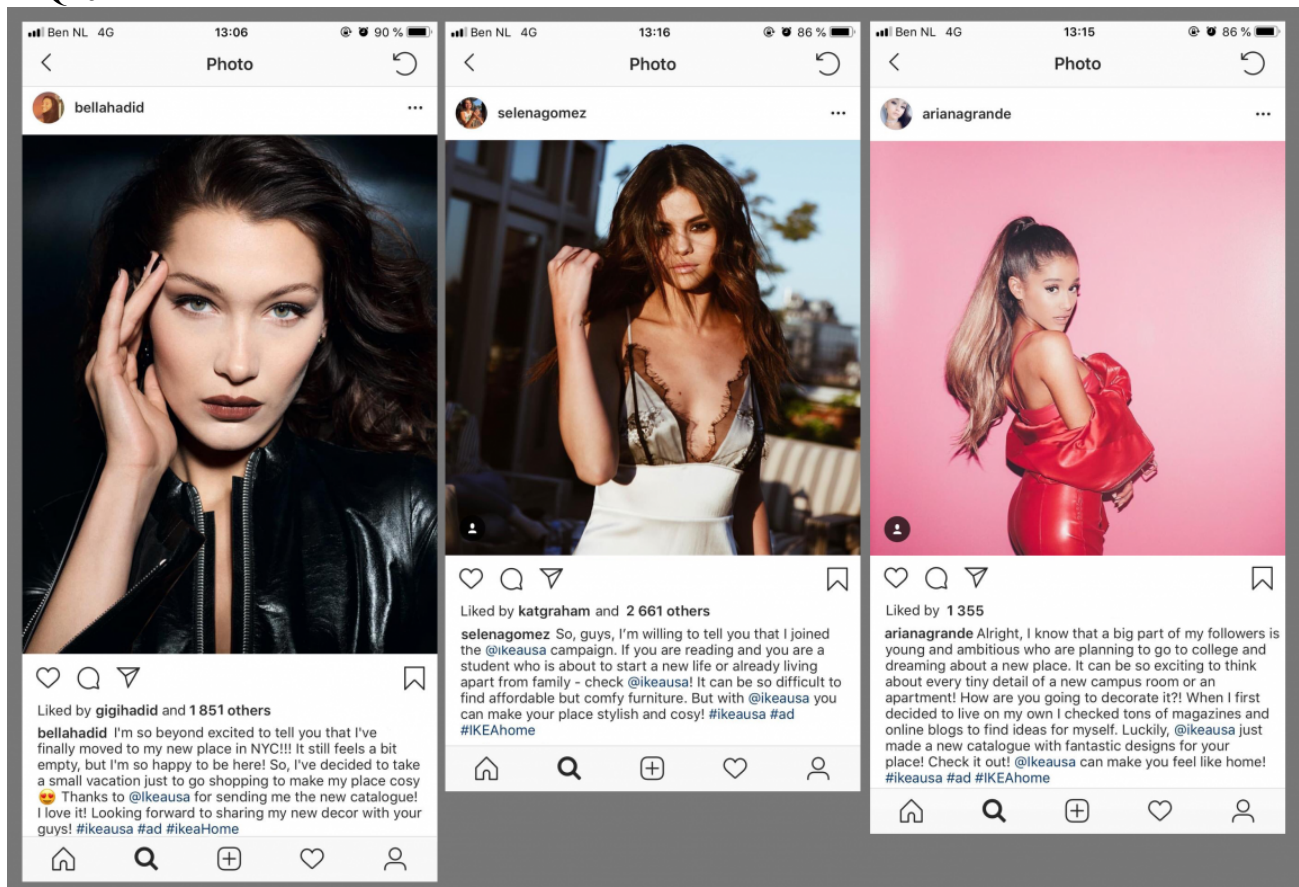
	Strongly disagree (1)	Disagree (2)	Somewhat disagree (3)	Neither agree nor disagree (4)	Somewhat agree (5)	Agree (6)	Strongly agree (7)
1. I am motivated to like shown Instagram posts. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I am motivated to comment on shown Instagram posts. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am motivated to save shown Instagram posts. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I am motivated to follow shown celebrities on Instagram. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

End of Block: Engagement

Start of Block: Block 5

Q15 Now you are presented with three screenshots of famous Instagram celebrities such as Bella Hadid (an American model), Selena Gomez (an American singer, actress, and producer) and Ariana Grande (an American singer, songwriter and actress). These three celebrities recently began to share advertising posts dedicated to well-known IKEA brand. Now you are going to see these posts uploaded on celebrities' Instagram pages a couple of days ago. Please take a good look because your answers to the following questions will depend on it. You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q16

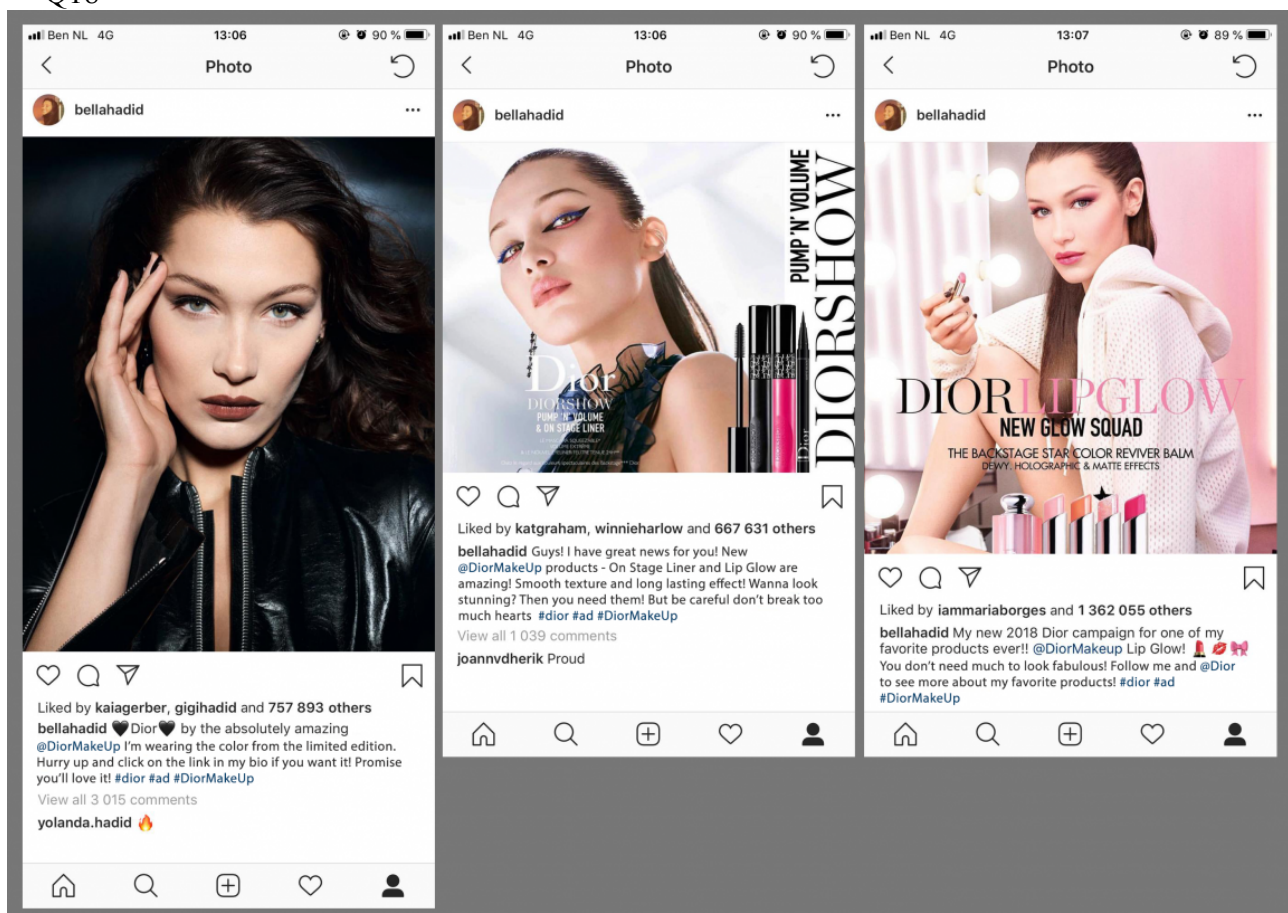


End of Block: Block 5

Start of Block: Block 6

Q17 Now you are presented with three screenshots of the Instagram celebrity Bella Hadid. Bella Hadid is an American model who started to gain her popularity from 2012. Recently she was contracted by Dior company and became the face of Dior MakeUp line. Now you are going to see the advertising posts she uploaded on her Instagram page a couple of days ago. Please take a good look because your answers to the following questions will depend on it. You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q18

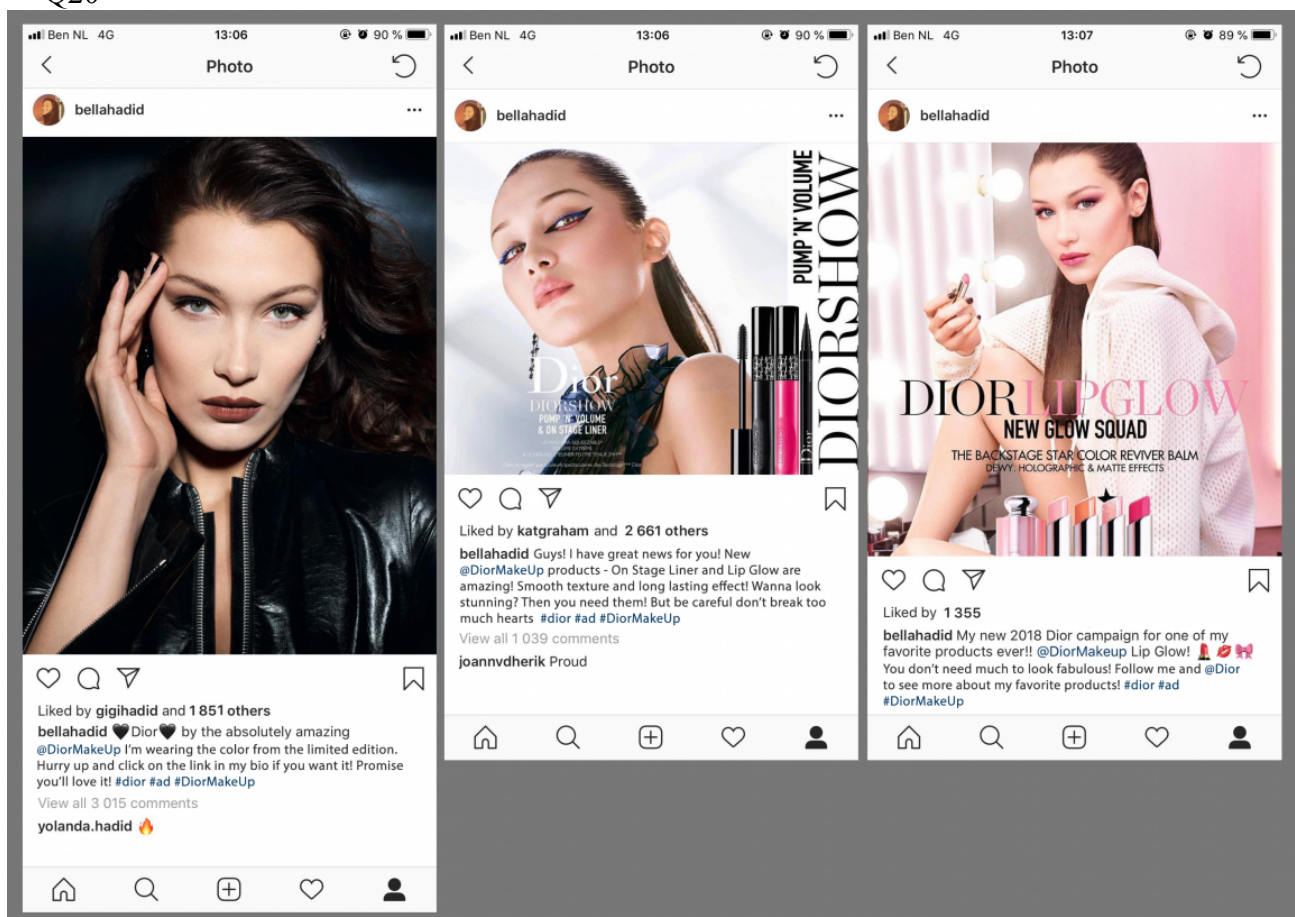


End of Block: Block 6

Start of Block: Block 7

Q19 Now you are presented with three screenshots of the Instagram celebrity Bella Hadid. Bella Hadid is an American model who started to gain her popularity from 2012. Recently she was contracted by Dior company and became the face of Dior MakeUp line. Now you are going to see the advertising posts she uploaded on her Instagram page a couple of days ago. Please take a good look because your answers to the following questions will depend on it. You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q20



End of Block: Block 7

Start of Block: Block 8

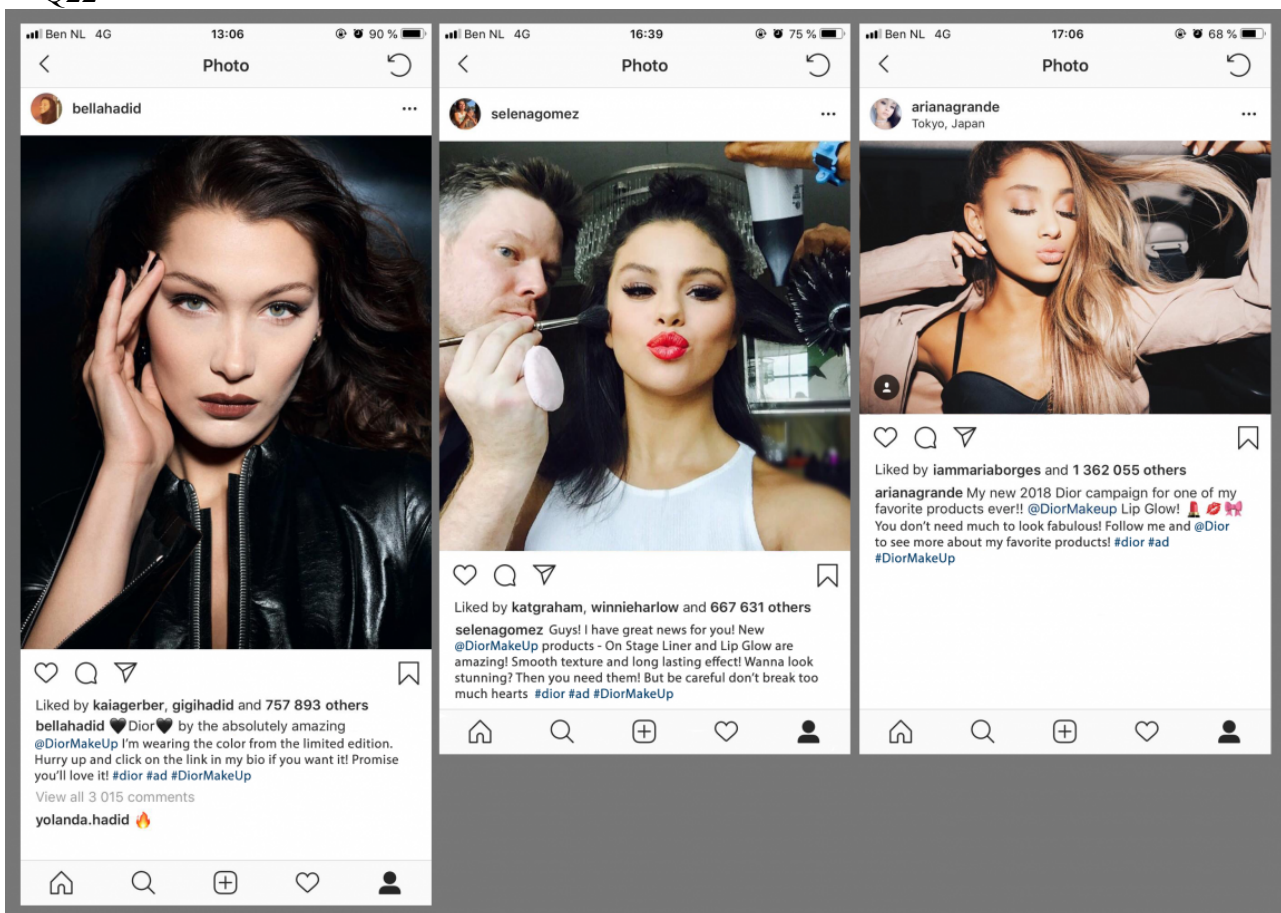
Q21 Now you are presented with three screenshots of famous Instagram celebrities such as Bella Hadid (an American model), Selena Gomez (an American singer, actress, and producer) and Ariana Grande (an American singer, songwriter and actress).

These three celebrities recently began to share advertising posts about Dior products on their Instagram page. Now you are going to see these posts uploaded on celebrities' Instagram pages a couple of days ago.

Please take a good look because your answers to the following questions will depend on it.

You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q22



End of Block: Block 8

Start of Block: Block 9

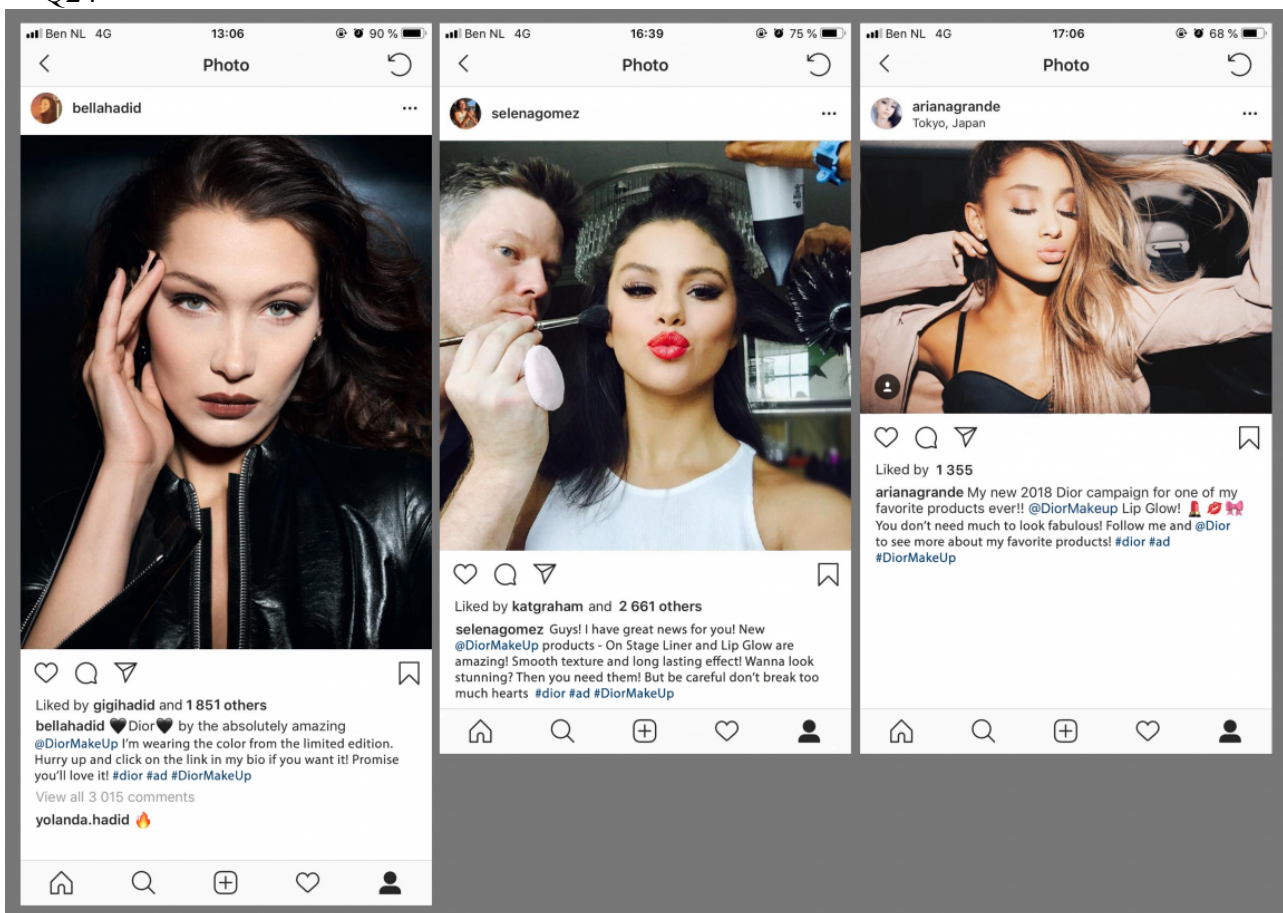
Q23 Now you are presented with three screenshots of famous Instagram celebrities such as Bella Hadid (an American model), Selena Gomez (an American singer, actress, and producer) and Ariana Grande (an American singer, songwriter and actress).

These three celebrities recently began to share advertising posts about Dior products on their Instagram page. Now you are going to see these posts uploaded on celebrities' Instagram pages a couple of days ago.

Please take a good look because your answers to the following questions will depend on it.

You have to read the endorsers' messages, therefore, if you are using a mobile version of the survey, please zoom the screenshots in. You will not be able to come back to the screenshots once you proceed.

Q24



End of Block: Block 9