

Influencer endorsement posts and their effects on advertising attitudes and purchase intentions

Carolina Herrando¹  | María José Martín-De Hoyos²

¹Faculty of Business and Public Management, University of Zaragoza, Plaza de la Constitución, Huesca, Spain

²Faculty of Economics and Business Studies, University of Zaragoza, Zaragoza, Spain

Correspondence

Carolina Herrando, Faculty of Business and Public Management, University of Zaragoza, Plaza de la Constitución, 22001 Huesca, Spain.
Email: cherrando@unizar.es

Funding information

The authors are grateful for the financial support of the Spanish Government (research project: PID2020-118425RBI00) and the Government of Aragon and the European Social Fund (GENERES Group S-54).

Abstract

This study examines the effects of influencer posts on Instagram users. Based on uses and gratifications theory, this experiment-based investigation analyses the effect of three different levels of product exposure (strong, mild and low) within an influencer ad post on users' attitudes toward the ad, and their purchase intentions. Based on a sample of 602 Instagram users from Generations Y and Z, the empirical findings show that users who attribute infotainment and credibility to an influencer ad post perceive it to have greater ad value, which improves their attitude toward the ad and, consequently, positively affects their purchase intentions. However, the results do not find support for the negative effect of irritation on ad value. The contributions of this study highlight that once users have freely decided to follow influencers on Instagram, they assume that their posts are going to be ad-related and this does not cause them to reject posts; consequently, endorsement exerts a similar effect on the value attributed to an ad post regardless of the level of salience of the product in the post.

KEYWORDS

ad value, credibility, endorsement, infotainment, Instagram, irritation, purchase intentions

1 | INTRODUCTION

The new world of technological change affects every facet of our lives. Recommendations, especially from friends and family, and endorsements from celebrities have been considered trustworthy sources that affect the decision-making process (Chen & Shen, 2015; Lopes & Goulart-da-Silva, 2021; McCormick, 2016). Traditionally, companies have exploited the influence of celebrities on consumers for the formers' expertise, talent, credibility and attractiveness to advertise a brand or product (Kumar & Ramana, 2019; Vrontis et al., 2021). With the advance of social networks, celebrities continue to be a key element in advertising (Kusumasondjaja & Tjiptono, 2019; Schimmelpennig & Hunt, 2020) and influencers have been added

to this list of influential online sources (Bilro et al., 2021; Evans et al., 2017). In comparison to celebrities, social media influencers add value to advertising endorsements (Schouten et al., 2020).

Influencers are users of social networks who have gained fame via this channel, as expressed by a significant number of followers. Influencers create attractive profiles for the public through which they share their interests and opinions, and have a strong impact on the decision-making of their followers (van Reijmersdal et al., 2020). Due to this high impact, advertisers often sponsor influencers or otherwise collaborate with them to promote their brands, and several studies have corroborated the success of this type of endorsement (De Cicco et al., 2021). Nevertheless, despite the growing relevance of this advertising type, research on Instagram is still

This is an open access article under the terms of the Creative Commons Attribution License, which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

© 2022 The Authors. *International Journal of Consumer Studies* published by John Wiley & Sons Ltd.

scant (see review by Vrontis et al., 2021), and the power of Instagram influencers' online advertising warrants further investigation (Kumar & Gupta, 2016).

Several studies have considered the factors affecting influencer marketing motivations (Lee et al., 2015), endorsement (Carrillat & Ilicic, 2019; Cheah et al., 2019; McCormick, 2016), advertising recognition (Evans et al., 2017), influencer credibility (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020) and recommendation intentions (Casaló et al., 2020; Jiménez-Castillo & Sánchez-Fernández, 2019), among others (see the review of Vrontis et al., 2021). Recent endorsement studies have analysed the effect of the faces (Wang et al., 2016), facial expression (Kulczynski et al., 2016; Liu et al., 2016), poses and body postures (Liu & Liu, 2019), and picture properties (Mittal et al., 2017) of influencers and their posts. However, to the best of our knowledge, no study so far has examined the role of product placement in an Instagram post and the advertising value (ad value) thereof.

The objective of this study is to understand how ad value is determined and how it affects Instagram users' attitudes and purchase intentions. Since a picture comprises the main element of an Instagram post, our model will be tested using three influencer endorsement posts with different degrees of salience (strong, mild and low regarding the placement of the product in the post). Specifically, this study analyses the effects of the infotainment, credibility and irritation cues of influencer posts on the attribution of advertisement value and the consequences for users' attitudes and intentions in three different scenarios.

This research shows the positive direct effects of ad value on users' attitudes toward an influencer endorsement post and purchase intentions. Moreover, this study reveals that regardless of the level of salience of the product in the picture of the influencer post, the effect produced is similar. The main contribution relates to perceived irritation: our findings reveal that irritation has no negative effect on advertising value. Thus, we conclude that the key to ad value generation of the endorsement post is the added value of the Instagram influencer via the infotainment they provide, and their credibility. From a theoretical point of view, this research advances the study of online advertising, particularly the role of Instagram influencers as product endorsers and their effect on ad value.

2 | THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Instagram (a picture-sharing application) is a *creative online platform*; that is, a social network based on creative visual content that entertains users and can be quickly updated (Voorveld et al., 2018). The characteristics of Instagram, as an image-based social network, make this environment a propitious location for influencer endorsement. Recently, social networks based on image sharing have been growing, increasing the interest of marketers and advertisers (Kim et al., 2017). On Instagram, pictures are the most important element of the message. In today's digital world, content such as text, videos

or pictures have become part of people's daily lives, and picture-intensive social media applications such as Instagram have gained wide adoption by social media users (Mittal et al., 2017).

Influencers on Instagram can be categorized depending on the number of followers as nano (10 k or less), micro (10–50 k), medium (50–250 k), macro (250 k–1 M) and top (+1 M) (IAB, 2022). Reports have frequently highlighted influencers' recommendation power. For example, in one study almost 50% of micro-influencer followers stated that they had tried something that had been recommended by influencers, and 26.9% reported that they had made a purchase after seeing an influencer post (Statista, 2019). Regarding macro-influencer followers, more than 60% of the participants of a recent study conducted in Italy declared that they had bought an influencer-/celebrity-sponsored product (Statista, 2020).

Even though it is generally thought that people avoid advertisements, the reality is that advertisements are constantly present on social networks. In fact, social network users follow celebrities and influencers with the assumption that these individuals will endorse products and share advertisement content in their posts. Therefore, beyond advertisement avoidance, it seems that users accept advertisements in influencer posts. Uses and gratifications (U&G) theory (Blumler & Katz, 1974; Katz, 1959) helps in explaining users' motivations and is a useful theoretical framework to understand the reasons why users perceive value in influencer advertisement posts. On Instagram, users follow influencers voluntarily because they find their posts entertaining or useful; thus, it makes sense they will also show gratitude to influencers.

U&G theory considers that certain motivations lead to greater gratification from the use or consumption of specific media or content (Blumler & Katz, 1974; Katz, 1959). U&G theory supports the notion that looking at psychological needs can shed light on what motivates people to engage in the use of media for the sake of their own gratification related to these needs (Lin, 1999). Users' engagement on social media has received significant attention, particular in relation to understanding their engagement in and evaluation of advertising (Voorveld et al., 2018). Regarding the consumption of online content, studies using U&G theory have focused on the motivations of information-seeking and entertainment (Ko et al., 2005; Shao, 2009). The importance of studying these motivations lies in the fact that the value attributed to content affects users' attitudes and purchase intentions (Ko et al., 2005).

In recent years, U&G theory has been harnessed to understand users' motivations and expectations when using social media such as Facebook, Twitter, Snapchat and Instagram (Krause et al., 2014; Phua et al., 2017). Research on Instagram analysed the platform's social and psychological effects (Marcus, 2015; Pittman & Reich, 2016; Sheldon & Bryant, 2016). These studies agree on the association between Instagram and a focus on personal identity. Therefore, the needs of information-seeking and entertainment are related to seeking social and personal gratification.

Based on previous research using U&G theory (Ko et al., 2005; Liu et al., 2012), this study hypothesizes that the information and entertainment motivational factors that positively affect the consumption

of Instagram influencer ad posts are infotainment and credibility. Nevertheless, there are also factors that reduce the motivation to use social media, which also negatively influence the perceived value of the content. Specifically, in online advertising research, several authors have found empirical support for the notion that irritation can negatively affect perceived advertising value (Liu et al., 2012; Martins et al., 2019; Okazaki, 2004). Based on the above, in the next section the hypotheses of this study are developed, grounded in U&G theory.

2.1 | Ad value antecedents

Advertising infotainment refers to the extent to which an ad contains entertaining and useful information (Liu et al., 2012). It is widely believed that entertainment adds value (Ducoffe, 1996; Eighmey & McCord, 1998). Thus, users who find influencer posts entertaining and useful also perceive greater advertising value therein. Advertising infotainment has been considered one of the main factors of U&G theory and has contributed to understanding the value that users attribute to online advertisements (Ducoffe, 1996; Hongyan & Zhankui, 2017; Kang, 2014; Lin et al., 2016; Okazaki, 2004). Thus, H1 is proposed:

Hypothesis 1 *The perceived infotainment of an Instagram post is positively associated with the post's perceived advertising value.*

Recently, followers have begun to perceive some posts to look like advertisements rather than actual opinions of influencers and have thereby begun to see influencers as actors who create information about brands (Lou & Yuan, 2019; Stubb et al., 2019). At the same time, consumers prefer influencers to make genuine recommendations and share their real opinions about brands (Bendixen et al., 2018); therefore, the perceived credibility of the user is a decisive factor in predicting the perceived usefulness of advertising to the consumer.

Advertising credibility has been defined as a factor that can determine the persuasiveness of a message (Petty & Cacioppo, 1986)—that is, the degree to which a consumer perceives the ad to be truthful and believable (MacKenzie & Lutz, 1989; MacKenzie et al., 1986). In the case of endorsement, credibility is the consumer's perception of the attractiveness, expertise and trustworthiness of the person lending their image to the product in question (Dwivedi et al., 2015). Thus, when people lend their image in this way, the credibility effect on endorsement is more positive (Bergkvist & Zhou, 2016). Consequently, credibility perception affects message evaluation, attitudes and behavioural intentions (Choi & Rifon, 2002; Ling et al., 2010). Hence, credibility has been considered a key determinant of advertising value (Liu et al., 2012), which affects attitudes toward the advertisement and, subsequently, purchase intentions (MacKenzie et al., 1986). In this line, recent studies on Instagram have confirmed that users who perceive a post to have credibility will develop positive attitudes toward the brand being advertised

(Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). In particular, several empirical studies have shown that credibility has a significant effect on advertising value (Dao et al., 2014; Gvili & Levy, 2016; Liu et al., 2012; Martins et al., 2019). Thus, we propose H2:

Hypothesis 2 *The perceived credibility of an Instagram post is positively associated with the post's perceived advertising value.*

Companies are increasingly posting and advertising on social networks despite the risk that consumers will experience saturation and become more distant from the brand (Ramadan, 2017). Typically, consumers try to avoid advertising conducted via any medium due to the irritation ads induce (Niu et al., 2021). This argument is in line with brand avoidance theory (Knittel et al., 2016), which states that consumers avoid advertising when they feel annoyed. Although the degree of the impact of irritability varies depending on the advertising channel used, past research has shown that perceived irritation has a significant negative effect on advertising value (Dao et al., 2014; Gvili & Levy, 2016; Liu et al., 2012; Martins et al., 2019).

It is commonly believed that when consumers who are exposed to advertising become irritated, which has negative consequences on ad value (Lee et al., 2017). It could be assumed that when we use digital technologies, such as smartphones, the irritability effect disappears (Tsang et al., 2004); however, consumers are exposed to advertising by the simple fact of using smartphones, which produces an ad wear-out effect (Alwreikat & Rjoub, 2020), leading them to perceive equal irritation and thus negatively impacting ad value (Lee et al., 2017). However, even on social media, where entertainment is a key factor, if consumers feel irritated by advertising, they will tend to avoid it by one means or another (Niu et al., 2021).

Advertising irritation has been described as a negative psychological feeling that triggers consumer avoidance of the advertising (Ducoffe, 1996). Irritation is a negative emotion that influences consumer behaviour, leading to negative reactions to advertising (Sun et al., 2010). Hence, perceived irritation is associated with advertising annoyance, scepticism, and, consequently, a decrease in advertising effectiveness and perceived value (Baek & Morimoto, 2012; Martins et al., 2019; Okazaki, 2004). Therefore, irritation may act as an inhibitor of positive attitudes toward the advertising (Yang et al., 2013). This leads us to propose H3:

Hypothesis 3 *The irritation felt as a result of an Instagram post is negatively associated with the post's perceived advertising value.*

2.2 | Ad value consequences

U&G theory supports the idea that the effects of users' motivational factors influence their attitudes and intentions. Liu et al. (2012) found empirical support for the notion that ad value has a positive effect on attitudes toward the ad. These attitudes are defined as the extent to which users perceive the ad as helpful and useful to them (Ducoffe, 1996; Liu et al., 2012). These favourable attitudes

toward the ad are assumed to occur when users attribute value to the ad, as supported by empirical research (Gvili & Levy, 2016; Liu et al., 2012). Thus:

Hypothesis 4a *The perception that an Instagram post has high value is positively associated with attitude toward the advertisement.*

Purchase intention refers to the likelihood that an individual will purchase the item in question in the future. Determining how to enhance purchase intention via Instagram is key in influencer marketing. Liu et al. (2012), proposed a model for determining consumers' perceptions toward advertising, though they did not study how attitude affects intention. However, some authors have highlighted the need to extend the model to analyse the final effect on purchase intention. The ad value is the perceived utility of the advertisement by the consumer (Ducoffe, 1995), and therefore refers to consumers' level of satisfaction with the advertisement (Haghirian et al., 2008). Thus, a higher perception of ad value will have positive consequences for the brand, which will translate into higher purchase intention. In this vein, some researchers have proposed that advertising value can have a significant effect on purchase intention (Dao et al., 2014; Martins et al., 2019). Zeng et al. (2009) found that advertising value relates to positive intention and behaviour on social media. Other researchers have identified that advertising value leads to purchase intention, specifically in mobile advertising environments (Choi et al., 2008), and in general (Van-Tien Dao et al., 2014). Likewise, based on the idea that positive attitudes trigger positive intentions, positive attitudes toward an Instagram post increase purchase intention (Chang et al., 2020; MacKenzie et al., 1986). Thus, our study extends the model of Liu et al. (2012) to analyse the effect of advertising value on purchase intention. This leads to H4b:

Hypothesis 4b *The perception that an Instagram post has high value is positively associated with purchase intention regarding the product advertised in the post.*

According to the theory of reasoned action, a positive attitude results in positive behaviour (Ajzen & Fishbein, 1980). Hence, our

study analyses the effects of both advertising value and attitude toward the ad on purchase intention. When the attitude toward an ad is positive, it is expected that purchase intention will increase accordingly. Thus:

Hypothesis 5 *A positive attitude toward an ad increases the purchase intention toward the product promoted in the ad.*

Based on the reviewed literature, the research model of this study is developed as illustrated in Figure 1. The research model incorporates ad value antecedents (infotainment, credibility and irritation) and ad value consequences (attitude toward the ad and purchase intentions).

3 | METHODS

3.1 | Endorsement selection

The first step of the research was to select a well-known (non-celebrity) influencer who had published several endorsement posts for the same product; that is, posts where the influencer showed the same product from different perspectives. After a deeper observation of the types of endorsement posts on similar influencer accounts, we selected an influencer account with 1.5 million followers.

Usually, influencer endorsement posts can be categorized as strong, mild or low depending on the main role of the product advertised in the picture. Strong (Image 1) is when the influencer post solely contains the product as the focus of the image (e.g. a photo of a watch). Mild (Image 2) is when the influencer is present in the post and is showing a close-up of the product (e.g. a photo with the influencer at the forefront wearing a watch). Low (Image 3) is when neither the influencer nor the product is at the forefront of the post, and the post's focus is a story from the influencer's life (e.g. a photo with the influencer in a landscape wearing a watch). Participants were randomly assigned to the posts.

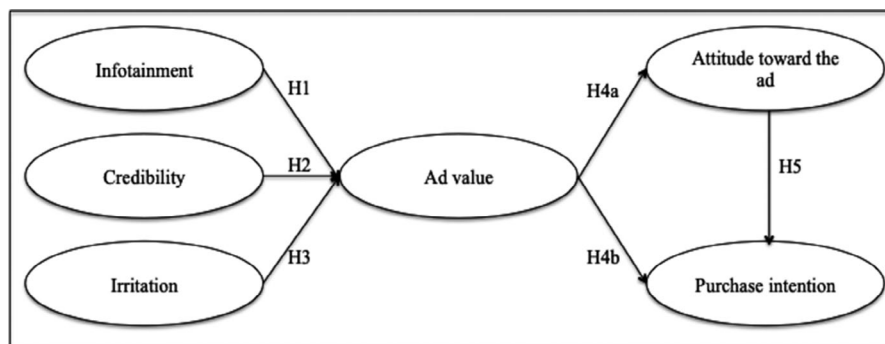


FIGURE 1 Research model



Image 1:
Strong
(watch)

Image 2:
Mild
(influencer)

Image 3:
Low
(pyramids)

IMAGE 1 Tested posts

3.2 | Survey

A survey was designed to filter as valid only responses from participants who were Instagram users. After answering some descriptive questions, the participants were assigned to one of the three posts randomly. Therefore, each participant only saw one of the three posts. The participants were able to see the assigned post throughout the survey while they were answering the questions. At the end of the survey, the participants were asked about Instagram advertising in general.

3.3 | Participants

The sample consisted of 602 participants with ages ranging from 16 to 34, comprising Generations Y and Z (Herrando et al., 2019). Instagram can be considered the best social network for reaching young people, as it is seen as the least-intrusive social network by millennials (Belanche et al., 2019; Sashittal et al., 2016). Participants were Instagram users, and 81.9% reported following influencer accounts on Instagram. Participants were recruited through a market

research agency to fit socio-demographically with the typical distribution of Spanish social network users. The participants were randomly and equally distributed among the three posts (see detailed demographic characteristics of the sample in Table 1).

Among the reasons why the respondents followed influencers, 76.6% said that they wanted to be entertained during their everyday lives; 54.6% stated that they liked the influencers' lifestyles; 48.7% wanted to be updated on trends and fashion products; 46.7% wanted to learn about new products; 36.7% wanted to get information about products before purchasing them; and 18.3% wanted to buy the products the influencers were endorsing.

To ensure the participants were exposed to a specific image, they were also asked about the main element of the influencer endorsement post they were randomly assigned to. For the strong post (Image 1), 76% of participants highlighted the watch as the central element. For the mild post (Image 2), 48% pointed to the influencer and 48% pointed to the watch. For the low post (Image 3), 36.1% underlined the landscape and 32.7% underlined the watch. Therefore, the watch was perceived as the endorsed product, at different levels, in the three images. Hence, the advertisement cues of the influencer post were perceived within the three posts. In fact, 76.3% of

TABLE 1 Detailed demographics of the participants

Age	Data collected	Image 1: Strong (watch)	Image 2: Mild (influencer)	Image 3: Low (pyramids)
16–24—generation Z	265 44%	44%	44.1%	44%
25–34—generation Y	337 56%	56%	55.9%	56%
Total	602 100%	100%	100%	100%
Genre				
Men	302 50.2%	50.5%	50.0%	50.0%
Women	300 49.8%	49.5%	50.0%	50.0%
Total	602 100%	100%	100%	100%

the participants realized that the image was an ad-related post—in this case an ad for a watch endorsed by the influencer.

In response to the general questions about advertising through Instagram, 11.6% of the participants stated that they were not irritated by any type of advertising on Instagram; 14.1% stated that they found it annoying when influencers used their accounts for advertising-related activities; and 33.2% stated that targeted advertising posts on Instagram were the type of advertising that bothered them most (i.e. advertisements not directly from or related to the influencer). Finally, when the participants were asked whether they would unfollow an influencer due to the influencer sharing this type of endorsement post, 82.6% said no; of the 17.4% of those who would stop following the influencer, half highlighted that the main reason for this as because the type of product endorsed did not fit their needs.

3.4 | Measurement model validation

All variables were measured on a seven-point Likert scale, with the lowest score being 1 (strongly disagree) and the highest being 7 (strongly agree). To ensure content validity, we thoroughly reviewed the literature on the variables included in our model, adapting them to the Instagram context. The variables of infotainment, credibility, irritation, ad value and attitude toward the ad were adapted from the scale of Liu et al. (2012). The variable of purchase intention was

based on the scale of Kumar et al. (2009). Table 1 shows all of the scale items.

Moreover, several experts checked the survey. Likewise, the survey was pretested to ensure that all of the questions and text were understandable, as well as to assess its length and ease of completion (Table 2).

To ensure the validity and reliability of the measurement scale, the construct validity was analysed using partial least squares (PLS) with the statistical software SmartPLS 3 (Ringle et al., 2015). Construct validity relates to whether there are high correlations between measures of the same construct (convergent validity) and low correlations between measures of constructs that are expected to differ (discriminant validity) (Campbell & Fiske, 1959).

Based on the work of Fornell and Larcker (1981), to assess the convergent validity we examined the reliability of each item, with internal consistency considered to be acceptable when the Cronbach's alpha values were higher than 0.70 (Nunnally, 1978; Nunnally & Bernstein, 1994), the composite reliability value of each construct was greater than 0.60 (Bagozzi & Yi, 1988; Fornell & Larcker, 1981) and the average variance extracted (AVE) exceeded 0.50 (Fornell & Larcker, 1981) and 0.70 (Hair et al., 2014).

We tested the discriminant validity to confirm that the constructs differed from each other. To do so, first, we analysed the cross-loadings (Hair et al., 1999). Second, in a symmetric matrix, we corroborated that the AVE on the diagonal was larger than its corresponding squared correlation coefficients in its rows and columns (Fornell & Larcker, 1981; Hair et al., 1999). The measurement model results are shown in Tables 3 and 4.

TABLE 2 Scales

Based on Liu et al. (2012):

Infotainment

This instagram post is entertaining
This instagram post is a good source of information
This instagram post is a good source of up to date product information

Credibility

This instagram post is convincing
This instagram post is believable
This instagram post is credible

Irritation

This instagram post is annoying
This instagram post irritating

Ad value

This instagram post is useful
This instagram post is important
This instagram post is valuable

Attitude toward the ad

This instagram post helps know new trend
This instagram post helps me to find products that match my personality and interests
This instagram post helps me buy the best

Based on Kumar et al. (2009):

Purchase intention

If I would have to buy a watch with this features...
I would buy the watch of the instagram post
I would try to buy the watch of the instagram post
I would express my interest for the watch of the instagram post

4 | RESULTS

The validity of the model was assessed by analysing the structural path coefficients and the percentage of variance explained. We performed bootstrapping with 5,000 subsamples to test the statistical significance. The empirical results, as shown in Table 5 and Figure 2, support all hypotheses except H3 (irritation ad value).

The blindfolding analysis, through cross-validated redundancy (Hair et al., 2014), confirmed that the model had predictive relevance. The findings show that infotainment and credibility increased ad value; as a result, attitude toward the ad and purchase intention also increased. Moreover, attitude toward the ad had a positive effect on purchase intention. Nevertheless, it must be highlighted that the relationship between irritation and ad value, as exposed by Liu et al. (2012), was not significant. These results will be discussed in detail in the Conclusions and Discussion section.

Additionally, we tested the level of product exposure, considering the strong (Image 1), mild (Image 2) and low (Image 3) conditions regarding the level of awareness of the product in the post. To this end, we calculated the model separately for each post and performed multi-group analyses (PLS-MGA) to check for differences between the levels of exposure (see Table 6). The empirical results show that

TABLE 3 Construct reliability and validity

Beta coefficient	Image 1: Strong (watch)	Image 2: Mild (influencer)	Image 3: Low (pyramids)	p-value Images 1-2	p-value Images 1-3	p-value Images 2-3
Infotainment Ad value	0.559	0.650	0.649	.777	.809	.500
Credibility Ad value	0.377	0.288	0.316	.232	.279	.405
Irritation Ad value	-0.026	0.056	0.027	.968	.888	.809
Ad value Att. toward ad	0.732	0.770	0.795	.756	.882	.286
Att. toward Ad Purchase intention	0.653	0.602	0.698	.244	.771	.068

TABLE 4 Discriminant validity

	Ad attitude	Ad value	Credibility	Infotainment	Irritation	Purchase intention
Ad attitude	0.945					
Ad value	0.762	0.930				
Credibility	0.738	0.864	0.923			
Infotainment	0.778	0.891	0.853	0.903		
Irritation	-0.008	0.081	0.039	0.080	0.873	
Purchase intention	0.650	0.660	0.615	0.668	0.037	0.937

TABLE 5 Structural model testing

	Standardized coefficients (β)	T-Value (bootstrapping)	R ²
H1: Infotainment Ad value	0.564	13.952***	83.40%
H2: Credibility Ad value	0.382	7.222***	
H3: Irritation Ad value	0.020	1.484	
H4a: Ad value Ad attitude	0.762	35.842***	58.00%
H4b: Ad value Purchase intention	0.393	6.750***	48.80%
H5: Ad attitude Purchase intention	0.351	6.504***	

***p < .01 (t = 2.6012). When the t value obtained using the bootstrap method is greater than Student's t value, the hypothesis is confirmed with a significance of 99%.

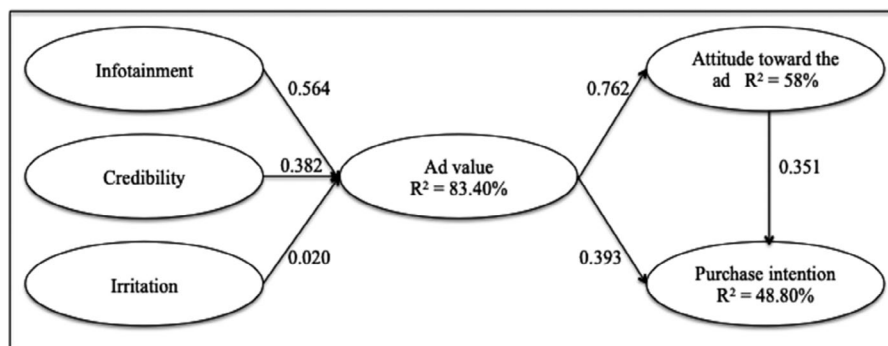


FIGURE 2 Structural model

there were no significant differences, suggesting that the model remained steady across the different levels of ad endorsement.

Moreover, to assess whether there was an indirect effect of ad value on purchase intention through attitude toward the ad, we analysed the mediating role of the former variable. We considered the

significance of the indirect effect using the bootstrapping method (Baron & Kenny, 1986; Preacher & Hayes, 2008; Real et al., 2014). The overall effect of ad value on purchase intention can be expressed as the sum of the direct and indirect effects (Taylor et al., 2008). Using PLS, we performed bootstrapping with 5,000 subsamples.

TABLE 6 Structural model testing for the strong, mild and low endorsement posts

Beta coefficients	Model - Image 1: Strong (watch)	Model - Image 2: Mild (influencer)	Model - Image 3: Low (pyramids)	p-value Image 1-2	p-value Image 1-3	p-value Image 2-3
Infotainment Ad value	0.559	0.650	0.649	.777	.809	.500
Credibility Ad value	0.377	0.288	0.316	.232	.279	.405
Irritation value	-0.026	0.056	0.027	.968	.888	.809
Ad value Att toward Ad	0.732	0.770	0.795	.756	.882	.286
Att toward Ad PI	0.653	0.602	0.698	.244	.771	.068

TABLE 7 Indirect effect of the mediating model

Relationship (H3')	Total effect β (t-value)	Indirect effect path	Indirect effect β (t-value)	Variance accounted for (VAF)	Indirect effect confidence interval
Ad value Purchase intention	0.393 (6.750 ^{***})	Ad value Ad attitude Purchase intention	0.267 (6.301 ^{***})	67.93%	(0.118; 0.351)

Note: When the *t* value obtained using the bootstrap method is greater than Student's *t* value, the hypothesis is confirmed with a significance of 99%.
^{***}*p* < .01 (*t* = 2.6012).

Table 7 shows the overall, direct and indirect effects; the variance accounted for (VAF); and the confidence interval for ad attitude as the mediator variable. When the confidence interval does not contain zero, the indirect effect is significantly different from zero, with a 95% confidence level (Williams & MacKinnon, 2008). As can be seen in Table 7, the path ad value ad attitude purchase intention did not contain the value zero; thus, the indirect effect for this relationship was statistically significant. When the VAF is between 20% and 80%, there is a partial mediation effect (Hair et al., 2014). Therefore, the empirical findings suggest that there was significant partial mediation between ad value and purchase intention through attitude toward the ad; consequently, the total effect of ad value on purchase intention had a coefficient of 0.66.

5 | CONCLUSIONS AND DISCUSSION

The aim of this study was to understand how advertisement value is determined and how it affects Instagram users' attitudes and purchase intentions. Based on U&G theory (Blumler & Katz, 1974; Katz, 1959), our study extended the model proposed by Liu et al. (2012) to assess the effect of Instagram influencer endorsement on purchase intention, analysing three types of influencer posts based on the level of product salience. In line with previous research on online advertisements (Dao et al., 2014; Ducoffe, 1996; Gvili & Levy, 2016; Liu et al., 2012; Martins et al., 2019), our study supports the notion that users who attribute infotainment and credibility to an influencer ad post perceive the post to have greater ad value, supporting H1 and H2. However, the results do not support the negative effect of irritation on ad value (H3). These results are in line with those of other studies confirming that Instagram users look for entertainment to pass the time, with the knowledge that

product endorsements are more common on this social network than on others (Voorveld et al., 2018). Our results are also in line with those of another study in the social media advertising field (i.e. Pintado et al., 2017). Pintado et al. (2017) did not find a negative and significant relationship between irritation and ad value regardless of whether the consumer previously trusted or distrusted the brand. While irritation leads to a decrease in advertising effectiveness (Jeong & Hwang, 2015; Wang et al., 2015), this is not the case with Instagram. Thus, the intrinsic characteristics of the social network drive users to assume that they will be exposed to advertising on the platform; therefore, they deal with irritation issues in a different way. A primary contribution of the study pertains to the non-existent effect of irritation on ad value. This result can be explained by the fact that influencer marketing generally tends to aim for influencer-product congruence, which improves the reception of ad posts (De Cicco et al., 2021; Lou & Yuan, 2019; Schouten et al., 2020). That is, influencer endorsement posts fit the characteristics of the Instagram account users have freely decided to follow. In this vein, when the endorsement fits the influencer, users perceive similarity between them and the influencer's actions (Lou & Yuan, 2019; Schouten et al., 2020). Hence, this practice on Instagram might reduce perceived irritation. Future lines of research should explore this further.

The above idea aligns with the descriptive analysis of our sample, in which the vast majority of respondents realized that the influencer was endorsing a product in the post. Our results provide support for the notion that Instagram is an appropriate social network site to market products through influencer endorsements to target Generations Z and Y.

Even though it is commonly thought that people try to avoid online advertisements, it seems that the gratification factors involved in following an influencer surpass the cost of being exposed to their endorsement posts. In this vein, our research highlights that enhancing

the infotainment and credibility of an influencer endorsement post increases the post's ad value. This finding aligns with the idea that motivations such as credible information-seeking and entertainment boost the use of Instagram influencer posts (Ko et al., 2005; Shao, 2009). Moreover, the empirical findings allow us to conclude that users who perceive ad value in an influencer post will show positive attitudes toward the ad, resulting in an increase in their purchase intentions, supporting H4a, H4b and H5. There is also an indirect effect of ad value on purchase intention through attitude toward the ad.

Regarding the effect of the type of product salience of the influencer post, this investigation analysed the effect of strong, mild and low endorsement (based on the placement of the advertised product in the post). The results suggest that once users have assumed that posts are going to be ad-related in one way or another (strong, mild or low), different levels of endorsement exert similar effects on the value attributed to the ad post. This finding has interesting implications for marketers, as discussed in the next section.

6 | IMPLICATIONS FOR THEORY AND PRACTICE

This study raises some notable implications for theory and practice. On the one hand, this study contributes to extending the online advertisement model of Liu et al. (2012) by including the effects of ad value and attitude toward the ad on purchase intention. This theoretical implication highlights the efficiency of influencer marketing for business purposes. Users follow influencers based on different motivations and needs, and the gratifications or benefits of following Instagram influencers seem to exceed the cost of being exposed to the endorsement posts of the influencers. In particular, this investigation points out that regardless of whether the level of salience of the product is strong, mild or low, the effect on ad value is similar. Inappropriate, overly frequent or excessive product placements and forced exposures on web platforms annoy users (Edwards et al., 2002) when users perceive that advertising is not in line with the reasons why they are browsing. All these issues are reduced on platforms such as Instagram. Our study shows that when advertising is associated with scenes of everyday life the result is positive and independent of product placement. Therefore, companies should focus on the values that influencers convey and the ability they have to entertain their followers through the stories their pictures tell. This research advances the study of online advertisements, confirming the positive role of influencers as product endorsers, as well as the effect of this type of advertising on consumer behaviour.

On the other hand, this study sheds light on influencer marketing, providing marketers and influencers with the insights needed to maximize their benefits or return on investment. Specifically, the results suggest that influencers should enhance the infotainment and credibility of their endorsement posts to improve associated ad value. Once Instagram users perceive that a post is useful, entertaining and credible, the value of the ad will increase, improving their attitudes toward the ad and, consequently, positively affecting their purchase

intentions. In the social media world, users do not experience irritation when seeing post that includes advertising; rather, they consider this to be part of the new way to contact, relate to and communicate with people in the digital world. Our study shows a strong support to the model of Ducoffe (1996) for Instagram, with the exception of the irritation variable. Advertising that is considered intrusive by the consumer (such as banner ads or pop-up ads) causes feelings of a loss of freedom, which irritates the consumer and has negative effects on advertising effectiveness (Huang, 2019). Our study offers new insights in the advertising research field in that when consumers perceive that advertising is part of the content posted by influencers that they have decided to follow freely, the feeling of intrusiveness disappears. Thus, when consumers are exposed to influencers' ads, they do not experience the irritation associated with traditional ads. As a consequence, the negative effect of perceived irritability on the ad value is not significant. Based on our theoretical contribution pertaining to the non-existent effect of perceived irritation on ad value in influencer marketing, we suggest that future lines of research study the similarity-attraction paradigm (Tajfel, 1982) to confirm whether influencer-endorsement congruence and perceived similarity have a positive effect on curbing irritation.

7 | LIMITATIONS AND FUTURE LINES OF RESEARCH

This study is subject to certain limitations. First, although the model remained steady across the three studied levels of endorsement, it would be interesting to widen the research and include a greater range of ages in the sample, and even to compare between generations and genders. Second, future lines of research should consider conducting within-subjects experiments instead of between-subjects experiments to examine the influence of personal traits and preferences. Third, in the same line, it would be interesting to analyse the moderating effect of personality. Moreover, it would be useful to assess the sentiments expressed in reactions to posts at each level of endorsement to gain a better understanding of such reactions.

CONFLICT OF INTERESTS

The authors declare no conflict of interest.

DATA AVAILABILITY STATEMENT

Data are available upon request to the authors.

ORCID

Carolina Herrando  <https://orcid.org/0000-0002-2653-2473>

REFERENCES

- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Prentice Hall.
- Alwreikat, A. A., & Rjoub, H. (2020). Impact of mobile advertising wearout on consumer irritation, perceived intrusiveness, engagement and loyalty: A partial least squares structural equation

- modelling analysis. *South African Journal of Business Management*, 51(1), a2046. <https://doi.org/10.4102/sajbm.v51i1.2046>
- Baek, T. H., & Morimoto, M. (2012). Stay away from me. *Journal of Advertising*, 41(1), 59–76. <https://doi.org/10.2753/JOA0091-3367410105>
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94. <https://doi.org/10.1007/BF02723327>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173–1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Belanche, D., Cenfor, I., & Pérez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: An advertising effectiveness analysis. *Spanish Journal of Marketing-Esic*, 23(1), 69–94. <https://doi.org/10.1108/SJME-09-2018-0042>
- Bendixen, M., Mingione, M., Petrescu, M., & Abratt, R. (2018, May). Producer's views on digital era brand authenticity in a traditional winery. In Proceedings of the 13th Global Brand Conference, (pp. 2–4). New Castle, UK.
- Bergkvist, L., & Zhou, K. Q. (2016). Celebrity endorsements: A literature review and research agenda. *International Journal of Advertising*, 35(4), 642–663. <https://doi.org/10.1080/02650487.2015.1137537>
- Bilro, R. G., Loureiro, S. M. C., & dos Santos, J. F. (2021). Masstige strategies on social media: The influence on sentiments and attitude toward the brand. *International Journal of Consumer Studies*, 1–14. <https://doi.org/10.1111/ijcs.12747>
- Blumler, J. G., & Katz, E. (1974). *The uses of mass communications: Current perspectives on gratifications research*, (Vol. 1974). Sage Publications Inc.
- Campbell, D. T., & Fiske, D. W. (1959). Convergent and discriminant validation by the multitrait-multimethod matrix. *Psychological Bulletin*, 56(2), 81–105. <https://doi.org/10.1037/h0046016>
- Carrillat, F. A., & Illicic, J. (2019). The celebrity capital life cycle: A framework for future research directions on celebrity endorsement. *Journal of Advertising*, 48(1), 61–71. <https://doi.org/10.1080/00913367.2019.1579689>
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chang, H. H., Lu, Y. Y., & Lin, S. C. (2020). An elaboration likelihood model of consumer respond action to facebook second-hand marketplace: Impulsiveness as a moderator. *Information & Management*, 57(2), 103171. <https://doi.org/10.1016/j.im.2019.103171>
- Cheah, J. H., Ting, H., Cham, T. H., & Memon, M. A. (2019). The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes. *Internet Research*, 29(3), 552–577. <https://doi.org/10.1108/IntR-12-2017-0530>
- Chen, J., & Shen, X. L. (2015). Consumers' decisions in social commerce context: An empirical investigation. *Decision Support Systems*, 79, 55–64. <https://doi.org/10.1016/j.dss.2015.07.012>
- Choi, S. M., & Rifon, N. J. (2002). Antecedents and consequences of web advertising credibility: A study of consumer response to banner ads. *Journal of Interactive Advertising*, 3(1), 12–24. <https://doi.org/10.1080/15252019.2002.10722064>
- Choi, Y. K., Hwang, J. S., & McMillan, S. J. (2008). Gearing up for mobile advertising: A cross-cultural examination of key factors that drive mobile messages home to consumers. *Psychology & Marketing*, 25(8), 756–768.
- Dao, W. V., Le, A. N. N., Cheng, J. M., & Chen, D. C. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33(2), 271–294. <https://doi.org/10.2501/IJA-33-2-271-294>
- De Cicco, R., Iacobucci, S., & Pagliaro, S. (2021). The effect of influencer–product fit on advertising recognition and the role of an enhanced disclosure in increasing sponsorship transparency. *International Journal of Advertising*, 40(5), 733–759. <https://doi.org/10.1080/02650487.2020.1801198>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of on-line celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues & Research in Advertising*, 17(1), 1–18. <https://doi.org/10.1080/10641734.1995.10505022>
- Ducoffe, R. (1996). Advertising value and advertising on the web. *Journal of Advertising Research*, 36(5), 21–35.
- Dwivedi, A., Johnson, L. W., & McDonald, R. E. (2015). Celebrity endorsement, self-brand connection and consumer-based brand equity. *Journal of Product & Brand Management*, 24(5), 449–461. <https://doi.org/10.1108/JPBM-10-2014-0722>
- Edwards, S. M., Li, H., & Lee, J. H. (2002). Forced exposure and psychological reactance: Antecedents and consequences of the perceived intrusiveness of pop-up ads. *Journal of Advertising*, 31(3), 83–95. <https://doi.org/10.1080/00913367.2002.10673678>
- Eighmey, J., & McCord, L. (1998). Adding value in the information age: Uses and gratifications of sites on the World Wide Web. *Journal of Business Research*, 41(3), 187–194. [https://doi.org/10.1016/S0148-2963\(97\)00061-1](https://doi.org/10.1016/S0148-2963(97)00061-1)
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 17(2), 138–149. <https://doi.org/10.1080/15252019.2017.1366885>
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50. <https://doi.org/10.1177/002224378101800104>
- Gvili, Y., & Levy, S. (2016). Antecedents of attitudes toward eWOM communication: Differences across channels. *Internet Research*, 26(5), 1030–1051. <https://doi.org/10.1108/IntR-08-2014-0201>
- Haghirian, P., Madlberger, M., & Inoue, A. (2008). Mobile advertising in different stages of development: a cross-country comparison of consumer attitudes. Proceedings of the 41st Hawaii. International Conference on System Sciences. Big Island, Hawaii.
- Hair, J., Anderson, R., Tatham, R., & Black, W. (1999). *Multivariate data analysis*. Prentice-Hall International.
- Hair, J. F. Jr, Hult, G. T. M., Ringle, C., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage Publications.
- Herrando, C., Jimenez-Martinez, J., & Martin-De Hoyos, M. J. (2019). Tell me your age and I tell you what you trust: The moderating effect of generations. *Internet Research*, 29(4), 799–817. <https://doi.org/10.1108/IntR-03-2017-0135>
- Hongyan, L., & Zhankui, C. (2017). Effects of mobile text advertising on consumer purchase intention: A moderated mediation analysis. *Frontiers in Psychology*, 8, 1022. <https://doi.org/10.3389/fpsyg.2017.01022>
- Huang, G. (2019). Variation matters: How to curb ad intrusiveness for native advertising on Facebook, Twitter, and Instagram. *Internet Research*, 29(6), 1469–1484. <https://doi.org/10.1108/INT-12-2017-0524>
- IAB (2022). *Libro blanco, marketing de influencia*. <https://iabspain.es/estudio/libro-blanco-marketing-de-influencia-version-actualizada-2022/>
- Jeong, S. H., & Hwang, Y. (2015). Multitasking and persuasion: The role of structural interference. *Media Psychology*, 18(4), 451–474. <https://doi.org/10.1080/15213269.2014.933114>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International*

- Journal of Information Management*, 49, 366–376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Kang, S. (2014). Factors influencing intention of mobile application use. *International Journal of Mobile Communications*, 12(4), 360–379. <https://doi.org/10.1504/IJMC.2014.063653>
- Katz, E. (1959). Mass communication research and the study of culture. *Studies in Public Communication*, 2, 1–6.
- Kim, D. H., Seely, N. K., & Jung, J. H. (2017). Do you prefer, Pinterest or Instagram? The role of image-sharing SNSs and self-monitoring in enhancing ad effectiveness. *Computers in Human Behavior*, 70, 535–543. <https://doi.org/10.1016/j.chb.2017.01.022>
- Knittel, Z., Beurer, K., & Berndt, A. (2016). Brand avoidance among Generation Y consumers. *Qualitative Market Research*, 19(1), 27–43. <https://doi.org/10.1108/QMR-03-2015-0019>
- Ko, H., Cho, C. H., & Roberts, M. S. (2005). Internet uses and gratifications: A structural equation model of interactive advertising. *Journal of Advertising*, 34(2), 57–70. <https://doi.org/10.1080/00913367.2005.10639191>
- Krause, A. E., North, A. C., & Heritage, B. (2014). The uses and gratifications of using Facebook music listening applications. *Computers in Human Behavior*, 39, 71–77. <https://doi.org/10.1016/j.chb.2014.07.001>
- Kulczynski, A., Illic, J., & Baxter, S. M. (2016). When your source is smiling, consumers may automatically smile with you: Investigating the source expressive display hypothesis. *Psychology & Marketing*, 33(1), 5–19. <https://doi.org/10.1002/mar.20857>
- Kumar, A., Lee, H. J., & Kim, Y. K. (2009). Indian consumers' purchase intention toward a United States versus local brand. *Journal of Business Research*, 62(5), 521–527. <https://doi.org/10.1016/j.jbusres.2008.06.018>
- Kumar, S., & Ramana, V. (2019). Celebrity endorsement, consumer based brand equity: A literature review. *International Journal of Management Studies*, 6(3), 54–57. <https://doi.org/10.18843/ijms/v6i3/08>
- Kumar, V., & Gupta, S. (2016). Conceptualizing the evolution and future of advertising. *Journal of Advertising*, 45(3), 302–317. <https://doi.org/10.1080/00913367.2016.1199335>
- Kusumasondjaja, S., & Tjiptono, F. (2019). Endorsement and visual complexity in food advertising on Instagram. *Internet Research*, 29(4), 669–687. <https://doi.org/10.1108/IntR-11-2017-0459>
- Lee, E., Lee, J. A., Moon, J. H., & Sung, Y. (2015). Pictures speak louder than words: Motivations for using Instagram. *Cyberpsychology, Behavior, and Social Networking*, 18(9), 552–556. <https://doi.org/10.1089/cyber.2015.0157>
- Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management & Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>
- Lin, C. A. (1999). Uses and gratifications. In G. Stone, M. Singletary, & V. P. Richmond (Eds.), *Clarifying communication theories: a hands-on approach* (pp. 199–208). Iowa State University Press.
- Lin, T. T., Paragas, F., Goh, D., & Bautista, J. R. (2016). Developing location-based mobile advertising in Singapore: A socio-technical perspective. *Technological Forecasting and Social Change*, 103, 334–349. <https://doi.org/10.1016/j.techfore.2015.06.002>
- Ling, K. C., Piew, T. H., & Chai, L. T. (2010). The determinants of consumers' attitude towards advertising. *Canadian Social Science*, 6(4), 114–126.
- Liu, C. L. E., Sinkovics, R. R., Pezderka, N., & Haghirian, P. (2012). Determinants of consumer perceptions toward mobile advertising—a comparison between Japan and Austria. *Journal of Interactive Marketing*, 26(1), 21–32. <https://doi.org/10.1016/j.intmar.2011.07.002>
- Liu, M., Yan, L., Phau, I., Perez, A., & Teah, M. (2016). Integrating Chinese cultural philosophies on the effects of employee friendliness, helpfulness and respectfulness on customer satisfaction. *European Journal of Marketing*, 50(3/4), 464–487. <https://doi.org/10.1108/EJM-01-2015-0025>
- Liu, Y., & Liu, M. T. (2019). Celebrity poses and consumer attitudes in endorsement Asia Pacific. *Journal of Marketing and Logistics*, 31(4), 1027–1041.
- Lopes, E. L., & Goulart-da-Silva, J. (2021). The effect of celebrity endorsement on omission neglect at different levels of skepticism. *International Journal of Consumer Studies*, 1–15. <https://doi.org/10.1111/ijcs.12729>
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- MacKenzie, S. B., & Lutz, R. J. (1989). An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context. *Journal of Marketing*, 53(2), 48–65.
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of Marketing Research*, 23(2), 130–143. <https://doi.org/10.1177/002224378602300205>
- Marcus, S. R. (2015). Picturing' ourselves into being: assessing identity, sociability and visibility on Instagram. In Presented at the International Communication Association Conference. Puerto Rico: San Juan.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2019). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, 94, 378–387. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- McCormick, K. (2016). Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of Retailing and Consumer Services*, 32, 39–45. <https://doi.org/10.1016/j.jretconser.2016.05.012>
- Mittal, V., Kaul, A., Gupta, S. S., & Arora, A. (2017). Multivariate features-based Instagram post analysis to enrich user experience. *Procedia Computer Science*, 122, 138–145. <https://doi.org/10.1016/j.procs.2017.11.352>
- Niu, X., Wang, X., & Liu, Z. (2021). When I feel invaded, I will avoid it: The effect of advertising invasiveness on consumers' avoidance of social media advertising. *Journal of Retailing and Consumer Services*, 58, 102320. <https://doi.org/10.1016/j.jretconser.2020.102320>
- Nunnally, J. C. (1978). *Psychometric theory*, 2nd ed. McGraw-Hill.
- Nunnally, J. C., & Bernstein, I. (1994). *Psychometric theory*, 3rd. ed. McGraw-Hill.
- Okazaki, S. (2004). How do Japanese consumers perceive wireless ads? A multivariate analysis. *International Journal of Advertising*, 23(4), 429–454. <https://doi.org/10.1080/02650487.2004.11072894>
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Communication and persuasion* (pp. 1–24). Springer, New York, NY.
- Phua, J., Jin, S. V., & Kim, J. J. (2017). Uses and gratifications of social networking sites for bridging and bonding social capital: A comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*, 72, 115–122. <https://doi.org/10.1016/j.chb.2017.02.041>
- Pintado, T., Sanchez, J., Carcelén, S., & Alameda, D. (2017). The effects of digital media advertising content on message acceptance or rejection: Brand trust as a moderating factor. *Journal of Internet Commerce*, 16(4), 364–384. <https://doi.org/10.1080/15332861.2017.1396079>
- Pittman, M., & Reich, B. (2016). Social media and loneliness: Why an Instagram picture may be worth more than a thousand Twitter words. *Computers in Human Behavior*, 62, 155–167. <https://doi.org/10.1016/j.chb.2016.03.084>
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879–891. <https://doi.org/10.3758/BRM.40.3.879>
- Ramadan, Z. (2017). Examining the dilution of the consumer-brand relationship on Facebook: The saturation issue. *Qualitative*

- Market Research, 20(3), 335–353. <https://doi.org/10.1108/QMR-07-2016-0064>
- Real, J. C., Roldán, J. L., & Leal, A. (2014). From entrepreneurial orientation and learning orientation to business performance: Analysing the mediating role of organizational learning and the moderating effects of organizational size. *British Journal of Management*, 25(2), 186–208. <https://doi.org/10.1111/j.1467-8551.2012.00848.x>
- Ringle, C. M., Wende, S., & Becker, J. (2015). SmartPLS 3. Boenningstedt: SmartPLS GmbH. <http://www.smartpls.com>
- Sashittal, H. C., DeMar, M., & Jassawalla, A. R. (2016). Building acquaintance brands via snapchat for the college student market. *Business Horizons*, 59(2), 193–204. <https://doi.org/10.1016/j.bushor.2015.11.004>
- Schimmelpfennig, C., & Hunt, J. B. (2020). Fifty years of celebrity endorser research: Support for a comprehensive celebrity endorsement strategy framework. *Psychology & Marketing*, 37(3), 488–505. <https://doi.org/10.1002/mar.21315>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281.
- Shao, G. (2009). Understanding the appeal of user-generated media: A uses and gratification perspective. *Internet Research*, 19(1), 7–25. <https://doi.org/10.1108/10662240910927795>
- Sheldon, P., & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89–97. <https://doi.org/10.1016/j.chb.2015.12.059>
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Statista. (2019). *Impact of influencers on global consumer purchasing in 2018, by influencer tier*. <https://www.statista.com/statistics/956197/influencer-impact-on-purchasing-decisions/#statisticContainer>
- Statista. (2020). Have you ever bought an influencer/celebrity-sponsored product. <https://www.statista.com/statistics/1125138/buying-influencers-and-celebrities-sponsored-products-italy-by-macro-region/>
- Stubbs, C., Nyström, A. G., & Colliander, J. (2019). Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness. *Journal of Communication Management*, 23(2), 109–122. <https://doi.org/10.1108/JCOM-11-2018-0119>
- Sun, Y., Lim, K. H., Jiang, C., Peng, J. Z., & Chen, X. (2010). Do males and females think in the same way? An empirical investigation on the gender differences in Web advertising evaluation. *Computers in Human Behavior*, 26(6), 1614–1624. <https://doi.org/10.1016/j.chb.2010.06.009>
- Tajfel, H. (1982). Social psychology of intergroup relations. *Annual Review of Psychology*, 33(1), 1–39. <https://doi.org/10.1146/annurev.ps.33.020182.000245>
- Taylor, A. B., MacKinnon, D. P., & Tein, J. (2008). Tests of the three-path mediated effect. *Organizational Research Methods*, 11(2), 241–269. <https://doi.org/10.1177/1094428107300344>
- Tsang, M. M., Ho, S. C., & Liang, T. P. (2004). Consumer attitudes toward mobile advertising: An empirical study. *International Journal of Electronic Commerce*, 8(3), 65–78. <https://doi.org/10.1080/10864415.2004.11044301>
- van Reijmersdal, E. A., Rozendaal, E., Hudders, L., Vanwesenbeeck, I., Cauberghe, V., & van Berlo, Z. M. (2020). Effects of disclosing influencer marketing in videos: An eye tracking study among children in early adolescence. *Journal of Interactive Marketing*, 49, 94–106. <https://doi.org/10.1016/j.intmar.2019.09.001>
- Van-Tien Dao, W., Nhat Hanh Le, A., Ming-Sung Cheng, J., & Chao Chen, D. (2014). Social media advertising value: The case of transitional economies in Southeast Asia. *International Journal of Advertising*, 33(2), 271–294. <https://doi.org/10.2501/IJA-33-2-271-294>
- Voorveld, H. A., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45, 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wang, Z., Irwin, M., Cooper, C., & Srivastava, J. (2015). Multidimensions of media multitasking and adaptive media selection. *Human Communication Research*, 41(1), 102–127. <https://doi.org/10.1111/hcre.12042>
- Wang, Z., Mao, H., Li, Y. J., & Liu, F. (2016). Smile big or not? Effects of smile intensity on perceptions of warmth and competence. *Journal of Consumer Research*, 43(5), 787–805. <https://doi.org/10.1093/jcr/ucw062>
- Williams, J., & MacKinnon, D. P. (2008). Resampling and distribution of the product methods for testing indirect effects in complex models. *Structural Equation Modeling*, 15(1), 23–51. <https://doi.org/10.1080/10705510701758166>
- Yang, B., Kim, Y., & Yoo, C. (2013). The integrated mobile advertising model: The effects of technology-and emotion-based evaluations. *Journal of Business Research*, 66(9), 1345–1352. <https://doi.org/10.1016/j.jbusres.2012.02.035>
- Zeng, F., Huang, L., & Dou, W. (2009). Social factors in users perceptions and responses to advertising in online social networking communities. *Journal of Interactive Advertising*, 10(1), 1–13.

AUTHOR BIOGRAPHIES

Carolina Herrando has a PhD in Business Administration and is Assistant Professor of Marketing at the University of Zaragoza (Spain). Her research interests are in the fields of online consumer behavior and digital marketing, with a particular focus on emotions during the customer experience. Her work has been published in journals such as *Journal of Business Research*, *Internet Research*, *International Journal of Information Management* and *Electronic Commerce Research*.

María José Martín-DeHoyos holds a PhD in Business Administration and is an Associate Professor in the department of Marketing and Market Research at the University of Zaragoza (Spain). Her research interests include issues in e-commerce and consumer behavior, acceptance of new technologies and marketing management systems. Her work has been published in several journals such as *Industrial Marketing Management*, *Technovation*, *Journal of Business Research*, *Interacting with Computers* and *Online Information Review*.

How to cite this article: Herrando, C., & Martín-De Hoyos, M. J. (2022). Influencer endorsement posts and their effects on advertising attitudes and purchase intentions. *International Journal of Consumer Studies*, 00, 1–12. <https://doi.org/10.1111/ijcs.12785>