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The Business Potential of Using Celebrities for Advertising

Investigating the Impact of Celebrities within Influencer Marketing on Consumer Intention to Purchase

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Abstract

Advertising is omnipresent in our society. We see it everywhere, every day. There are countless brands all over the world, and countless ways to advertise. Many brands or companies use celebrities to promote the products or services they sell. Many studies have already been carried out into the impact of advertising on consumers, while few have examined the effects of using celebrities in advertising campaigns. Three credibility factors - trust, expertise and attractiveness - are at the heart of the research. The aim was to identify the factors behind the connection that is established by certain brands through advertising campaigns using a celebrity as the main character. Given the research questions and objectives, a quantitative survey was carried out. This research technique used a quantitative questionnaire to gather data from a sample of the target population for analysis. A deductive approach where quantitative data were collected through a survey questionnaire with a mono research method. The online survey questionnaire was answered by 102 participants. According to the data calculated by SPSS software, none of the credibility factors influence purchase intentions. In fact, neither expertise, credibility nor trustworthiness are significant (sig > 0.1). However, there is an effect of Attitude towards the brand on Intention to purchase. Attitude towards the brand is significant (sig. <0.001) with the coefficient 0.372. In conclusion, the author argues that purchase intention is determined exclusively by attitude towards the brand, independently of celebrity credibility.

Keywords/tags (subjects)

Endorsement, Advertising, Celebrities, Consumers' Purchasing Behavior, Survey Questionnaire.

Miscellaneous (Confidential information)

Respondents' answers are confidential and remain anonymous.

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1 Introduction

1.1 Background, motivation, and purpose

Background

Advertising is omnipresent in our society. We see it everywhere, every day. There is advertising in the magazines we read, in the shows we watch, in the street when we walk, in the stores we go to, on the social networks we consult, it can even be in our mailboxes, on the phone, in our emails or even in the sky pulled by an airplane... There are countless brands all over the world, some more or less important, belonging to groups or companies more or less important. And 98% of them need to advertise in order to attract, convince, reason, persuade or even decide an audience to consume their product or service.

There are countless ways to advertise: on social networks, product placements, television, magazines, radio, billboards, flyers, brochures... and many more. Each brand or company uses the most appropriate medium for its advertising budget. Firstly, on where it will broadcast its advertising (TV, newspapers, radio, réseaux...) and secondly in the quality, longevity and originality... of it.

The term publicity comes from the medieval Latin publicitatem which comes from the Latin publicitas, "which belongs to the public". Advertising is indeed addressed to the public. And if advertising had a face, the face of a person that we see so much everywhere that we have the impression of knowing him. It's the "intimacy illusion", the public has the impression to know them and so they identify with them a lot.

Since the last century and with the emergence and globalization of cinema, music, sports and especially the media, an obsession with celebrity has gradually emerged. Even more so now with the exponential emergence of social networks. Celebrities are everywhere: in articles, in interviews because of their personal life, their health condition, the movies they are going to play in or their favourite restaurant... are of interest to the general public.

We see it even more on social networks with the emergence of "influencers". These people with hundreds of thousands of subscribers or even millions share in their news feeds promotional codes for products they promote for money. Their followers, big and small, identifying with them or liking them will be influenced to buy these products because Mr. or Mrs. Influencer X says good things about them or says they use them. There seems to be somewhere a relationship of trust that operates.

Nowadays, celebrities are in 16% of ads worldwide and Celebrity advertising has been recognized as "a ubiquitous feature of modern marketing'' (McCracken, 1989). Nowadays, celebrities are used so much in marketing that the success of an ad endorsed by a celebrity is not guaranteed.

The aim is to demonstrate the persuasive influence of celebrities in advertising towards target consumers through a psychological analysis of persuasion.

Motivation for the research

This topic is quite fascinating because there are many examples to study, muses change, some brands cancel contracts for X or Y reason, others keep the same muse for years. But still, by under-standing why a brand chooses this celebrity and not another, we learn more about the values of the brand, the message it wants to convey and a lot of other things.

But above all, what impact do these ads have on the general public, why do some celebrities at-tract more customers than others, and how to explain the influence of these people towards a community.

In addition, many existing surveys have been conducted on this subject, articles have been written on these "influenced" purchasing behaviors and psychological studies have also been conducted. Gathering all this information and making a clear and up-to-date summary of it is the motivation of the research.

Purpose of the research

The purpose of this study is to identify the factors behind the connection that some brands make through advertising campaigns, using a celebrity as the main character. Further research into the behavior, approach or reaction of consumers to these marketing tools will be at the heart of the subject too.

1.2 Research objectives, questions and approach

This study relies on the following research objectives and questions: (i) gathering knowledge about existing theories and previous empirical studies concerning this principle of celebrity influence in advertising; (ii) Study consumer attitudes based on credibility criteria; (iii) Evaluate consumer awareness of celebrity influence through advertising.

RQ1: How does Credibility of Celebrity affect Attitude towards the brand?

RQ2: How does Credibility of Celebrity affect Intention to Purchase?

RQ3: How does Attitude towards the brand affect Intention to Purchase?

RQ4: Is there a mediation effect of Attitude towards the brand?

In this empirical study, the author adopts a deductive approach, collecting quantitative data by means of a survey questionnaire, using a mono research method.

1.3 Thesis structure

It is a thesis composed of six chapters. The first one is the introduction, the author presents the subject, the way he intends to treat it, the tools he will use as well as the structure of his work. The second chapter is dedicated to the discovery of the subject by going through several theories, hypotheses, preliminary research... In the third chapter, the author explores consumer behaviors to elucidate their attitudes towards celebrity advertising, detailing the research methodology. The fourth chapter focuses on data collection and analysis to present the results obtained, with the aim of meeting the study's objectives. The conclusions arising from this research are set out in the fifth

chapter. Finally, the last chapter examines the limitations, reliability and validity of the study, addressing research questions and discussing potential extensions for future research.

Figure 1. Thesis structure model

2   Literature review

To assess the influence of celebrity endorsement in advertising, researchers have frequently used source models originally designed to analyze communication effectiveness. These include the source credibility model, introduced by Hovland and colleagues in the early 1950s, and the source attractiveness model, developed by McGuire in 1968. Later, the congruence hypothesis was advanced to complement these two founding models, as proposed by Kahle and Homer in 1985, and by Kamins in 1989 and 1990. The characteristics of these three models will be explained in the following paragraphs.

2.1   Celebrity influencers

McCracken's definition of a celebrity is one that we will adhere to: a person who has gained public recognition for their accomplishments in domains such as music, television, sports, etc. A celebrity spokesperson, in turn, is someone who advocates on someone else's behalf. Specifically, as McCracken notes, a celebrity spokesperson is someone who is widely known by the general public and who is prominently associated with a product or service via advertising, for the purposes of encouraging consumers to purchase the product (McCracken, 1989, p. 310). McCracken also points out that through their appearances in public life, celebrities have come to represent various

cultural values, which can then be communicated to audiences via endorsements (McCracken, 1989, p.310).

2.2 Credibility of the celebrities

Credibility is an indispensable asset that a celebrity chosen by a brand must have, to make an impact on the general public. Commenting on credibility, Metetzger and Sush (2028, p. 89) argues : "The importance of the dimensions of credibility differs according to the product category and sometimes even according to the communication objectives". For instance, we have seen that the celebrity's reliability is the most important dimension, regardless of the product's product category. The attractiveness of the celebrity is important in the luxury sector or when the product is intended to reinforce physical attractiveness, Till and et Busler (2000and). Expertise, cited by only two of the experts interviewed, is important for technical products requiring expert advice.

2.2.1 The source attractiveness model

Numerous studies have been published describing the role of physical attractiveness. According to social psychology research, there are a number of factors behind attractiveness. Attractiveness, seduction don't just come down to physical attractiveness. Many other factors come into play, such as personality, lifestyle, intellectual level, etc (Erdogan, 1999).

Firstly, the attractiveness of the source refers to its charisma, physical appearance and personality. Celebrities are often considered attractive because of their physical appearance and high social status. According to a study by Erdogan (1999), source attractiveness can positively influence consumer attitudes towards advertising. Even more important if it is about promoting beauty products such as : perfumes, make-up, creams, clothes…. A research from Kahle and Homer (1985) illustrated the importance of attractiveness for effective approval. The findings showed that exposing participants to famous and attractive personalities led to better brand retention and increased purchase intentions. The product used in this study is a cosmetic product. The authors do not present any cases of products unrelated to physical attractiveness. The findings suggest that it is uncertain whether the physical appeal of a celebrity exerts a significant influence on consumer purchasing attitudes, whatever the nature of the product.

A work by Kelmanns (1962) indicated that if the promoted product has nothing to do with beauty or elegance, for example a computer, whether the endorser is attractive or not, it has no impact on the consumer.

Finally, source credibility refers to the trust consumers place in the source. Celebrities are often considered credible because of their status and notoriety. According to a study by Till and Busler (2000and), source credibility can positively influence consumer attitudes towards advertising.

Overall, the source attractiveness model suggests that using celebrities in advertising can be an effective strategy for increasing the impact of advertising messages. According to Erdogan (1999, p. 165). Even if the celebrity's role is effective in the endorsement process, its ability to completely change a consumer's attitudes, or even create purchase intentions, is weak.

The attractiveness of celebrities is therefore embodied by their physical beauty and charisma, which are all the more important when their fame is high. It can have a certain effect in the advertising of beauty or elegance products, but much less so for other products in different categories. Consideration of the effectiveness of endorsement is not limited exclusively to aesthetic appeal.

2.2.2   The source credibility model

Expertise refers to the source's competence and know-how in a particular field. Celebrities are often considered experts in their field, be it entertainment, sport or fashion. According to a study by Godes and Mayzlin (2004), the presence of a celebrity in an advertisement can increase the perception of brand expertise.

The second dimension of credibility is defined as the degree to which the communicator is considered a valid source of claims (Erdogan, 1999). Otherwise the celebrity would not be useful to the brand. Of course, this could be taken the other way around: if the celebrity is not a valid source of claim, who would find it credible? A celebrity perceived as an expert in the product category is more persuasive, generates higher purchase intentions , and influences the perception of product quality (Hovland & Weisse, 1950, p. 201).

Indeed, for example, that's why sports betting applications use top athletes as endorsers. In some fields, having personalities who have a direct relationship with the product or service they promote is reassuring or attractive for the consumer who will doubt the efficiency, the quality or the usefulness of the promoted product or service. Till and Busler (2000and, p. 134) assert : "without a direct connection between the chosen celebrity and the endorsed product, there is no point in collaborating. The effectiveness of the endorsement depends on this connection". This association is linked to the level of expertise the celebrity holds within the product category.

"Credibility plays a major role in the attitude change process" (Kelmann, 1962, p. 78). To illustrate, according to Hovland and his associate, sources that are perceived as expert and trustworthy are deemed credible and thus hold persuasive power. To sell a product or a service you have to convince or persuade an audience to consume it and therefore to buy it. That's why it is essential that the celebrity chosen to transmit the message has a credible image with the audience and with the product he/she is promoting because credibility leads to persuasion.

In terms of credibility and attractiveness of the source, they were sufficient to determine the effectiveness of celebrity endorsement. On the other hand, despite the usefulness of these models for assessing the effectiveness of approval, they proved incomplete for providing a comprehensive explanation of the process. These conceptual frameworks have been criticized for their inability to explain why a personality, despite its credibility and public appeal, might not be effective in the context of an advertising campaign. To justify the persuasive power of the message that a celebrity transmits, it is not enough to look only at his attractiveness and credibility. Even if these two factors are very important as we have just justified.
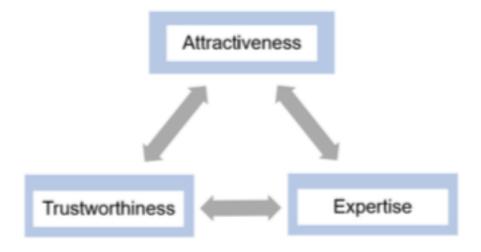
Figure 2. Simplified model of the source credibility (Ohanian, 1991)

2.2.3   The source trustworthiness model

Credibility also begins with being perceived as honest and moral to the general public for a celebrity. We realize that their credibility is linked to consumers' trust in the honest and objective source of the information they provide. Priester and Petty (2003, p. 123) state: "in advertising, it is the reliability of the source that influences the extent of the treatment". According to these researchers, when the credibility of an advertising source is called into question, consumers tend to give greater weight to product-related arguments. In this scenario, the quality of the arguments is closely linked to consumers' attitudes and cognitive responses, in contrast to a source deemed highly reliable. Therefore, using credible sources leads to more receptive advertising messages, but less complex attitudes.

2.3   Consumer attitude

Advertising's power of influence lies mainly in the comparison of the consumer's image with the image conveyed by advertising. Nevertheless, there is no empirical evidence for this comparative process. Some authors have admitted that individuals can compare themselves to members of groups or social categories with which they have no social interaction (Merton, 1957).

Renowned models embody an image, personality and values, unlike their anonymous counterparts. Their appearance in advertising provides a framework and points of reference that help the individual evaluate attitudes or behaviors, thus simplifying the decision-making process. Audiences often establish an imaginary relationship with celebrities through their repeated appearances in the media (Alperstein, 1991).

People often tend to delude themselves into an interpersonal relationship with celebrities, mainly because of the sense of familiarity they feel towards the personality they are exposed to. Cocanougher A. Benton et Bruce Grady D (1971) argue that the use of celebrities in all forms of advertising clearly illustrates the fundamental marketing hypothesis that socially distant groups, or those with which individuals have no social ties, have a significant influence on individuals wishing to imitate them.

It should also be pointed out that individuals tend to conform to referents that are congruent with the image they have of themselves or would like to have of themselves (Park & Lessig, 1977). The reception of advertising involving a celebrity varies according to the image of the celebrity as perceived by the consumer. In addition, the recipient of advertising reacts favorably only when the image or meaning represented by the celebrity matches his or her own perception or ideal. Thus, the concept of "congruence with oneself" becomes crucial in the acceptance of celebrity influence.

2.4   Consumer intention to purchase

The impact of self-image congruence on consumer behavior has been extensively studied. According to this theory, a fraction of individual behavior is influenced by the comparison between personal image and product or brand representation, as manifested through the stereotypes associated with the typical brand user (Sirgy, 1997). The findings of this branch of research indicate that consumers frequently have an inclination for products and brands that closely match their own self-perception. Thus, according to Johar and Sirgy (1997), the higher the congruence between the product image (conveyed by the source) and the audience's self-concept, the higher the probability of persuasion of advertising messages.

Researchers also point out that the effectiveness of advertising messages, when value-based, is closely linked to a mediating element: correspondence with the individual's self-image. In the case of endorsement, the celebrity's personality transposes the image of the typical consumer of the product. As a result, people are accustomed to comparing their own image with that projected by the celebrity to assess their own appearance. As the endorsement of a celebrity is seen as a manifestation of values, its influence on consumer reactions can be mediated by its harmony with consumers' self-image.

2.5   Celebrity endorsement

McCracken's research (1989) emphasizes that celebrities act as "cultural carriers of meaning" when associated with brands, facilitating the transmission of symbolic messages and thus influencing consumer perception. This cultural approach to endorsement has been reinforced by Erdogan (1999), who argue that celebrities act as "transfers of meaning", transferring meanings from their personal image to the products they endorse.

The pioneering study on this subject was conducted by Friedman et al. (1976), which compared the advertising effectiveness of four categories of endorser: a celebrity, a typical consumer, an expert and the president of a wine company. As part of this research, fictitious advertisements featuring fictitious brands of sangria wine were specially designed. A sample of 120 teenagers was selected, then divided into four groups. These four groups were then confronted with one of the study's test ads, all of which were similar except for the personality that endorsed them. At the same time, the fifth group, acting like a control group, was confronted with the same ad, but without the presence of an endorser, highlighting only the product to be promoted.

Participants exposed to an ad featuring a well-known celebrity (Al Pacino) showed significantly higher purchase intentions and wine taste ratings than those exposed to an ad with no endorsement. However, no significant disparities were found in advertising credibility or price perception ratings between the three forms of advertising, sponsored or unsponsored. This indicates that the type of approval has little influence on how advertising is perceived in terms of credibility or price expectations for the product.

The researchers also examined the influence of various types of advertising on purchase intentions. Five separate ads were evaluated: one involving a celebrity, one featuring an expert, one from the manufacturer, one from an ordinary consumer, and finally one presenting the product exclusively without any endorsement. Researchers selected participants in a shopping mall, encouraging them to try a new brand of wine. A total of one hundred consumers, including fifty women and fifty men, were questioned. To avoid any bias in terms of product identification and the impact of the brand name, the ads have been intentionally designed without mention of the brand, its logo or other identifying elements.

The influence of endorser type on responses to advertising proved statistically significant. The endorsement of celebrities led to more positive attitudes towards advertising, and resulted in higher price estimates than other types of endorsement. Equally important is the fact that there were no significant disparities between men's and women's reactions to the various types of approval, and no notable distinctions were observed with regard to purchase intentions.

This study highlights the positive impacts of using celebrity endorsers compared to other forms of endorsement. However, it is essential to note that the advertisements used were fictitious, featuring imaginary brands and presented in black and white, which, combined with the particular composition of the samples, could introduce biases likely to limit the generalizability of the results obtained. What's more, the differences in results could also be due to a gap in understanding the impact of the celebrities' characteristics used, such as their charisma, credibility and knowledge of the branded product, aspects which, according to the research, are crucial to the efficacy of an endorsement.

2.6 Image of the celebrity

A key aim of the endorsement is to transfer the celebrity's image to the brand. Hence the importance of the celebrity's image. In reality, when a celebrity takes part in an advertisement or campaign, the image he or she conveys must be consistent with his or her public image, as perceived by the public. It is a kind of mirror effect, the personality of a celebrity brings something extra to a brand, a collection or a product in order to illustrate it. At the same time, in the other direction, this brand, collection or product can bring an extra attraction to the celebrity. Let's take the example of the advert for Dior's men's wild perfume. They chose to shoot the advert with Johnny Depp, the famous Hollywood actor who has starred in many of the world's best known blockbusters. Johnny Depp has always had a very masculine image and sometimes a bit too much of a sloppy rocker. Seeing him in a Dior advert indirectly enhances his image because Dior stands for beauty, care, high fashion and many other very aesthetic things. On the other hand, Dior was able to take advantage of his masculinity and his look to set up a very virile advertisement so that a maximum of men would identify with him and consume the product. Johnny Depp's look, masculinity and virility acted as a magnet for men.

However, it should be pointed out that this criterion may take a back seat for some well-known athletes, whose appreciation is based more on their sporting performance than on their personal image. In general, advertisers seek out athletes because of their popularity rather than the image they project, particularly in the context of high-profile sports.

2.7   Suitability with the target

Familiarity refers to the perceived similarity of the knowledge a celebrity endorser possesses through exposure (Belch, 2001). The extent of consumer familiarity with a celebrity is a crucial factor for companies when choosing a public figure to represent their brand. The greater the familiarity, the more positive the intention. Consumers must recognize themselves in the message conveyed by the celebrity and perceive a certain proximity to the image of the typical user of the brand as conveyed by the celebrity. The power of familiarity on attitudes only intensifies with brief, intermittent exposures of said celebrity.

2.8   Identified research gap

There are several notable gaps in the academic literature on celebrity endorsement. Firstly, the majority of celebrity endorsement frameworks take a unidirectional approach, ignoring a series of complex interactions and meanings that seem particularly relevant given the current dynamics of relationships between consumers and celebrities.

However, several subsequent publications have been the subject of interesting research. Firstly, McCracken (1989) developed the transfer of meaning framework, which explains how celebrities transfer their own cultural meaning to the products they endorse. This theory was tested through qualitative studies involving interviews and content analysis of advertising campaigns in the US fashion industry. McCracken highlighted the importance of understanding cultural transfer beyond the simple attributes of the endorsement source.

But then again, Erdogan et al (2001) used a quantitative approach to examine the effectiveness of celebrity endorsement as a function of celebrity-brand congruence. They conducted a survey of consumers in the UK, focusing on the soft drinks industry. The study revealed that brand-celebrity congruence plays a crucial role in consumers' perception of endorsement.

Furthermore, Choi and Rifon (2007) proposed a model of trust in celebrity endorsement, analyzing how trust in the endorsing celebrity affects consumers' attitude towards the brand and their purchase intention. They used an online survey methodology with US consumers in various sectors, including consumer electronics. Their results underline the importance of trust in the success of celebrity endorsement campaigns.

Pringle and Binet (2005) explored the role of emotions in the effectiveness of celebrity endorsement, using a mixed-method approach that combines case studies and quantitative analysis. They focused on the perfume industry in France, revealing that the emotions evoked by celebrities can significantly improve brand memorability and purchase intention.

Finaly, Jin and Phua (2014) examined the impact of social networks on the effectiveness of celebrity endorsement, using a content analysis of celebrity posts on Instagram and a survey of followers in South Korea. Their research in the beauty industry showed that interaction between celebrities and consumers via social networks reinforces celebrities' influence on consumer attitudes and purchasing behavior.

The implications of celebrities are therefore manifold, and research approaches aimed at discerning the various implications of celebrities and their respective influence on consumer attitudes and behaviors are crucial for marketing professionals. Little is known about the exact personality characteristics of celebrities, which are most effective in marketing communications and in building an audience or fan base by targeting specific groups of consumers.

2.9   Research framework

This chapter reviews previous research on the persuasive influence of sources and the use of celebrities in commercial advertising. It then presents the specific research framework for the study, as well as the research question and hypotheses, before concluding by discussing the study's potential contributions.

The credibility of a celebrity chosen by a brand is crucial for making an impact on the general public. The source Credibility Model (Hovland et al., early 1950s) and Source Attractiveness Model (McGuire, 1968) have served as the basis for evaluating the effectiveness of celebrity endorsements, suggesting that the persuasiveness of a message is influenced by the credibility and attractiveness of the source.The celebrity's reliability is the most important dimension, while attractiveness is important in the luxury sector or for products that reinforce physical attractiveness.

Studies by Erdogan (1999), Till & Busler (2000), and Ohanian (1991) have extensively discussed the dimensions of celebrity credibility, including trustworthiness, expertise, and attractiveness, and their impact on consumer attitudes and behaviors. Expertise is important for technical products

requiring expert advice. Credibility begins with being perceived as honest and moral to the general public. The second dimension of credibility is determined by the degree to which the communicator is perceived as a reliable source of assertions. It's crucial that the celebrity has a level of expertise in the product category concerned. Credibility leads to persuasion, and it is essential that the celebrity chosen to transmit the message has a credible image with the audience and the product they are promoting.

Furthermore, self-image congruence theory proposes that an individual's behavior is influenced by the comparison between his or her own perception and that of a product or brand, as represented by the characteristics of typical users associated with that brand. A better match between the product's image and the public's perception of itself increases the likelihood that advertising messages will be persuasively effective. In the context of endorsement, individuals evaluate their own image against that projected by the celebrity, which can influence consumer reactions through self-image congruence.

The author will therefore go back over these various assertions and verify them by proposing a quantitative questionnaire to a hundred or so participants. He will then try to understand which are the precise factors that impact consumer behavior in their purchase intentions, which are the most reliable, the most common, the most effective. Or, on the contrary, those that are less effective. The research was inspired by the models mentioned above, as well as the Meaning Transfer Model (McCracken, 1989). This framework (Figure 3) explains how celebrities transfer their own cultural meaning to the products they endorse, underlining the importance of understanding cultural transfer beyond the simple attributes of the source.
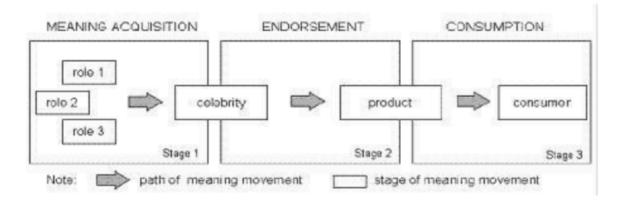

Figure 3. The meaning transfert model (McCraken, 1986)

Referring to various approaches in the literature, the author has developed a research model that envisages a mediating effect of brand attitude between celebrity characteristics and purchase intention. The framework is presented on figure 4. In the analysis part research framework was split into two regression models to statistically test hypotheses.
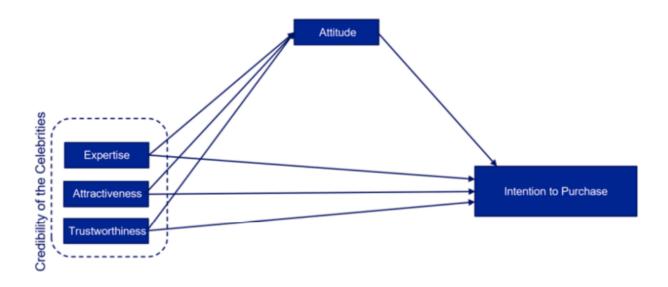

Figure 4. Proposed research framework

3   Research methods and implementation

The following sections describe the research methodology. Data collection methods and research design are presented, as well as the sample and its characteristics. The author discusses how the questionnaire fits with the model represented in the theoretical framework of this article.

To properly address the research questions, the methodology chapter explores the conduct of the study. It encompasses the theoretical and philosophical assumptions as well as the implications associated with the method employed (Saunders et al., 2009).

3.1   Research context

The quantitative questionnaire is about the business potential of using celebrities for advertising. Through this survey the author is investigating the Impact of Celebrities within Influencer Marketing on consumer intention to purchase. Several participants from France and other countries

around the world took part. People of all ages to get a global view and understand the phenomenon. The survey lasted just over 4 months, enough time to obtain as many diverse profiles as possible.

3.2 Research design

Research design encompasses the entire strategy you employ to integrate the various components of the study in a relevant and coherent way, thus ensuring an effective response to the research problem; this includes the data collection, measurement and analysis model (Trochim, & William M.K., 2006; Vaus, 2007).

The design is based on the research onion below (figure 5).

As a temporal study, this investigation has been devised given its inherent qualities and time restriction. Throughout the specified time frame, it presents an overview of the factors contributing to consumers' buying inclinations and how celebrities influence the process. It's worth highlighting how changes in consumer motives over time necessitate the gathering of timely data for dependable findings. While a longitudinal study was an option to explore the continuity of purchasing preferences, it was ultimately not feasible due to time limitations. A cross-sectional study, though, proved effective in meeting the research objectives.
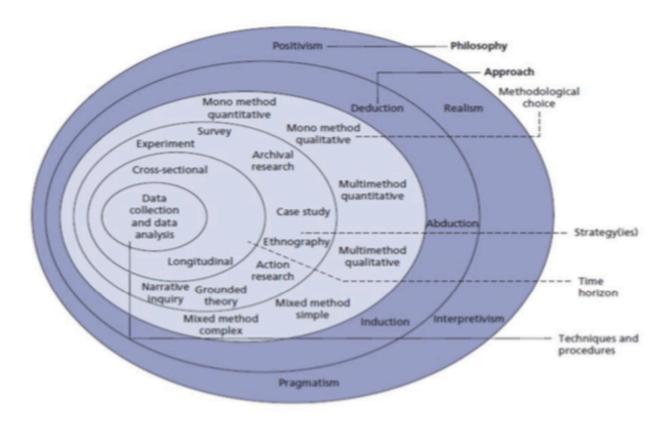
Figure 5. Research philosophy in the "rearch onion" (Saunders et al., 2009)

3.2.1 Research purpose

The purpose of this research is **Explanatory**

Explanatory studies emphasize the relationship between variables. Statistical tests such as correlations can be used to illustrate these relationships. The study explores the links between the following variables: celebrity credibility in relation to brand attitude, celebrity credibility in relation to purchase intention, brand attitude in relation to purchase intention, and the mediating effect of brand attitude.

3.2.2 Research philosophy

Attitudes and purchase intentions vary from one consumer to another, depending on the type of influence and its effect on them. The aim of this thesis is to analyze consumer behaviors and responses to various types and levels of influence. The social dimension of the indirect interaction between celebrities and consumers emanates from realistic, constantly evolving phenomena. Re-

alism, as a research philosophy, is particularly well suited to the study of complex social phenomena such as the impact of celebrities on consumer attitudes and purchase intentions. In the context of your study, this philosophical stance is used to understand how individuals react to celebrity influences in marketing and advertising.

This thesis takes a fresh, transparent look at the impact of celebrity on consumer attitudes and purchase intentions. It is a study that interprets social phenomena on several scales, using several factors. The study is conducted by means of a quantitative questionnaire, in order to investigate social facts. The study represents a snapshot of reality (as data collection happened in one wave).

Research is opening up to the world, and celebrity is a social phenomenon that affects all cultures. The world influences research and therefore impacts results. Realism is omnipresent in interpretations: data are reported as they are, and interpretations are made on the basis of them.

3.2.3   Research approach

The approach in this research is **deductive.**

The research approach (see figure 6.) is **deductive**, meaning that the research hypotheses are based on existing theories, but these theories are subsequently tested before being verified or refuted. In order to use this method, the author must master and interpret the topic in order to compare new results with those from the literature review.

Figure 6. Deductive Research Approach

3.2.4 Research strategy/method/s

The term "questionnaire" encompasses a variety of data collection techniques. However, the principle is the same: to obtain a wide range of responses from a large sample, so as to be able to study the answers and thus complete a research project. Provided that the questionnaire is relevant to the research questions and topic.

After evaluating the various methods of data collection, the author felt that a quantitative questionnaire survey was the best option in view of his research questions and objectives.

The quantitative research method is an approach to data collection that enables the researcher to quantitatively analyze behaviors, opinions and even expectations. Unlike a qualitative survey, the main objective is to draw statistically measurable conclusions. On a research project, a quantitative questionnaire is used to support or demonstrate facts by quantifying a phenomenon. This research method involves the use of a quantitative questionnaire to collect data from a sample of the target population for analysis.

3.2.5 Methodological choice

Only one method of data collection was used, namely a quantitative questionnaire. Therefore the methodological choice can be qualified as a mono-method.

3.2.6 Time horizon

The time horizon is cross- sectional, as the data were collected only once.

As a temporal study, this investigation has been devised given its inherent qualities and time restriction. Throughout the specified time frame, it presents an overview of the factors contributing to consumers' buying inclinations and how celebrities influence the process. It's worth highlighting how changes in consumer motives over time necessitate the gathering of timely data for dependable findings. While a longitudinal study was an option to explore the continuity of purchasing preferences, it was ultimately not feasible due to time limitations. A cross-sectional study, though, proved effective in meeting the research objectives.

3.3   Data collection

Primary quantitative data collected through questionnaire. The quantitative questionnaire can be found in Appendix 1.

3.4   Data analysis

3.4.1   Quantitative data analysis

To answer research questions, collected data were analyzed using quantitative methods. The research framework model was decomposed into two linear regression models. The regression models were analyzed using SPSS software. The constructs (variables) in the models were calculated as averages of appropriate positions in the questionnaire.

3.4.2   Qualitative data analysis

Qualitative data analysis is beyond the scope of this thesis.

3.5   Ethical considerations

This study on the impact of celebrities in influencer marketing on consumer purchase intention raises a number of crucial ethical considerations. Firstly, it requires full disclosure of the study's objectives, data collection procedures and external implications. In addition, transparency in the communication of results has been respected. The study's conclusions are presented objectively and faithfully to the data collected, without exaggeration or distortion of the facts. The limits of the research are acknowledged.

For safeguarding the privacy and confidentiality of the participants the utilization of an anonymous questionnaire through Google Forms has been applied to address the principles of confidentiality and privacy for the respondents. Only aggregated figures with no individual records of the respondents have been included in this report.

 In order to maintain academic integrity, this thesis complies with ethical standards regarding the citation and referencing of sources. The aim is to produce reliable and ethical results that make a

positive contribution to understanding the role of celebrities in influencer marketing and their impact on consumer purchasing behavior, in relation to credibility factors.

4   Research Results

Respondent's profile

101 people completed the survey questionnaire. The questionnaire begins with 4 demographic questions to establish the respondent's profile. Initial data reveals that the majority of respondents are from Generation Z (73.3%), aged between 10 and 25 (figure 7).
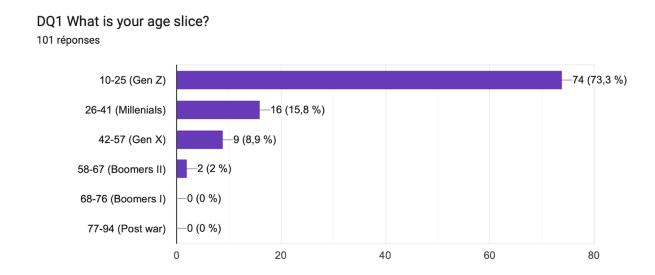
DQ1 What is your age slice?
101 réponses

Age slice	Responses
10-25 (Gen Z)	74 (73,3 %)
26-41 (Millenials)	16 (15,8 %)
42-57 (Gen X)	9 (8,9 %)
58-67 (Boomers II)	2 (2 %)
68-76 (Boomers I)	0 (0 %)
77-94 (Post war)	0 (0 %)

Figure 7. Respondent's slices of age, through generations.

DQ2 What is your gender?

101 réponses
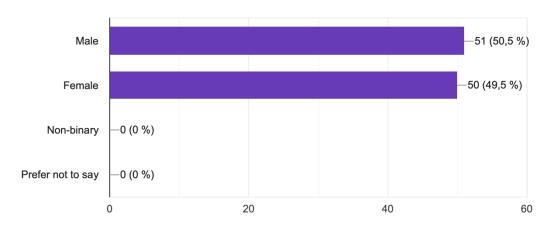
Figure 8. Respondent's gender

DQ3 What is your nationality:

99 réponses
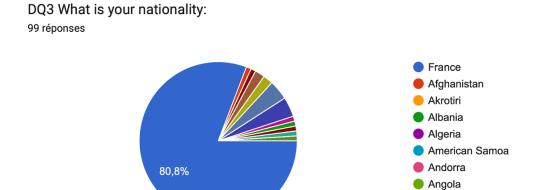
Figure 9. respondent's nationality

According to these graphs, almost as many women as men responded to the survey questionnaire, 51 men (50.5%) for 50 women (49.5%), making the survey results equally valid for men and women (see figure 8). Again, according to the data in figure 9 the majority of respondents are French (80.8%).
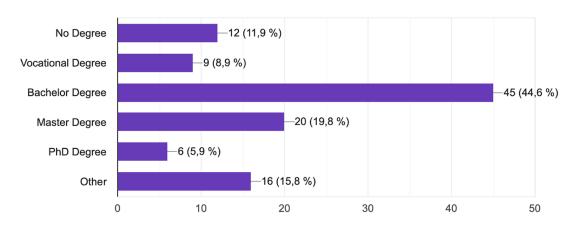
DQ4 What is your education degree?
101 réponses

Figure 10. Respondent's level of education

According to figure 10, the majority of respondents are at Bachelor's level (44.6%).

General questions measuring interest in celebrities :

PQ1 Have you ever used an online platform to purchase a product or a service online ?
101 réponses
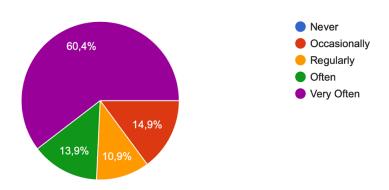
Figure 11.frequency of online purchase

The pie chart above represents our consumers' online purchasing frequency. The majority of our respondents (60.4%) admit to frequently going online to purchase products or services. (figure 11).

PQ2 Do you follow influencers on social networks?
101 réponses
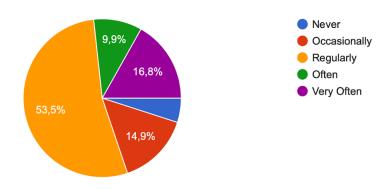
Figure 12. Frequency of subscriptions to celebrities on social networks.

More than half of our respondents (53.5%) admit to regularly following celebrities on social net-works. (figure 12).
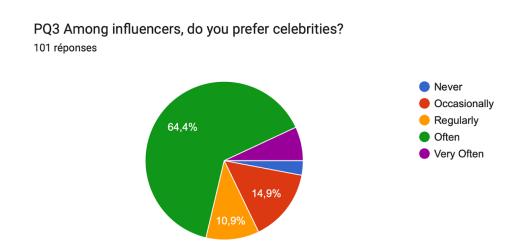
PQ3 Among influencers, do you prefer celebrities?
101 réponses

Figure 13. Respondent's preference between celebrities and influencers

PQ4 Have you ever been interested by new products/services recommended by celebrities on social media ?

101 réponses
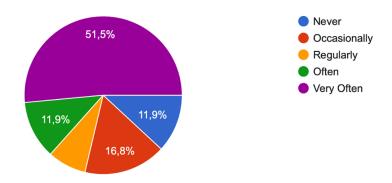
Figure 14. Consumer interest in products or services recommended by celebrities.

64.4% of consumers say they prefer celebrities to influencers (figure 13)This question was asked to determine which type of advertising our respondents preferred between scripted ads from major brands or the promotion of products from little-known brands by influencers on their social networks. Next, a question measuring consumer interest in products recommended by celebrities on social networks achieved 51.3% positive ratings (figure 14).

PQ5 Please select one or more reasons why you were influenced by celebrities in your purchasing decisions:
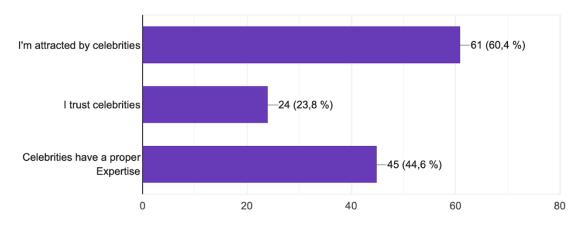
101 réponses

Figure 15. Criterias of celebrities influence on purchasing decisions.

For the majority of respondents (60.4%), the main reason why some consumers are influenced to consume is due to its attractiveness.

Study of the three factors of celebrity credibility : Expertise, Attractiveness and Trustworthiness :

Expertise

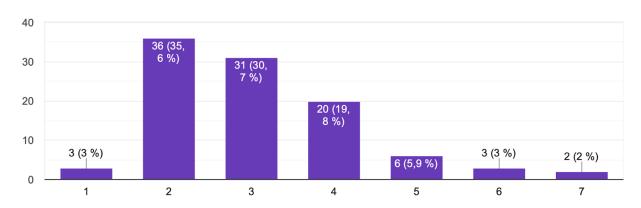MQ1 The social media influencer(s) I follow is/are experts in their field
101 réponses

Figure 16. Influencer expertise on social networks.

MQ2 The social media influencers I follow have great knowledge about their field
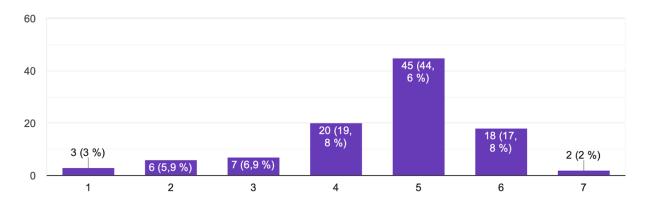101 réponses

Figure 17. Influencer's knowledge of the areas they cover.

The author asked two questions with meanings not far apart. The first (figure 16) asked respondents whether they thought the influencers who promote their products were experts in their field. The second, (figure 17) asked respondents if they felt that the influencers they follow have a minimum of knowledge in the field to which the product or service belongs. It appears that the majority feel that they are not experts (35.6%) (figure 16), but that they do have some knowledge of the field to which the product or service belongs (44.6%) (figure 17).

MQ3 The social media influencers I follow explain products through every perspective
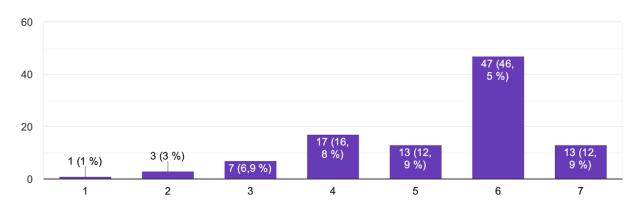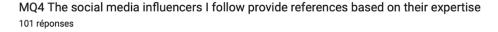101 réponses

Figure 18. Influencers explain their prodcuts or services in detail.

For 46,5% of the respondents, celebrities explain the products and services they promote in detail.

MQ4 The social media influencers I follow provide references based on their expertise
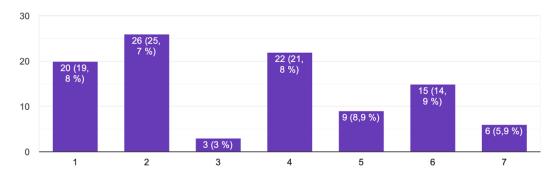101 réponses

Figure 19. the influencers followed by the respondent are based on their own expertise

There are many disparities when it comes to the question of an influencer's expertise base. The answers are not unanimous, even if the majority feel that influencers do not base themselves on their own expertise when promoting a product or service.

Attractiveness

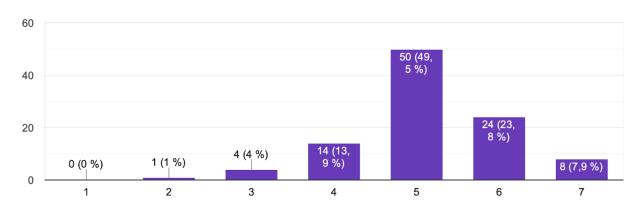MQ5 The social media influencer(s) I follow is/are charismatic

101 réponses

Figure 20. Celebrity charisma.

MQ6 The social media influencer(s) I follow is/are good-looking
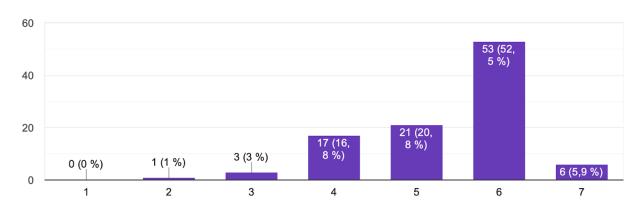
101 réponses

Figure 21. celebrity apperance.

The more charismatic or beautiful influencers are, the more sensitive consumers will be to their words, as shown in the figures 20 and 21.

MQ8 The lifestyle of social media influencer(s) I follow is/are attractive
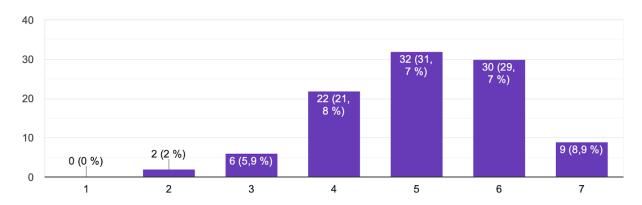
101 réponses

Figure 22. The attractive celebrity lifestyle.

The majority of respondents (70%) say they appreciate the attractive lifestyle of celebrities.

Trustworthiness

MQ9 The social media influencer(s) I follow is/are dependable
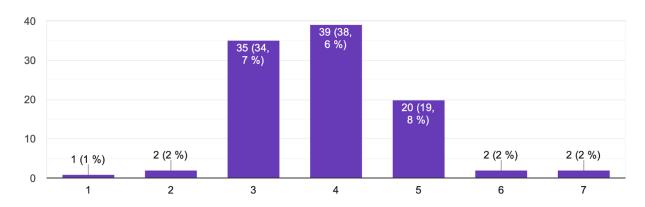
101 réponses

Figure 23. Influencer reliability.

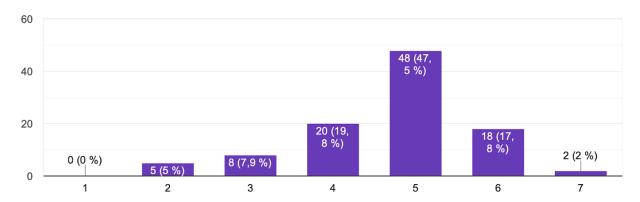MQ10 The social media influencer(s) I follow is/are honest

101 réponses

Figure 24. Honesty of influencers.

These two graphs show us that the majority of respondents rely more on the honesty than the re-liability of influencers when following them on networks.

MQ12 The social media influencer(s) I follow is/are sincere
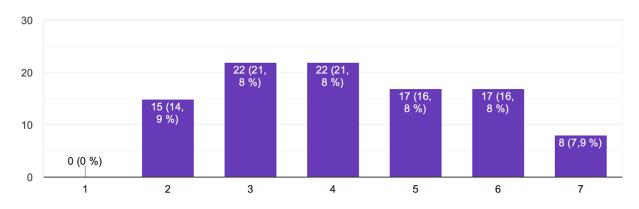
101 réponses

Figure 25. the sincerity of influencers.

Once again, there are quite a few disparities when it comes to the sincerity of influencers, even if the majority don't seem to care that much, as we can see with these two times 21.8% at around 3 and 4 on the Likert scale.

Focus on consumer's attitude to the brand endorsed by the celebrity :

MQ13 I do trust brands advertised by social media influencers I follow

101 réponses
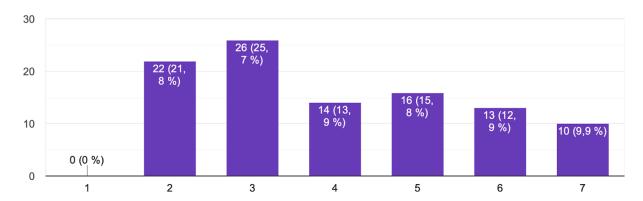
Figure 26. Confidence in the brands promoted by the influencers they follow.

MQ14 Brands recommended by social media influencers are more reliable

101 réponses
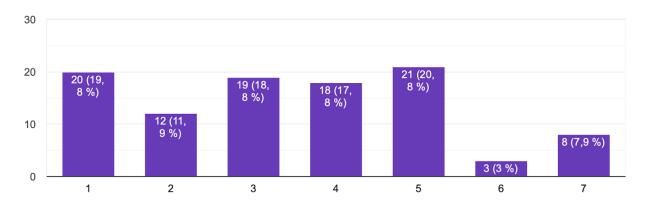
Figure 27. Reliability of brands recommended by influencers.

The aim of these questions is to understand whether consumers have more confidence in the brands promoted by the influencers they follow. According to the results obtained in figures 26 and 27, respondents don't particularly trust the brands promoted by the influencers they follow.

MQ15 I have positive perception about brands endorse by influencers
101 réponses
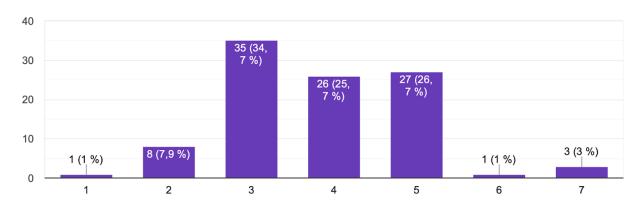
Figure 28. Rate of positive perception of brands endorsed by influencers.

MQ16 I have favorable opinions about the brands advertised by social media influencers
101 réponses
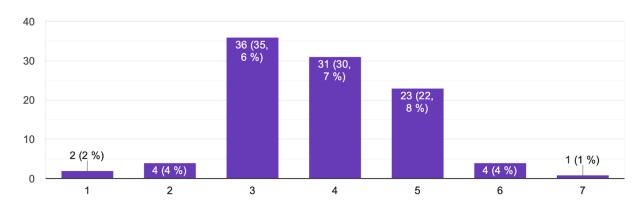
Figure 29. Favorable opinion rate for brands endorsed by influencers.

For the vast majority of respondents, the brands endorsed by the celebrities they follow are neither particularly liked nor disliked. The majority of responses fall in the middle of the Likert scale, signifying a rather neutral opinion.

Consumer purchase intention :

MQ17 I most frequently have intentions to purchase products advertised by the social media influencers I follow

101 réponses
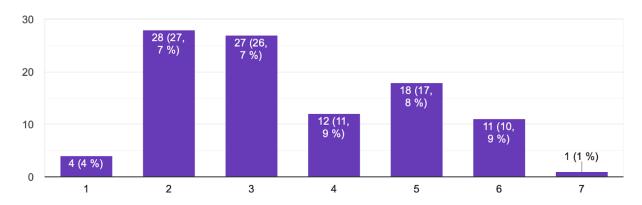
Figure 30. Purchase intention for products advertising by the influencers followed.

MQ18 I generally recommend products and/or services advertised by the social media influencers I follow

101 réponses
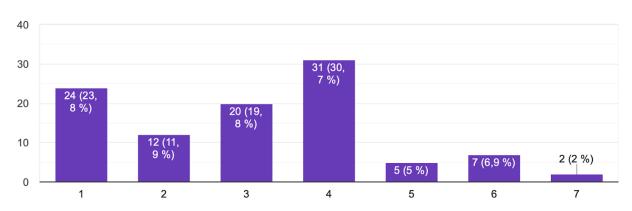
Figure 31. rate of recommendation of advertised products by the influencers followed.

Most consumers say they don't particularly buy a product because it has been advertised by an influencer they follow on social networks. The celebrity's influence does not go so far as to influence the consumer's purchasing intentions (Figure 30). As a result, the products or services advertised by influencers are not particularly recommended by the consumers around them either (Figure 31).

MQ19 If I were shopping for a brand, the likelihood I would buy the brand recommended by social media celebrity is high.

101 réponses
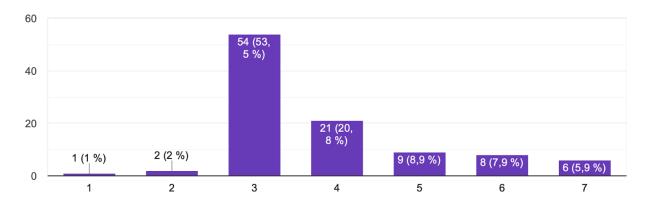
Figure 32. Rate of probability of choosing the brand advertised by one influencer is high.

MQ20 The probability I would consider buying the brand recommended by social media celebrity is high.

101 réponses
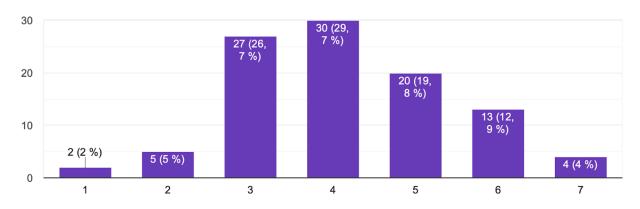
Figure 33. rate of probability of buying the brand advertised by one influencer is high.

MQ21 If I were going to purchase a product, I would consider buying the brand recommended by social media celebrity.

101 réponses
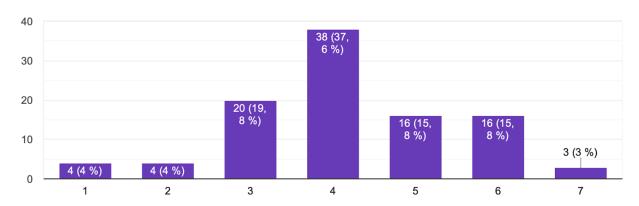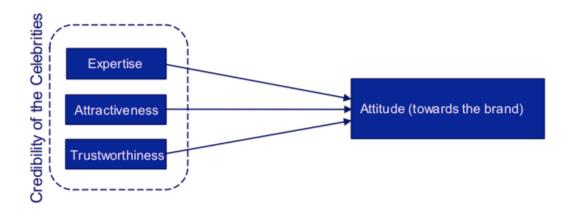
Figure 34. If a product is to be purchased, it will be from the brand recommended by the influencer.

If a consumer were to buy a product or service from a brand, it might well be one of the brands recommended by the influencer(s) she follows, but not at any price. Even if buying a brand recommended by an influencer would be conceivable for a majority of respondents (75%, Figure 33. Finally, if a consumer did decide to buy a product or service, it would not necessarily be the brand recommended by the influencer (Figure 34). The disparities in the responses confirm that this intention to buy depends on each consumer, that there is no clear-cut opinion, even if a majority (37.6%) suggest that they don't really know (4 on the Likert scale).

The data were analyzed using two models of linear regression, results are presented below.

Model 1. Indirect effects

$$\text{Attitude}_i = \alpha_0 + \alpha_1\text{Expertise}_i + \alpha_2\text{Attractiveness}_i + \alpha_3\text{Trustworthiness}_i + \varepsilon_i$$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.150[a]	.022	-.008	1.04308

a. Predictors: (Constant), Trustworthiness, Attractivness, Expertise

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.427	3	.809	.743	.529[b]
	Residual	105.538	97	1.088		
	Total	107.964	100			

a. Dependent Variable: Attitude towards the brand
b. Predictors: (Constant), Trustworthiness, Attractivness, Expertise

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.607	.966		2.699	.008
	Expertise	.049	.128	.042	.386	.701
	Attractivness	.200	.139	.145	1.438	.154
	Trustworthines s	-.009	.137	-.007	-.064	.949
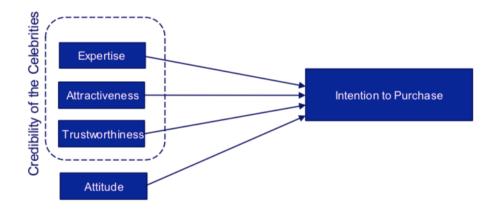
a. Dependent Variable: Attitude towards the brand

Regression is not significant (none of the variables is significant), that is none of the credibility factors has an effect on Attitude towards the brand. There is no indirect effect of credibility of influencer on Intention to purchase.

Table 1. Model summary and coefficients about attitude towards the brand

From the results of the SPSS calculations, we can see that the regression is not significant (significance level 0.529). In fact, none of the variables is significant. None of the credibility factors, such as celebrity's expertise, attractiveness or trustworthiness, has an indirect effect on the intention to purchase. The attitude towards the brand shows no significant change that would suggest any influence from a celebrity.

Model 2. Direct effects

$$Intention_i = \beta_0 + \beta_1 Expertise_i + \beta_2 Attractiveness_i + \beta_3 Trustworthiness_i + \delta Attitude_i + \varepsilon_i$$

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.404[a]	.163	.129	.9089

a. Predictors: (Constant), Attitude towards the brand, Trustworthiness, Attractivness, Expertise

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.498	4	3.874	4.690	.002[b]
	Residual	79.312	96	.826		
	Total	94.810	100			

a. Dependent Variable: Intention to purchase
b. Predictors: (Constant), Attitude towards the brand, Trustworthiness, Attractivness, Expertise

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.263	.873		2.592	.011
	Expertise	-.081	.111	-.075	-.731	.467
	Attractivness	.029	.122	.022	.233	.816
	Trustworthiness	.059	.119	.051	.496	.621
	Attitude towards the brand	.372	.088	.397	4.205	<.001

a. Dependent Variable: Intention to purchase

Table 2. Model summary and coefficients about intention to purchase.

According to the data calculated by SPSS software, none of the credibility factors influence purchase intentions. In fact, neither expertise, credibility nor trustworthiness are significant (sig > 0.1).

However, there is an effect of Attitude towards the brand on Intention to purchase. Attitude towards the brand is significant (sig. <0.001) with the coefficient 0.372.

Summarizing

According to SPSS data, celebrity credibility, symbolized by attractiveness, trustworthiness and expertise, has no influence on purchase intentions (nor direct nor indirect). Only Attitude towards the brand has a positive effect on Intention to purchase.

5 Discussion

5.1 Limitations, reliability and validity

This study is based on a quantitative mono method which, while proving effective in gathering a large volume of responses and easy to analyze, has the disadvantage of limiting the free expression of respondents and restricting their ability to provide a complete opinion. This limitation could be overcome by incorporating open-ended questions into the survey, or by conducting interviews with consumers, which would enable more in-depth qualitative data to be obtained.

Moreover, this research was not limited to one age, but took several generations into account. Older consumers are generally not as present on social networks and other online platforms where advertising is commonly encountered. We wanted to broaden our panel of respondents to get an accurate picture of the influence of celebrity images in advertising. However, one of the limitations of this research is that 80% of respondents are of French nationality, even though the other 20% come from all over the world (Finland, China, Argentina, Spain, the Netherlands, Italy...).

Despite the considerable size of the sample studied, its limitations raise questions about the reliability of the results. Thus, in his conclusion, the author cannot fully confirm the validity of his theoretical model. However, it highlights the potential for changes in consumer purchasing behavior due to the various factors taken into consideration in the study.

Finally, concerning the validity of the research, the proposed theoretical model (see figure 4) is based on several already existing and validated models (see figures 2 and 3). The creation of the survey questionnaire is also based on these models.

5.2 Answering the research questions

The purpose of this study is to answer four research questions determined by the authors at the beginning of this research work.

Here, using the results presented in chapter four, the author answers research questions.

The first research question was how does credibility of celebrity affect attitude towards the brand. The data collected via the questionnaire can resolve this question, confirming the analysis of the literature. In fact, according to the answers obtained, celebrity credibility, characterized by trustworthiness, attractiveness and expertise, in no way affects a consumer's attitude towards the brand. None of the characteristics of the celebrity have a significant effect on attitude toward the brand.

The second question asked by the author was how does credibility of celebrity affect intention to purchase. The study of the results showed that there is no direct effect of credibility of influencer on Intention to purchase. None of the celebrity's attributes has a significant impact on purchase intent.

The third question was how does attitude towards the brand affect intention to purchase. The data collected showed that attitude toward the brand is a significant factor in explaining intention to purchase with the coefficient 0.372. That means that one unit up on Attitude towards the brand scale increases the Intention to purchase of 0.372 points on its scale, ceteris paribus.

The last question asked by the author was if there is a mediation effect of attitude towards the brand. Since none of the characteristics of the celebrity has an effect on attitude toward the brand (see model 1) and none of the characteristics of the celebrity has a direct effect on intention to purchase (see model 2), there is no mediation effect of attitude toward the brand.

Based on the analysis, the author can infer that intention to purchase is driven only by attitude towards the brand, not by any feature of the celebrity and attitude toward the brand does not depend on the credibility of celebrities. It is formed by other factors.

5.3   Dialogue between key results and knowledge base

The lack of significant influence of celebrity credibility factors (attractiveness, trust, and expertise) on consumer attitudes and purchase intentions aligns with parts of the existing literature that suggest the complexity of celebrity endorsement effects. For example, Ohanian (1991) emphasized the multifaceted nature of source credibility, including trustworthiness, expertise, and attractive-

ness, which could suggest that these factors alone are insufficient to guarantee changes in consumer behavior without considering other mediating factors such as brand attitude or product-celebrity congruence, a concept supported by Erdogan (1999) and Till & Busler (2000).

Moreover, the thesis findings contradict the implications of the Source Credibility Model (Hovland et al., early 1950s) and the Source Attractiveness Model (McGuire, 1968) to some extent, as these models posit a direct influence of source credibility and attractiveness on persuasion and consumer behavior. However, the thesis suggests that these credibility factors do not directly influence purchase intentions or brand attitudes in the contemporary advertising context. This divergence could highlight the evolving nature of consumer-celebrity interactions in the digital age, possibly due to over-saturation of celebrity endorsements or increased consumer skepticism.

Furthermore, the discovery that purchase intention is determined solely by attitude towards the brand and not by any characteristic of the celebrity, and that attitude towards the brand does not depend on celebrity credibility, introduces a nuanced perspective that may not have been fully explored in existing models. While McCracken (1989) discussed the cultural meaning transfer from celebrities to products, the thesis uniquely highlights the autonomy of brand attitude from celebrity characteristics in influencing consumer purchase intention. This finding suggests the importance of brand identity and consumer-brand relationship strength over celebrity endorsement strategies.

This analysis suggests that while foundational theories in celebrity endorsements provide a valuable starting point for understanding the influence of celebrities on consumer behavior, the effectiveness of such endorsements is more nuanced and may be heavily contextual, relying on factors such as brand perception and the specific dynamics of celebrity-consumer interactions. The thesis contributes to the field by emphasizing the critical role of brand attitude independently of celebrity characteristics, urging a reevaluation of marketing strategies that heavily rely on celebrity endorsements without considering the intrinsic strength and appeal of the brand itself.

5.4 Compliance with research ethics guidelines

The communication of results adheres rigorously to transparency standards, presenting the study's conclusions objectively and faithfully in alignment with the collected data, eschewing any

exaggeration or distortion of facts. The study duly acknowledges the research's inherent limitations.

To ensure the utmost privacy and confidentiality of participants, an anonymous questionnaire administered through Google Forms has been employed, adhering to the principles of confidentiality and privacy for respondents. This approach safeguards individual privacy, as only aggregated figures devoid of any personal records are incorporated into this report.

In upholding academic integrity, this thesis is committed to ethical standards in the citation and referencing of sources. By prioritizing the reliability and ethics of the outcomes, the intention is to contribute positively to the understanding of the role of celebrities in influencer marketing and their impact on consumer purchasing behavior, particularly in relation to credibility factors, while respecting privacy and confidentiality. More details can be found in section 3.5 on the chapter : Ethical consideration.

6 Conclusions

In conclusion, this study rigorously addressed four key research questions concerning the interaction between celebrity credibility, consumer brand attitude and purchase intention. The results, drawn from the survey presented in Chapter 4, shed light on crucial aspects of consumer behavior in the context of celebrity promotion of products or services.

Firstly, the study of the impact of celebrity credibility on consumers' brand attitudes revealed a surprising result. Contrary to expectations, the study determined that attributes such as a celebrity's trustworthiness, attractiveness and expertise do not significantly influence consumer attitudes towards the associated brand. This calls into question conventional assumptions about the power of celebrity credibility in brand perception.

Secondly, the study of the impact of celebrity credibility on purchase intention also yielded intriguing results. The results of the study show that there is no direct impact of celebrity credibility on

purchase intention. None of the identified celebrity characteristics emerged as a significant determinant of consumers' purchase intentions, challenging conventional wisdom about the persuasive influence of celebrity advertising on purchasing decisions.

In addition, the study examined the relationship between brand attitude and purchase intention. The data collected convincingly established that the consumer's attitude towards the brand plays an essential role in the formation of purchase intention. The quantified coefficient of 0.372 indicates a significant correlation, underlining the importance of brand perception in consumer behavior.

Finally, the exploration of a potential mediating effect of brand attitude revealed an interesting observation. Given that celebrity characteristics have no impact on consumers' attitude towards the brand, and therefore have no direct effect on purchase intention, the study denies the presence of a mediation effect. This underlines the independence of the consumer's attitude towards the brand from the celebrity's credibility in influencing purchase decisions.

In other words, contrary to what is stated in the literature review, the three credibility factors of attractiveness, trust and expertise are not enough to influence consumers every time, whatever the product or service being promoted. Consumers may be sensitive to them, but not to the point of altering their purchase intentions or their attitude towards a brand.

In summary, the author's analysis leads to a convincing conclusion: purchase intention is primarily determined by the consumer's attitude towards the brand, unaffected by celebrity credibility. This challenges prevailing notions in marketing and suggests that factors other than celebrity attributes play a more important role in shaping consumer behavior and purchase intentions.

6.1 Key Findings

According to the results presented in Chapter Four, the data indicate that credibility, including trustworthiness, attractiveness and expertise, does not affect consumers' attitude towards the brand.

As for the influence of celebrity credibility on purchase intention, the results show that no celebrity characteristic has a significant effect on consumer's intention to purchase.

As for how attitude towards the brand influences purchase intention, the data confirms that attitude has a significant impact on purchase intention.

Finally, as celebrity characteristics affect neither attitude nor purchase intention, there is no mediation effect.

6.2   Managerial implications

The survey results showed us that credibility factors such as attractiveness, trust and expertise are not enough to influence consumers to the point of altering their purchase intentions or attitude towards a brand.

However, these results do offer the possibility of improving the way celebrities are recruited, by looking at other credibility criteria, other profiles, new advertising ideas and so on.

This would enable brands or advertising agencies not to look for profiles that are attractive by virtue of their beauty, experts in their field or who inspire confidence, but rather to look for other assets, other values that are more appealing.

6.3   Recommendations for future research

For future research, I can make some recommendations to overcome the current limitations of my research. Firstly, by working on other, less physical, credibility factors, such as brand awareness, humor, personality and so on. Other factors that could influence consumer buying behavior.

But secondly, by doing more in-depth research and contacting advertising agencies or brands that use this marketing bias to understand what they're looking for by employing celebrities for their ads.

Finally, to further enhance reliability, given that the reliability of my research is currently partial, it is conceivable to improve the precision of the questionnaire by developing even more explicit and

specific questions. This can be achieved by avoiding questions that are subject to bias or redundancy, by opting for reliable measurement scales, or by carrying out validity tests.

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Appendices

Appendix 1. Quantitative questionnaire

The Business Potential of Using Celebritie for Advertising

Dear Participant:

My name is Paul Eon and I am a double degree student at Kedge Business School in France and JAMK university of applied sciences in Finland. For my Dnal project, I am examining the link betwee celebrities and advertising.

I am inviting you to participate in this research study by completing the attached survey.

The following questionnaire will require approximately 15 minutes to complete, yet please feel free to use as much time as necessary. This survey will remain anonymous.

However, if you wish to receive the results of this survey, provide your email address.

In the thesis publication only aggregated results will be included, so no individual responses will be presented in the Dnal report to ensure your anonymity and privacy.

Thank you for responding to this survey. Kind regards,
Paul Eon
paul.eon@kedgebs.com

Q1. What is your age slice?

- 10-25 (Gen Z)
- 26-41 (Millenials)
- 42-57 (Gen X)
- 58-67 (Boomers II)
- 68-76 (Boomers I)
- 77-94 (Post war)

Q2. What is your gender?

- Male
- Female
- Non-binary
- Prefer not to say

Q3. What is your nationality ?

- France
- Argentina
- Finland
- …

Q4. What is your education degree?

- No Degree Vocational
- Degree Bachelor Degree
- Master Degree PhD Degree
- Other

Q5. Have you ever used an online platform to purchase a product or a service online ?

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q6. Do you follow influencers on social networks?

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q7. Among influencers, do you prefer celebrities?

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q8. Have you ever been interested by new products/services recommended by celebrities on social media ?

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q9. Please select one or more reasons why you were influenced by celebrities in your purchasing decisions:

- Never
- Occasionally
- Regularly
- Often
- Very Often

Section on Measurements of study construct Expertise (Chetioui, et al. (2019) and Ohanian (1990).

We use a Likert scale from 1 (I strongly disagree), 2 (I disagree), 3 (I mostly disagree), 4 (neutral), 5 mostly agree), 6 (I agree), 7 (I strongly agree).

Q10. The social media influencer(s) I follow is/are experts in their field

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q11. The social media influencers I follow have great knowledge about their field

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q12. The social media influencers I follow explain products through every perspective

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q13. The social media influencers I follow provide references based on their expertise

- Never
- Occasionally
- Regularly
- Often
- Very Often

Attractiveness (Wiedmann and Mettenheim (2020) and Jansom and Pongsakorn-rungsil (2021)

We use a Likert scale from 1 (I strongly disagree), 2 (I disagree), 3 (I mostly disagree), 4 (neutral), 5 mostly agree), 6 (I agree), 7 (I strongly agree).

Q14. The social media influencer(s) I follow is/are charismatic

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q15. The social media influencer(s) I follow is/are good-looking

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q16. The make-up social media influencer(s) I follow is/are beautiful/handsom

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q17. The lifestyle of social media influencer(s) I follow is/are attractive

- Never
- Occasionally
- Regularly
- Often
- Very Often

Trustworthiness (Ohanian (1990) and Wiedmann and Mettenheim (2020)

We use a Likert scale from 1 (I strongly disagree), 2 (I disagree), 3 (I mostly disagree), 4 (neutral), 5 mostly agree), 6 (I agree), 7 (I strongly agree).

Q18. The social media influencer(s) I follow is/are dependable

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q19. The social media influencer(s) I follow is/are honest

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q20. The social media influencer(s) I follow is/are reliable

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q21. The social media influencer(s) I follow is/are sincere

- Never
- Occasionally
- Regularly
- Often
- Very Often

Attitude towards the brand (Chetioui, et al., 2019; Belanche, et al., 2021)

We use a Likert scale from 1 (I strongly disagree), 2 (I disagree), 3 (I mostly disagree), 4 (neutral), 5 mostly agree), 6 (I agree), 7 (I strongly agree).

Q22. I do trust brands advertised by social media influencers I follow

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q23. Brands recommended by social media influencers are more reliable

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q24. I have positive perception about brands endorse by influencers

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q25. I have favorable opinions about the brands advertised by social media influencers

- Never
- Occasionally
- Regularly
- Often
- Very Often

Intention to Purchase (Chetioui, et al., (2019))

We use a Likert scale from 1 (I strongly disagree), 2 (I disagree), 3 (I mostly disagree), 4 (neutral), 5 mostly agree), 6 (I agree), 7 (I strongly agree).

Q26. I most frequently have intentions to purchase products advertised by the social media influencers I follow

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q27. I generally recommend products and/or services advertised by the social media influencers I follow

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q28. If I were shopping for a brand, the likelihood I would buy the brand recommended b social media celebrity is high.

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q29. The probability I would consider buying the brand recommended by social media celebrity is high.

- Never
- Occasionally
- Regularly
- Often
- Very Often

Q30. If I were going to purchase a product, I would consider buying the brand recommended by social media celebrity.

- Never
- Occasionally
- Regularly
- Often
- Very Often

Figures

Tables