The Persuasiveness of Celebrity versus Social Media Influencer Endorsements

as a Function of Product Type and the Mediating Role of Endorser-Product Perceived Fit

Jiayi Wang

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Signed by the Final Examining Committee:

         Dr. Sharlene He   Chair
        Dr. Name of the Chair

         Dr. Sharlene He   Examiner
        Dr. Name of Examiner

         Dr. Caroline Roux   Examiner

         Dr. Kamila Sobol   Supervisor

Approved by   Dr. Onur Bodur

Dec 14th,   2021   Dr. Kathleen Boies

Abstract

The persuasiveness of celebrity versus social media influencer endorsements

as a function of product type and the mediating role of endorser-product perceived fit

Jiayi Wang

The endorsement marketing strategy has proven to be a very effective way to forge strong relationships with consumers, as well as stimulate stronger brand and product preferences and purchase intentions. There are two main types of endorsers that are commonly used in practice: celebrities and social media influencers. While both have been shown to have substantial persuasive power, there exist nuances in when and how each type of endorser impacts consumer outcomes. This paper aims to compare the effects of celebrity versus social media influencer endorsers on customers' attitude toward promoted products and their purchase intentions, taking into consideration the moderating role of product type (everyday product vs. luxury product) and examining the mediating role of perceived endorser-product fit. Two online surveys (N= 590, N=572) were conducted and the results showed that 1) compared to celebrity endorsers, social media influencers have a stronger positive effect on product attitude and purchase intention for everyday products, but only among male customers, 2) this relationship was mediated by perceptions of endorser-product fit, and 3) celebrity and influencer endorsers did not differentially impact consumer attitude and purchase intention for luxury products. Unfortunately, we did not find any significant results for the female sample.

Keywords: celebrity endorsement, social media influencer, endorser-product fit, product type, product attitude, purchase intention

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1. Introduction

Celebrity endorsement is a popular way for marketers to promote their brands, products, and services (Schouten et al, 2020). Consumers often perceive celebrities as icons and role models that embody ideal traits and lifestyles. Given their aspirational status, celebrity endorsers enhance product attitudes and purchases by evoking in consumers a desire to simulate the idealized traits and lifestyle of the celebrity (Choi and Rifon, 2007). With the development of information technology, the internet, social media, and e-commerce, practitioners and researchers are also paying considerable attention to social media influencers – e.g., vloggers, bloggers, YouTubers, Instafamous, who connect with consumers in a more relatable way. Given their down-to-earth, person-next-door reputation, social media influencers are often perceived as more believable (Moore et al, 2018), more approachable (Schouten et al, 2020), and more sincere (Lim et al, 2017) than celebrities.

Many previous studies showed that both celebrities and social media influencers have the power to impact product/brand preferences and purchase intentions (Ohanian, 1991; Osei-Frimpong et al, 2019; Shan, Chen and Lin, 2020). But most of these studies focused on one type of endorser and identified the ideal circumstances under which the endorser evokes the strongest consumer responses, by considering such moderators as trust (Febrian and Fadly, 2021), source credibility (Nafees and Cook, 2020), materialism (Koay, Cheung, Soh and Teoh, 2021), self-discrepancy (Jin, Muqaddam and Ryu, 2019), religiosity (Attia, 2017), etc. Fewer papers considered both types of endorsers and their differential effects on consumer outcomes (Schouten, Janssen and Verspaget, 2020). In the current research, we want to address this gap by identifying when and why the two types of endorsers stimulate distinct effects on consumer attitudes and purchase intentions. Namely, we consider whether product type determines the differential

effectiveness of each type of endorser on consumer product attitudes and purchase intentions. We hypothesized that for luxury products, celebrities will have a more pronounced positive effect on consumer attitudes and intentions than social media influencers. Conversely, when promoting everyday products, social media influencers should have a more persuasive effect than celebrities.

Luxury products are primarily characterized as exclusive and expensive, and people buy luxury products to show their prestige, status, wealth, as well as to fulfill their ideal self-goals (Naz et Lohdi, 2016; Zhang et Kim, 2013). On the other hand, everyday products are products that are perceived as more accessible and affordable to most people. Note that the same product (e.g., a pair of leggings, bottled water) can be perceived as either luxury or everyday, depending on how the product is positioned and branded. For example, while Dasani and Aquafina represent brands that are positioned as popular and accessible (i.e., everyday), brands such as Voss and SmartWater are positioned as the more exclusive and higher-end (i.e., luxury). In this paper, our proposition that product type will moderate the relationship between endorser type and consumer outcomes relates to the fact that celebrities share many associations with luxury products, both reflecting consumer aspirations and ideals. On the other hand, social media influencers share common associations with everyday products, both relating to accessibility, relatability, and normalcy. These entrenched associations between endorser type and product type are likely to create perceived fit, which refers to perceptions of consistency between the image and personality of the endorser and the products they are promoting (Kamins and Gupta, 1994; Lee, Chen and Lee, 2021; Till and Busler, 2000). Such perceived fit has been reliably shown to have very robust and positive effects on a broad range of consumer outcomes (De Veirman et al, 2017, Silvera et al, 2004; Schouten et al, 2020). In the current research, we proposed that the perceived fit between endorser type and product type explains our proposed effects.

The rest of the paper is organized as follows. We first provide a thorough literature review of relevant research streams which will serve to inform our hypotheses and conceptual framework. We will then provide a detailed account of our methodology. We will describe our procedures, analyses, and results. Finally, we will follow up with a general discussion that will summarize our main findings, as well as elaborate on our research contributions, implications, and limitations.

2. Theoretical Framework

Consumer choices and behaviors are often influenced by what people around them are doing. What's more, consumers often consult trusted sources, such as friends and experts, when making consumption decisions. Given this tendency, it is not surprising that endorsements are an extremely effective marketing strategy for promoting everything from luxury cars to bedsheets to cereal. Endorsements refer to any public statement by an influential individual that advocates the virtues of a product and represents social proof of product effectiveness. Traditional marketers paid celebrities to steer their fans toward the promoted product. Celebrities are people who become famous via traditional media, such as movie and television stars, athletes, musicians, models, etc. They are usually recognized by the public because of their outstanding performance in their respective fields and have a great impact in public life and social fields (Prasad, 2013; Hung, Chan and Caleb, 2011). More recently, marketers have turned to social media influencers for endorsements as well. Social media influencers are people who have built a career marketing themselves and accumulating followers solely through social media platforms like Instagram and YouTube (Abidin, 2015). Though both endorsement types are commonly used in practice, they differ in terms of how consumers relate to them, and how they impact consumer choices and behaviors.

2.1 Endorsement in Advertising

2.1.1 Endorsement Persuasive Effectiveness

The endorsement marketing strategy has proven to be a very effective way to forge strong relationships with consumers and as such stimulate stronger brand and product preferences and purchase intentions (Khandai and Agrawal, 2012; Jamil and Rameez, 2014). Previous research claims that there are two important endorser attributes that determine their effectiveness: source attractiveness and source credibility. (Erdogan, 1999; Seiler and Kucza, 2017). In terms of source attractiveness, it has been reliably found that attractive endorsers produce significantly stronger and more favorable consumer responses compared to unattractive sources (Kahle and Homer, 1985). In the literature, attractiveness is determined by source familiarity, similarity, and likability (Gräve, 2017). In terms of source credibility, it has been found that information from credible sources is more persuasive and has a greater impact on people's beliefs, attitudes, and behavior, compared to information coming from less credible sources (Erdogan, 1999). The credibility is depending on the expertise and trustworthiness of the endorser (Gräve, 2017). In the current paper, we will consider these underlying endorser traits when selecting our stimuli and analyzing the data.

Although there are many benefits of using product endorsers which increase the effectiveness and credibility of marketing communication and brand positioning (Malik and Sudhakar, 2014; Zipporah and Mberia, 2014), there also exist several potential drawbacks to this marketing strategy. First, it can be very expensive (Soma, 2019; Spry, Pappu and Cornwell, 2011). For example, Selena Gomez, has partnered up with Adidas and is paid $550,000 for every post on Instagram (Liscomb, 2020). While social media influencers are paid substantially less than celebrities, some of these endorsers make close to $500,000 per year (Business of apps, 2021). Further, given the limited control marketers have over endorser words and actions (Erdogan, 1999), it is always a possibility that endorsers inadvertently undercut the company's marketing efforts by

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saying or doing something that does not align with the brand's positioning or marketing value proposition. For example, while endorsing Samsung, Lebron James decided to tweet to his 12 million followers about his phone's unfortunate fail. Similarly, after signing a 4-year contract with Brylcreem – hair product company, David Beckham decided to shave his head, resulting in a 25% decrease in sales. In extreme cases, endorsers sometimes become involved in scandalous events, tarnishing not only the endorser's reputation, but by association, the brand's reputation too (Klebba and Unger 1983; Till and Shimp 1998). For example, Tiger Woods, one of the most successful golf players, ruined his reputation in 2009 after a widely publicized sex scandal. Meanwhile, the shareholders of his sponsors (such as Nike, TagHeuer, Gatoragde) lost billions of dollars collectively (Akkad, 2010). Therefore, in our research design, we ensured that the endorsers we included in our stimuli were not involved in any scandalous event nor attracted any bad press in the recent past, to eliminate the potential confound of negative image transferability.

In the next section, we will distinguish between two types of endorsers, namely celebrity and social media influencers, and elaborate on how they distinctly impact consumer perceptions and behavioral intentions.

2.1.2 Celebrity Endorsement

Celebrities are renowned personalities that have come to fame from their appearance on conventional media channels (Soma, 2019). The use of celebrities to endorse products and services is a very common and effective marketing strategy that draws consumer attention to, allows for differentiation of, and increases the desire for the promoted goods, because celebrities are not only recognized and trusted, but also admired for their idealized traits, such as attractiveness, likeability, wealth, and fame (Choi and Rifon, 2007; Erdogan, 1999; Hung, Chan and Caleb, 2011; Prasad, 2013). By transferring the positive image and admired traits of a celebrity onto the promoted brand,

marketers try to evoke consumer affinity and purchase intentions. In fact, empirical evidence supports that celebrity endorsement produces a wide range of positive consumer outcomes, including favorable brand and product attitude (Pradhan, Duraipandian and Sethi, 2016), perceptions of brand credibility (Spry et al, 2011), brand recognition and brand recall (Chan, Ng and Luk, 2013), brand and product preference (Khandai and Agrawal, 2012), purchase intentions (Ohanian, 1991; Osei-Frimpon, Donkor and Owusu-Frimpong, 2019), and return on investment (Erdogan. Baker and Tagg, 2001).

When choosing celebrity endorsers, marketers generally select endorsers that personify a certain trait that they would like reflected in their brand image. As consumers recognize the symbolic qualities of the celebrity, they then relate these qualities to the brand (Choi and Rifon, 2007). Further, consumers often appropriate these qualities and include them in their own concept of self-identity (Aaker, 1999; Belk, 1988; McCracken, 1989). In other words, people often purchase products and brands that reflect something they want to express about themselves (McCracken, 1989; Pradhan et al. 2016). Relevant to this research, celebrities are particularly effective endorsers as they portray idealized self-concepts that consumers aspire to become (Higgins, 1987; Schouten, Janssen and Verspaget, 2020). For example, Nike consistently hires the best performing, top-of-their-game, aspirational athletes (e.g., Lebron James, Alex Ovechkin, Serena Williams) to connect with consumers that want to emulate a high-performing athletic persona. Similarly, cosmetic companies and luxury brands often use beautiful and sophisticated celebrities (e.g., Eva Longoria – L'Oreal; Gigi Hadid – Maybelline, Sophie Turner – Louis Vuitton) to connect with consumers that aspire to reach their physical appearance ideals. Consumers become particularly motivated to buy products endorsed by celebrities in an attempt to at least vicariously, become similar to the aspirational idols (Choi and Rifon, 2007).

In sum, celebrity endorsement serves to inform customers about the focal product, and influences consumer perceptions and intentions by priming images of an idealized lifestyle or self-standard (Şahin and Atik, 2013), which are transferred to the product or brand. The intention here is to motivate consumers to purchase the product with the implicit promise that it will help them achieve those ideals (e.g., purchase promoted skincare kit to achieve an ideal youthful appearance, similar to the endorser, Gigi Hadid: Higgins 1987, 1996).

2.1.3 Social Media Influencers

Social media influencers represent independent third-party endorsers who gained public recognition and established a large audience of followers on their social media platforms (Freberg, Graham, McGaughey and Freberg, 2011). Over the years, the influencer strategy has gained popularity with many influencers infiltrating the lives of hundreds, thousands, and sometimes millions of followers (Isosuo, 2016). Nevertheless, their reach remains relatively narrow and focused, and they generally build their fame within a specific domain – e.g., travel, beauty, fitness, food, by regularly posting relevant content across various social media channels. This type of endorser is extremely influential, especially among the younger demographic (Kadekova and Holienčinová, 2018). Their persuasion power derives from perceptions of expertise, authenticity, credibility, and trustworthiness (Gräve, 2017; Soma, 2019). Specifically, influencers are perceived to promote brands that they authentically enjoy, and since influencers are perceived as somewhat of experts in their respective fields and unlikely to misuse their position of power, their opinions are valued (Breves, Liebers, Abt and Kunze, 2019). Given that their fame and livelihood depend on their reputation, influencers need to be responsible for their words and actions to maintain their influencer status (Jansom and Pongsakornrungsilp, 2021). For example, Huda Kattan is a renowned beauty influencer that is passionate about makeup. She started her influencer career by

posting make-up tutorials on her blog. Over the years, she gained a massive following because she offered very insightful tutorials on makeup applications, which helped everyday people look and feel as if they had just come out of a professional salon. Huda has also mastered the art of building personal connections with her followers. The followers appreciate Huda's candid, authentic personality – they view her as an everyday girl that just really likes make-up, is really good at it, and that they could easily emulate if they followed her advice.

In addition to being viewed as authentic and credible, another characteristic of social media influencers that determines their effectiveness is the perception of relatability. Unlike celebrities who are generally perceived as being out of reach (Schouten et al., 2020), social media influencers are perceived as intimate and reachable (Balaban et al., 2019). In other words, social media influencers are perceived as more accessible and much easier to relate to since they often share many aspects of the average individual's personal life (Grafström, Jakobsson and Wiede, 2018) – i.e., share similar backgrounds and possess similar self-identity traits (Piehler, Schade, Sinnig and Burmann, 2021). When people see the influencer's daily videos and recognize that these are not that different from their own daily activities, followers feel a connection with the influencer (Glucksman, 2017; Ouvrein, Pabian, Giles, Hudders and De Backer, 2021; Tran and Strutton, 2014). Further, social media influencers have more (albeit often virtual) interactions with their followers than celebrities (De Veirman, Cauberghe and Hudders, 2017) and they typically engage in more continuous and effective communication with their niche audiences (Geppert, 2016; Lim et al, 2017). The perceived congruence between the customer's self-concept and that of the influencer, and the forged connections between consumer and influencer, results in a sense of relatability, which in turn stimulates thoughts that if the influencer likes and benefits from a certain product, the product is likely to be a good choice for the consumer as well (Piehler et al, 2021). In

fact, social media influencers have been shown to enhance consumer favorable product evaluations and purchase intentions (Choi et al, 2012; Hermanda, Sumarwan and Tinaprillia, 2019; Jin, Muqaddam and Ryu, 2019; Tran and Strutton, 2014).

In sum, past research demonstrates that celebrities and social media influencers can be very effective at stimulating interest and demand for endorsed products. In the following sections, we elaborate on our proposition that the two types of endorsers (celebrities versus social media influencers) have distinct effects on consumer product attitude and purchase intention contingent on the type of product being endorsed (luxury versus everyday) and that this effect can be explained by perceptions of endorser-product perceived fit.

2.2 Endorser and Product Match-up

2.2.1 Product Type (Moderator)

Although previous research have shown that celebrities and social media influencers both have positive effects on product attitude and purchase intention (Choi et al, 2012; Gupta et al, 2015; Grafström et al, 2018; Hermanda et al, 2019; Jamil and Rameez, 2014; Ohanian, 1991; Osei-Frimpong et al, 2019), there is considerably less research identifying when and why the two types of endorsers stimulate distinct consumer outcomes (Schouten et al, 2020). In the current research, we want to address this gap by examining the distinct effects of celebrities versus social media influencers on consumer responses to endorsements of different types of products (Friedman and Friedman, 1979). To our knowledge, the only evidence that supports the moderating role of product type stems from a recent dissertation paper (Sonkusare and Gutti, 2020) which revealed that celebrities are usually more effective at promoting hedonic products, while social media influencers are more effective at endorsing utilitarian products. These findings make sense since hedonic products are described as stimulating an affective and sensory experience (Hirschman and

Holbrook, 1982), and this affective relationship parallels the affective nature of the bond between the consumer and celebrities. On the other hand, utilitarian products serve a more pragmatic and functional purpose (Hirschman and Holbrook, 1982). As such, consumers often seek trusted, credible, expert opinions before purchasing utilitarian goods, hence their presumed stronger reliance on social media influencers (Sonkusare and Gutti, 2020).

In the current work, we expand this stream of research and propose to further validate that product type moderates the relationship between endorser type (celebrity versus influencer) and consumer responses (i.e., product attitude and purchase intention). However, in this research, we examine a different classification of product type, namely luxury versus everyday products. Luxury products are products that serve to present people's prestige, status, wealth, and fulfill people's ideals and aspirations (Naz et Lohdi, 2016; Zhang et Kim, 2013). They are usually described as expensive, exclusive, high-quality, and not easily affordable by everyone (Hansen and Wänke, 2011; Lee and Watkins, 2016; Naz and Lohdi, 2016). On the other hand, everyday products are those products that people often use in their daily lives and are not limited to necessities but rather are described as ordinary, routine products that people can afford and use on a regular basis (Ang and Lim, 2006).

We chose this product classification because it matches our description of how consumers relate to celebrities versus social media influencers. Specifically, traditional celebrities represent aspirational, ideal self-concepts that reflect status, prestige and luxury. On the other hand, social media influencers are viewed as more accurate representations of one's actual self-concept and are perceived as regular people who enact similar everyday activities as the consumer. Based on these propositions, we propose that for luxury products, celebrity endorsers (versus social media influencers) will have a stronger positive impact on consumer product attitude and purchase

intention, while for everyday products, social media influencers (versus celebrities) will have a more pronounced favorable impact on consumer responses. In the next section, we elaborate on the concept of product-endorser fit and propose it as a primary underlying mechanism driving the proposed effect.

2.2.2 Endorser-product Perceived Fit (Mediator)

Endorser-product perceived fit is the degree of congruence between the images of the endorsers and the products they are promoting (Kamins and Gupta, 1994; Lee, Chen and Lee, 2021; Till and Busler, 1998). The concept of perceived fit has been widely studied and shown to have robust effects on consumer outcomes in various areas of marketing and consumer research (Aaker and Keller, 1990; Beverland, Lim, Morrison and Terziovski, 2006; Buil, De Chernatony and Hem, 2009; Melero and Montaner, 2016; Milberg, Sinn and Goodstein, 2010). In the brand-extension literature, researchers have found that the perceived fit between the brand extension and the parent brand enhances customer evaluations of the new product (i.e., extension, Milberg et al, 2010) and diminishes negative feedback effects on parent brand equity (Buil et al, 2009). Since customers rely on the familiarity and trust they hold towards the parent brand, high brand-extension fit leads to higher trustworthiness of the extension and consequently, an enhanced willingness to buy the product (Aaker and Keller, 1990; Bhat and Reddy, 2001). Similarly, in the cause-related marketing literature, Melero and Montaner (2016) purposed that perceived fit between the product and the social cause has a positive effect on campaign credibility, attitude towards the brand, and purchase intention. Conversely, when the product-cause fit is low, customers are likely to infer that the company's intentions are not genuinely altruistic, which leads to negative attitudes towards the cause and the brand (Samu and Wymer, 2009). Finally, in the retail atmospherics literature, previous studies claimed that the perceived fit between in-store music and brand image could aid

customers to make inferences about product quality (Beverland et al, 2006) and increase their willingness to spend more time and money in the store (Abimnwi and Njuguna, 2015).

In advertising, selecting the optimal endorser to represent a brand or product is never an easy task. The match between the endorser and the product has been found to be very important in determining the endorser's effectiveness, in terms of generating positive customer attitudes and purchase intentions (Choi and Rifon, 2012; Kamins, 1990; Kim and Na, 2007; Kahle and Homer, 1985; Schouten, Janssen and Verspaget, 2020; Till and Busler, 1998). For example, Kamins (1990) showed that attractive celebrities were more effective at enhancing consumer attitudes toward the ad than unattractive celebrities, but only when the promoted product related to attractiveness and aesthetics (e.g., luxury car). Conversely, products unrelated to attractiveness (e.g., computer) did not yield this type of effect (see also Kamins and Gupta, 1994). Similarly, Till and Busler (1998) found that perceived fit between endorser expertise and product category also generates significant persuasive effects. Specifically, an endorser perceived as an expert in the world of sports is more likely to yield positive consumer outcomes when promoting sport-related goods (e.g., energy bar, protein powder, dumbbell, etc.). On the other hand, a make-up expert is likely to more successfully promote cosmetic-related products, such as primers, eyelash extensions, and lip liners. Perceived endorser-product fit can be characterized based on different dimensions including physical attractiveness, expertise level, image or personality, and so on (Schaefer, 1992).

Perceived endorser-product fit yields positive consumer outcomes primarily by enhancing information processing fluency, thereby speeding up and facilitating the customer decision-making process (Misra and Beatty, 1990). As marketers know, the customer decision-making process is complicated, especially in current times where consumers have easy access to a vast amount of information (Zak and Hasprova, 2020). As customers try to navigate through the

information, they often opt to take shortcuts. When something seems simple, pleasant, and makes intuitive sense (i.e., perceived fit), rather than difficult and demanding, it is more likely that consumers will engage with it and feel right about the decision (Camacho, Higgins and Luger, 2003; Schwarz. Jalbert, Noah and Zhang, 2021). High processing fluency therefore could boost customer evaluations and judgments of the product and endorser (Ludwig, 2009).

In our research, we suggest that perceived endorser-product fit will mediate the relationship between endorser type (celebrity versus social media influencer) and product type (luxury product versus everyday product) on consumer product attitude and purchase intention. Specifically, we propose that for luxury products, celebrity endorsers will generate more positive consumer responses than social media influencers due to the celebrity-luxury perceived fit, while for everyday products, social media influencers are more likely to generate positive consumer responses than celebrities to the influencer-everyday perceived fit. See figure 1 for a visual depiction of our conceptual model.

2.3 Product Attitude and Purchase Intention (DV)

The customer purchase decision is a dynamic and complex process, that derives from product attitudes and purchase intentions (Kotler and Armstrong, 2010; Mirabi, Akbariyeh and Tahmasebifard, 2015). An attitude is defined as a personal feeling of like (favorable) or dislike (unfavorable) towards a particular behavior (endorsement) or a product (Das, 2014), and the more positive the attitude, the more likely it is that the consumer will purchase the product (Ajzen, 1991; Bian and Forsythe, 2012; Chen, 2007; Khandai and Agrawal, 2012; Lim et al, 2017; Yang, A; Shaaban and Nguyen, 2014). On the other hand, purchase intention is described as a cognitive thought related to the intention to buy a specific brand or product (Shah, Aziz, Jaffari, Waris, Ejaz, Fatima and Sherazi, 2012), a key predictor of actual behavior (Peña-García, Gil-Saura, Rodríguez-

Orejuela and Siqueira-Junior, 2020). Spears and Singh (2004) described it as "an individual's conscious plan to make an effort to purchase a brand". Many factors have been proven to affect product attitude and purchase intentions, such as price (Chang and Wildt, 1994), product quality (Chi, Yeh and Huang, 2008), culture (Moon, Chadee and Tikko, 2018), firm behavior (Creyer, 1997), physical environment (Hussain and Ali, 2015), etc. Relevant here, perceived fit, as mentioned previously, facilitates decision making and has been shown to have a significant positive effect on consumer attitudes toward the product, as well as purchase intentions (Riley, Charlton and Wason, 2015; Till and Busler, 2000; Walsh and Williams, 2017).

In summary, we hypothesize that:

H1a: For everyday products, consumers will report stronger product attitude and purchase intention when the product is endorsed by an influencer rather than a celebrity.

H1b: For luxury products, consumers will report stronger product attitude and purchase intention when the product is endorsed by a celebrity rather than an influencer.

H2: The proposed effect is mediated by perceptions of endorser-product perceived fit.
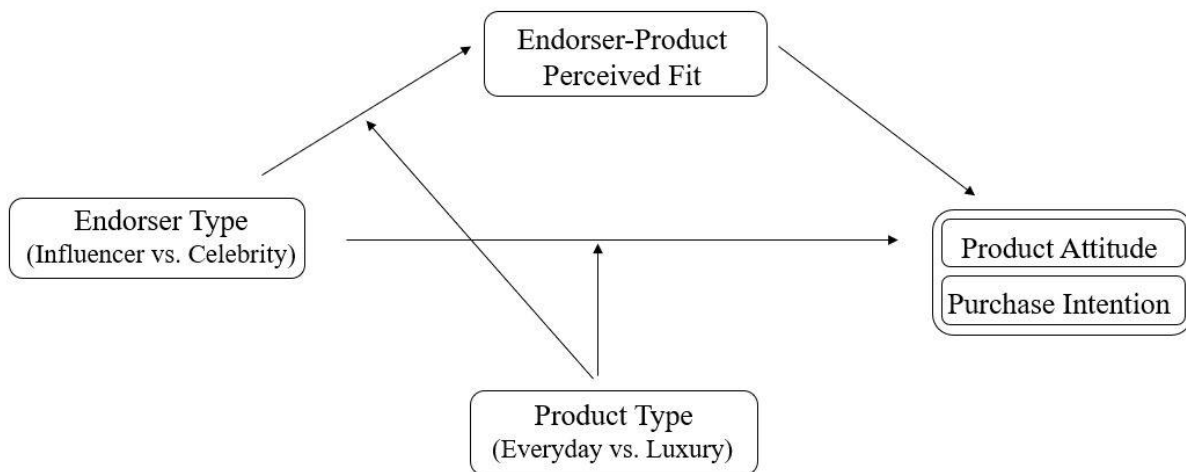
Figure 1. Conceptual Model

3. Study Overview

We conducted two studies to test our hypotheses. In Study 1, participants were first exposed to either a celebrity or social media influencer from the fashion domain and subsequently asked to evaluate a fashion-related good that the endorser was promoting. The good was either framed as an everyday product or a luxury product. We intended to find more positive product attitudes and purchase intentions for everyday goods when the endorser was a social media influencer (vs. celebrity: H1a) and more positive consumer responses for luxury goods when the endorser was a celebrity (vs. influencer: H1b). But the results of Study 1 failed to support our hypotheses. We did find that the male participants uniformly preferred the everyday product to the luxury product (regardless of endorser type), which suggests that our luxury products were generally less appealing to our sample, perhaps due to the excessively high price tag. Also, the pair of chosen male endorsers (celebrity versus influencer) did not significantly differ in terms of their aspirational quality (even though the difference was initially confirmed in a pretest) which might have undermined perceptions of product-endorser fit. In Study 2, we addressed the identified issues and used a similar procedure as in Study 1. We also measured and examined the role of perceived endorser-product fit (H2). Study 2 results provided partial support for our two hypotheses. Namely, for everyday products, social media influencers enhanced participants' product attitudes and purchase intentions, compared to celebrity endorsers, and this was mediated by perceptions of endorser-product perceived fit (supporting H1a and H2). However, we did not find a significant differential effect of social media influencers and celebrity endorsers for luxury products (no support for H1b). Also, the effect only presented itself among the male (not female) sample.

Endorser and Product Selection Pretest 1

Participants, Procedures and Measures. The pretest intended to choose a comparable pair of endorsers (i.e., social media influencer and celebrity) that differed in the extent to which participants perceived them as representing an average, everyday individual versus a more aspirational, ideal role model. This pretest also served to identify products that differed in terms of whether they were perceived as everyday versus luxury. One hundred and two undergraduate students (59.8% female, M_{age} = 21) completed a Qualtrics study online in exchange for partial course credit. The first part of the pretest consisted of evaluating a series of endorsers. Twelve female endorsers (6 influencers and 6 celebrities) and seven male endorsers (3 influencers and 4 celebrities) were preselected by the researcher. The endorsers represented a range of expertise (e.g., fitness, skincare, etc.) and were relevant to the younger, student demographic (see Tables 1 and 2). Participants were presented with a picture and short biographical description of each endorser (see Appendix A) one at a time and asked to report their perceptions of endorser familiarity, trustworthiness, and liking on a 7-point scale (1 = strongly disagree, 7 = strongly agree). To assess the extent to which participants idealized the endorser, participants also rated the extent to which they disagreed or agreed with the following statement: "The image of [endorser name] is consistent with my ideal self (the way I would ideally want to be)" (1 = strongly disagree, 7 = strongly agree).

	Gender	Endorser Type	Known for	Category	Instagram Followers
Kayla Itsines	F	Influencer	Personal trainer	Fitness	13.1M
Jen Selter	F	Influencer	Fitness videos	Fitness	12.3M
Cameron Diaz	F	Celebrity	American actress	Fitness	-
Kaley Cuoco	F	Celebrity	American actress	Fitness	-
Huda Kattan	F	Influencer	Makeup tutorials	Skincare	2.3M
Nicole Guerriero	F	Influencer	Beauty vlogs	Skincare	1.8M
Selena Gomez	F	Celebrity	American singer	Skincare	-
Anne-Marie	F	Celebrity	UK singer	Skincare	-
Chiara Ferragni	F	Influencer	Fashion blogger	Fashion	24.3M
Zoe Sugg	F	Influencer	Fashion vlogger	Fashion	9.2M
Gigi Hadid	F	Celebrity	American model	Fashion	-
Blake Lively	F	Celebrity	American actress	Fashion	-

Table 1: List of Female endorsers selected for the pretest 1.

	Gender	Endorser Type	Known for	Category	Instagram Followers
Dustin Hall	M	Influencer	Fitness videos	Fitness	72.1K
Chris Pratt	M	Celebrity	American actor	Fitness	-
Kevin Curry	M	Influencer	Food blogger	Food	1.6M
Antoni Porowski	M	Celebrity	Canadian tv personality	Food	-
Adam Gallagher	M	Influencer	Fashion blogger	Fashion	1.8M
David Beckham	M	Celebrity	English football player	Fashion	-
Ryan Reynolds	M	Celebrity	Canadian American actor	Fashion	-

Table 2: List of Male endorsers selected for the pretest 1.

The next part of the questionnaire intended to identify the focal product for the main study. The researcher preselected three female products (i.e., fitness leggings, skincare kit and fashionable jeans) and three male products (i.e., fitness shirt, coffee machine and designer jeans) that corresponded to the endorsers' areas of expertise. All female and male participants saw the

same gender-relevant product images but were randomly assigned to see one of two versions of the product description. In the everyday-product condition, participants read a generic product description that specified that the product was designed by a popular brand and priced at a relatively low price. Participants in the luxury-product condition read a comparable description but the content included additional terms such as "designed by a luxury brand", "exclusive", "highest-quality" to fit the characteristics of luxury products (Sjostrom et al, 2016) (see Appendix B for full product descriptions). For each product, participants rated the product in terms of liking, relevance, and interest on a 7-point scale (1 = not at all, 7 = a great deal), as well as answered "How would you describe the product?" on a 7-point bipolar scale (1 = everyday, 7 = luxury).

Results and Discussion. For male participants, the pair of endorsers that revealed the most significant mean difference for ideal self-identification was the celebrity, Ryan Reynolds (M = 5.25, SD = 1.78) and the social media influencer, Adam Gallagher (M = 4.28, SD = 1.83, $t(35)$ = -4.66, $p < 0.001$) from the fashion category. The pair of endorsers also differed in terms of familiarity, trustworthiness and liking with participants being more familiar with the celebrity (M = 6.14, SD = 1.20) than the influencer (M = 1.86, SD= 1.55, $t(35)$= -12.03, $p < 0.001$); trusting the celebrity more (M = 5.39, SD = 0.49) than the influencer (M= 4.14, SD=1.10 , $t(35)$ = -6.95, $p < 0.001$); and liking the celebrity more (M = 5.94, SD = 1.17) than the influencer (M = 4.11, SD = 0.40 , $t(35)$ = -9.92, $p < 0.001$)(Table 3). Finally, the results confirmed that the corresponding fashion-related product (i.e., designer jeans) differed in terms of being perceived as everyday versus luxury ($M_{everyday}$ = 2.06, SD = 0.99, vs. M_{luxury} = 3.44, SD = 1.62, $t(33)$ = -3.51, $p = 0.001$), while did not differ in terms of liking, perceived relevance, and interest ($p > 0.10$).

	Male (N = 36)			
	Celebrity	Influencer	t(35)	p-value
Endorser_Ideal	5.25 (1.78)	4.28 (1.83)	-4.66	< 0.001
Endorser_Familarity	6.14 (1.20)	1.86 (1.55)	-12.03	< 0.001
Endorser_Trust	5.39 (0.49)	4.14 (1.10)	-6.95	< 0.001
Endorser_Like	5.94 (1.17)	4.11 (0.40)	-9.92	< 0.001

Table 3. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the male influencers and celebrities (pretest 1).

For female participants, the pair of endorsers that revealed the most significant mean difference for ideal self-identification was the celebrity, Blake Lively (M = 5.05, SD = 1.50) and the influencer Zoe Sugg (M = 3.46, SD = 1.22; t (58) = -6.904, p < 0.001) from the fashion category. The pair of endorsers also differed in terms of familiarity, trustworthiness and liking with participants being more familiar with the celebrity (M = 5.92, SD = 1.75) than the influencer (M = 3.27, SD = 2.47 , t(58) = -8.14, p < 0.001); trusting the celebrity more (M = 5.71, SD = 1.16) than the influencer (M = 4.34, SD = 1.24 , t(58) = -6.94, p < 0.001); and liking the celebrity more (M = 5.81, SD = 1.21) than the influencer (M = 4.14, SD = 1.07, t(58) = -8.21, p < 0.001) (Table 4). The results also confirmed that the pair of fashion related products for females (i.e., fashionable jeans) significantly differed in terms of whether they were perceived as everyday versus luxury (Meveryday = 3.53, SD= 1.36, vs. Mluxury = 5.03, SD = 1.52, t(57) = -3.99, p < 0.001), while the products did not differ in terms of liking, perceived relevance, and interest (p > 0.10).

	Female (N = 59)			
	Celebrity	Influencer	t (58)	p-value
Endorser_Ideal	5.05 (1.50)	3.46 (1.22)	-6.90	< 0.001
Endorser_Familarity	5.92 (1.75)	3.27 (2.47)	-8.14	< 0.001
Endorser_Trust	5.71 (1.16)	4.34 (1.24)	-6.94	< 0.001
Endorser_Like	5.81 (1.21)	4.14 (1.07)	-8.21	< 0.001

Table 4. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the female influencers and celebrities (pretest 1).

Study 1

The objective of Study 1 was to assess whether everyday products are more likely to generate more positive attitudes and purchase intentions when endorsed by a social media influencer (versus celebrity) (H1a), and conversely whether luxury products are more likely to yield stronger liking and consideration when endorsed by a celebrity (versus influencer) instead (H1b).

Method

Main Study Participants and Design. In exchange for partial course credit, five hundred ninety-three undergraduate students (58.6% female, $M_{age} = 21$) participated in the study with a 2 (gender: female, male) x 2 (endorser type: influencer, celebrity) x 2 (product type: everyday, luxury) between-subject design. We removed one participant who wrote a random sequence of letters when provided an opportunity to leave an optional comment for the researcher, which is a sign of inattention. We also removed two respondents that claimed that they never wore jeans and therefore could be biased against the product of interest (final N = 590).

Procedure and Measures. Participants read that they will be participating in a marketing research survey designed by a company that is in the process of selecting an endorser for a new clothing line. Participants were first asked to indicate their gender and then proceeded to view an image

and short biographical description of one endorser: either the social media influencer or celebrity of the same gender as the participant. Participants then responded to the same set of questions as were included in the pretest: familiarity, perceived trustworthiness and liking of endorser, as well as extent to which endorser represents an ideal. All measures were assessed on 7-point scales (1 = strongly disagree, 7 = strongly agree). Next, participants were presented with the designer jeans from the upcoming collection. All participants saw the same product image. To manipulate product type (i.e., everyday vs. luxury), we modified the product description. The everyday product description emphasized that the jeans were designed by a *popular brand* and priced at *$39*; the luxury product description emphasized that the jeans were designed by a *luxury brand*, were *exclusive, high-quality,* and priced at *$159* (see Appendix B for full description). To assess product attitude, participants answered: "to what extent do you like the product?", "to what extent is this product relevant to you?", "to what extent are you attracted to this product?" ($\alpha = 0.91$) (Soma, 2019). To assess behavioral intentions, participants answered: "to what extent are you interested in buying this product?", "to what extent would you consider buying this product?", "to what extent are you willing to buy this product?" ($\alpha = 0.96$) (Fecher et al, 2019). All the latter measures were assessed on 7-point scales (1 = not at all, 7 = a great deal). As a manipulation check, participants reported the extent to which they perceived the product to represent an everyday versus luxury product on a 7-point bipolar scale. Additionally, as a control variable, we asked participants an open-ended question "how much money (CDN $) on average do you spend on clothes (per year)?". Finally, participants provided demographic information and were thanked for their participation.

Results (Male)

Manipulation Checks. An ANOVA did not reveal a main effect of endorser type on ratings of ideal self-identification, where the celebrity endorser was not viewed to reflect an ideal (M = 4.17, SD = 1.62) to a greater extent than the influencer endorser (M = 4.05, SD = 1.58, $F(1,295) = 0.379$, $p = 0.539$). However, as expected, the celebrity scored higher on familiarity, trust and liking than the influencer (ps < 0.001; see Table 5). Finally, participants correctly classified the product as everyday versus luxury ($M_{everyday} = 2.52$, SD = 1.88, vs. $M_{luxury} = 4.34$, SD = 1.44, $t(295) = -9.39$, $p < 0.001$).

	Male			
	Celebrity (N = 146)	Influencer (N = 151)	F (1,295)	p value
Endorser_Ideal	4.17 (1.62)	4.05 (1.58)	0.379	0.539
Endorser_Familarity	5.68 (1.60)	1.58 (1.06)	12.601	< 0.001
Endorser_Trust	5.24 (1.13)	3.87 (1.03)	18.049	< 0.001
Endorser_Like	5.5 (1.22)	3.92 (1.04)	21.367	< 0.001

Table 5. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the male influencers and celebrities (study 1).

Main Analysis. We ran a MANOVA with "EndLike" (i.e., extent to which participant liked the endorser) as a covariate to test the main and interaction effects of endorser type and product type on product attitude and purchase intention. Liking of endorser was included as a covariate to control for any effect transfer effects[1]. We found no main effect of endorser type on product attitude ($F(1,292) = 0.574$, $p = 0.449$) or purchase intention ($F(1,292) = 0.545$, $p = 0.461$). We also found no interaction effect on product attitude ($F(1,292) = 1.198$, $p = 0.275$) or purchase intention ($F(1,292) = 1.063$, $p = 0.303$). We did however find a product type main effect on product attitude

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[1] We ran additional analyses with endorser familiarity and endorser trust as covariates, but this did not improve our results for neither the male or female sample in study 1.

(p < 0.001) and purchase intention (p < 0.001) meaning that regardless of the endorser type, participants preferred the everyday product to the luxury product (see Table 6). In sum, study 1 failed to find support for our hypotheses (male sample).

Male	Everyday Product						Luxury Product					
	Influencer		Celebrity				Influencer		Celebrity			
	M	SD	M	SD	F	P	M	SD	M	SD	F	P
Product Attitude (α = 0.91)	4.43	1.08	4.32	1.15	0.31	0.58	4.00	1.67	3.96	1.51	0.03	0.87
Like	5.08	1.12	4.95	1.13	0.29	0.59	4.20	1.71	4.36	1.50	0.42	0.52
Relevant	5.25	1.26	4.78	1.39	2.88	0.09	4.33	1.83	4.22	1.74	0.15	0.70
Attractive	4.86	1.29	4.51	1.29	1.49	0.22	3.90	1.83	3.93	1.78	0.01	0.93
Purchase Intention (α = 0.96)	4.67	1.48	4.31	1.24	1.50	0.22	3.46	1.81	3.48	1.72	0.01	0.94
Interested	4.72	1.51	4.32	1.44	1.69	0.19	3.49	2.00	3.50	1.81	0.00	0.96
Consider	4.76	1.54	4.39	1.23	1.49	0.22	3.58	1.97	3.63	1.86	0.03	0.87
Willing to buy	4.51	1.58	4.22	1.26	0.96	0.33	3.30	1.85	3.31	1.75	0.00	0.99

Table 6. The means and standard deviations of the interaction of (male) endorser type and product type in study 1. Covariates appearing in the model are evaluated at the following values: EndLike = 4.6869

Results (Female)

Manipulation Checks. An ANOVA revealed a main effect of endorser type on ratings of ideal self, where the celebrity endorser was viewed as representing an ideal (M = 4.59, SD = 1.78) to a greater extent than did the influencer endorser (M = 3.01, SD = 1.63, $F_{(1,293)} = 62.534$, p < 0.001). And as expected, the celebrity scored higher on familiarity, trust and liking than the influencer (ps < 0.001; see Table 7). Finally, participants correctly classified the product as

everyday versus luxury (M$_{everyday}$ = 3.50, SD = 1.63, vs. M$_{luxury}$ = 4.70, SD = 1.61, t(290) = -6.343, p< 0.001).

	Female			
	Celebrity (N = 146)	Influencer (N = 151)	F (1,293)	p value
Endorser_Ideal	4.59 (1.78)	3.01 (1.63)	62.534	< 0.001
Endorser_Familarity	5.72 (1.77)	3.05 (2.42)	55.713	< 0.001
Endorser_Trust	5.34 (1.16)	4.09 (1.34)	2.645	< 0.001
Endorser_Like	5.70 (1.27)	4.19 (1.35)	4.173	< 0.001

Table 7. The means and standard deviations (in parentheses) of the familiarity, trust and affection of the given female influencers and celebrities in study 1.

Main Analysis. We ran an MANOVA with "EndLike" as covariate to test the main and interaction effects of endorser type and product type on product attitude and purchase intention. We found no main effect of endorser type on product attitude (F(1,287) = 0.119, p = 0.730) or purchase intention (F(1,287) = 0.041, p = 0.840), no main effect of product type on product attitude (F(1,287) = 0.065, p = 0.798) or purchase intention (F(1,287) = 1.693, p = 0.194), and no interaction effect on product attitude (F(1,287) = 0.458, p = 0.499) or purchase intention (F(1,287) = 1.124, p = 0.290). In sum, study 1 failed to find support for our hypotheses (female sample).

Female	Everyday Product						Luxury Product					
	Influencer		Celebrity				Influencer		Celebrity			
	M	SD	M	SD	F	P	M	SD	M	SD	F	p
Product Attitude (α = 0.93)	3.82	1.78	3.88	1.76	0.03	0.86	3.90	1.65	3.68	1.80	0.53	0.47
Like	4.01	1.77	4.03	1.81	0.01	0.95	4.04	1.78	3.93	1.94	0.12	0.73
Relevant	3.68	1.97	3.81	1.81	0.13	0.72	3.89	1.86	3.47	1.82	1.64	0.20
Attractive	3.76	1.89	3.79	1.76	0.01	0.94	3.79	1.86	3.65	2.01	0.17	0.68

Purchase Intention (α = 0.97)	3.27	1.88	3.56	1.94	0.68	0.41	3.22	1.82	3.04	1.83	0.31	0.58
Interested	3.33	1.88	3.61	1.83	0.61	0.43	3.24	2.01	3.18	1.96	0.04	0.85
Consider	3.31	1.95	3.61	1.89	0.72	0.40	3.35	1.94	3.07	1.83	0.69	0.41
Willing to buy	3.18	1.93	3.46	1.93	0.61	0.43	3.08	1.95	2.87	1.89	0.39	0.53

Table 8. The means and standard deviations of the interaction of (female) endorser type and product type in study 2. Covariates appearing in the model are evaluated at the following values: EndLike = 4.9452

Discussion

The results of Study 1 did not provide any evidence in support of H1. We propose two reasons why, at least for the male sample: 1) given that the male sample uniformly preferred the everyday product, regardless of which endorser was presented, it is possible that the hefty price of $159 for a pair of luxury jeans was too much for the young demographic. This assumption aligns with the finding that our sample revealed on average spending approximately $1,700 on clothes per year (male sample alone: $1,400) – substantially less than the $3,340 average Canadian ("Household expenditure: clothing Canada 2019 | Statista", 2021). It is therefore possible that the disinterest resulted from the fact that the $159 jeans were simply above their budget. 2). Even though the pretest results confirmed that the male celebrity and social media influencer (Ryan and Adam) differed in terms of their aspirational quality, participants in the main study did not make the distinction, discrediting the manipulation's intended impact on product perceptions, evaluations and intentions. To address these issues in Study 2, we lowered the luxury product price and used new pairs of endorsers (for males and females).

Endorser and Product Selection Pretest 2

Participants, Procedures and Measures. Similar to Pretest 1, this pretest aimed to choose a pair of endorsers (i.e., influencer and celebrity) that differ with respect to their aspirational quality, as

well as to select products that differ in terms of whether they are perceived as everyday versus luxury. In the end, we wanted to ensure that the selected products matched the expertise of the chosen endorsers (e.g., fashion, game, etc.). Two hundred and eight Amazon M-Turk participants (27.8% female, M_{age} = 36) completed the study.

As in Pretest 1, the first step was to select female and male endorsers. Fourteen female endorsers (7 influencers and 7 celebrities) and eight male endorsers (4 influencers and 4 celebrities) were preselected by the researcher. The endorsers represented a variety of expertise (e.g., fashion, game, etc.) and were intended to be relevant to a broader adult population (see Tables 9 and 10). Participants were presented with a picture and short biographical description of each endorser (see Appendix C) one at a time and were asked to rate a series of statements on a 7-point scale (1 = strongly disagree, 7 = strongly agree) gauging familiarity, perceived trustworthiness, liking, as well as the extent to which they perceived the endorser to reflect an ideal.

	Gender	Endorser Type	Known for	Category	Instagram Followers
Caroline Girvan	F	Influencer	Personal trainer	Fitness	307K
Kino MacGregor	F	Influencer	Yoga vlogger	Fitness	1.1M
Scarlett Johansson	F	Celebrity	American actress	Fitness	-
Gal Gadot-Varsano	F	Celebrity	American actress	Fitness	-
Cassandra Bankson	F	Influencer	Beauty blogger	Skincare	132K
Tati Westbrook	F	Influencer	Beauty vlogger	Skincare	2.2M
Jennifer Lopez	F	Celebrity	American singer	Skincare	-
Olivia Wilde	F	Celebrity	American actress	Skincare	-
Camila Coelho	F	Influencer	Fashion blogger	Fashion	9.1M
Margot Robbie	F	Celebrity	American actress	Fashion	-
Yumna Jawad	F	Influencer	Food blogger	Food	2.7M
Ella Mills	F	Influencer	Food blogger	Food	548K
Jenna Dewan	F	Celebrity	American actress	Food	-
Jennifer Garner	F	Celebrity	American actress	Food	-

Table 9: List of Female endorsers selected for the pretest 2.

	Gender	Endorser Type	Known for	Category	Instagram Followers
Joe Wicks	M	Influencer	Fitness videos	Fitness	4.1M
Christopher Hemsworth	M	Celebrity	American actor	Fitness	-
Chuck Hughes	M	Influencer	Food blogger	Food	96.9K
David Beckham	M	Celebrity	Football player	Food	-
Rowen Row	M	Influencer	Fashion blogger	Fashion	1.4M
Ryan Reynolds	M	Celebrity	American actor	Fashion	-
Mark Edward Fischbach	M	Influencer	Game videos	Game	295K
Zachary Efron	M	Celebrity	American actor	Game	-

Table 10: List of Male endorsers selected for the pretest 2.

The next section of the questionnaire served to find the focal products for the main study. The researchers preselected four female products (i.e., fitness leggings, skincare kit, coffee machine and fashionable jeans) and four male products (i.e., fitness shirt, coffee machine, video card and designer jeans) that corresponded to the endorsers' areas of expertise. All participants saw the same product images but were randomly assigned to see one of two versions of the product description. In the everyday-product condition, participants read a common item depiction which stated that the good was designed by a popular brand and valued at a somewhat low price ($29). Participants in the luxury-product condition read a comparable description but the content included terms such as "designed by a luxury brand", "exclusive", "highest-quality" and were priced at a higher price ($98), to fit the characteristics of luxury products (Sjostrom et al, 2016) (see Appendix D for full product descriptions). For each product, participants rated the product in terms of liking, relevance, and interest on a 7-point scale (1 = not at all, 7 = a great deal), as well as answered "How would you describe the product?" on a 7-point bipolar scale (1 = everyday, 7 = luxury).

Results and Discussion. For male participants, the pair of endorsers that revealed the most significant mean difference for ideal self-identification was the celebrity, Christopher Hemsworth (M = 5.19, SD = 1.66) and the influencer Joe Wicks (M = 4.89, SD = 1.71; t(149) = 2.267, p =

0.025) from the fitness category. The pair of endorsers also differed in terms of familiarity, trustworthiness and liking with participants being more familiar with the celebrity (M = 5.48, SD = 1.57) than the influencer (M = 4.45, SD = 2.17, t(149) = 5.085, p < 0.001); trusting the celebrity more (M = 5.10, SD = 1.56) than the influencer (M = 4.79, SD =1.56 , t(149) = 2.222, p = 0.028); and liking the celebrity more (M = 5.44, SD = 1.32) than the influencer (M = 5.05, SD =1.56 , t(149) = 2.991, p = 0.009) (Table 11). However, unexpectedly, the results showed that the pair of fitness related products for males (i.e., workout shirts) did not significantly differ in terms of whether they were perceived as everyday versus luxury ($M_{everyday}$ = 5.45, SD= 1.59, M_{luxury} = 5.09, SD = 1.57, t(149) = 1.36, p = 0.175), potentially due to the smaller price gap between the products. To rectify this, we increased the price of luxury products from $98 to $119 and decreased the price of everyday products from $29 to $19 in the main study. Besides, as we expected, there was no significant difference in terms of product liking, perceived relevance, and interest (p_s > 0.10).

	Male (N = 150)			
	Celebrity	Influencer	t (149)	p-value
Endorser_Ideal	5.19 (1.66)	4.89 (1.71)	2.27	0.025
Endorser_Familarity	5.48 (1.57)	4.45 (2.17)	5.09	< 0.001
Endorser_Trust	5.10 (1.56)	4.79 (1.56)	2.22	0.028
Endorser_Like	5.44 (1.32)	5.05 (1.56)	2.99	0.009

Table 11. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the male influencers and celebrities (pretest 2).

For female participants, the pair of endorsers that revealed the most significant mean difference for ideal self-identification was the celebrity, Scarlett Johansson (M = 5.48, SD = 1.42) and the influencer Kino Macgregor (M = 5.02, SD = 1.34; t(57) = -2.502, p = 0.015), also from the fitness category. The pair of endorsers also differed in terms of familiarity, trustworthiness and

liking with participants being more familiar with the celebrity (M = 5.88, SD = 1.04) than the

influencer (M = 4.03, SD = 2.25 , t(57) = 5.532, p < 0.001); trusting the celebrity more (M = 5.55,

SD = 1.20) than the influencer (M = 4.97, SD = 1.34 , t(57) = 3.721, p < 0.001); and liking the

celebrity more (M = 5.62, SD = 1.31) than the influencer (M = 5.03, SD = 1.46, t(57) = 3.304, p =

0.002). Also, like with the male sample, the results showed that the pair of fitness related products

for females (i.e., leggings) did not significantly differ in terms of whether they were perceived as

everyday versus luxury (M$_{everyday}$ = 4.34, SD = 2.06, M$_{luxury}$ = 4.97, SD= 1.99, t(56) = -1.167, p

= 0.248) so we adjusted the prices accordingly (as we did for the male products). And there was

no significant difference in terms of product liking, perceived relevance, and interest (ps > 0.10).

	Female (N = 58)			
	Celebrity	Influencer	t(57)	p-value
Endorser_Ideal	5.48 (1.42)	5.02 (1.34)	-2.50	0.015
Endorser_Familarity	5.88 (1.04)	4.03 (2.25)	5.53	< 0.001
Endorser_Trust	5.55 (1.20)	4.97 (1.34)	3.72	< 0.001
Endorser_Like	5.62 (1.31)	5.03 (1.46)	3.30	0.002

Table 12. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the female influencers and celebrities (pretest 2).

Study 2

Method

Main Study Participants and Design. Five hundred seventy-six people (42.9% female, M$_{age}$ = 38)

participated in the study with a 2 (gender: female, male) x 2 (endorser type: influencer, celebrity)

x 2 (product type: everyday, luxury) between-subject design. We removed three participants that

did not pay attention to the survey based on their comments at the end of the survey (i.e., responded

with a random sequence of letters, or with an irrelevant statement). We also removed one

respondent who indicated that they spend $0 (per year) on clothing and therefore could be biased against the product of interest (final N = 572).

Procedure and Measures. The procedure was similar to that of Study 1. Participants read that they will be participating in a marketing research survey designed by a company that is in the process of selecting an endorser for a new collection of leggings (female)/ workout shirts (male). Participants were first asked to indicate their gender and then proceeded to view an image and short biographical description of one endorser of the same gender as the participant. Half of the participants were randomly assigned to view the social media influencer, while the remaining participants were exposed to the celebrity. Participants then responded to the same set of questions as we included in the pretest, gauging endorser familiarity, perceived trustworthiness and liking, the extent to which the endorser represents an ideal. All measures were assessed on 7-point scales (1 = strongly disagree, 7 = strongly agree). Next, participants were presented with an image of the leggings (female) or workout shirt (male). To manipulate product type, we modified the product description. The everyday product description emphasized that the leggings were designed by a *popular brand* and priced at *$19*; the luxury product description emphasized that the leggings were designed by a *luxury brand*, were *exclusive, high-quality,* and priced at *$119* (see Appendix D for full product descriptions). To assess perceived endorser-product fit, participants identified whether "there is a fit between the image of [endorser] and the [product]". To assess product attitude, participants answered: "to what extent do you like the product?", "to what extent is this product relevant to you?", "to what extent are you attracted to this product?" ($\alpha = 0.88$). To assess behavioral intentions, participants answered: "to what extent are you interested in buying this product?", "to what extent would you consider buying this product?", "to what extent are you willing to buy this product?" ($\alpha = 0.91$). All the latter measures were assessed on 7-point scales (1

= not at all, 7 = a great deal). As a manipulation check, participants reported the extent to which they perceived the product to represent an everyday versus luxury product on a 7-point bipolar scale. As in Study 1, we asked participants how much they spend on clothing per year. Finally, participants provided demographic information and logged off.

Results (Male)

Manipulation Checks. An ANOVA did not reveal a main effect of endorser type on ratings of ideal, where the celebrity endorser was not viewed as a reflection of the ideal self (M = 5.39, SD = 1.43) to a greater extent than the social media influencer (M = 5.34, SD = 1.46, F (1,374) = 0.102, p = 0.750). However, as expected, the celebrity scored higher on familiarity, trust and liking than the influencer (ps < 0.05; see Table 13). Finally, participants correctly classified the products as everyday versus luxury (Meveryday = 4.37, SD = 2.01, vs. Mluxury = 5.76, SD = 1.34, t (374) = -7.89, p < 0.001).

	Male			
	Celebrity (N = 190)	Influencer (N = 186)	F (1,374)	p value
Endorser_Ideal	5.34 (1.46)	5.39 (1.43)	0.102	0.750
Endorser_Familarity	5.45 (1.54)	3.91 (2.13)	60.743	< 0.001
Endorser_Trust	5.32 (1.45)	4.99 (1.43)	1.032	0.026
Endorser_Like	5.49 (1.29)	5.00 (1.51)	0.489	0.001

Table 13. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the male influencers and celebrities (study 2).

Main Analysis. Firstly, we ran an MANOVA with "EndLike" (endorser liking) as covariate to test the main and interaction effects of endorser type and product type on product attitude and purchase

intention[2]. We found a main effect of endorser type ($F(1,371) = 4.007$, $p = 0.046$), but not product type ($F (1, 371) = 0.094$, $p = 0.760$) on product attitude. We also found a significant interaction effect of endorser type and product type on product attitude ($F (1, 371) = 3.772$, $p = 0.05$). Similarly, we found a main effect of endorser type ($F (1, 371) = 4.523$, $p = 0.034$), but not product type ($F (1, 371) = 0.043$, $p = 0.836$) on purchase intentions, and we found a significant interaction effect of endorser type and product type on purchase intention ($F (1, 371) = 4.968$, $p = 0.026$). Simple contrasts revealed that for everyday products, influencers had a more favorable effect on product attitude ($M_{influencer} = 5.32$ vs $M_{celebrity} = 4.86$, $F (1, 371) = 9.534$, $p = 0.002$) and purchase intentions than celebrities ($M_{influencer} = 5.31$ vs $M_{celebrity} = 4.76$, $F (1, 371) = 7.821$, $p = 0.005$). For luxury products however, endorser type did not impact product attitude ($p = 0.96$) or purchase intention ($p = 0.95$) (see figure 2 and 3). Overall, our results confirmed $H_{1a,}$ but rejected H_{1b}.

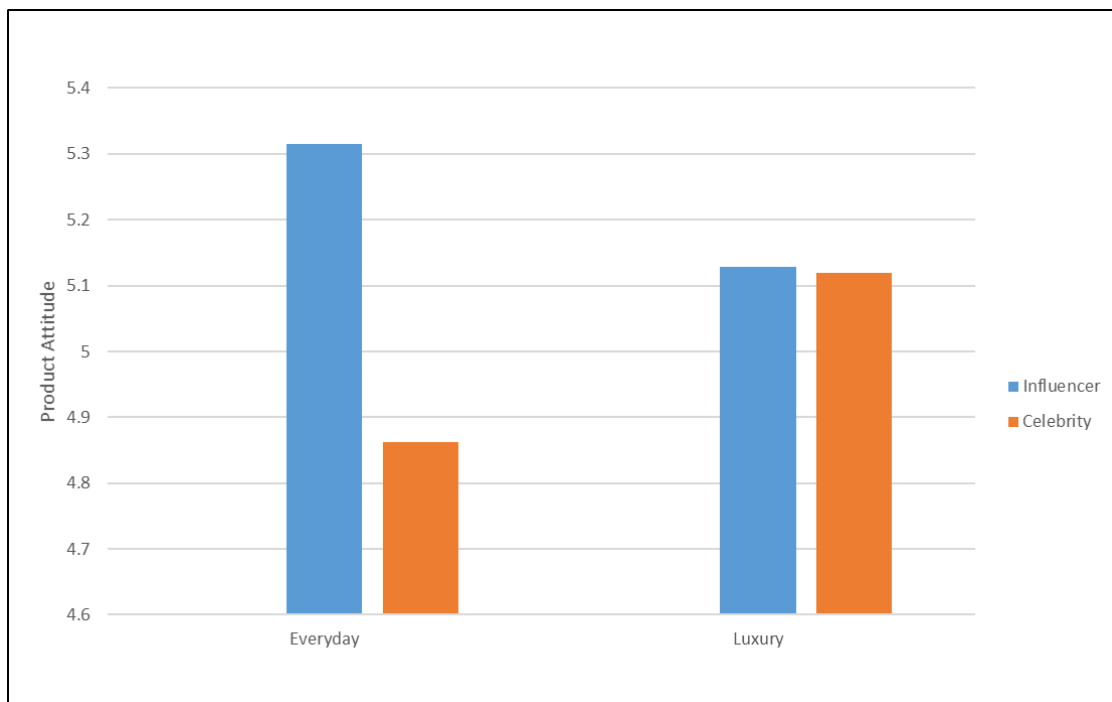Figure 2. Simple contrasts of endorser type x product type on product attitude.

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[2] We ran additional analyses with endorser familiarity and endorser trust as covariates – however the added covariates made the interaction effects insignificant for both product attitude and purchase intention among the male sample ($p_s > 0.05$) and did not improve the results for the female sample (in study 2).
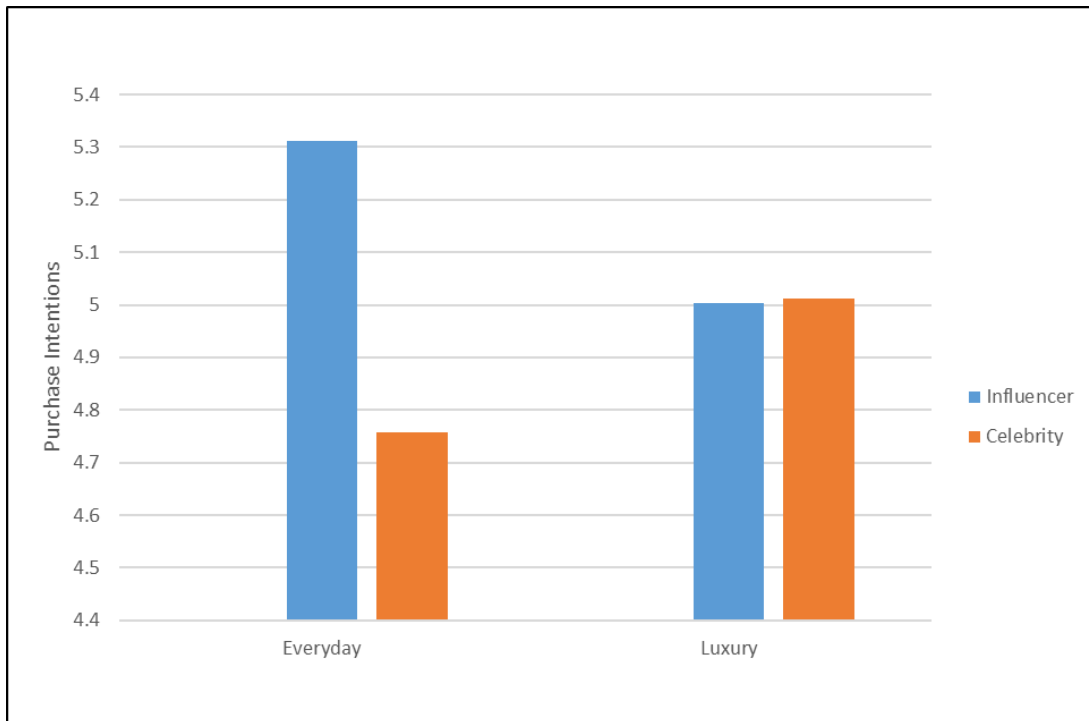
Figure 3. Simple contrasts of endorser type x product type on purchase intention.

Second, we ran another MANOVA to examine the main and interaction effects of endorser type and product type on perceptions of perceived endorser-product fit. The results revealed a significant main effect of product type ($F_{(1, 371)} = 4.007$, $p = 0.046$) and a significant interaction effect ($F_{(1, 371)} = 4.561$, $p = 0.033$), while the main effect of endorser type was insignificant ($F_{(1, 371)} = 2.209$, $p = 0.138$). Looking at pairwise contrasts, for everyday products, social media influencers evoked stronger perceptions of perceived endorser-product fit than celebrities ($M_{influencer} = 5.48$ vs $M_{celebrity} = 5.00$, $F_{(1, 371)} = 6.580$, $p = 0.011$). But for luxury products, endorser type did not impact participants' judgment of the match between endorser and product ($p = 0.66$). (See Table 14).

Male	Everyday Product						Luxury Product					
	Influencer		Celebrity				Influencer		Celebrity			
	M	SD	M	SD	F	p	M	SD	M	SD	F	p
Product Preference (a= 0.87)	5.32	1.32	4.86	1.35	9.53	0.01	5.13	1.45	5.12	1.47	0.00	0.96
Like	5.31	1.38	4.87	1.55	6.18	0.13	5.31	1.47	5.10	1.55	1.31	0.25
Relevant	5.24	1.57	4.81	1.59	4.32	0.04	4.93	1.69	5.08	1.74	0.54	0.47
Attractive	5.39	1.46	4.92	1.49	6.37	0.01	5.15	1.77	5.18	1.61	0.02	0.90
Purchase Intention (a= 0.90)	5.31	1.35	4.76	1.44	7.82	0.01	5.00	1.72	5.01	1.64	0.00	0.95
Interested	5.19	1.64	4.66	1.62	6.14	0.01	5.07	1.84	5.00	1.79	0.09	0.77
Consider	5.37	1.50	4.81	1.63	8.30	0.00	4.96	1.77	5.02	1.85	0.09	0.76
Willing to buy	5.37	1.38	4.81	1.59	7.27	0.01	4.98	1.92	5.01	1.78	0.03	0.88
Endor-Prod fit	5.48	1.53	5.00	1.52	6.58	0.01	5.46	1.44	5.55	1.31	0.20	0.66

Table 14. Endorser type x Product type interaction effects on product attitude, product intention and perceived endorser-product fit among the male sample (study 2).

Covariates appearing in the model are evaluated at the following values: EndLike = 5.2500

Finally, additional analyses were conducted to examine the mediating role of perceived endorser-product fit in the observed effects on product attitude and purchase intention. We used the Hayes Process Macro to compute a mediated moderation test on product attitude (Y = attitude, X = endorser type, W = product type, M= perceived endorser-product fit, model 8 with 5000 bootstraps: Hayes, 2013) with endorser liking as a covariate. The mediation index was significant (β = .136, SE = .073, LLCI = .013 and ULCI = .299), where the conditional indirect effect for the endorser type $\rightarrow$ perceived endorser-product fit $\rightarrow$ product attitude was significant for the everyday product (β = -.116, SE = .054, LLCI = -.232 and ULCI = -.020) but not for the luxury product (β = .020, SE = .045, LLCI = -.061 and ULCI = .116). Specifically, the endorser type x product type interaction effect significantly predicted perceived endorser-product fit (β = .566, SE = .265, t (370) = 2.14, p = .033); which in turn had a significant impact on product attitude (β = .240, SE = .043, t(370) = 5.59, p < 0.001). When the mediator was included in the model, the

endorser type x product type interaction no longer predicted attitude ($\beta = .307$, SE $= .221$, t(370) $= 1.39$, p $= .17$), confirming a full mediated moderation model (See figure 4).
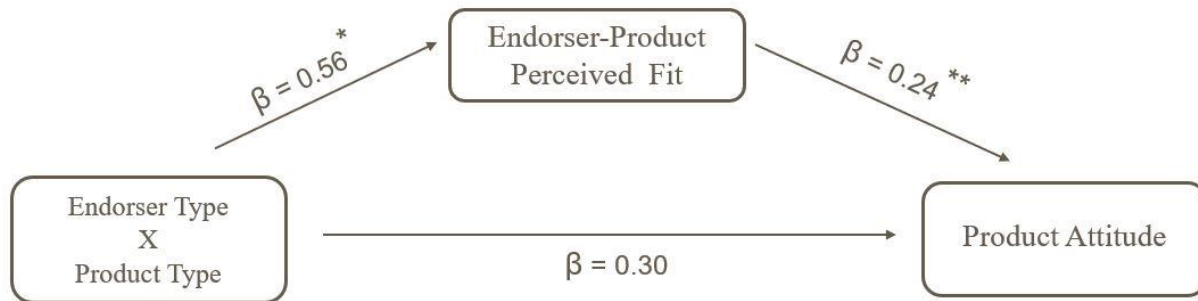

Figure 4. The standardized regression coefficients for the relationship between the interaction of endorser type and product type and product attitude mediated by the endorser-product perceived fit.
*$p < 0.05$, **$p < .01$

We computed a second mediated moderation test on purchase intention (Y = intention, X = endorser type, W = product type, M = perceived endorser-product fit, model 8 with 5000 bootstraps: Hayes, 2013). The mediation index was significant ($\beta = .173$, SE $= .091$, LLCI $= .010$ and ULCI $= .368$), where the conditional indirect effect for the endorser type $\rightarrow$ perceived endorser-product fit $\rightarrow$ purchase intention was significant for the everyday product ($\beta = -.406$, SE $= .172$, LLCI $= -.744$ and ULCI $= -.069$) but not for the luxury product ($\beta = -.016$, SE $= .171$, LLCI $= -.353$ and ULCI $= .321$). Specifically, the endorser type x product type interaction effect significantly predicted perceived endorser-product fit ($\beta = .566$, SE $= .265$, t(370) $= 2.14$, p $= .033$); which in turn had a significant impact on purchase intention ($\beta = .306$, SE $= .047$, t(370) $= 6.51$, p < 0.001). When the mediator was included in the model, the endorser type x product type interaction no longer predicted intention ($\beta = .390$, SE $= .241$, t(370) $= 1.62$, p $= .11$), confirming a full mediated moderation model (See figure 5). These findings provide partial support for H2. Specifically, everyday products benefit from being promoted by influencer (vs. celebrities) due to heightened perception of endorser-product perceived fit.
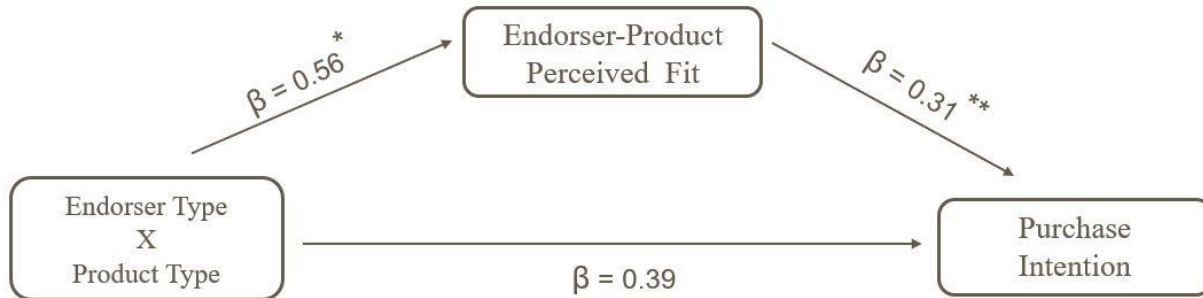
Figure 5. The standardized regression coefficients for the relationship between the interaction of endorser type and product type and purchase intention mediated by the endorser-product perceived fit.
$^{*}p < 0.05, ^{**}p <.01$

Results (Female)

Manipulation Checks. An ANOVA did not reveal a main effect of endorser type on ratings of ideal self-identification with the endorsers. Namely, the celebrity was not viewed as representing an ideal (M= 5.36, SD= 1.36) to a greater extent than did the social media influencer (M = 5.26, SD = 1.33; F (1, 174) = 0.065, p = 0.799). Additionally, while participants reported more familiarity with the celebrity (M = 5.46, SE = 1.49) than the influencer (M = 3.63, SE = 2.24, F (1,174) = 47.1, p < 0.001), the endorsers varied less in terms of perceived trustworthiness and liking (ps > .05, see Table 15). Finally, participants correctly classified the products as everyday versus luxury (Meveryday = 3.46, SD = 2.15, vs. Mluxury = 6.17, SD = 1.16, t(174) = -10.383, p < 0.001).

	Female			
	Celebrity (N = 87)	Influencer (N = 89)	F (1,174)	p value
Endorser_Ideal	5.36 (1.36)	5.26 (1.33)	0.065	0.799
Endorser_Familarity	5.46 (1.49)	3.63 (2.24)	47.1	< 0.001
Endorser_Trust	5.28 (1.25)	5.00 (1.45)	1.327	0.179
Endorser_Like	5.38 (1.31)	5.03 (1.36)	0.226	0.087

Table 15. The means and standard deviations (in parentheses) of ideal self, familiarity, trust and liking of the female influencers and celebrities (study 2).

Main Analysis. We ran a MANOVA with "EndLike" as a covariate to test the main and interaction effects of endorser type and product type on product attitude and purchase intention. While we find direct evidence that when promoting an everyday product, social media influencers seem to have a stronger effect on consumer responses than celebrities, the effects are not significant. In fact, there was no significant main or interaction effects for either product attitude or purchase intention, for neither product category ($ps > 0.05$). There were also no significant results on endorser-product perceived fit ($p > 0.05$; Table 16). In sum, neither hypothesis was supported for female participants.

Female	Everyday Product						Luxury Product					
	Influencer		Celebrity				Influencer		Celebrity			
	M	SD	M	SD	F	p	M	SD	M	SD	F	p
Product Preference (a = 0.89)	5.11	1.51	4.70	1.57	1.87	0.17	5.05	1.60	4.75	1.67	0.94	0.33
Like	5.16	1.57	4.65	1.60	2.56	0.11	5.07	1.83	4.73	1.64	1.10	0.30
Relevant	5.17	1.80	4.74	1.86	1.45	0.23	4.98	1.74	4.60	1.95	1.04	0.31
Attractive	5.00	1.68	4.71	1.72	0.73	0.40	5.10	1.83	4.92	1.78	0.27	0.60
Purchase Intention (a = 0.94)	4.95	1.76	4.46	1.69	2.32	0.13	4.86	1.93	4.66	1.91	0.34	0.56
Interested	4.81	1.95	4.47	1.94	0.77	0.38	4.92	1.95	4.60	2.51	0.66	0.42
Consider	5.11	1.84	4.45	1.67	3.61	0.06	4.84	2.01	4.57	1.98	0.58	0.45
Willing to buy	5.00	1.85	4.45	1.74	2.29	0.13	4.82	2.13	4.80	2.07	0.00	0.97
Endor-Prod fit	5.58	1.46	5.34	1.41	0.68	0.41	5.28	1.52	5.59	1.60	1.00	0.32

Table 16. Endorser type x Product type interaction effects on product attitude, product intention and perceived endorser-product fit among the female sample (study 2).
Covariates appearing in the model are evaluated at the following values: EndLike = 5.2045

Discussion

Our findings confirm that everyday products benefit from being endorsed by social media influencers that represent an average individual (rather than someone aspirational). We also show

that this effect is explained via perceptions of endorser-product perceived fit. Specifically, consumers perceived a fit between the social media influencer and the everyday product, thereby enhancing product attitude and purchase intentions. This finding was however only found for the male sample.

Contrary to our expectations, our results do not support that luxury products are differentially perceived or evaluated depending on whether they are endorsed by an influencer or celebrity. It is plausible that we simply did not identify the correct celebrity to represent the luxury product. While our pretests helped us select endorser pairs that differed in terms of their perceived aspirational quality, in the main study, participants did not seem to share the same views, leading to the null effect.

Finally, we found no support for any of our hypotheses among the female sample.

4. General Discussion

This study is the first to consider the moderating role of product type (everyday vs. luxury) shaping the relationship between endorser type and product attitude and purchase intention. We showed empirically that product type can affect how male consumers respond to different types of endorsers. Namely, male participants reported higher preferences and stronger intentions to purchase everyday products, especially when these products were endorsed by a social media influencer rather than a celebrity. Additionally, our findings identified that the perceptions of fit between endorser and product explain this effect. That is, male participants perceived an intuitive consistency between the social media influencer and the everyday product, which resulted in a more positive response. Conversely, when promoting luxury products, celebrities do not have an

obvious advantage. Finally, our studies did not uncover any significant interplay between endorser type and product type on female consumers' product attitudes and purchase intentions.

4.1 Theoretical contributions

This research provides several theoretical contributions to the endorser literature. First, the current paper is one of the few studies to compare social media influencer marketing with celebrity endorsement in terms of their marketing effectiveness. Many previous studies talk about these two types of marketing strategies separately, saying that both of them have positive impacts on endorsement persuasive effectiveness (Hermanda et al, 2019; Khandai and Agrawal, 2012; Jamil et al, 2914; Lim et al, 2017). However, in our research, we directly compare how celebrities versus social media endorsers impact consumer product attitudes and purchase intentions

Second, we are the first to examine the moderating role of product type (luxury versus everyday). Namely, our research shows that when promoting everyday products, social media influencers generate more positive consumer responses than celebrity endorsers. Note, in relevant streams of research, the most commonly used classification of product type pertained to utilitarian versus hedonic products (e.g., Sonkusare and Gutti, 2020), while we classified the product type using a different classification, which is everyday products and luxury products. Given the important role of an endorse-product fit, we deemed this classification as more relevant given that celebrities relate to a more luxurious and prestigious image, while social media influencers are characterized as accessible and average. The classification of hedonic and utilitarian does not map out onto the main characteristics of the two types of endorsers as well.

Finally, while the effects of perceived fit have been studied in the endorser literature (Schouten et al., 2020), we are the first research to show that endorser-product perceived fit can account for the persuasive impact of social media influencers.

4.2 Practical Implications

This research provides some practical implications for both marketers and social media influencers. Endorsement marketing is a very popular and effective strategy that not only enhances consumer trust and liking of the product or brand but has been shown to improve the company's bottom line. However, not all endorsements are equally effective. Especially when promoting everyday products, social media influencers seem to be more persuasive than celebrities. Therefore, when selling products that are positioned as popular, common and ordinary and promoted for everyday use, marketers might need to seek out a relevant social media influencer instead of a celebrity. The persuasive benefits should be larger at a lower cost for the company. On the other hand, when promoting products that have a more exclusive and luxurious vibe, our findings suggest that marketers could use either social media influencers or celebrities, and that other factors are likely to better determine the endorsement's effectiveness.

Based on our findings, we would also recommend marketers keep in mind that perceptions of endorser-product perceived fit also play an imperative role in determining the effectiveness of an endorsement strategy. However, endorser-product perceived fit does not only relate to the congruency between the function of the product and the endorser's area of expertise (e.g., fitness, cooking), but also the consistency between the products' and endorser's images (e.g., accessibility, relatability). While the allure to hire a celebrity is enticing, our findings suggest that for everyday products (branded as common and popular) marketers might want to consider hiring a social media influencer given that consumers would see a greater fit between the endorser and product images.

4.3 Limitations and Future Research

In our research, we only found significant results for everyday products, with consumers responding more positively to social media influencers versus celebrity endorsers. But we found no differentiated persuasive effect of the two types of endorsers for luxury products. One reason behind it might be that, despite the pretesting, it seems as if the selected celebrity endorser (i.e., Christopher Hemsworth) did not seem to convey the idealized self-concept (as confirmed by manipulation check) that is required for the participant to see a fit between the endorser and the luxury product, either because he does not represent an aspirational figure from our sample's perspective, or because our sample did not sufficiently connect with the celebrity to identify him as a representation of one's self-concept, which is an important precursor to endorser effectiveness (Tran, Yazdanparast and Strutton, 2019). Another reason might be that the studies were conducted during the Covid-19 pandemic and people are generally more price-sensitive during that time and might have an overall lower purchase intention for overpriced, luxury products.

Secondly, while our female sample exhibited directionally the same tendency to prefer and express interest in everyday products when endorsed by a social media influencer (versus celebrity), the effect was not significant. It is possible that our results would have reached significance if the female sample was exposed to a more vivid and dynamic stimuli. Past research suggests that women prefer colorful, evocative images or videos, with more detailed product descriptions (Lakshimi, Niharika and Lahari, 2017). In our research, we used a single, static, ordinary format to display the advertised product, which might not have been enticing enough for the female population. Alternatively, despite pretesting, the celebrity endorser used in study 2 (Scarlett Johansson) did not seem to reflect an idealized self-image. It is possible that among our sample, Scarlett Johansson was perceived as the girl-next-door type of celebrity, rather than a

glamorous celebrity, which would explain why the celebrity endorsement did not significantly weaken product attitudes and purchase intentions for everyday products, compared to social media influence endorsement.

Finally, our paper looked at endorsements for fitness products. Future research should investigate whether our findings generalize to different types of goods and services, such as food, travel, etc. We anticipate that as long as the product is described as a common, popular, ordinary product, the effect should hold. However, it is possible that our effect for everyday products is stronger for more self-relevant products – those that help consumers enact their self-identities (e.g., running shoes for avid runners: Belk, 1988). Self-relevant products are generally more strongly connected to one's self-concept. This means that such products would be perceived to have a stronger fit with social media endorsers, which consumers relate to. On the other hand, self-relevant products are likely to evoke stronger perceptions of discrepancy with aspirational, out-of-reach celebrities, leading to weaker endorser-product perceived fit, and in turn weaker product evaluations and intentions.

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Appendix A: Pretest 1 Endorser Part

Candidate 1: **Kayla Itsines** is a personal trainer, entrepreneur and fitness influencer. She is known for her extremely disciplined exercise and diet regimen, actively working on keeping fit and staying in great shape.

Candidate 2: **Cameron Diaz** is an American actress who is also an author and producer. She is known for her extremely disciplined exercise and diet regimen, actively working on keeping fit and staying in great shape.

Candidate 3: **Jen Selter** is an American fitness influencer widely known for her fitness videos. She is known for her extremely disciplined exercise and diet regimen, actively working on keeping fit and staying in great shape.

Candidate 4: **Kaley Cuoco** is an American actress and producer. She is also known for her extremely disciplined exercise and diet regimen, actively working on keeping fit and staying in great shape.

Candidate 1: **Huda Kattan** is a Dubai-based makeup artist and is well-known for her approachable, easy-to-follow makeup tutorials. She is perceived by her fans as an icon in the fashion and beauty fields.

Candidate 2: **Selena Gomez** is an American singer, actress, and producer. She is also perceived by her fans as an icon in the fashion and beauty fields.

Candidate 3: **Nicole Guerriero** is a popular makeup vlogger. She is known for her flawless skin and youthful look —and perceived by her fans as an icon in the fashion and beauty fields.

Candidate 4: **Anne-Marie** is a famous UK singer and songwriter. She is also known for her flawless skin and youthful look – and perceived by her fans as an icon in the fashion and beauty fields

Candidate 1: Chiara Ferragni is an Italian fashion blogger and influencer and is well-renowned for her stylish fashion.

Candidate 2: Jelena Noura Hadid, known professionally as Gigi Hadid, is an American model. She is well-renowned for her stylish fashion.

Candidate 3: Zoe Sugg is an English vlogger, influencer and author. She is well-renowned for her stylish fashion

Candidate 4: Blake Lively is an American actress. She is also well-renowned for her stylish fashion

Candidate 1: **Dustin Hall** is an American fitness influencer, who has attained Instagram fame because of his extreme and impressive fitness transformation

Candidate 2: **Chris Pratt** is an American actor known for starring in both television and action films. He is also known for his extreme and impressive fitness transformation.

Candidate 1: **Kevin Curry** is the founder of Fit Men Cook and a popular influencer in nutrition, fitness, health and wellness. He knows his way around the kitchen, has a sophisticated palette and is an amazing cook.

Candidate 2: **Antoni Porowski** is a Polish Canadian television personality. He is the food and wine expert on the Netflix series Queer Eye. He knows his way around the kitchen, has a sophisticated palette and is an amazing cook.

Candidate 1: **Adam Gallagher** is an American influencer and blogger who is best known for masterminding the famous blog "I Am Galla." He is renowned for his sophisticated and modern fashion sense.

Candidate 2: **David Beckham** is an English former professional footballer. He is also well-renowned for his sophisticated and modern fashion sense.

Candidate 3: **Ryan Reynolds** is a Canadian American actor and film producer. He is also well-renowned for his sophisticated and modern fashion sense.

Appendix B: Pretest 1 Product Part

Product 1: This new collection of leggings ($29 each) was designed by a popular brand, these curve-enhancing leggings are made of opaque fabrics, giving you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new daily skincare kit ($59 per set) is produced by a popular brand and customized to your skin type. It is made of all-natural ingredients, and focuses on moisturizing and softening skin.

Product 3: This new collection of coated leatherette wax jeans ($39 each) is designed by a popular brand — these leather-like jeans are made of stretchy, form-fitting materials that will look great on any body-type. A great way to get the leather look while being animal friendly.

Product 1: This new collection of leggings ($129 each) was designed by a luxury brand, these exclusive curve-enhancing leggings are made of the highest-quality opaque fabrics, giving you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new daily skincare kit ($399 per set) is produced by a luxury brand and customized to your skin type. This exclusive skincare set is made of the highest-quality, all-natural ingredients, and focuses on moisturizing and softening skin.

Product 3: This new collection of coated leatherette wax jeans ($159 each) is designed by a luxury brand – these exclusive leather-like jeans are made of the highest-quality, form-fitting materials that will look great on any body type. A great way to get the leather look while being animal friendly.

Product 1: This new collection of workout shirts ($29 each) is designed by a popular brand, these lightweight shirts made of form-fitting, stretchy fabric and enhanced with dri-FIT technology will give you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new version of coffee machine ($89) is design by a popular brand. It enables you to froth the milk and make the coffee at the same time which allows you to easily and quickly create an authentic Latte Art coffee at home.

Product 3: This new collection of jeans ($39 for each pair) is designed by a popular brand – these jeans are specially engineered for durability and comfort. This collection is made of performance-focused, smart fabrics with technical properties that facilitate power-stretch, quick-dry, and temperature control.

Product 1: This new collection of workout shirts ($129 each) is designed by a luxury brand, these exclusive lightweight shirts made of the highest-quality, stretchy fabric and enhanced with dri-FIT technology will give you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new version of coffee machine ($569) is design by a luxury brand. It enables you to froth the milk and make the coffee at the same time which allows you to easily and quickly create an authentic top-quality Latte Art coffee at home.

Product 3: This new collection of jeans ($159 for each pair) is designed by a luxury brand – these exclusive jeans are specially engineered for durability and comfort. This collection is made of the highest-quality, performance-focused, smart fabrics with technical properties that facilitate power-stretch, quick-dry, and temperature control.

Candidate 1: **Caroline Girvan** is a Certified Personal Trainer and a fitness influencer. She is known for her disciplined exercise and diet regimen, actively working on keeping fit and staying in shape.

Candidate 2: **Scarlett Johansson** is an American actress. She is known for her disciplined exercise and diet regimen, actively working on keeping fit and staying in shape.

Candidate 3: **Kino MacGregor** is a yoga influencer. She is known for her disciplined exercise and diet regimen, actively working on keeping fit and staying in shape.

Candidate 4: **Gal Gadot-Varsano** is an Israeli actress and model. She is known for her disciplined exercise and diet regimen, actively working on keeping fit and staying in shape

Candidate 1: **Cassandra Bankson** is an American online influencer, who regularly posts beauty tips and reviews on her *Live Beautifully* blog. She is perceived by her fans as an icon in the beauty industry.

Candidate 2: **Jennifer Lopez** is an American actress and singer. But she is also perceived by her fans as an icon in the beauty industry.

Candidate 3: **Tati Westbrook** is a Hollywood makeup artist and stylist who posts beauty hauls, tips, tutorials, and reviews to her well-known YouTube channel. She is perceived by her fans as an icon in the beauty industry.

Candidate 4: **Olivia Wilde** is an American actress and filmmaker. She is perceived by her fans as an icon in the beauty industry.

Candidate 1: **Yumna Jawad** is an American food influencer and she runs the popular blog Feel Good Foodie. She knows her way around the kitchen, has a sophisticated palette, and is an amazing cook.

Candidate 2: **Jenna Dewan** is an American actress and dancer. She knows her way around the kitchen, has a sophisticated palette and is an amazing cook.

Candidate 3: **Ella Mills** is a British food writer and social media influencer under the brand Deliciously Ella. She knows her way around the kitchen, has a sophisticated palette and is an amazing cook.

Candidate 4: **Jennifer Garner** is an American actress, producer, and entrepreneur. She knows her way around the kitchen, has a sophisticated palette, and is an amazing cook.

Candidate 1: **Camila Coelho** is a Brazilian Influencer who runs popular fashion blogs/vlogs. She is well-renowned for her stylish fashion

Candidate 2: **Margot Robbie** is an Australian actress and producer. She is well-renowned for her stylish fashion.

Candidate 1: **Christopher Hemsworth** is an Australian-American actor. He is known for his disciplined exercise and diet regimen, actively working on keeping fit and staying in shape.

Candidate 2: **Joe Wicks** also known as The Body Coach, is a fitness coach and author. He is known for his disciplined exercise and diet regimen, actively working on keeping fit and staying in shape.

Candidate 1: **Chuck Hughes** is a Canadian chef, tv personality and influencer. He knows his way around the kitchen, has a sophisticated palette and is an amazing cook.

Candidate 2: **David Beckham** is a former professional footballer. In recent years, he has develop a love for cooking. He knows his way around the kitchen, has a sophisticated palette and is an amazing cook.

Candidate 1: **Mark Edward Fischbach**, known online as Markiplier, is an American YouTube personality and online entertainer. He is a video-game fanatic and considered an expert in the field.

Candidate 2: **Zachary Efron** is an American actor and singer. He is a video-game fanatic and considered an expert in the field.

Candidate 1: **Rowen Row** is a London-based fitness and men's fashion blogger, YouTuber and Instagram Influencer. He is well-known for his modern fashion sense and the passion for maintaining a healthy lifestyle.

Candidate 2: **Ryan Reynolds** is an American actor and filmmaker. He is well-known for his modern fashion sense and passion for maintaining a healthy lifestyle.

Product 1: This new collection of leggings ($29 each) was designed by a popular brand, these curve-enhancing leggings are made of opaque fabrics, giving you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new daily skincare kit ($59 per set) is produced by a popular brand and customized to your skin type. It is made of all-natural ingredients, and focuses on moisturizing and softening skin.

Product 3: This new version of coffee machine ($89) is design by a popular brand. It enables you to froth the milk and make the coffee at the same time which allows you to easily and quickly create an authentic Latte Art coffee at home.

Product 4: This new collection of coated leatherette wax jeans ($39 each) is designed by a popular brand – these leather-like jeans are made of stretchy, form-fitting materials that will look great on any body-type. A great way to get the leather look while being animal friendly.

Product 1: This new collection of leggings ($98 each) was designed by a luxury brand, these exclusive curve-enhancing leggings are made of the highest-quality opaque fabrics, giving you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new daily skincare kit ($149 per set) is produced by a luxury brand and customized to your skin type. This exclusive skincare set is made of the highest-quality, all-natural ingredients, and focuses on moisturizing and softening skin.

Product 3: This new version of the coffee machine ($269) is designed by a luxury brand. It enables you to froth the milk and make the coffee at the same time which allows you to easily and quickly create an authentic top-quality Latte Art coffee at home.

Product 4: This new collection of coated leatherette wax jeans ($98 each) is designed by a luxury brand – these exclusive leather-like jeans are made of the highest-quality, form-fitting materials that will look great on any body type. A great way to get the leather look while being animal friendly.

Product 1: This new collection of workout shirts ($29 each) is designed by a popular brand, these lightweight shirts made of form-fitting, stretchy fabric and enhanced with dri-FIT technology will give you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new version of coffee machine ($89) is design by a popular brand. It enables you to froth the milk and make the coffee at the same time which allows you to easily and quickly create an authentic Latte Art coffee at home.

Product 3: This Entry-level video card ($300) is made with average specifications in terms of GPU, VRAM, and power usage. They offer solid performance in some mainstream games in medium settings. These video cards are preferable for average PC gamers.

Product 4: This new collection of jeans ($39 for each pair) is designed by a popular brand – these jeans are specially engineered for durability and comfort. This collection is made of performance-focused, smart fabrics with technical properties that facilitate power-stretch, quick-dry, and temperature control.

Product 1: This new collection of workout shirts ($98 each) is designed by a luxury brand, these exclusive lightweight shirts made of the highest-quality, stretchy fabric and enhanced with dri-FIT technology will give you a flattering appearance and great comfort at the same time. Available in 8 different colors.

Product 2: This new version of coffee machine ($199) is design by a luxury brand. It enables you to froth the milk and make the coffee at the same time which allows you to easily and quickly create an authentic top-quality Latte Art coffee at home.

Product 3: This High-end video card ($850) is made with the highest specification in terms of GPU, VRAM, and power usage. They offer ultra-performance in all main-stream games in max settings. These video cards are preferable for extreme PC gamers.

Product 4: This new collection of jeans ($98 for each pair) is designed by a luxury brand – these exclusive jeans are specially engineered for durability and comfort. This collection is made of the highest-quality, performance-focused, smart fabrics with technical properties that facilitate power-stretch, quick-dry, and temperature control.