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### Abstract

Celebrities have been traditionally used in marketing in tv-commercials and as company brand ambassadors for a long time. Celebrity influence on purchase intention has been studied extensively by academics. Along with the rise of social media, a new phenomenon of social media celebrities have emerged to the celebrity scene. Social media celebrities enable a completely new way for marketers to promote their products on the pages of social media celebrities on Instagram, for example. Social media celebrity Instagram accounts are an effective way to reach large audiences, and someone like Selena Gomez has more than 120 million followers on Instagram.

In this study we examined what factors influence the purchase intentions and engagement rate (photo likes divided by followers) of social media celebrities' followers. The data consists of 414 photos on 46 social media celebrity accounts. The data was collected through Instagram from the Finnish followers of these 46 social media celebrities. From the responses, 541 were validated for the study. In addition, we gathered data from the social media celebrities whether the photos hold sponsored content or not.

Results were derived from the data with quantitative methods primarily by using hierarchical regression models. Purchase intentions and engagement rates were explained by partially the same and partially different variables. Congruence between the picture and the social media celebrity was the most significant variable explaining purchase intentions. Congruence was also positively related to the engagement rate. However the engagement rate was mostly explained by the age difference between the social media celebrity and the follower. A bigger age difference corresponded to a stronger relation to the engagement rate. From Ohanian's (1990) characteristic source model (expertise, trustworthiness and attractiveness), expertise was the only characteristic that had a positive relation to purchase intentions. However, trustworthiness and attractiveness were positively related to engagement rate, whereas social media celebrity expertise had a negative relation to engagement rate. Those social media celebrities who had acquired their fame solely on Instagram had strongest relation to engagement rate and purchase intentions, compared to the Instagram celebrities that had previous fame as bloggers or as general celebrities such as models and actresses.

The findings of our study offer several interesting managerial implications as well as future research topics for academics. Sponsored pictures had a positive relation to purchase intentions, hence marketers should invest in marketing efforts on social media celebrity accounts. The most critical factor for success is finding and selecting the most suitable social media celebrities. In the selection process, the most important criteria should be congruence and fit between the social media celebrity and the sponsored content. Social media celebrity follower amount was not related to purchase intentions nor to engagement rate, so instead of favoring only 'big stars', also focus on social media celebrities with smaller follower amounts of so called micro influencers, should be utilized equally. Based on the study results, we recommend transparency on social media celebrity endorsement and disclosing sponsored contents with #collaboration, or some other indicator.

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**Avainsanat** celebrity endorsement, product placement, word-of-mouth, visual advertising, social media, Instagram, purchase intentions, engagement rate

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### Tiivistelmä

Julkisuuden henkilöitä on hyödynnetty pitkään perinteisen markkinoinnin kentällä esimerkiksi tv-mainoksissa ja yritysten brändilähettiläinä, ja myös heidän vaikutusta ostopäätöksiin on tutkittu laajalti. Sosiaalisen median nousun myötä julkisuuden henkilöiden rinnalle on ilmaantunut myös sosiaalisen median vaikuttajia, jotka mahdollistavat markkinoijille uuden kanavan markkinoida tuotteitaan vaikuttajien omista sisällöistä esimerkiksi Instagram-kuvissa. Instagram-vaikuttajien kuvasisällöt ovatkin tehokas tapa tavoittaa suuri yleisö, sillä esimerkiksi Selena Gomezilla on yli 120 miljoonaa seuraajaa Instagramissa.

Tutkielmassamme selvitimme mitkä tekijät vaikuttavat Instagram-vaikuttajien seuraajien ostoaikeeseen ja sitoutumisasteeseen (kuvan tykkäykset jaettuna seuraajamäärällä). Data koostui 46 sosiaalisen median vaikuttajan yhteensä 414 Instagram-kuvasta. Data kerättiin Instagramin välityksellä kyseisiä sosiaalisen median vaikuttajia seuraavilta suomalaisilta Instagram-käyttäjiltä. Vastauksista validoitiin aineistoon 541 vastausta. Lisäksi keräsimme Instagram-vaikuttajilta tietoa mitkä heidän kuvistaan olivat sponsoroituja.

Tulokset johdettiin aineistosta kvantitatiivisen analyysin metodeilla ensisijaisesti hierarkisten regressiomallien avulla. Ostoaie ja sitoutumisaste selittyivät osin samoilla ja osin eri tekijöillä. Yhteensopivuus kuvan ja sosiaalisen median vaikuttajan välillä oli keskeisin ostoaietta selittävä tekijä. Yhteensopivuus oli myös positiivisesti yhteydessä kuvien sitoutumisasteeseen. Eniten sitoutumisastetta kuitenkin selitti ikäero vaikuttajan ja seuraajan välillä. Mitä suurempi ikäero vaikuttajan ja seuraajan välillä oli sitä vahvempi yhteys sillä oli sitoutumisasteeseen. Ohanian (1990) ominaisuusmallin kolmesta tekijästä (asiantuntemus, luotettavuus ja ulkonäkö) asiantuntemus oli ainut tekijä, jolla oli positiivinen yhteys ostoaikeeseen. Sen sijaan Instagram-vaikuttajan koetulla luotettavuudella ja ulkonäöllä ei ollut lainkaan yhteyttä ostoaikeeseen. Poikkeavasti luotettavuus ja ulkonäkö olivat positiivisesti yhteydessä sitoutumisasteeseen, kun taas Instagram-vaikuttajan asiantuntemuksella oli negatiivinen yhteys sitoutumisasteeseen. Vahvin yhteys sitoutumisasteeseen ja ostoaikeeseen oli niillä Instagram-tähdillä, jotka olivat nousseet suosioon Instagramin avulla verrattuna blogeista ja muualta julkisuudesta tunnettuihin Instagram-kuuluisuuksiin kuten näyttelijöihin ja malleihin.

Tutkielmamme löydökset tarjoavat kiinnostavia käytännön ehdotuksia markkinoijille sekä jatkotutkimuskohteita tutkijoille. Sponsoroiduilla kuvilla oli positiivinen yhteys ostoaikeeseen ja näin ollen markkinointiin sosiaalisen median vaikuttajien kuvasisällöissä tulisikin panostaa. Onnistumisen kannalta keskeisessä roolissa on sopivimpien vaikuttajien valinta. Valinnassa tulisi kiinnittää erityistä huomiota yhteensopivuuteen vaikuttajan ja sponsoroidun sisällön välillä. Vaikuttajan seuraajamäärällä ei ollut merkitystä ostoaikeeseen eikä sitoutumisasteeseen eli 'isojen tähtien' suosimisen sijaan tulisi hyödyntää myös yhtä lailla seuraajamäärältään pienempiä vaikuttajia, eli niin kutsuttuja mikrovaikuttajia. Tuloksien perusteella suosittelemme läpinäkyvyyttä markkinoinnissa ja kaupallisten yhteistöiden merkitsemistä kuvasisältöihin esimerkiksi #yhteistyö -merkinnällä.

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**Avainsanat** vaikuttajamarkkinointi, tuotesijoittelu, word-of-mouth, visuaalinen mainonta, sosiaalinen media, Instagram, ostoaike ja sitoutumisaste

# Celebrities of Instagram

*What Type of Content Influences Followers' Purchase  
Intentions and Engagement Rate?*



Master's thesis

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# 1. Introduction

The time that consumers spend in social media channels has significantly increased during the past years (Angulo 2016). Recently, channels that focus on visual content and encourage simple browsing and fast reactions such as Instagram, Snapchat and alike have become increasingly popular (Chaffey 2017). However, it can be argued that the relative influence of “commoners” is decreasing in these channels as the so-called social media celebrities are gaining ground. Indeed, both traditional celebrities (athletes, actors, singers, etc.) as well as social media-born celebrities (bloggers, “normal” persons gaining significant amount of followers in a specific channel, etc.) attract an increasing amount of followers (Kapitan & Silvera 2016), thus increasing their relative share of voice in a particular channel. Marketers have also realized the potential of these celebrities in endorsing their products (including physical products, services and ideas). For example, the value of Selena Gomez’ (more than 200 million followers on Instagram, Facebook and Twitter) social media posting featuring a Coca-Cola bottle was estimated to be over 0.5 million dollars (Heine 2016).

Past research has extensively encompassed celebrity endorsement (e.g. Hsu & McDonald 2002, Ohanian 1990), product placement (e.g. Gupta & Gould 1997, Russell 2002), and word-of-mouth communication (e.g. Hennig-Thurau et al. 2004, Kozinets et al. 2010, Zhang et al. 2010), but they do not sufficiently explain the influence social media celebrities have on their followers. First of all, social media channels blend the content of one’s peers and the content of the social media celebrities, which can be argued to diminish consumers’ critical stance towards sponsored content. In other words, it can be claimed that celebrities’ content compares with one’s friends’ content, making one less prone to identify an advertisement. It can be argued that the likelihood that one pays attention to the sponsored content increases as sponsored content blends with other kind of content. For example, Selena Gomez’ Coca-Cola posting included a simple note “#ad”, which can arguably be easily missed or neglected. It may be that consumers do not pay attention to whether or not the content was sponsored and therefore perceive the content as word-of-mouth communication (i.e., a non-paid product endorsement).

On the other hand, social media has increased the degree and changed the nature of sponsored product endorsements in contrast to traditional media content (Figure 1). A significant difference to traditional celebrity endorsement is, that typically the marketer gives in the content creation power to the social media endorser and thus loses full control of the content (Huang et al. 2007), whereas in traditional endorsement the content is created by marketing and advertising specialists, and thus the advertiser has full control of it. Moreover, in traditional celebrity endorsement consumer is the receiver of the content, necessarily without any relation to the endorser, whereas on social media consumer has decided to follow the endorser, thus there is for sure a relationship existing between the consumer and endorser. For example Mowen and Brown (1981) have discovered, that an endorser will be maximally effective when a strong sentiment relationship exists between the consumer and the endorser.

A notable difference to traditional celebrity endorsement also is, that the social media celebrity endorsement campaigns often have multiple endorsers, whereas traditionally often only one or couple endorsers are involved (Hsu & McDonald 2002). However, Tripp et al. (1994) showed that celebrities who endorse several products are viewed as less credible than those who endorse only a single product. Moreover, the effectiveness of traditional celebrity endorsement is generally accepted (e.g. Till & Busler 1998), but to our knowledge there is not yet studies on the effectiveness of social media celebrity endorsement. However, social media celebrity marketing is referred to be cost-effective (Harrington 2016) whereas traditionally celebrity endorsement holds substantial fees (Freiden 1984).

Traditionally also a celebrity endorser works often only with a few brands (Hsu & McDonald 2002), but social media celebrities typically make their living from sponsored content, which has increased the rate of sponsored postings (Colliander & Erlandsson 2013). Thus, consumers' ability to identify and neglect sponsored content may have improved. Yet, despite the increased practice of marking sponsored content with a hashtag "ad" or similar, it is assumed that non-disclosed sponsored content is still plentiful (Roettgers 2016). To our knowledge, there is no research that would have studied both sponsored and non-sponsored content, and, among the sponsored content, both content that would have disclosed and not disclosed the fact whether it was made

in commercial cooperation. To be fair, the line is sometimes drawn in the sand; if a blogger is on a trip paid by a company, should all photos from that trip be said to be sponsored even if the paying company or its products are not mentioned? The final judgement is made by the followers – how do they perceive the content and its possibly sponsored nature?

**Table 1.** Comparison between social media celebrity endorsement and traditional celebrity endorsement

Construct	Social media celebrity endorsement	Traditional celebrity endorsement
<b>Media</b>	Endorser's own social network (e.g. Instagram), where commercial content is blended with non-sponsored content.	Traditional media (e.g. Till & Busler 1998)
<b>Commercial content creator</b>	Content is created by endorser him/herself (Balasubramanian 1994).	Content is created by marketing and advertising specialists (Balasubramanian 1994).
<b>Role of consumer</b>	Consumer has decided to follow the endorser, thus the relation between the consumer and endorser exists.	Consumer is the receiver of the content, necessarily without any relation to the endorser (Mowen and Brown 1981)
<b>Number of endorsers</b>	Often multiple endorsers (Naumanen & Pelkonen 2017)	Often one or couple endorsers (Hsu & McDonald 2002)
<b>Costs</b>	Cost-effective (Harrington 2016)	Substantial fees (Freiden 1984)
<b>Amount of commercial collaborations per endorser</b>	Often multiple (Colliander & Erlandsson 2013)	Often one or a few (Hsu & McDonald 2002)
<b>Effectiveness</b>	Effective (Naumanen & Pelkonen 2017)	Generally accepted (e.g. Till & Busler 1998)
<b>Role as a marketing tool</b>	New (Naumanen & Pelkonen 2017)	Old, from 19th century (Kaikati 1987)

This research focuses on social media celebrities' postings on Instagram, the most prominent social channel on photo-centric content. The purpose of this study is two-fold. Firstly, we study how does social media celebrities Instagram content effect on purchase intentions and what is the relation of sponsored content accordingly. Secondly, we study the determinants of engagement rate (likes dived by followers), so on other terms the determinants of popularity of social media celebrities' Instagram content and how does commercial content affect their popularity. Hereby, our research questions are:

- 1. How does social media celebrities Instagram content effect on purchase intentions and engagement rate?*
- 2. What is the impact of sponsored content on purchase intentions and engagement rate?*



## *Key concepts*

**Celebrity endorsement** = Celebrity endorsement is the advertising technique where marketers take advantage of celebrities to promote their products (Hsu & McDonald 2002).

**Social media**= Refers to “Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein 2010).

**Instagram** = One of the top most used picture-based social media based application in the world (Hanan & Putit 2013).

**Match-up hypothesis** = The concept of celebrity endorser and product congruence or fit has been labeled the “match-up hypothesis”. The match-up hypothesis argues that celebrity endorsement is more effective when celebrity endorser and the endorsed product are congruence (Kamins 1990).

**Product placement** = Product placement is a paid product message aimed at influencing audiences traditionally via the planned and unobtrusive entry of a branded product into a movie or television program (Balasubramanian 1994). Most recently the term product placement is used to refer more widely to the positioning of images of a brand or product in an entertainment medium (Winkler & Buckner 2006).

**Social media celebrity endorser** = Social media celebrity endorser represents a new type of independent third party endorser who shape audience attitudes through social media (Freberg et al. 2010).

**Source Characteristics** = Source characteristics or source credibility is a term that describes communicator’s positive characteristics that affect the receiver’s acceptance of a message (Ohanian 1990).

**Visual advertising** = Visual imaginary as a mediating variable in advertising (Rossiter & Percy 1978).

**Word-of-mouth (WOM)** = Someone's direct recommendation (Voss 1984).

**Word-of-mouth marketing (WOMM)** = Intentional influencing of consumer-to-consumer communications by professional marketing techniques (Kozinets et al. 2010).

## 2. Literature review

In this section, we review relevant theories regarding social media celebrity endorsement. Based on the theories, hypotheses are developed and presented in the end of every chapter. Our main theory is celebrity endorsement (e.g. Hsu & McDonald 2002, Ohanian 1990), as it has strongest links to social media celebrity endorsement and we are particularly interested to find out if celebrity endorsement theories are also relevant in the context of social media. Secondly, we are going to emphasize product placement theories (e.g. Gupta & Gould 1997, Russell 2002), as placing products and brands in the feeds of social media celebrities can be argued to be such a marketing technique. Thirdly, we are going to encompass word-of-mouth (WOM) theories (e.g. Hennig-Thurau et al. 2004, Zhang et al. 2010, Kozinets et al. 2010), as social media celebrity endorsement also strongly relies on them in spreading the marketing message. However, as social media celebrity endorsement in the new social media channels focuses strongly on visual imaginary, we are also going to cover visual advertising theories (e.g. McQuarrie & Mick 1999, Phillips & McQuarrie 2004, Rossiter & Percy 1980) briefly at the beginning of this review.

### *2.1 Visual advertising*

Today visual imagery in advertising is understood to be an essential, intricate, meaningful, and culturally embedded characteristic of contemporary marketing communications (McQuarrie & Percy 1999). In the new social media channels, visual elements play a vital role especially, as most of the social media celebrity endorsement is performed with pictures. Rossiter and Percy (1980) study provide a ground theory for consumer attitude change through visual imaginary in advertising. In visual advertising theory, visual imagery and classical conditioning build the basis, rather than on the typical verbal belief summation approach to attitude. Rossiter and Percy (1980) found out in their research that the superior combination of high visual emphasis with explicit verbal claims produced the best results regarding consumer attitude towards the product. Thus it should be remembered that the examined product was beer, which

intuitively seems amenable to favorable visualizing experiences as witnessed by "the frosty mug of beer" approach often seen in beer advertising (Rossiter & Percy 1980).

However, Rossiter and Percy (1980) enhance that there is no reason why the classical conditioning process would not operate for undesirable imagery as well; safety campaigns would be an obvious candidate. Though, their study suggests that the product category must be one in which product attitude is held to be a major determinant of subsequent behavior. Besides, the study by Phillips and McQuarrie (2004) demonstrates the advantages of visual persuasion in advertising and links them to consumer response. They discover that pictures may function as a language in that they can be used to communicate and persuade. Also, McQuarrie and Mick (1999) assume that specific graphic elements can be linked to particular consumer responses.

So, based on the past research notably visual imaginary in advertising has profound effects on consumer attitudes and persuasion towards a product. Thus, the previous studies in this field have not yet encompassed the visual imaginary of social media celebrities' advertisement pictures and their impact on consumer attitudes and persuasion. However, as social media celebrities' sponsored photos focus on high visual emphasis with explicit verbal claims, our hypothesis is that consumer attitudes towards the product are positive by the findings of Rossiter and Percy (1980). Furthermore, the setting of social media celebrities' profiles on social media channels are the particularly fruitful platform for the research, as visual imaginary of advertisement and other content occur side by side. This blend of sponsored and non-sponsored photos results in an outcome that with the research we can further differentiate the consumer attitudes towards high visual emphasis both in the cases of advertisement and other content by the same producer.

## *2.2 Word-of-mouth*

Traditional (offline) word-of-mouth (WOM) has been shown to play a significant role in customers' buying decisions (Richins & Root-Shaffer 1988). According to Voss (1984), as much as 80 per cent of all buying decisions are influenced by someone's direct recommendation. Word-of-mouth marketing (WOMM) is the intentional influencing of

consumer-to-consumer communications by professional marketing techniques (Kozinets et al. 2010). Social media celebrity endorsement relies strongly on WOM and WOMM, as the social media celebrities use WOM to spread a marketing message to their followers with an incentive from companies implementing WOMM.

Kozinets et al. (2010) study offers a theory of the transformation of WOM, which has three different models. The models are the organic interconsumer influence model, the linear marketer influence model, and thirdly the network co-production model (see Figure 1). However, notable in the models is that they still overlap and coexist in different circumstances (Kozinets et al. 2010).

The organic interconsumer influence model is the earliest and simplest understanding of consumer WOM. It is focused on interconsumer communications, meaning the exchange of product and brand-related marketing messages and meanings. In this model, focal is that WOM is “organic” without direct prompting or influencing by marketers since it is motivated by a desire to help others including warning about bad product- and user experiences for instance (Kozinets et al. 2010).

In the the linear marketer influence model WOM occurs naturally among consumers when marketers perform their job of product notification including developing market innovations, advertising and promotions. This model highlights the importance of particularly influential consumers in the WOM process, called “opinion leaders”. Marketers’ interests and target is to identify and attempt to influence actively these influential, respected, credible, WOM-spreading consumers who are then assumed to transmit marketing messages more or less faithfully, without substantially altering them. However, these attempts still occur through the use of traditional means, such as advertising and promotions (Kozinets et al. 2010).

The third, network co-production model of WOM theory is the most recent, and it coincides with the development and recognition of the importance of the Internet. This model includes directly managing WOM activity with targeted programs. In this model increasing importance is placed on the role of consumer networks, groups, and communities. Moreover, consumers are regarded as active co-producers of value and

meaning as communications are co-produced in consumer networks. In other terms, the market messages and meanings do not flow unidirectionally, but rather are exchanged among members of the consumer network (Kozinets et al. 2010).

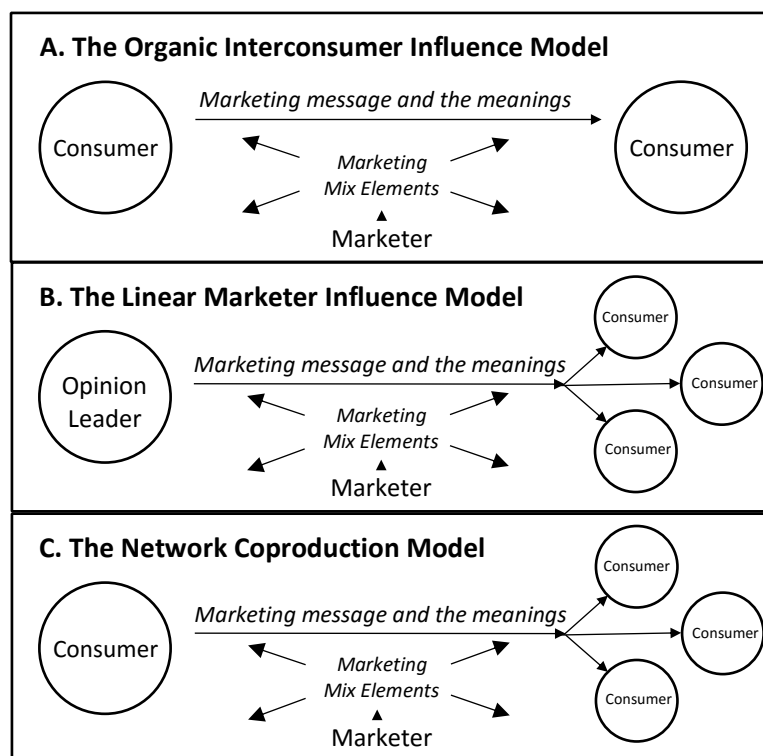
The advent of the Internet has indeed extended consumers' options for gathering product information from other consumers and provides the opportunity for consumers to offer their own consumption-related advice by engaging in electronic word-of-mouth (eWOM). Compared to traditional offline word-of-mouth, eWOM has distinct characteristics of Internet communication including for example that it is directed to multiple individuals and available to other consumers for an indefinite period of time (Hennig-Thurau et al. 2004). Consequently, the previous research on eWOM has focused mostly on consumer-opinion platforms and communities (e.g. Hennig-Thurau et al. 2004, Kozinets et al. 2010, Zhang et al. 2010).

By Kozinets et al. (2010) the network co-production model has one more distinguishing characteristic being the marketers' use of new tactics and metrics to deliberately and directly target and influence the consumer or opinion leaders. Word-of-mouth, online or offline, is a form of interpersonal interaction (Zhang et al. 2010). Opinion leaders are consumers who are credited with a significant amount of this interpersonal communication (Richins & Root-Shaffer 1988). Social media celebrities are undoubtedly opinion leaders, as each of them has their own speciality and committed follower base to whom they spread their ideas and their experiences via social media.

Richins' and Root-Shaffer's (1988) paper of opinion leadership offers interesting findings of opinion leadership evolution in automobile context. In sum, the study of opinion leadership shows that (1) enduring involvement appears to induce to opinion leadership, (2) enduring involvement has links with some forms of word-of-mouth outside the opinion leadership construct, as commonly measured in marketing, (3) situational involvement is not associated with opinion leadership, (4) situational involvement has its strongest influence on word-of-mouth about one's own experiences, and (5) opinion leadership is most strongly related to word-of-mouth comments that include information and advice-giving.

In terms of social media celebrity endorsement particularly interesting are the findings (4) & (5), as they suggest that social media celebrity endorsement (WOMM via these opinion leaders) should include one's own experiences and advice-giving for greatest impact. Further on, in our point of view, social media celebrity endorsement model is a combination of Kozinets et al. (2010) three models and therefore it could be argued that it is a continuation of theory and forms a fourth model. However, as Kozinets et al. (2010) have stated, all the models still co-exist and overlap.

Also, notable regarding social media celebrity endorsement is Henning-Thurau et al. (2004) suggestion for firms to develop strategies to encourage their customers to eWOM. Thus Henning-Thurau et al.'s (2004) work focuses on consumer-opinion platforms; we suggest that also sponsored content with social media celebrities can be a part of this eWOM strategy. In this strategy, consumers are encouraged to share their experiences and opinions via the social media celebrities sponsored content (e.g. through commenting, tagging and sharing).



**Figure 1.** The Evolution of WOM Theory (Kozinets et al. 2010)

## *2.3 Celebrity endorsement*

Celebrity endorsement is an advertising technique where marketers take advantage of celebrities promoting the products (e.g. Erdogan 1999). Celebrity endorser can be a sportsman, a movie star, an artist, a politician or any other public figure who uses his/her recognition for endorsing sponsored content (McCracken 1989, Erdogan 1999). Social media celebrities can be the "traditional" celebrities as well as social media-born celebrities like bloggers and "normal" people who have gained a significant amount of followers in a particular social media channel like Instagram.

Celebrity endorsement as part of a marketing communication strategy is a commonly utilized practice. It is also widely investigated in academia. Celebrity endorsers are used to increase brand awareness and to enhance the financial returns of firms. According to Shimp (1997), around 25% of the US-based commercials use celebrity endorsers. The benefits of using celebrity endorsers have also been investigated. For example, a basketball player Michael Jordan's comeback to the National Basketball Association (NBA) increased the revenues of the firms that sponsored him by two per cent on average in 2005, or over \$1 billion in stock market value (Mathur et al. 1997). Also, the value of social media celebrity endorsement is realized. Selena Gomez's (who has more than 200 million followers on Instagram, Facebook, and Twitter) sponsored social media post for Coca-cola was estimated to have a value of over 0.5 million dollars (Heine 2016). Further on, also a considerable body of research indicates celebrity endorsement effectiveness on positive evaluations of the sponsored products and the firm's sales profits (Friedman et al. 1978, Kamen et al. 1975, Kamins 1990, Ohanian 1991, Dean & Biswas 2001).

Looking at the history, celebrities have been utilized as endorsers since the late nineteenth century (Kaikati 1987). Thus, it is not a new phenomenon in advertising and marketing communications. For example, Cadbury's Cocoa, a premium cocoa powder, showed Queen Victoria drinking Cadbury's Cocoa in their advertisement already in 1890 (Erdogan 1999). Use of celebrity endorsement gradually grew with the rise of cinema in the 1920s, later with the growth of commercial radio in 1930s, and in 1950s with the commercial television (McDonough 1995). However, the supply of celebrities was

restricted for a long time as the celebrities viewed it as a significant risk for their prestige until 1970's. In 1970's the role of pop culture and television grew considerably and the number of television roles increased so that any perceived shame vanished, so that now the marketers had a huge pool of willing celebrity endorsers to choose from (McDonough 1995).

McCracken (1989) proposed that celebrity endorsement constitutes symbolic meanings of a culturally constituted world. The symbolic meaning first resides in the celebrity and through the endorsement the meaning transfers to a product, and finally, it moves from the product to the consumer. Besides a meaning transfer process, the literature has categorized celebrity endorsement in source characteristics model and in a match-up hypothesis (Erdogan 1999). Source characteristics describe the positive characteristics that relate to the celebrity endorser (Hovland et al. 1953). Match-up hypothesis highlights the "fit" between the product and the celebrity endorser (Kamins 1990).

In light of celebrity endorsement literature, we aim to study whether social media celebrity endorsers are comparable with traditional celebrity endorsers, although the environment differs from traditional advertising as the context is celebrity's own social network, celebrity creates the content by him-/herself and the sponsored content blends with non-sponsored content.

### *2.3.1 Source characteristics*

Source characteristics or source credibility is a term that describes communicator's positive characteristics that affect the receiver's acceptance of a message (Ohanian 1990). Generally, empirical evidences have shown that a more credible source is more persuasive (Friedman & Friedman 1979, Kamen et al. 1975, Till & Busler 1998). For this reason, the right selection of credible celebrity endorsers is crucial. To choose the right celebrities for marketing and advertising purposes, a landmark study by Ohanian (1990) has developed a scale for measuring celebrity endorser's perceived source credibility in three dimensions which are trustworthiness, expertise, and attractiveness. The scale was validated by measuring respondent's purchase intentions and perception of quality of the products being tested, and it demonstrated high validity and reliability.



Ohanian scale was created based on two models that described source-credibility. The models were the source-credibility model and the source-attractiveness model (Hovland et al. 1953, McGuire 1985, Ohanian 1990). The source-credibility model has its origins in the psychological research in 1950's, and it is known as a groundbreaking study by Hovland and his colleagues (1953). Hovland et al. (1953) observed the factors that affected communicator's perceived credibility. They found two significant factors, which were expertise and trustworthiness. The source-attractiveness model, which was originally part of a social psychological research, was created as a component of McGuire (1985) model of the source valence. According to the source-attractiveness model, effectiveness of a message is determined by source's familiarity, likeability, similarity and attractiveness to the receiver.

Expertise, trustworthiness, and attractiveness have been widely studied in psychology, social psychology, and marketing literature (e.g. Ohanian 1991, Pornpitakpan 2004, Till & Busler 1998). Also, celebrity endorsement literature has studied these dimensions, but mainly regarding persuasion. Our interest lies in celebrity endorsers' perceived source credibility relation with purchase intentions and engagement rate. Interestingly, the findings of celebrity endorsement studies vary widely on the effect on purchase intentions. Since the results are not unambiguous, there is a high interest in finding out how these perceived dimensions of celebrity endorser effect on purchase intentions and engagement rate in entirely new conditions, which is here the social media celebrity endorsement context. In the next sections, we dig deeper in discussing expertise, trustworthiness, and attractiveness. We will discuss these dimensions as well in general level but also by analyzing more specifically the relation of celebrity endorsers' perceived source credibility and purchase intentions.

### *Trustworthiness*

Trustworthiness is defined as the perceiver's degree of confidence and acceptance of a source and the message (Hovland et al. 1953). The concept of trust is centuries old; For Aristotle, the purpose of a speaker's "ethos" was to inspire trust in his audience (Mack 2011).

Trustworthiness of a source is an important concept in attitude change research and

persuasion research. A vast amount of studies has shown that a source's trustworthiness affects positively on attitude change and persuasion (e.g. Miller & Baseheart 1969, McGinnies & Ward 1980, Friedman & Friedman 1976). Miller and Baseheart (1969) observed the relationship between source's trustworthiness and persuasibility in communication. They compared the type of communicator, either the source was initially trustworthy (President Eisenhower) or the source was initially untrustworthy (George Lincoln Rockwell, former American Nazi Party leader). The message contained either opinionated statements or non-opinionated messages. The results showed that when the communicator was perceived as highly trustworthy, the opinionated message was more effective than a unopinionated message. However, the untrustworthiness of the source did not reduce the persuasiveness. Also, McGinnies & Ward (1980) investigated source's expertise and trustworthiness regarding a source's persuasiveness. The results indicated that when a source that was an expert and trustworthy generated the most opinion change. In fact, the trustworthy source was persuasive regardless of if she/he was an expert or not.

Friedman & Friedman (1976) studied how different attributes correlated with a source's perceived trust in opinion change. In their study, 59 undergraduate marketing students rated fifteen political figures on a ten-point scale that was comprised of seven different attributes. The characteristics of the study were (1) awareness "degree to which the person is known to the respondent", (2) trust "degree to which the person is trusted by the respondent", (3) likeableness "degree to which the person is liked by the respondent", (4) similarity "degree to which the person is thought to be similar to the respondent", (5) lifestyle "degree to which the respondent wishes to live and be like the person", (6) personal attraction "degree to which the respondent believes the person is personally attractive and has sex appeal" and (7) expertise "degree to which the respondent believes the person is an expert in his/her field". According to Friedman & Friedman (1976) study, likeableness had the highest correlation with trust. It explained 90 percent of the variability in perceived trust. Also similarly, lifestyle and expertise correlated significantly with trust (at the  $p = .01$  level). Physical attraction correlated with trust at the .05 level, while awareness did not correlate with trust. According to Friedman and Friedman (1976) the explanation for the lack of correlation between awareness and trust, might have been because some well-known political figures were

known by their notoriety.

Based on Ohanian (1990) 15-item semantic scale to measure trustworthiness, expertise, and attractiveness, Ohanian published a study “the impact of celebrity spokespersons’ perceived image on consumers’ intention to purchase” (1991). Against the majority of the celebrity endorsement studies that were focused mainly on persuasion and attitude change, this Ohanian (1991) study focused clearly on purchase intentions. Ohanian (1991) compared four well-known celebrities; Madonna, Linda Evans, John McEnroe and Tom Selleck concerning expertise, trustworthiness, and attractiveness. The results claim that of these three dimensions of celebrity credibility only celebrity endorser’s perceived expertise was significantly related to purchase intentions. Ohanian explained the null effect of trustworthiness by the fact that the celebrity endorsers have a low credibility because they are highly associated to get paid high fees to promote a product.

Pornpitakpan (2004) questioned Ohanian (1991) findings regarding the null effect of trustworthiness. Pornpitakpan (2004) argued that the explanation of low-credibility was not appropriate because Ohanian data did differ significantly in perceived trustworthiness because these four studied celebrities represented equally high and low trustworthiness levels. To verify Ohanian results, Pornpitakpan studied these dimensions again, this time in the different environment, in Singapore, to create cross-cultural generalizability of the endorser’s trustworthiness, expertise, and attractiveness. Ohanian (1990) audience of the research was Americans. Singaporeans and Americans differ based on Hofstede (1980) in individualism-collectivism and power distance (high-low). Americans are individualists whereas Singaporeans are collectivists. Respectively, Americans are low in power distance and Singaporeans are high in power distance. In collectivist cultures, such as in Singapore, the importance assigned to trust is much greater, because of the emphasis on connectedness and blending with others (Pornpitakpan 2004). Based on this empirical evidence, Pornpitakpan proposed that “celebrity endorser’s perceived trustworthiness will positively influence purchase intentions for Singaporeans”. Against Ohanian (1991) findings the results of Pornpitakpan (2004) showed that all these three dimensions were positively associated with purchase intentions.

Regardless Ohanian (1991), the findings have shown that a source's trustworthiness positively influences persuasion, and more specifically on purchase intentions (Deshpande & Stayman 1994, McGinnies & Ward 1980, Pornpitakpan 2004). Ohanian (1991) explanation that the trustworthiness is not significant because of the audience's high association between substantial fees and celebrity endorsers, may not be accurate in the context of social media celebrity endorsement for two reasons. Firstly, social media celebrities may be the well-known stars, but often they are smaller influencers, and that is why receivers may not relate high fees towards them. Secondly, the environment is still fresh and new for the marketing purposes, and therefore it may be that the receivers yet trust more the celebrities when they share endorsements in their own social network compared to the old traditional media.

In social media "likes" play a major role. Thus, in the context of social media, it is interesting to study how source credibility; trustworthiness, expertise, and attractiveness are associated with likes. We study to effect on likes by measuring the engagement rate (amount likes in the picture divided by a number of followers). Together with the above-mentioned justifications for the previous hypothesis also in the light of the Friedman & Fridman (1976) findings that the likeableness was the most highly correlated dimension with trust, gives rise to the following hypothesis:

H1. Followers' perceived trustworthiness of social media celebrity is positively related to (a) purchase intentions and (b) engagement rate.

### *Expertise*

According to Hovland et al. (1953), the source-credibility model expertise is "the extent to which a communicator is perceived to be a source of valid assertions". Several other terms also refer this dimension in the literature; McCroskey (1966) named it as authoritativeness, Whitehead (1968) competence, Berlo et al. (1969) as a qualification. Source's perceived expertise is measured with dimensions like high intelligence, high status, and task experience, and adjectives like educated, informed and trained (Crano 1970). A considerable amount of studies indicates the effect of expertise on persuasion (e.g., Crano 1970, Crisci & Kassinove 1973, Ohanian 1991).

Crischi and Kassinove (1973) studied the effect of perceived level of communicator expertise in their social psychological study. They compared the psychologist title “Dr.” versus “Mr.” in a situation where psychologist met a mother of a child and recommend her to purchase a book. Results demonstrated that compliance with the recommendations was related to perceived level of expertise. Mothers were more likely to buy the book when the experimenter’s so-called psychologist’s title was “Dr.” rather than “Mr.”. The research was held in the United States in early 1970’s, and the sample consisted of 96 white, middle-class mother-children pairs.

Later on expertise has also been studied in the context of celebrity endorsement. In 1996 Braunsberger’s results showed that the endorser high in expertise compared to one low in expertise accomplished more positive attitudes. Ohanian’s (1991) results exposed that the celebrity endorsers’ perceived expertise was positively related to purchase intentions. Whereas the other source characteristics, trustworthiness and attractiveness, were not associated with purchase intentions (Ohanian 1991). Till and Busler’s (1998) study of match-up hypothesis supported Ohanian (1991) and Braunsberger (1996) findings. Their study argued that the expertise is more appropriate criterion than attractiveness when matching a product with the endorser. E.g. Whether Michael Jordan is attractive or not he is more effective when endorsing athleticism related product (such as Nike) than a product unrelated to athletic performance (such as WorldCom Communications). Also, Pornpitakpan (2004) ended up with the same results, which were that the celebrity endorsers’ perceived expertise is positively associated with purchase intentions in Singaporean environment. In the light of these empirical findings, our hypothesis is the following:

H2. Followers’ perceived expertise of social media celebrity is positively related to (a) purchase intentions and (b) engagement rate.

### *Attractiveness*

In social science literature, a considerable amount of research indicates that the individual’s physical attractiveness has a positive impact on another person’s initial perceptions (e.g. Mills & Aronson 1965, Baker & Churchill 1977, Chaiken 1979). Attractive individuals perceive more favorable evaluations and were perceived more

persuasive compared to unattractive people (Mills & Aronson 1965). Additionally, Chaiken (1979) supported Mills and Aronson's (1965) findings. Chaiken (1979) found that attractiveness had a greater agreement with females than with males. Also, notably, Chaiken (1979) highlighted that the studied examples of attractive and unattractive sources were not extremes. As extremes may create the perceivers too aware of the source characteristics and it may influence their reaction.

Results of the effect of attractiveness on marketing and advertising have been ambiguous. Joseph (1982) found that source attractiveness (versus unattractiveness) was positively related to opinion change and product evaluation. Though, Maddux and Rogers's (1980) studies found that physical attractiveness had the null effect on persuasive communications. Thus, they suggested that source's physical attractiveness may not be an essential construct for persuasions in general. However, physical attractiveness may be significant in particular type of marketing where the audience have the power to make decisions (for instance switch TV channel or turn the magazine page if the source like a celebrity is not attractive enough).

Respectively when studying the celebrity endorsement, the results have not been entirely consistent. Kahle and Homer (1985) found that attractive celebrity creates more purchase intentions than an unattractive celebrity. Silvera and Austad (2004) and Pornpitakpan (2004) findings were consistent with (Kahle & Homer 1985) findings. Till and Busler (1998, 2000) studied the attractiveness in the context of match-up hypotheses. The results suggested that the importance of the attractiveness depends on the fit between the celebrity and the endorsed product. Given an example, physical attractiveness may be beneficial when selling cosmetics but not when promoting computers (Till & Busler 2000). Contrary to these findings, Ohanian (1991) found that the celebrity endorser's perceived attractiveness had the null effect on purchase intentions. Erdogan (1999) summarized that celebrity endorsers evidently increase positive attitudes towards endorsed product, but to what extent they have an effect on purchase intentions is not so evident. Respectively with Till and Busler (1998, 2000), Erdogan (1999) suggested that when utilizing the attractive celebrities in marketing and advertising the image of celebrity may be important to match with the endorsed product and the target audience.

In conclusion, a majority of the studies support the positive relation with celebrity endorser's perceived attractiveness and purchase intentions and persuasion. Therefore, we suggest the hypothesis:

H3. Followers' perceived attractiveness of social media celebrity is positively related to (a) purchase intentions and (b) engagement rate.

### *2.3.2 Match-up hypothesis*

The concept of celebrity endorser and product congruence has been labeled as the match-up hypothesis based on Kahle and Homer (1985). The match-up hypothesis argues that the celebrity endorsement is more effective when there is a "fit" between the celebrity endorser and the endorsed product (Kahle & Homer 1985, Kamins 1990, Till & Busler 1998). When the fit between the endorser and the endorsed product is high it generates better results than a less congruent endorser-product combination (Kamins & Gupta 1994).

Despite the vast quantity of literature addressing match-up hypothesis, most of the empirical work on the match-up hypothesis has focused on the physical attractiveness of the endorser (Kahle & Homer 1985, Kamins 1990). Kahle and Homer (1985) stated that the physically attractive endorsers are more effective endorsers when they endorse the products which are used to enhance one's attractiveness. Specifically, in the context of "Social adaptation theory", Kahle and Homer (1985) studied the match-up hypothesis. In their empirical study, the attractive/unattractive endorser was crossed with the razor blades, which represented a product used to enhance one's attractiveness. They found that an attractive endorser enhanced the attitude towards the brand/razor blades. However, they did not study whether an attractive endorser is less effective when endorsing an unrelated attractiveness product, although it was their prediction.

Kamins (1990) executed a full test of the match-up hypothesis, where he argued for attractiveness. Either an attractive (Tom Selleck) or an unattractive (Telly Savalas) endorser was paired with either a home computer (an attractiveness unrelated product)

or a luxury car (an attractiveness related product). Data was collected on seven dependent measures: 1. advertiser believability, 2. advertiser credibility, 3. spokesperson believability, 4. spokesperson credibility, 5. brand attitude, 6. attitude towards the advertisement and 7. purchase intention. The results were consistent with the predictions of Kahle's and Homer's (1985) social adaptation theory regarding the match-up hypothesis. Kamins (1990) also found that an attractive endorser was effective for an attractiveness related product. Alternatively, if the endorsed product was not used to enhance one's attractiveness (home computer), endorser's attractiveness had no effect on the dependent measures.

Also importantly, the effectiveness of attractive endorser and an attractiveness related product was limited only for two of the seven dependent measures; spokesperson credibility and attitude towards the ad. Thus, significance was not found between the endorser and purchase intentions nor with brand attitude. Kamins (1990) suggested that to have an effect on these dependent measures, the match-up hypothesis may have to take in broader examination than endorser's attractiveness. In other words, the endorser may have to pair with the endorsed product in a complete manner.

Furthermore, the more recent studies have criticized the previous studies for that they did not pay enough attention to the other dimensions other than the attractiveness (Till & Busler 1998, Erdogan 1999). Till and Busler (1998) examined the balance of attractiveness and expertise in celebrity endorsement. They found that the expertise is more significant than attractiveness. The results showed that the athlete-energy match was more effective combination than the athlete-candy bar match. Thus, consumers' response was better when they perceived that the endorser had experience or knowledge within the context of the endorsed product. Specifically, in this study, since the consumers considered an athlete endorser as an expert for an athletic-product product the fit was strong, while an athlete is not an expert of candy bars, and therefore the fit between athlete-candy bar was weaker.

Fleck et al. (2012) study differed from the previous studies by focusing the congruence in a broader sense. Their research question was "Would a person who likes a celebrity always find him/her congruent, whatever the context?". The congruence was measured



with three-item scale: "brand [x] and celebrity [y] go well together," "brand [x] is well matched with celebrity [y]," "In my opinion celebrity is very appropriate as a celebrity endorser [y] for the brand [x]". Results showed that both perceived congruence between an endorser and an endorsed product and the pre-attitude towards the brand were important. When people tend to like the endorser, she/he also tend to evaluate the endorser-product combination high in congruence. Hence, the attitude toward endorser highly affects the perceived congruence.

Till and Busler (1998) suggested that the marketers should try to select the celebrity endorsers who have a direct connection with the endorsed product. For example a situation where the celebrity endorser consumes the endorsed product in her everyday life naturally. In this occasion, the fit is naturally strong.

Moreover, consumers expected to perceive the fit between the product and the celebrity endorser (Silvera & Austad 2003). If there was a lack of the relationship between celebrity endorser and the endorsed product, consumers tended to believe the endorser was bought. While when the match-up was strong consumers tended to think that the celebrity endorser purely liked the product, which, in turn, enhanced their attitude toward the advertisement and the product (Silvera & Austad 2003).

According to Evans (1988) if there was an absence of connection between the celebrity endorser and the product, or the connection was weak, it might have produced a vampire effect. The definition of vampire effect is that the consumer remembers the celebrity endorser based on the advertisement, but cannot remember the product itself. Thus, expensive marketing efforts were wasted as "the vampyre (celebrity) sucks the life-blood of the product dry".

Moreover, according to Kamins and Gupta (1994), the proper match-up might be beneficial also for the celebrity endorsers. In their study (1994) they found that celebrity endorser's believability and attractiveness was enhanced because of the product endorsement and the match-up. They assumed this effect occurred because the celebrity endorser became more familiar for the consumers. Hence, it can be argued that the fit between the endorser and the endorsed product gives benefits for all parties;

marketers and companies, celebrity endorsers and consumers.

In our study, we focus on the congruence between the social media celebrity endorser's overall style and the Instagram-photos. We suggest that the endorsers' congruency should be considered in a complete manner with all endorser's dimensions as in Fleck et al. (2012) study.

As considerable body of research in celebrity endorsement field has showed that the endorser is more effective when there is a fit between the endorser and the endorsed product (e.g. Kahle & Homer 1985, Kamins 1990, Till & Busler 1998), we suggest that the finding is also applicable in terms of social media celebrity endorsers. "Traditional" celebrities are often widely-known, and when promoting products marketers may benefit from their previous fame (Fleck et al. 2012). As social media celebrities, particularly the ones who have become famous by social media (blogs and Instagram for instance), often do not similarly benefit from their past, and thus, the importance of the fit may even play a bigger role in the context of social media.

## *2.4 Product placement*

Product placement is a paid product message aimed at influencing audiences traditionally via planned and unobtrusive entry of a branded product into a movie or television program (Balasubramanian 1994). Most recently the term product placement is used to refer more widely to the positioning of images of a brand or product in an entertainment medium (Tina & Buckner 2006). So when social media celebrity posts a photo of a product or a brand in social media and it is paid, it can be seen as product placement. However, it is notable that whereas product placement in movies and television programs is usually unobtrusive, this is not always the case with product placement of social media celebrities.

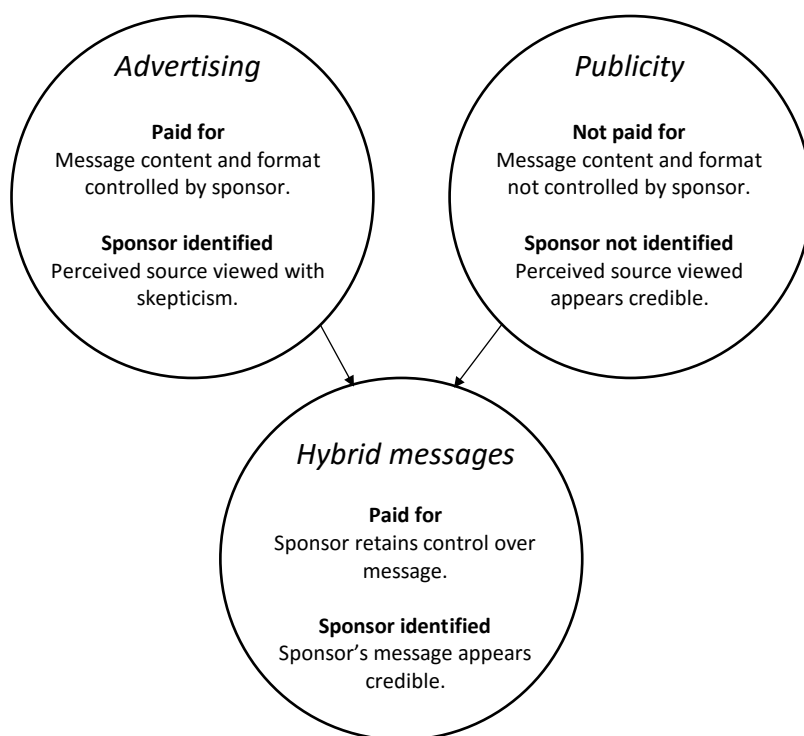
According to Balasubramanian (1994), product placement can be labeled as hybrid messages since it creatively combines key advantages and avoids key disadvantages inherent in advertising and publicity messages. In accordance with Balasubramanian

(1994) advertising refers to communications that are paid for, and which clearly identify the message sponsor, while publicity represents messages that are not paid for (Cohen 1978). The perceived source element is important because it directly influences message credibility (Balasubramanian 1994).

With respect to the message element, the sponsor has control over its content in advertising (a key advantage), but not in the case of publicity (a key disadvantage), where such control is the media's privilege (Cohen 1978). Viewed from the sponsor perspective, both advertising and publicity have shortcomings. That is, neither advertising nor publicity provides a "benefit-mix" whereby the sponsor retains control over the message while the audience perceives the message as credible (Balasubramanian 1994).

This lack of benefit-mix could explain the growing popularity of another distinct genre of marketing communication which promises this benefit-mix, like product placement. Communications in this genre can be characterized as hybrid messages because they creatively combine key elements from the definitions of advertising and publicity such that their respective advantages are consolidated and their shortcomings are avoided (see Figure 2). Because they are paid for, hybrid messages provide a basis for the sponsor to control key message aspects such as its content and format. However, as they somewhat disguise their commercial origins, hybrid messages may appear more believable (Balasubramanian 1994).

Hybrid messages include all paid attempts to influence audiences for commercial benefit using communications that project a non-commercial character; under these circumstances, the audience is likely to be unaware of the commercial influence attempt and/or are unable to process the content of such communications differently than they process commercial messages (Balasubramanian 1994). Given this, in our perspective social media celebrity endorsement certainly belongs to a genre of hybrid messages. However, what is interesting regarding this research and the Balasubramanian (1994) model (Figure 2) is how much sponsor identification has to do with the credibility of the message.



**Figure 2.** Hybrid messages combine advertising and publicity concepts (Balasubramanian 1994)

Previous research on product placement has examined and emphasized it mostly in the context of movies (e.g. Nebenzahl & Secunda 1993, Gupta & Gould 1997) and television (e.g. Russell 2002). Some newer research has also studied product placement in online games (e.g. Nelson et al. 2004, Hernandez et al. 2004). However, to our knowledge, there has not yet been research conducted on product placements in the context of social media outside of the online gaming world, therefore we believe that there is an existing research gap for this research.

The past research of product placement has encompassed both ethics and acceptability (e.g. Nebenzahl & Secunda 1993, Gupta & Gould 1997) and effectiveness (Russell 2002, Lee & Faber 2007) of product placements. The ethical concerns of product placement seem to be divided into two elements. First are ethical concerns of the product placement itself, as it can be seen as hidden but paid advertising (Balasubramanian 1994). Second are the concerns associated with products that are ethically charged themselves, such as alcohol, cigarettes, and guns (Gupta & Gould 1997).

Gupta's and Gould's (1997) survey on films found out that there are favorable attitudes toward product placements. However, this was the case when the products are not

ethically charged. Also, Nebenzahl & Secunda (1993) found in their pioneering published studies of product placement in movies, that most of the students in their sample did not object to product placements. Most consumers even prefer it over alternative forms of on-the-screen promotional activities because it is considered to be unobtrusively integrated within the film. (Nebenzahl & Secunda 1993). To conclude, the past research on the movie industry suggests that consumers have positive attitudes towards product placement when there are no ethical concerns associated (Gupta & Gould 1997, Nebenzahl & Secunda 1993).

Thus, the later research has focused increasingly on the underlying causes of the effectiveness of product placements regarding popularity and consumer's perceptions (Russell 2002, Lee et al. 2007). Lee et al. (2007) findings on online games demonstrate that the degree of congruity between the product category of a brand and game content influences brand memory, so that highly incongruent brands are better recalled than moderately incongruent brands or highly congruent brands. However, Russell (2002) discovered that in television series congruous placements appear natural whereas incongruent placements adversely affect brand attitudes as they seem out of place and are discounted. Consequently, the higher the congruence between the television shows and the brand attitude is, the higher is the effectiveness of product placement (Russell 2002).

As researchers also tend to regard in-game advertising as an extension of product placement (e.g., Ozaki & Taylor 2013) and online gaming is, because of its' virtual nature closer to the context of social media, we also encompass the past research of product placement in online gaming. Here, positive association and feeling from the game play transfers to the sponsor's brand and results in a positive brand attitude. According to Nelson et al. (2004), product placements seem to be more effective when used in subtle ways. Consequently, when used inappropriately with a lack of congruence, players tended to reject the product placement. This finding was also confirmed in a study of Hispanic attitudes towards advergaming (Hernandez et al. 2004). Notable in Nelson et al. (2004) study is also that while some players did not think they were influenced by product placements, others reported instances of learning about new brands and then purchasing them.

Hereby the past research suggests us that also in the context of social media celebrities, consumers attitudes are positive towards product placement when there is a fit between the social media celebrity and the sponsored product (Russell 2002, Nelson et al. 2004, Hernandez et al. 2004). This notion of fit is synonymous also to the conventional congruence theory in product or brand placement of Lee et al. (2007). In other words, when product placement is unobtrusively integrated (Nebenzahl & Secunda 1993) into the profile of the social media celebrity, in this case, unobtrusive meaning that the product is a good fit with the social media celebrity style, we expect that consumer attitudes should be positive.

A considerable body of research in celebrity endorsement field has showed that the endorser is more effective when there is congruence and a fit between the endorser and the endorsed product (e.g. Kahle & Homer 1985, Kamins 1990, Till & Busler 1998). This fit is referred as the match-up hypothesis (e.g. Kahle & Homer 1985, Kamins 1990, Till & Busler 1998). According to Kamins and Gupta (1994) the proper match-up might be beneficial also for the celebrity endorsers. In their study (1994) they found that celebrity endorser's believability and attractiveness enhanced in consequence of the product endorsement and the match-up. Hence, our hypothesis is:

H4. Followers' perceived congruence between the social media celebrity's overall style and the photo is positively related to (a) purchase intentions and (b) engagement rate.

Furthermore, in Nelson et al.'s (2004) product placement study of online gaming respondents reported instances of learning about new brands and then purchasing them. According to Nebenzahl and Secunda (1993) consumers have positive attitudes towards product placement when it is transparent. This past research of product placement provides us with the hypothesis that when the product placements of social media celebrities are disclosed as advertisements, meaning that when the celebrity tells transparently about the sponsorship, there should not be objection towards it, and thus our hypothesis is the following:

H5. Sponsored content with collaboration hashtag is positively related to (a) purchase intentions and (b) engagement rate.

Even though according to the Balasubramanian's (1994) model, disclosing sponsorship decreases the credibility of the message, our hypothesis is that the most of the modern consumers are skilled enough to spot and suspect product placements even without disclosure, which is then in this case likely to result both in objection (Nebenzahl & Secunda 1993) and credibility loss (Balasubramanian 1994) as consumers have positive attitudes towards product placement when it is transparent (Nebenzahl & Secunda 1993). Hereby our final hypothesis is:

H6. Sponsored content without collaboration hashtag is negatively related to (a) purchase intentions and (b) engagement rate.

## 2.5 Research framework and hypotheses

In light of the celebrity endorsement, product placement and word-of-mouth literature, we propose and summarize the following hypothesis in the table and research framework in the figure 3 for the study.

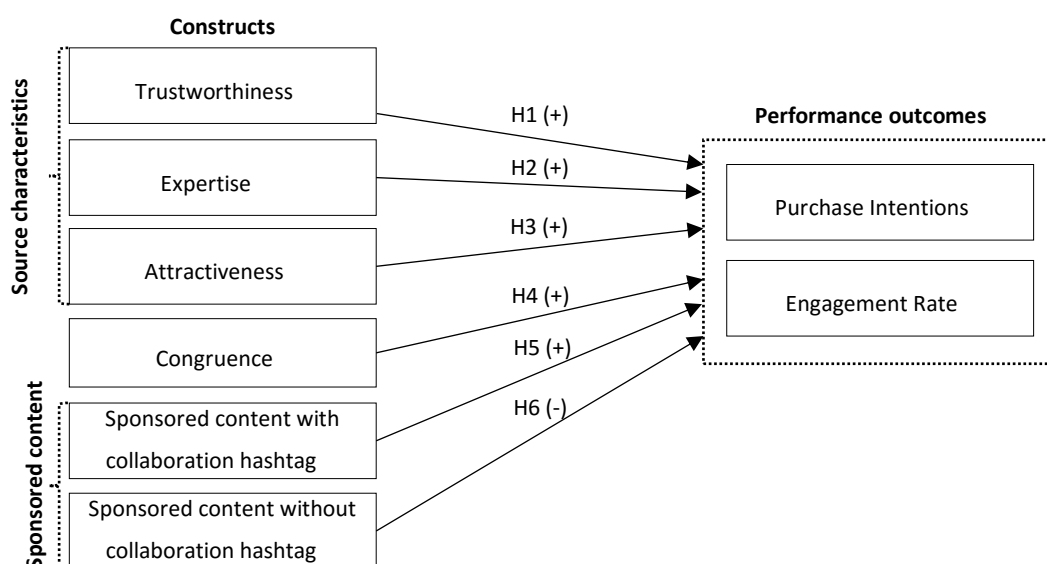


Figure 3. Research framework

**Table 2.** Summary of Hypotheses

<b>Source characteristics</b>		<b>Based on</b>
H1	Followers' perceived trustworthiness of social media celebrity is positively related to (a) purchase intentions and (b) engagement rate.	Miller & Baseheart 1969, Friedman & Fridman 1976 McGinnies & Ward 1980, Pornpitakpan 2004
H2	Followers' perceived expertise of social media celebrity is positively related to (a) purchase intentions and (b) engagement rate.	Braunsberger 1996, Till & Busler 1998, Ohanian 1991, Pornpitakpan 2004
H3	Followers' perceived attractiveness of social media celebrity is positively related to (a) purchase intentions and (b) engagement rate.	Joseph 1982, Kahle & Homer 1985, Silvera & Austad 2004, Pornpitakpan 2004
<b>Congruence</b>		
H4	Followers' perceived congruence between the social media celebrity's overall style and the photo is positively related to (a) purchase intentions and (b) engagement rate.	Fleck et al. 2012, Kahle & Homer 1985, Kamins 1990, Till & Busler 1998
<b>Sponsored content</b>		
H5	Sponsored content with collaboration hashtag is positively related to (a) purchase intentions and (b) engagement rate.	Nebenzahl & Secunda 1993
H6	Sponsored content without collaboration hashtag is negatively related to (a) purchase intentions and (b) engagement rate.	Nebenzahl & Secunda 1993

### 3. Methodology

Our research philosophy relates mainly to positivism based on the research phenomenon and the research problem. In our point of view also the existing theories of the subject support this approach (e.g. Miller & Baseheart 1969, Friedman & Fridman 1976 McGinnies & Ward 1980, Pornpitakpan 2004, Braunsberger 1996, Till & Busler 1998, Ohanian 1991, Pornpitakpan 2004, Joseph 1982, Kahle & Homer 1985, Silvera & Austad 2004, Pornpitakpan 2004, Fleck et al. 2012, Kahle & Homer 1985, Kamins 1990, Till & Busler 1998, Nebenzahl & Secunda 1993), and we also aim for objectivist approach. Further on, our methodology is constructed of partly verification of hypotheses and our data collection method was based on two separate surveys. The first survey (see Appendix 1) was targeted for the social media celebrities and the second survey (see Appendix 2) was targeted for the social media celebrities' followers.



## 3.1 Data collection and measurement

### 3.1.1 Celebrity survey

The social media celebrities for the study were chosen from an Instagram Influencer Agency Monochrome's influencer network. In the selection of the social media celebrities, we stressed celebrities that had recently been involved in a commercial campaign. However, the selection was still conducted with an objective of gaining as versatile setting as possible in terms of social media celebrity type, style and follower amount.

The study was sent to 75 social media celebrities by personal email with a reminder email after two weeks if they had not yet answered to the survey. Social media celebrities were asked to rate nine of their latest photos, excluding their very newest photo (number of likes and comments of the newest photo was still likely to change). Thus, the survey was personalized for each celebrity in terms of the photos of the survey. In addition to their satisfaction of the photos, we also investigated if the photos had been a part of a commercial collaboration (i.e., sponsored). The survey questions and items are listed in the following Table 3. As well one of the 45 survey questionnaires for Instagram-celebrities can be found in the Appendix 1.

**Table 3.** Celebrity survey questions

Photos 1-9	Answering options	Based on
<b>Question 1.</b> Is this photo sponsored or is it associated with commercial collaboration?	Yes, No, I don't know	Nebenzahl & Secunda 1993
<b>Question 2.</b> Answer to the following claims:		
2.a. I'm pleased with this photo		Silvera & Austad 2003
2.b. I believe, that my followers like this photo		Silvera & Austad 2003
2.c. I could consider deleting this photo		Silvera & Austad 2003
2.d. The picture represents well my personal style on Instagram		Kahle & Homer 1985, Kamins 1990
2.e I think that this picture fits well with my other Instagram-pictures		Kahle & Homer 1985, Kamins 1990
<b>Question 3.</b> Is there something special in this pictures that could have affected i.e. on exceptional small/large amounts of likes?	Open	Kahle & Homer 1985, Kamins 1990

Note\* Questions 2 were measured on a seven-point Likert-type scale (1 = I strongly disagree, 7 = I strongly agree)

Altogether 45 social media celebrities answered the survey from the 75 approached so response rate was 60 per cent. 93 per cent of the respondents were women, and only seven per cent were men. This ratio was in a line with the social medial celebrities to whom the survey was sent. The average age of the respondents was 30.1 years, with a standard deviation of 6.8 (see Table 4).

On average, the celebrities had 1149 photos published on Instagram, with a standard deviation of 890.9. On average, a celebrity followed 591 other Instagram users, with a standard deviation of 759.3. The number of followers of these social media celebrities was 25,173 followers on average, with a standard deviation of 36,765. The number of the followers of the celebrities varied between 2180 and 184,000 followers, which explains the high standard deviation (see Appendix 4). Social media celebrities were divided into three celebrity categories, based on how they had become famous. 11 out of 45 (24 per cent) were general celebrities, 22 (49 per cent) bloggers and 12 (27 per cent) Instagram celebrities. Appendix 4. lists all studied celebrities and categorizes them in these three categories.

**Table 4.** Celebrity survey statistics

Respondents	45	
Response rate	60%	
Data collected	Oct-Dec 2016	
General celebrities	11 (24%)	
Bloggers	22 (49%)	
Instagram celebrities	12 (27%)	
<b>Demographics of the respondents</b>		
<b>Gender</b>	<b>Female</b>	<b>Male</b>
	93%	7%
	<b>Mean</b>	<b>Std. deviation</b>
Age	30.1	6.8
Number of pictures	1149	890.9
Number of followed	591	759.3
Instagram-users		
Number of followers	25 173	36 765

### *3.1.2 Follower survey*

After gathering data from the social media celebrities we sent a survey to 90 randomly selected followers of each social media celebrity, who had responded to the first survey,

and presented them the same nine photos. With the follower survey, we measured the followers' perceptions about the centrality of commercial content in photos and purchase intentions invoked by the photos. Further, we also studied how the social media celebrities were perceived by the followers in general in terms of source characteristics, which were trustworthiness, attractiveness and expertise, using Ohanian's (1990) scale for celebrity endorsers. The purpose was to investigate if this scale is also suitable for social media celebrities in the context of social media and more precisely Instagram. In addition, we interviewed a group of Instagram users who follow social media celebrities about their motives. Based on the interviews we added questions measuring authenticity, inspiration and irritation. All the questions and the measured items are listed in the following Table 5. Also one of the 46 survey questionnaires for Instagram-followers can be seen in the Appendix 2. Altogether 414 photos were evaluated in this study (see Appendix 3).

**Table 5.** Follower survey questions

<b>Photos 1-9</b>	<b>Based on</b>
<b>Question 1.</b> Answer to these claims of this Instagram Influencer. In my opinion this person is...	
Attractive	Ohanian 1990
Stylish/elegant	Ohanian 1990
Honest	Ohanian 1990
Beautiful/handsome	Ohanian 1990
Authentic/genuine	Interviews
Expert/professional	Ohanian 1990
Sincere	Ohanian 1990
Competent/qualified	Ohanian 1990
Identifiable	Friedman et al. 1976
Inspirational	Interviews
Commercial	Silvera & Austad 2003
Annoying	Interviews
Entertaining	Interviews
<b>Question 2.</b> Answer to the following claims:	
I like this photo	Interviews
This photo fits well on this person's Instagram account's overall style	Till & Busler 1998
This photo is interesting	Interviews
This photo is of a high quality	Interviews
Commercial content is in a centre of this photo	Gupta & Gould 1997
Recognizable brands, products or companies are key part of this photo	Gupta & Gould 1997
I get ideas for new purchases from this photo	Gupta & Gould 1997
This person is loyal to his/her style on this photo	Till & Busler 1998
This photo is funny	Interviews
This photo inspires me	Interviews
This photo is mainly focused on something related to consumption	Gupta & Gould 1997
<b>Note*</b> All the questions were measured on a seven-point Likert-type scale (1 = I strongly disagree, 7 = I strongly agree)	

The followers were randomly chosen from the celebrity's follower list with a limitation that they must be Finnish because the survey was in Finnish. All the studied celebrities also spoke Finnish as their native language so this restriction was not considered problematic. Also with this restriction, we minimized the possibilities of approaching fake Instagram profiles, as most of fake accounts are English. As an incentive to increase the response rate, we raffled three gift cards worth of 100 euros to a department store among all respondents.

We approached the randomly chosen followers with a direct message on Instagram. Challenge with this approach was that it is not possible to send direct links on Instagram. Therefore, we sent the survey link with a separate message, which the respondent needed to copy and paste to an Internet browser. This practicality barrier might have decreased the response rate. On the other hand, the fact that the survey was about a social media celebrity who the approached person follows and therefore has some kind of interest and connection to, arguably made the survey more attractive to the surveyees.

However, a greater challenge with our chosen data collection method was that there is no notification of a direct message on Instagram if the recipient does not follow the sender, which was the case in almost all of the messages that were sent. Because of this challenge, to further increase the response rate among the randomly chosen followers, we made a comment to one of the person's randomly selected Instagram picture and requested them to check their Instagram direct message inbox. However, we were able to make this kind of a notification only if the person's Instagram profile was public. Because Instagram restricts the number of messages a person is allowed to send within 24 hours, multiple different accounts were used to send out the survey links to conduct the data gathering process within a reasonable amount of time.

For the second survey, we sent altogether 4050 survey requests, which attracted 541 responses. As we sent the survey for 4050 Instagram-users, the actual response rate was 13.4 per cent (see Table 6). The average of the respondents per individual surveys was 12 respondents, with a standard deviation of 6.5. Of the respondents, 91 per cent were women, and 9 per cent were men. The average of age of the respondent was 28.1 years,

with a standard deviation of 8.4. There is no available accurate data of demographics of Instagram users in Finland, but the estimation is that, in January 2016, around 59 per cent of the users were women and around 41 per cent men (Tilastokeskus 2016). Nevertheless, as most of the celebrities in the sample were women, the overrepresentation of women in the follower sample was expected.

30 per cent of the respondents lived in Helsinki capital area (Helsinki, Espoo, Kauniainen and Vantaa), and the rest 70 per cent in other parts of Finland. According to Tilastokeskus (2016), 21 per cent of Finland's citizens lived in Helsinki capital area and 79 per cent in the rest of Finland (see Table 6). When looking at the respondents from ten biggest cities of Finland (Helsinki, Espoo, Vantaa, Kuopio, Tampere, Turku, Oulu, Jyväskylä, Lahti and Kouvola), 62 per cent of the respondents lived in one of these cities, and the rest 38 per cent in other parts of Finland. Based on the demographics of Finland, these numbers are upside down; in 2016 40 per cent lived in top ten cities and the rest 60 per cent in the other area. There is no data available whether people living in the bigger cities of Finland are more active social media and Instagram users than people living in other areas of Finland, but this sample seems to suggest so. Larger amount of the respondents in the capital area and the biggest cities in Finland may also be explained by the fact that the social media celebrities mostly live in these cities.

**Table 6.** Follower survey

Follower survey		
Respondents	541/611	
Response rate	13.4%	
Data Collected	Jan-Mar 2017	
	<b>Mean</b>	<b>Std. deviation</b>
Respondents per surveys	12.0	6.5
Age	28.1	8.4
	<b>Female</b>	<b>Male</b>
Gender	91%	9%
	<b>Hometown</b>	
	<b>Metropolitan area</b>	<b>Non-metropolitan area</b>
Amount of respondents	30%	70%
	<b>10 largest cities of Finland</b>	<b>&lt; 10 largest cities of Finland</b>
Amount of respondents	62%	38%

## 4. Data analysis and results

Once the data was collected it was transferred to Microsoft Excel, where it was modified to a more suitable format for us to perform the statistical analyses on IBM SPSS Statistics. In this empirical part of our study, the aim is to confirm the relationships between the latent constructs adopted from the previous research. Therefore, the nature of this empirical part is confirmatory.

### 4.1 Test of reliability

To measure the constructs we used multiple items based on the literature. These items are listed in Table 7. Cronbach's alphas, means, and standard deviations were calculated for the sum variables. Cronbach's alpha was computed to evaluate the reliability of the six individual constructs, which have been empirically established in the previous literature. All Cronbach's alpha coefficients were well above the recommended threshold of 0.60, indicating acceptable reliability (Malhotra et al. 2012).

**Table 7.** Reliability, mean and standard deviation of constructs

Construct	Item	Cronbach's alpha	Mean	Std. Deviation	Based on
<i>Purchase intention</i>		.853	4.145	1.858	Silvera & Austad 2003
	I get ideas for new purchases from this photo				
	Based on this photo I could think of purchasing some product or service presented in the photo				
<i>Degree of commercial content</i>		.785	3.822	1.910	Silvera & Austad 2003
	Commercial content is in a centre of this photo				
	Recognizable brands, products or companies are key part of this photo				
	This photo is mainly focused on something related to consumption				
<i>Attractiveness</i>		.854	5.841	1.045	Ohanian 1990
	Attractive				
	Stylish/elegant				
	Beautiful/handsome				
<i>Expertise</i>		.805	5.520	1.097	Ohanian 1990
	Expert				
	Competent				
<i>Trustworthiness</i>		.873	5.386	1.139	Ohanian 1990
	Authentic/genuine				
	Honest				
	Sincere				
<i>Congruence</i>		.831	5.645	1.307	Kamins 1990, Till & Busler 1998
	This photo fits well on this person's Instagram account's overall style				
	This person is loyal to his/her style on this photo				

## 4.2 Hierarchical regression analyses

A five-step multiple hierarchical regression analysis was conducted to model our data. The hierarchical approach enabled us to focus on the constructs building on our hypothesis and, at the same time, to study the influence of control variables that may have a moderating influence on purchase intentions and engagement rate.

### 4.2.1 Multicollinearity

The possibility of the linear dependencies in the regression analyses were investigated. Multicollinearity statistics (Tolerance and VIF) are reported in Table 8. There were no problems with multicollinearity, apart from follower's age (VIF = 85.199) and the age difference between follower and the social media celebrity (VIF = 85.294) (Hair et al. 1998). Hence 13 out of 15 dependent variables reached a VIF-value below 2.000.

**Table 8.** Multicollinearity statistics

Independent Variables	Tolerance	VIF
Follower's sex	0.951	1.051
Follower's age	0.012	85.199
Age difference between follower and celebrity	0.012	85.294
Living in city	0.970	1.031
Blogger	0.675	1.481
Number of Pictures	0.727	1.375
Number of Followed users	0.910	1.099
Number of Followers	0.860	1.162
Attractiveness	0.648	1.542
Expertise	0.551	1.815
Trustworthiness	0.533	1.877
Congruence	0.847	1.180
Sponsored content with hashtag	0.967	1.034
Sponsored content without hashtag	0.938	1.067

**Dependent Variable:** General celebrity

### 4.2.2 Hierarchical regression for purchase intentions

#### *Purchase intentions*

Purchase intentions constituted of two items as Table 7 shows. The items were measured using a seven-point Likert-type scale (1 = strongly disagree, 7 = strongly agree). The mean of purchase intention was 4.14 with a standard deviation of 1.86 (N = 5383). Table 9 presents the results of the hierarchical regression analysis for purchase intentions. At each step in the hierarchical regression, coefficient of determination ( $R^2$ ) value improves.

We conducted a hierarchical linear regression to test the relation of 15 variables to purchase intentions. These variables were (1) followers' gender, (2) followers' age, (3) age difference between the follower and the social media celebrity endorser, (4) living area (living in one of the ten biggest cities in Finland or not), (5-6) type of the celebrity (traditional celebrity, blogger and Instagram celebrity), (7) celebrity endorser's number of photos on his/her Instagram account, (8) number of followers, (9) number of followed users, (10-12) source characteristics (attractiveness, expertise and trustworthiness), (13-14) sponsored content with or without collaboration hashtag, and (15) congruence. These variables were divided into five groups, which were added to the hierarchical regression model in five steps.

In the first step, four moderating variables (followers' gender, followers' age and the age difference between the follower and the social media celebrity, and the followers' living area) were entered into the regression model. All the variables that constituted the first step were significant ( $p < 0.01$ ). Women exhibited higher purchase intentions than men ( $\beta = 0.047$ ), and age had a negative relationship with purchase intentions (younger followers were more influenced) ( $\beta = -0.715$ ). Also rather interestingly, the bigger the age difference between the social media celebrity and the follower, the more the follower was influenced by the photos in terms of purchase intentions ( $\beta = 0.722$ ). It also seems that living in a city had a negative relationship with purchase intentions. In other words, people living outside of the ten biggest cities of Finland exhibited higher purchase intentions than people living in these biggest cities ( $\beta = -0.069$ ).

In the second step, we added the categorizations of social media celebrity endorsers to the model. The categories included were general celebrity, blogger and Instagram celebrity based on how they became famous. General celebrities and bloggers were negatively related to purchase intentions when compared to Instagram celebrities (general celebrities  $\beta = -0.158$ ,  $p < 0.01$ ; bloggers  $\beta = -0.075$ ,  $p < 0.01$ ). A negative effect of general celebrities and bloggers implies that Instagram celebrities are more efficient regarding increasing purchase intentions among their followers. The negative relationship was slightly smaller among bloggers than among general celebrities.



In the third step, we added social media celebrity endorsers' overall number of photos, followers and followed users to the model. These three variables were all standardized. A number of photos had negative connection to purchase intentions, meaning that a smaller amount of photos influenced positively on purchase intentions ( $\beta = -0.141$ ,  $p < 0.01$ ). A number of followers that the social media celebrity has or the amount of how many users the social media celebrity him-/herself follows did not have a significance on purchase intentions at this point of the hierarchical regression. Altogether these factors explained 1,3 per cent of the variance. In the fourth step, the source characteristics were added to the model. At this step, attractiveness, expertise, and trustworthiness were positively related to purchase intentions ( $p < 0.01$ ).

Our hypothesis H4a claims that the perceived congruence between the endorser's overall style and the photo is positively related to purchase intentions. H5a suggests that sponsored content with a collaboration in the caption is positively related to purchase intentions, whereas H6a suggests that the sponsored content without a collaboration hashtag is negatively related to purchase intentions. To test whether congruence and sponsored content add anything extra into the prediction of the overall model, these three variables were added into the regression model in the final, fifth step.  $R^2$  value improves significantly by 12,1 per cent when congruence and sponsored content were added. After the last step, the results explained 21,7 per cent of the overall variance in purchase intentions ( $N = 5164$ ). The overall model was statistically significant at  $p$ -level  $< 0.01$ .

The results showed that the congruence had the biggest effect size among the variables on purchase intentions ( $\beta = 0.366$ ,  $p < 0.01$ ). Hence, H4a is supported. Celebrities' photos that contained sponsored content increased consumers' purchase intentions whether the collaboration was marked with hashtag collaboration or not (sponsored with collaboration hashtag  $\beta = 0.063$ ,  $p < 0.01$ , sponsored without collaboration hashtag  $\beta = 0.078$ ,  $p < 0.01$ ). Consequently, the results support H5a, but not H6a. Against our hypothesis, the results indicated that when the social media celebrity endorser did not use the collaboration hashtag, purchase intentions were slightly higher than when the hashtag was used. Interestingly, when congruence and sponsored content were entered into the model, attractiveness and trustworthiness were no longer significant. Therefore

we cannot support our hypotheses H1a and H3a. Expertise is still positively related to purchase intentions, albeit slightly less than without the effect of congruence and sponsored content ( $\beta = 0.071$ ,  $p < 0.01$ ). We can accept our hypothesis H2b. About the other variables, there were not any significant changes.

**Table 9.** Hierarchical regressions results for purchase intentions

	Variables	$\beta$	t	$\Delta F$	$\Delta R^2$
<b>Step 1</b>			43.152**	17.759**	0.014
	Follower's sex	0.047	3.414**		
	Follower's age	-0.715	-5.859**		
	Age difference between follower and celebrity	0.722	5.918**		
<b>Step 2</b>	Living in city	-0.069	-4.972**		
			44.838**	56.769**	0.021
	Follower's sex	0.048	3.48**		
	Follower's age	-0.817	-6.582**		
	Age difference between follower and celebrity	0.82	6.603**		
	Living in city	-0.077	-5.616**		
	General celebrity	-0.158	-10.592**		
<b>Step 3</b>	Blogger	-0.075	-4.944		
			41.854**	24.083**	0.013
	Follower's sex	0.049	3.557**		
	Follower's age	-0.774	-6.23**		
	Age difference between follower and celebrity	0.775	6.242**		
	Living in city	-0.071	-5.156**		
	General celebrity	-0.114	-6.682**		
	Blogger	0.006	0.318		
	Number of Pictures	-0.141	-8.489**		
	Number of Followers	0.022	1.435		
<b>Step 4</b>	Number of Followed users	0.007	0.474		
			9.354**	95.599**	0.05
	Follower's sex	0.040	2.942**		
	Follower's age	-0.56	-4.589**		
	Age difference between follower and celebrity	0.577	4.726**		
	Living in city	-0.056	-4.168**		
	General celebrity	-0.141	-8.411**		
	Blogger	0.003	0.147		
	Number of Pictures	-0.138	-8.533**		
	Number of Followers	0.035	2.282*		
	Number of Followed users	0.017	1.228		
	Attractiveness	0.086	5.312**		
	Expertise	0.128	7.232**		
	Trustworthiness	0.057	3.182**		
	<b>Step 5</b>			2.735**	
Follower's sex		0.015	1.218	266.175**	0.121
Follower's age		-0.644	-5.654**		
Age difference between follower and celebrity		0.672	5.9**		
Living in city		-0.073	-5.808**		
General celebrity		-0.116	-7.392**		
Blogger		0.043	2.534*		
Number of Pictures		-0.154	-10.064**		
Number of Followers		0.036	2.575*		
Number of Followed users		0.039	2.994**		
Attractiveness		0.016	1.043		
Expertise		0.071	4.249**		
Trustworthiness		0.018	1.073		
Sponsored content with hashtag		0.063	5.026**		
Sponsored content without hashtag		0.078	6.092**		
Congruence		0.366	27.322**		
Overall R <sup>2</sup>		0.219			

Adjusted R <sup>2</sup>	0.217
N	5164

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Notes: \* p < 0.05; \*\*p < 0.01

### 4.2.3 Hierarchical regression for engagement rate

#### *Engagement rate*

Engagement rate was measured by dividing the likes of the photo with a number of followers. Engagement rate was calculated for each of the 414 photos published by the 45 social media celebrity endorsers. Average engagement rate was 7.4 per cent with a standard deviation of 0.0576.

Table 10 summarizes the results of the hierarchical linear regression with the engagement rate as the dependent variable. The hierarchical linear regression for engagement rate was carried out similarly as in the hierarchical regression model for purchase intentions, as the only difference was that the dependent variable was now the engagement rate. Hierarchical regression model for engagement rate is statistically significant at  $p < 0.01$ . The model explained 49,3 per cent of the overall variance in engagement rate ( $N = 5125$ ).

The first step constituted of followers' gender, followers' age and the age difference between the follower and the social media celebrity, and the followers' living area (living in or out of the 10 biggest cities in Finland). These three variables explained 10,9 per cent of the variance in engagement rate. This was the largest explained variance of any individual step.

Here the sex had a negative relationship with the engagement rate, meaning that men liked pictures more than women ( $\beta = -0.195$ ,  $p < 0.01$ ). Further on, age was negatively associated with the engagement rate. The younger audience was relatively more active to press the like button on Instagram celebrities' photos ( $\beta = -2.07$ ,  $p < 0.01$ ). Also, the age difference of the social media celebrity and a follower was positively related ( $\beta = 2.122$ ,  $p < 0.01$ ). People living in the 10 biggest cities in Finland liked pictures more than those who lived outside of the 10 biggest cities ( $\beta = 0.076$ ,  $p < 0.01$ ).

In the second step of the hierarchical regression for engagement rate, influencer categories were analyzed. The same influencer categories were used as in the hierarchical regression analysis for purchase intentions, those being celebrity, blogger and Instagram celebrity based on how they became famous. The engagement rate was negatively related for the bloggers and for the general celebrities (general celebrity  $\beta = -0.416$ ,  $p < 0.01$  and blogger  $\beta = -0.512$ ,  $p < 0.01$ ). In other terms, Instagram celebrities' photos were liked the most. Notable here was also that the bloggers got weaker value than the general celebrities.

On the third step of the analysis, we analyzed the relation of engagement rate and the number of pictures, followers, and users being followed by the social media celebrity. Third step increased the variance by 5,7 per cent. The number of followers did not have an influence on the engagement rate. Instead, the number of pictures and users being followed by the social media celebrity had a positive relationship with the engagement rate ( $p < 0.01$ ). The number of followed users of the social media celebrity had a slightly positive relation. Therefore, the more users the social media celebrity followed the more it influenced on the engagement rate ( $\beta = 0.066$ ). A number of pictures had a negative relation on engagement rate. In other words, social media celebrities who had less posted pictures on their Instagram account had a positive relationship with engagement rate ( $\beta = -0.281$ ).

The fourth step of the hierarchical regression for engagement rate included source characteristics, which were social media celebrities' attractiveness, trustworthiness and expertise. All source characteristics turned out to be significant ( $p < 0.01$ ). Attractiveness and trustworthiness had a positive relation with engagement rate (attractiveness  $\beta = 0.062$  and trustworthiness  $\beta = 0.102$ ) and out of those two, trustworthiness had the stronger association with the engagement rate than the attractiveness did. Therefore H1b and H3b are supported. Trustworthiness had a high positive relationship with the engagement rate, meaning that the more trustworthy the social media celebrity was perceived, the higher engagement rate the celebrity reached. Interestingly, the expertise had a negative relationship with engagement rate ( $\beta = -0.239$ ). It means that as the more expert the social media celebrity was perceived as the less likes her/his photos got. Thus we cannot accept the hypothesis H2b. Hence, H2 is

only partially supported.

On the fifth and final step of the hierarchical regression, congruence between the social media celebrity and the photo, and whether the sponsored content was labeled or not, were added. All variables were significant in  $p$ -level  $< 0.01$ . Congruence had a positive relation to engagement rate ( $\beta = 0.047$ ), and thus we can accept the hypothesis H4b. Hence, H4 is fully supported. However, notable here is that congruence explained significantly less relation to engagement rate than on purchase intentions (35,6 per cent). Besides, the results revealed that sponsored content both with or without labeling in it had a negative relationship with engagement rate (with collaboration hashtag  $\beta = -0.071$ , without collaboration hashtag  $\beta = -0.182$ ). In other words, when the social media celebrity endorser's Instagram photo was sponsored, the engagement rate was lower than in non-sponsored photos. Hence, the hypothesis H5b is not supported, while H6b is supported. This means that both, H5 and H6 are partially supported. However, when the photo was labeled with a collaboration hashtag, it had less negative association with engagement rate compared to if the photo was not labeled. Each variable's relation remained the same regardless of the relation was negative or positive and, each variable also remained significant or not significant throughout the modeling process.

**Table 10.** Hierarchical regressions results for engagement rate

		$\beta$	$t$	$\Delta F$	$\Delta R^2$
<b>Step 1</b>			40.352**	157.512**	0.109
	Follower's sex	-0.195	-14.741**		
	Follower's age	-2.072	-17.728**		
	Age difference between follower and celebrity	2.122	18.161**		
	Living in city	0.076	5.745**		
<b>Step 2</b>			57.057**	1064.945**	0.261
	Follower's sex	-0.154	-13.746**		
	Follower's age	-1.766	-17.472**		
	Age difference between follower and celebrity	1.797	17.779**		
	Living in city	0.028	2.533*		
	General celebrity	-0.416	-34.266**		
	Blogger	-0.512	-41.391**		
<b>Step 3</b>			52.623**	170.827**	0.057
	Follower's sex	-0.147	-13.753**		
	Follower's age	-1.723	-17.748**		
	Age difference between follower and celebrity	1.751	18.033**		
	Living in city	0.039	3.64**		
	General celebrity	-0.313	-23.509**		
	Blogger	-0.334	-23.513**		
	Number of Pictures	-0.281	-21.747**		

<b>Step 4</b>	Number of Followers	0.008	0.633		
	Number of Followed users	0.066	5.905**		
			32.811**	100.807**	0.032
	Follower's sex	-0.13	-12.389**		
	Follower's age	-1.689	-17.728**		
	Age difference between follower and celebrity	1.69	17.733**		
	Living in city	0.042	4.059**		
	General celebrity	-0.294	-22.552**		
	Blogger	-0.307	-22.009**		
	Number of Pictures	-0.284	-22.61**		
<b>Step 5</b>	Number of Followers	-0.015	-1.284		
	Number of Followed users	0.056	5.216**		
	Attractiveness	0.062	4.911**		
	Expertise	-0.239	-17.325**		
	Trustworthiness	0.102	7.303**		
			32.782**	117.069**	0.035
	Follower's sex	-0.124	-12.168**		
	Follower's age	-1.588	-17.19**		
	Age difference between follower and celebrity	1.59	17.204**		
	Living in city	0.039	3.844**		
	General celebrity	-0.318	-25.01**		
	Blogger	-0.354	-25.576**		
	Number of Pictures	-0.252	-20.453**		
	Number of Followers	-0.004	-0.361		
	Number of Followed users	0.052	5**		
	Attractiveness	0.056	4.494**		
	Expertise	-0.234	-17.322**		
Trustworthiness	0.086	6.29**			
Sponsored content with hashtag	-0.071	-7.043**			
Sponsored content without hashtag	-0.182	-17.59**			
Congruence	0.047	4.342**			
Overall R <sup>2</sup>	0.494				
Adjusted R <sup>2</sup>	0.493				
N	5125				

Notes: \* p < 0.05; \*\*p < 0.01

## 5. Conclusions

### 5.1 Discussion

#### *Based on past research*

A considerable body of research indicates celebrity endorsement effectiveness in terms positive effect on company's sales profits (Friedman et al. 1978, Kamen et al. 1975, Kamins 1990, Ohanian 1991, Dean & Biswas 2001). Marketers routinely use purchase intentions to predict sales (Morwitz et al. 2007). The study results of Morwitz et al. (2007) indicate that intentions are more correlated with actual purchase: 1) for existing

products than for new ones, 2) for durable goods than for non-durable goods, 3) for short than for long time horizons, 3) when respondents are asked to provide intentions to purchase specific brands or models than when they are asked to provide intentions to buy at the product category level. Due to these findings by Morwitz et al. (2007) in the case of our study the reported purchase intentions are expected to be more correlated with actual purchases accordingly.

Further on, celebrity endorsers seem also to be effective because they are viewed as likeable (Freiden 1984). In the case of social media and Instagram especially, engagement rate can be viewed as a certain type of measurement of likeability, as it presents likes divided by followers. This study explored the conditions under which purchase intentions and engagement rate arise when exposed to social media celebrity endorsement in the context of Instagram. Insights regarding the possible effects of social media celebrity endorsement on purchase intentions and engagement rate were drawn from research on celebrity endorsers' characteristics (Miller & Baseheart 1969, McGinnies & Ward 1980, Deshpande & Stayman 1994, Pornpitakpan 2004, Ohanian 1991, Friedman & Friedman 1976), celebrity endorsement match up and congruence hypothesis (Kahle & Homer 1985, Kamins 1990, Till & Busler 1998, Kamins & Gupta 1994) and from product placement theories (Russell 2002, Nelson et al. 2004, Hernandez et al. 2004, Nebenzahl & Secunda 1993). The two regression models conducted revealed that the purchase intentions and engagement rate are separate things; research variables had partly similar, partly different kinds of relationships with purchase intentions and engagement rate.

**Fit between the photo and social media celebrity is the key to success.** Congruence between the social media celebrity and the posted photo had the most positive relationship with purchase intention, which in line with the findings of for example Kahle and Homer (1985), Kamins (1990), Till and Busler (1998) and Kamins & Gupta (1994). Congruence was related on engagement rate as well, but it explained the relatively low level of variance compared to the source characteristic variables.

**If you want to influence purchase intentions choose expert social media celebrities.** From the source characteristics, expertise was the only one that was related

to purchase intentions. Thus, trustworthiness and attractiveness were not associated with purchase intentions. This finding is in line with the results of Ohanian (1991), as his study also discovered expertise to be the only source characteristic that was related to purchase intentions. The finding is partly in line also with Till and Busler (1998), as they found out that expertise is more important than attractiveness regarding celebrity endorsement effectiveness. However, these results are partly mixed with the research results of for example Deshpande and Stayman (1994), McGinnies and Ward (1980) and Friedman and Friedman (1976), as their previous findings have shown that a source's trustworthiness positively increases persuasion. Also, Pornpitakpan (2004) proposed that attractiveness and trustworthiness are positively associated with purchase intentions in addition to expertise, which our results do not support. However, notable here is that whereas Ohanian (1991) and Till and Busler (1998) studied Western respondents, Pornpitakpan (2004) conducted his research in Singapore where the culture is collectivist and high in power distance as opposed to the individualistic and low power distance Western cultures, in which also our research subject Finland belongs to. Moreover, Deshpande and Stayman (1994), McGinnies and Ward (1980) and Friedman and Friedman (1976) focused on their studies on persuasion theories mostly, which was not an explicit measure in our study. Also, the different and new context of social media might explain why our research results are somewhat contradictory with their findings.

**Trustworthy influencers are liked the most.** Interestingly, even though expertise was the only source characteristic that was related to purchase intentions, it was negatively related to engagement rate. In other words, followers believe in the recommendations of social media celebrities that are high in expertise, but do not like their contents accordingly. It might be, that the expert social media celebrities are seen because of their competence distant, which results in lower engagement rates. In turn, social media celebrity attractiveness or trustworthiness were not related to purchase intentions, but they were related to engagement rate. So, the findings imply that followers like social media celebrities that are trustworthy, or in other words authentic, genuine, honest and sincere. Also social media celebrities that are physically attractive, that is, beautiful or handsome, stylish and elegant, are liked, but attractiveness is significantly less strongly related to likeability than the characteristics associated with trustworthiness. However,



to conclude, even though social media celebrities with high expertise and competence are not seen as likeable based on the reported engagement rates, they have the strongest relationship in creating purchase intentions.

On our perspective these results seem reasonable, as it is sensible that experts in a particular field have more persuasiveness and competence in that context, so higher purchase intentions are logical when this characteristic is accompanied with congruence. Moreover, as Instagram is a social media channel where users traditionally are used to be in connection with people they know, it seems reasonable that social media celebrities that are perceived trustworthy, so authentic and genuine, receive more engagement. On other terms we imply that social media celebrities with such characteristics are probably more approachable i.e. seem more friend like and thus the 'barrier' for engagement is lower.

**Sponsored content has positive relation to purchase intentions.** Further on, our results revealed that the photos which included sponsored content were positively related to purchase intentions. This finding is in line with Nelson et al.'s (2004) work that with product placement consumers report instances of learning about and then purchasing new brands. However, sponsored content was negatively related to engagement rate. Thus the studies of e.g. Gupta and Gould (1997) and Nebenzahl and Secunda (1993) suggest that in general, consumers have positive attitudes towards product placement. Moreover, sponsored photos which were disclosed as an advertisement with a hashtag were positively related to purchase intentions accordingly. Also when the sponsored content was disclosed with the hashtag, it has a less negative relationship on the engagement rate than without it. These findings are somewhat in line with Nebenzahl and Secunda (1993) study that when product placements are disclosed as advertisements, there should not be objection towards it. Also, Till and Busler (1998) have stated out, that there is no reason to try to misguide consumers as they are in general very knowledgeable and for that reason as well transparency in sponsored contents is recommended. Again, in our view, these findings seem logical and reasonable and are very encouraging in terms of social media celebrity endorsement when the certain factors are taken into account, which is encompassed more in depth latter on the managerial implications part of this study.

### *Other findings*

**Instagram celebrities are most effective.** Besides the hypotheses, the study also revealed several other interesting findings and implications. Interestingly, social media celebrity background, or in other words source of celebrity, was related to purchase intentions as well as to engagement rate. Instagram celebrities had the strongest relationship with both raising purchase intentions and engagement rate compared to bloggers and general celebrities. In the case of purchase intentions, this finding might be due to the factor that expertise was the only source characteristics that had a relation to purchase intentions, and that Instagram celebrities are more often experts on a specific field such as interior or food, compared to bloggers and general celebrities. For engagement rate, this finding could be explained by that the Instagram influencers may appear more trustworthy -based on the research being the most related source characteristic on engagement rate- as they do not hold as commercial related background opposed to general celebrities and bloggers which are already commonly used in marketing. In the case of purchase intentions general celebrities had the weakest relationship but hold slightly more relation on engagement rate.

**Big stars and micro social media celebrities are equally competent.** A number of followers of the social media celebrity did not have relation to engagement rate, neither to purchase intentions. Traditionally celebrity endorsement has examined and emphasized (e.g. Erdogan 1999) well-know big stars, but in the context of social media also regular people can hold a social media celebrity status and thus the opportunities for influence seem to be more fragmented. Herewith we can not draw a conclusion that either micro or big star social media celebrity endorsers would be more efficient in terms of increasing purchase intentions. However, a number of users followed by the social media celebrity had a slight positive relation to engagement rate as well as on purchase intentions. This might be explained by that those social media celebrities who follow more users are for that matter also more active on Instagram in general, and thus more in interaction with their followers and other users, which then results in more positive interactions, reactions, and trustworthiness towards them.

**Older women living outside of the biggest cities are particularly fruitful target group.** Other interesting findings of the study encompassed that men tend to follow more influencers with high engagement rates, but women are elicited with greater purchase intentions. Notable also is, that younger respondents liked social media celebrities' photos significantly more, but had fewer purchase intentions compared to the older respondents. Further on, people living in cities had higher engagement rate than people living outside of the biggest cities. Though, respondents living outside of the biggest cities reported higher purchase intentions.

These findings suggest, that in the context of Instagram social media celebrity endorsement marketing efforts targeted towards older women living outside of the biggest cities are particularly efficient in rising purchase intentions compared to the efforts targeted towards men, younger audiences and people living in cities. Despite this, contents targeted towards men, people living in cities and younger audiences seem to acquire the highest engagement rates. This finding could imply, that people living in cities and younger audiences are more active on social media but due to that also more aware and critical of commercial contents. We also speculate that typically women tend to be perhaps more considerate whereas men are seen more impulsive, which might explain why men seem to be more engaged on social media.

**Big age difference to the followers and fewer published photos are desirable traits of social media celebrities.** Age difference between the social media celebrity and the follower had the highest positive relation to purchasing intentions as well as to engagement rate. This might be due to the cognition, that older people tend to seem more competent, authentic, credible and expert from youngers perspective than people with the same age. Finally, the results indicated that a number of social media celebrities' photos were negatively related both to purchase intentions and on engagement rate. This finding implies, that the contents of social media celebrities who post less frequently fewer photos are more efficient and likable. Firstly, this finding may derive from that influencer who post often, and a lot of pictures also have more commercial content and thus their credibility, expertise and trustworthiness are somewhat weakened. Secondly, this outcome might also reflect with 'information overload' and 'less is more' type of phenomenon associated with the digital

transformation counter reactions.

## *5.2 Managerial implications*

Based on our study results social media celebrity endorsement is something that marketers should definitely make increasingly use of as a part of their marketing efforts, as our study revealed that sponsored content had a positive relation to purchase intentions. Consequently, our study results have several direct managerial implications. This is the case in the context of Instagram especially, thus in our point of view the findings can also be applied to cover social media celebrity endorsement in general regardless of the endorsement channel.

Firstly, our study revealed that probably the most important matter regarding making effective social media celebrity endorsement marketing is the congruence, or in other terms the fit, between the endorsed product/service/brand and the social media celebrity. So for marketers, choosing the right social media influencers strategically holds a great importance, as in our study congruency was the greatest single factor explaining purchase intentions. Moreover, congruency had also significance on explaining engagement rate.

The factors measured related to congruency were the photo fitting to the social media celebrities Instagram account's overall style and the social media celebrity being loyal to his/her style on the photo. Therefore we suggest that marketers should emphasize primarily suitable social media celebrity selection and acquirement when planning and executing social media celebrity endorsement campaigns. This is due to the reasons that the type of social media celebrities can naturally embed the sponsored content into their style and contents, which then results in high congruency leading to higher purchase intentions and engagement. Further on, our suggestion for marketers is also that the guidelines for the social media celebrities for producing the sponsored content should be loose enough in the sense of letting them create the content with their style, as it results in congruency and thus in better results based on the research.

Secondly, we discovered that the perceived characteristics of the social media celebrity

were related to purchase intentions as well as to engagement rate. On other terms, our suggestion for marketers is to pay attention also to these characteristics when doing the strategic social media endorser choices. Social media celebrities that were perceived to be expert had the most relation to purchase intentions on our study whereas social media celebrities seen as trustworthy had the strongest relationship with engagement rate. Herewith our suggestion for marketers is favoring social media celebrities with an expert status, preferably on the marketed field, when the objective of the endorsement is primarily influencing on purchase intentions of the consumers. If the objective of the endorsement is primarily brand building and increasing brand awareness, our recommendation is favoring social media celebrities that are seen as trustworthy, thus they should go for celebrities that are seen as honest, authentic, genuine and sincere.

Thirdly, our study suggests that purchase intentions and engagement rate are two different things that are not directly related. So in other terms, plausible purchase intentions can not be reasoned from the likes the sponsored content acquires. However, this metric seems to be quite commonly used when measuring the success of the social media celebrity endorsement campaigns. Consequently, our findings imply that marketers should adopt other tactics and metrics if the object is gathering results from the actual effectiveness of the campaign regarding purchase intentions. These tactics could include for instance embedding promotional codes and similar into the sponsored contents of the social media celebrities which allow direct measurement of the effectiveness of the endorsement in terms of new customers and sales.

Nonetheless, it should not be neglected that not all social media celebrity endorsement marketing efforts aim to increase direct sales, but rather on things like brand awareness and building. In our point of view, for such objectives, engagement rate still functions as a valid metric when evaluating the success of the social media celebrity endorsement campaign. In consequence, when implementing social media celebrity endorsement activities, marketers should bear in mind the objectives of the campaign and then implement the appropriate contents and metrics accordingly.

Fourthly, the study indicated that the amount of followers the influencer has was not related to purchase intentions nor engagement rate. This result narrates that social

media celebrities of all size are as effective in terms of endorsement marketing. Hereby our suggestion is that marketers should primarily focus on the fit between the social media celebrity and the endorsed product and the target group of the social media celebrity, and not necessarily on the size of the follower base of the social media celebrity. Thus given the scope and focus of the targeted audience either smaller or bigger social media celebrities might be more appropriate.

Fifthly the research indicated that sponsored contents of social media celebrities should be told transparently about with disclosing. Disclosure of sponsored content with an according hashtag #collaboration had a significant positive relation to engagement rate. Also, the negative relation the disclosure had on purchase intentions versus the sponsored content without the disclosure was rather incremental. In other terms, in our perspective disclosing the sponsored content has greater overall benefits than not disclosing it. By disclosing the sponsored content also shows a great respect to the audience, as consumer's understanding of media should not be underestimated. Thus we courage marketers to be transparent about the sponsored contents.

This finding might be due to the growth of awareness consumers have concerning sponsored contents of social media celebrities. On other terms, it might be that consumers spot the sponsored collaboration even though it is not mentioned on the content and thus feel somewhat deceived which then reflects on lower purchase intentions and engagement rate. Hereby our recommendation is that marketers should always make sure that the sponsored contents are disclosed when conducting social media celebrity endorsement marketing, even though the legislation of the destination country would not require it yet.

Finally, we noticed that the social media celebrity type was related both on the purchase intentions and engagement rate. Our study suggests than Instagram celebrities, herewith social media celebrities that do not have previous fame as a general celebrities or bloggers, were most effective compared to the general celebrities and bloggers. We believe that this might be due to the reason that Instagram celebrities are not seen as commercial opposed to general celebrities and bloggers. In other terms, they are viewed more trustworthy, and thus their recommendations are more effective and likable.

Hereby our suggestion for marketers is to favor social media celebrities that have acquired their fame on the according to endorsement channel.

### *5.3 Limitations and future research*

Although the findings of this study have potential implications for marketers and academic researchers, several limitations exist. First of all, there is not yet an established framework, or characteristics factors used to measure social media celebrity endorsers. In this study, we based our framework on the celebrity endorsement source characteristic model of Ohanian (1990) with some additional characteristic added to better represent the plausible characteristics of social media celebrities specifically, as in our perspective in the context of social media also other celebrity characteristics could be relevant compared to traditional celebrity endorsement. Based on interviews we conducted the characteristics added were identifiable, inspirational, authentic/genuine, commercial, annoying and entertaining.

However, these characteristics did not load on any factor on the factor analysis, except authentic/genuine which loaded on trustworthiness and therefore were dropped out from the further analysis. This may have been avoided by measuring the added characteristics with several items. Moreover, we cannot be certain, that the added characteristics factors are the most relevant and representational in the context of social media celebrities. Thus studying the pertinent characteristics of social media celebrities, in other words, the characteristics that are descriptive in terms of defining the underlying reasons that cause follower interest, engagement and persuasion, still hold potential for future research.

Also notable is that plausible purchase intentions were examined among all pictures, in other terms, the analysis was not limited for instance to photos which are perceived commercial. Thus also the pictures that did not hold anything that could have been bought or consumed were part of the analysis and thus this may have biased the results. However, this choice was made as the consumer does not necessarily have to perceive the content as commercial to get purchase ideas and intentions. Still, to not rule out this

bias remains as a somewhat of a limitation. Further on, participants may respond based on their ideals, not the reality. Humans limitations to value their own motivations, values and intentions might be challenging especially in the case of purchase intentions. Thus one option could be to study the actual purchases, not purchase intentions.

There is also some limitations related to analyzing and measuring engagement rate, as for instance significance and relevance of the time and weekday for publishing the post were not taken into account. In the current study also the follower responses varied from 3 to 33 responses per social media celebrity, which might have caused the responses to be somewhat stressed. Finally, the topic still holds several implications for future research. From our perspective especially studying different visual characteristics' influence on purchase intentions and engagement rate could benefit both the marketers, social media celebrities and the academics, uncovering the most effective practices in terms of social media celebrity endorsement and visual marketing.

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## 8. Appendices

### **Appendix 1** Survey questionnaire for Instagram-celebrities

Link to @alexadagmar questionnaire: <http://bit.ly/celebritysurvey>

### **Appendix 2** Survey questionnaire for Instagram-followers

Link to @sabinasarkka questionnaire: <http://bit.ly/followersurvey-sabina>

## Appendix 3 414 photos of Instagram-celebrities

Link: <http://bit.ly/Celebrityphotos>

## Appendix 4. List of Instagram celebrities

ID nro	Instagram celebrity	Category	Photos	Followers	Followed
1	marjukkall	3	392	4 841	960
2	__hennah__	3	267	3 556	532
3	58m2	3	645	14 200	584
4	alexadagmar	2	1473	34 100	398
5	anu_nie	1	210	12 000	293
6	designwash	2	471	3 240	441
7	fitoona	2	1621	53 400	582
8	hamidjasmin	1	1087	24 700	674
9	helmihollstrom	1	331	54 100	229
10	homevialaura	2	1264	7 591	291
11	hhhachii	3	825	4 952	278
12	ilonaylikorpi	2	1177	184 000	292
13	itsronyrex	1	1621	9 321	5030
14	janniehari	2	4112	12 800	413
15	krista_keltanen	2	389	7 544	529
16	lottaharala	1	432	5 016	509
17	magicpoks	2	2254	9 659	282
18	mungolife	2	2563	24 100	306
19	nastynapalm	2	1180	60 000	299
20	paperplanesj	2	730	4 325	522
21	piiapajunen	2	1558	22 500	442
22	piiatuuli	3	901	17 000	543
23	sabinasarkka	1	1980	52 900	307
24	sannainspiredbylove	2	1021	4 900	1981
25	sannitrishin	2	1937	9 898	557
26	sarasieppi	1	1525	97 200	317
27	siirisuurvisiiri	1	668	23 700	325
28	sopivastisikin	2	710	5 580	517
29	sokin_krista				
	suvim_valkoinen	2	2525	9 926	533
	harmaja				
30	valkoinensohtu	2	680	4 830	299
31	venlanannu	3	22	2 679	1006
32	venlasof	2	193	3 209	747
33	vitunviivi	1	895	6 608	420
34	kasimir.r	3	99	2 461	281
35	mspatisse	3	658	2 180	602
36	miimiinkotiblog	2	428	3 711	495
37	hannankotona	3	796	16 100	438
38	jalosaur	3	374	4 475	597
39	lifelikevino	3	385	33 200	284
40	maiju_saw	2	1006	7 299	170
41	marivalosaari	1	1679	31 700	520
42	modernipuutalo	2	1723	4 975	685
43	monnatreenaa	2	3501	14 300	698
44	saraparikka	1	942	135 000	316
45	via.johanna	3	296	30 100	352
46	eeviteittinen	1	2586	104 000	266

**Category descriptions:** 1 = General celebrity, 2 = Blogger and 3 = Instagram celebrity