The world of beauty vloggers on YouTube

The type of endorser, product placement and its effect on perceived credibility, brand attitude
and purchase intention of consumers after watching beauty vlogs on YouTube

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Master Thesis
July 7, 2017

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Abstract

A new phenomenon of beauty vloggers on YouTube has exploded and exceeded the viewership of many forms of traditional media. These beauty gurus on the platform are in most cases entrepreneurial women in their twenties, who are trying to get in the beauty genre of new media. Due to their large subscriber's base and millions of views, it becomes increasingly interesting for corporate beauty brands to partner up with beauty vloggers to promote their products. This level of influence is comparable to those of celebrities and these vloggers are considered to be opinion leaders. Furthermore, product placements in advertising keep evolving due to technological developments and expansion across media outlets. It is valuable for marketers to understand how the level of prominence in product placement effects the overall brand attitude.

A multitude of scientific research has been done on the type of endorsers in advertising. There is, however, still some disagreement and discussion about the exact role that celebrity and expert endorsers have on perceived credibility. Furthermore, the comparison between the two types of endorsers in an online context has never been examined yet. Also, little research has been conducted on the effectives of the level of prominence in product placements in vlogs. Drawing on previous literature, a quantitative method using an experimental design with a pre-stimulus and post-stimulus questionnaire was used. The four experimental conditions contained of existing beauty vlogs on YouTube. In the pre-stimulus questionnaire, the level of involvement explained by the elaboration likelihood model was measured. Furthermore, the perceived credibility, overall brand attitude and purchase intention were measured in the post-stimulus questionnaire. In total, 240 female respondents aged 18 to 54 that are interested in beauty participated in the experiment.

The findings of this study indicated that both expert and celebrity endorsers have a high perceived credibility. However, when comparing the two types of endorsers, expert endorsers have a significantly higher perceived credibility as opposed to celebrity endorsers across high and low involvement categories. A lower level of prominence in product placement has a significantly more positive effect on brand attitude, as opposed to explicit endorsement for both high and low involvement groups. Furthermore, the findings illustrated that perceived credibility has a negative effect on the purchase intention and the overall brand attitude has a positive effect. The results of this study can serve as a foundation for future studies that aim to research the effectiveness of the type of endorser and the level of prominence in beauty vlogs on YouTube.

Keywords: endorsement, product placement, credibility, brand attitude, purchase intention, elaboration likelihood model, beauty vlogger

1. Introduction

Social media marketing is growing rapidly, as it is a commonly used tool in today's world (Colliander & Dahlén, 2011). It has not only become the primary source of information for many consumers, but it also provides the opportunity to connect with one and other and share personal information (Henderson & Bowley, 2010). On the other hand, corporations make use of social media to improve customer engagement (Kietzmann et al., 2011), whereas celebrities use social networking sites to connect and keep in touch with their fans all over the world. To various corporations and celebrities, social media is an effective tool if used strategically. A new phenomenon of beauty vloggers on YouTube has exploded and exceeded the viewership of many forms of traditional media. According to Frobenius (2011), a vlogger is someone who creates a video sequence of themselves talking into a camera and after editing the video uploads it to the Internet, where viewers can rate it and leave comments. Snickars and Vonderau (2009) stated that vlogging is an "emblematic form of YouTube participation". Vloggers make use of different communication strategies that vary from those seen in traditional media. Due to its conversational character, people perceive vlogs as more genuine than traditional media since it reminds one of face-to-face communication in everyday life (Tolson, 2010). These beauty vloggers are in most cases entrepreneurial women in their twenties who are trying to get in the beauty genre of new media. Vloggers have become the reality stars in our world today. What used to be a hobby is now a well-paid career for an increasing number of social media users. These young women appealingly offer the potential for broadening the concept of beauty, since they are role models on YouTube which allows for greater diversity. These leading content creators on this platform are trying to change the culture of fashion and beauty and are attempting on showing how to express oneself or self-confidence. There are millions of unknown beauty vloggers on the web, and the ladies who do stand out on this platform, owe their fame partly to luck and good timing, but also because they are able to differentiate themselves through vlogging their life. This still means that the videos are about the quality of product reviews and tutorials; however, they have also built the fame of the beauty vloggers around a cult of personality. They brand themselves as a friend or a big sister who gives one beauty tips and relationship advice. This type of support creates trust and loyalty within their fan base. Beauty vloggers are especially popular with young people since they enjoy the dedicated bond they can have with these accessible idols. This is the reason why recently this YouTube phenomenon became compelling for corporate beauty brands, who want to target a broad audience (Holt, 2016).

Recent research by Fan et al. (2013) illustrated that vlogging has developed into one of the most popular ways for not only recording one's personal life, but also discussing different products and brands. Zanette et al. (2013) stated that vlogs are important in the process of developing a personal or corporate image due to the possibility of reaching and influencing thousands of people. Therefore, the upcoming lifestyle of vlogging has evolved into a tool that is used by both corporations

as well as individuals to share their opinions with the rest of the world (Halvorsen et al., 2013). When taking into consideration that the audience of famous vloggers in their particular genre is enormous, it mainly becomes attractive for businesses, as they can target their message to the right niche market (Mendoza, 2010). This resulted in the fact that practitioners have become increasingly interested in this type of advertising. They are now recruiting vloggers to mention, review and endorse their products in either the form of trading services for goods or paid sponsorships. This form of advertising is incorporated into an increasing number of brands, as it is believed to be influential at a relatively low cost as opposed to traditional advertising (Colliander & Erlandsson, 2013; Zanette et al., 2013).

1.1 Beauty vloggers as opinion leaders

There are many advantages for businesses to use YouTube as a way to put their message out there for branding practices. According to Walters and Jones (2011), brand images are relevant to organizations. The brand is the mental image that an individual has when he or she hears the name of the corporation. Putting beauty vloggers into context, this suggests that their channel name is equivalent to their products (Smith et al., 2012) and people will connect this to a particular image that was constructed mentally when hearing that name. This image, however, is more complicated than just brand logos, slogans, or visual elements, since brands represent their entire existence on a person's experience with the corporation, the responsibility, movement of the business and its success stories (Walters & Jones, 2011). Beauty vloggers on YouTube are incorporating a human voice and personifying their brand. If executed correctly, the establishment of a genuine and personal brand will result in the consumer feeling personally connected to the brand, which will bring many advantages such as positive word-of-mouth (Yan, 2011).

While everyone can become a beauty vlogger, some beauty gurus on the platform are more popular than others. The entire YouTube community contains many vloggers, of which most are unknown and only a few are extremely influential (Agarwal & Liu, 2008). This level of influence is comparable to those of celebrities (Mendoza, 2010) and these vloggers are considered to be opinion leaders (Zanette et al., 2013). Individuals watch beauty vlogs with the purpose of getting information about new supplies, as they perceive the beauty guru to be qualified at giving advice, knowledgeable and trustworthy when it comes to reviewing makeup products (Han et al., 2013). Previous research conducted by Daneshvary & Schwer (2000) showed that an individual is influenced by a source, not only because it offers a solution to a problem, but also because of the perceived credibility of the source. Therefore, different types of endorsers can be perceived as various sources and may differently affect the behavioral intentions of consumers. It is more likely that opinions change when a source is perceived to be trustworthy (Hovland & Weiss, 1951). Both individuals and media content are considered to be a source of having qualities of perceived credibility. Furthermore, the vloggers

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on the platform have the ability to influence other consumers to have positive or negative attitudes towards the brand (Lange, 2014).

Product placements in advertising keep evolving due to technological developments and it expands across media outlets (Chan, 2012). The recruitment of successful vloggers on YouTube for sponsorships and endorsements is increasingly growing (Holt, 2016). Mostly, the effect of product placement has been measured through brand recall (Gupta & Lord, 1998; Verhellen et al., 2013). However, several researchers have argued that other measures like brand attitude and purchase intention are better ways to reveal the effectiveness of the level of prominence of product placements in advertising (van Reijmersdal et al., 2007; Homer, 2009). This is because the effectiveness of advertisements does not have to entail that one can recall the brand. However, by measuring the brand attitude of consumers, it explicitly portrays the level of negative or positive responses to a particular brand (Lutz, 1975). In traditional media, the prominence of product placements is an essential factor in measuring the effectiveness of attitudes towards the brand (Gupta & Lord, 1998; Cowley & Barron, 2008; Verhellen et al., 2013). For this study, the level of prominence of product placement entails implicit or explicit product endorsement. When knowing what level of prominence should be used within product placement in vlogs, corporations can determine the effect it will have on the brand attitude of consumers. Due to the increasing popularity of beauty vloggers on YouTube, this could provide potential benefits for corporate beauty brands in the field, for increasing their sales. However, up till now, little research has been conducted on the prominence of product placement and their effect in vlogs (Verhellen et al., 2013).

1.2 Research question

While taking previous research in consideration by exploring the background of different types of endorsers and the level of prominence in product placement, a specific research problem has been identified. The growing importance of choosing the right endorser and product placement in an online context has already been addressed; however, research in this area is still very scarce. This thesis will focus on beauty vloggers on YouTube in particular. As beauty vlogs are mainly targeted at women (Grant, 2013), this thesis will only include female respondents. Therefore, the following research question and sub-questions are proposed:

RQ: To what extent do beauty vloggers on YouTube influence the perceived credibility, overall brand attitude and purchase intention of women through their videos, when it comes to buying beauty products?

SQ1: To what extent does the type of endorser influences the perceived credibility?
SQ2: To what extent does the level of prominence influences the brand attitude?

SQ3: To what extent does perceived credibility and overall brand attitude influences the purchase intention?

1.3 Academic relevance

A multitude of scientific research has been conducted on the type of endorsers in advertising (McCracken, 1989; Erdogan, 1999; Amos et al., 2008). There is, however, still some disagreement and discussion about the exact role that celebrity and expert endorsers have on perceived credibility and the attitude towards the brand. There has also not been much research on the comparison between the two types of endorsers. Regarding celebrity endorsement, there are different problems facing marketing managers of corporate brands. It is unclear whether celebrity endorsers are more efficient in comparison to expert endorsers. Furthermore, the effect of perceived credibility on attitudes, beliefs, behaviors and intentions is questionable. Some scholars argue that there is a weak correlation between the celebrity endorser and brand attitude (Caballero & Soloman, 1984), while others indicate a strong relationship between the two variables (Kahle & Homer, 1985). In this regard, the purpose of this thesis refers to testing whether a celebrity or expert endorser has a greater effect on the perceived credibility under different circumstances.

In the past decades, the studies regarding product placement have grown in existing literature; however, conclusions about its effectiveness are still relatively scarce (Russell, 2002; van Reijmersdal et al., 2007; Chan, 2012). Past research mostly focused on either product placement in movies (Karrh, 1994; Gupta & Lord, 1998; Yang & Roskos-Ewoldsen, 2007), or television series (Cowley & Barron, 2008). Numerous scholars have requested more research on this topic due to several reasons (Verhellen et al., 2013); many researchers have discussed the significant impact of brand placements on the attitude of the audience towards the brand (Babin & Carder, 1996), while other researchers concluded that brand placements do not have an effect on the brand attitude nor purchase intention of consumers (Karrh, 1994; Ong & Meri, 1994; Vollmer & Mizerski, 1994). A current issue is that much research has been dedicated to only test high prominence of product placement, in comparison to implicit product endorsement with lower levels of prominence.

Furthermore, research on product placement in social media is insufficient and among the existing studies none of them focused on the effect it has on vlogs (Colliander & Erlandsson, 2013; Verhellen et al., 2013). This is also because vlogging is still a relatively new phenomenon. According to a more recent study conducted by Verhellen et al. (2013), there is hardly any research done on the effectiveness of product placement in an online context (Verhellen et al., 2013). However, it is acknowledged by scholars that vloggers have a huge influence on this topic; therefore, further research regarding this aspect is needed (Han et al., 2013).

1.4 Societal relevance

The beauty industry is active, exciting and growing on YouTube. In the $60-billion beauty industry, YouTube celebrities are increasingly gaining more influence (Pixability, 2015). The beauty vloggers on YouTube are changing the face of the industry, turning creative and entrepreneurial makeup enthusiasts into online sensations. Big cosmetic companies are taking notice. They are partnering with beauty gurus for advertising campaigns and product placements. In some cases, they are even co-creating new products with these young influencers. The average consumer may find YouTube celebrities more relatable and genuine, giving YouTube videos a modest and down-to-earth sentiment, which is a valuable marketing asset. If a beauty vlogger gives their stamp of approval on a certain product, viewers can be very trusting of that opinion. The element of trust is evident in the comment sections of videos where consumers frequently state that they have purchased a product based on the vlogger's recommendation.

However, the rise of YouTube celebrities does not just affect marketing. A deeper look shows that the phenomenon of vloggers provides insights into where the business world, in general, is heading today. This is due to the fact that consumers seek a two-way dialogue. One of the reasons that people are attracted to beauty vloggers is because of the accessibility to these online personalities. YouTube celebrities frequently communicate to their fans, that is how they have built their brand and subscriber base. This hunger for a two-way dialogue is also applicable to corporations. Social media and mobile technologies have changed the expectations of consumers. This thesis will be of great use for practitioners in this field, as product placement used through vlogs on YouTube is growing. Current research on product placement is limited, there is hardly any indication that product placement is really effective in an online context. Therefore, research on this subject will present useful insights into the world of vlogging and the potential of product placement in it. More insights on the effectiveness is not only useful for practitioners, but also for vloggers as they can use it as a commercial strategy. Moreover, in the future vloggers can also approach companies themselves with possible placement strategies, instead of the other way around.

1.5 Chapter Outline

This thesis will be structured according to a well-ordered outline. In order to answer the research question and sub-questions, a theoretical framework of the current literature in the field is constructed in the following chapter. This section will contain of important and central key concepts to this research and will be concluded with twelve hypotheses that will serve as guidance for the rest of the study. In the third chapter, the methodology of this thesis will be discussed. A detailed overview of the chosen research design, sample, experimental conditions, operationalization, procedure and data analysis will be provided. In this research, an online experiment will be conducted where participants have to evaluate the type of endorser, being expert or celebrity and the effect it will

have on the perceived credibility of the endorser. Furthermore, the prominence of product placement that is present throughout the experimental video - being implicit or explicit - will be measured and its effect on the overall brand attitude. Ultimately, the purchase intention of individuals that participated in the experiment will be determined. This experiment will contain a pre-stimulus and a post-stimulus questionnaire measuring the behavior and attitudes of the respondents with taking a quantitative approach. In chapter four the findings of the conducted research will be presented. The data will be analyzed in SPSS with a One-Sample T-test, Independent Samples-T test, Chi-Square and Regressions. This will result in the discussion of the finding, where practical implications will be elaborated on. The limitations of this thesis will be discussed, which will result in suggestions for future research. Lastly, this thesis will end by answering the sub-questions and main research question.

2. Theoretical Framework

Referring to the previous introductory chapter where the research was presented by demonstrating the context, the problem and its relevance; the following chapter offers an overview of the literature that will discuss the different concepts that are essential to this research. YouTube is a platform where beauty vloggers are able to communicate with their fans and built their career simultaneously. It is crucial to understand how different brands incorporate product placement, being implicit or explicit endorsement throughout the vlogs of beauty gurus on YouTube and the effect it has on the attitude towards the brand. Also, the different type of endorsers will be explained and the impact it has on the perceived credibility of the endorser. In the end, the purchase intention of the individuals that participated in the experiment will be measured.

2.1 User-generated content and YouTube

YouTube is not the only platform that relies on consumers to supply a significant amount of content on the site. Other social networking sites such as Facebook or Twitter and knowledge-sharing sites such as Wikipedia grant millions of people opportunities and a venue to share their beliefs, stories, information and entertainment in a predominantly free environment (Freeman & Chapman, 2007). This exceptional ability for anyone to create content and share their experiences with millions of others, is without a doubt appealing to manufacturers and marketers of consumer goods, because they can reach an enormous audience. In 2006, Time magazine named its Person of the Year "You", due to the increasing popularity and the powerful impact of consumer-generated content websites such as YouTube. The content that is generated by users is defined by Kaplan and Haenlein (2010) as "the various forms of media content that are publicly available and created by end-users". YouTube can be personal as well as professional; there is a difference between "ordinary users who are merely publishers and the YouTube beauty vloggers who are perceived as today's celebrities that are now dominating the popular sphere of YouTube" (Simonsen, 2011). Smith et al. (2012) stated that the platform is a "content community", since the website allows one to create their personal profile and its users to post, view, comment on and link to videos on the site. Many researchers have studied the platforms' community structure, culture, norms, user behavior and self-presentation (Snickars & Vonderau, 2009). The content of the platform has also been examined by several scholars, whose findings reveal that the most popular user-generated videos on the website consist of vlogs, music videos, active material, informational content, scripted sketches and comedy video's (Snickars & Vonderau, 2009). However, the content also features reviews, demonstrations and creative consumption such as the unboxing of new products, advertisements, parodies, brand community storytelling and the coverage of brand-related events (Pace, 2008; Blythe & Cairns 2009; Smith et al., 2012).

2.2 Beauty-related content on YouTube

The beauty community that exists on YouTube, consists of mostly female contributors and users. Some of these viewers are typically subscribed to several channels, while others are the actual creators of content as they upload videos to talk about various beauty topics. The most common beauty related videos on YouTube are reviews about products; these videos feature recently purchased items, which are called hauls and tutorials on makeup looks, hair styles and outfit inspiration, among many others. The community has an extensive social network with communicative interpersonal ties being present among all type of users; subscribers with followers, beauty gurus doing collaborations and supporters often subscribing to more than one beauty vlogger.

When successful beauty vloggers have a broad connected network of many subscribers who are influenced by their opinion, it makes the beauty vloggers online opinion leaders. Li and Du (2011) defined these YouTubers as those who have a "higher status, education and social standing and thus the ability to influence followers". Due to their high status in the YouTube community and knowledge about makeup, the beauty gurus on the platform are perceived to be honest and trustworthy (Turcotte et al., 2015). Their emergent celebrity status is indicative of that claim and renders the women on this platform to be very influential (Burgess & Green, 2009). Successful beauty vloggers are paid by beauty brands to talk about, or advertise a specific product, also known as product placement (Tolson, 2010). This form of press advertising is relatively cheap for a beauty brand but reaches a wide audience. Popular beauty vloggers have a distinguished follower base with millions of subscribers, which sometimes results in achieving a celebrity status. However, due to the number of beauty vloggers that are present on YouTube, the fame of these celebrity-like content creators cannot only evolve around their knowledge about makeup. Fan engagement, including the building of relationships with them, is also an essential aspect of their business (Fischer, 2014; Lange, 2014). The creation of a clear brand identity of the vlogger herself is necessary to the success of popular beauty vloggers, along with the main features of vlogging communication strategies such as self-promotional aspects of asking for more subscribers and 'smashing the like button' (Fischer, 2014).

According to Beauty on YouTube (2015), which reports the latest YouTube beauty trends and findings extracted from Pixability's YouTube software, the beauty eco-system is increasingly expanding. Pixability (2015) examined the practices of 215 beauty brands, who operate on YouTube to advertise their products. Pixability (2015) also analyzed 182.621 independent YouTube beauty vloggers, who create content about makeup, skincare, hair, nails and perfume. With a total of over 45 billion beauty views; 123,164,115 beauty subscriptions; over a 182 thousand beauty creator channels; and 2.1 billion brand-owned video views, YouTube remains the world's leading online beauty video consumption platform (Pixability, 2015). The beauty ecosystem continues to grow rapidly regarding the quantity and diversity of beauty content that is available on the platform. The structure of the audience that watches beauty content on YouTube is changing, as well as the extent of money that is

being invested in advertising beauty content. In turn, the influence that beauty vloggers have on specific beauty creators according to reach and influence is shifting (Pixability, 2015).

2.3 Beauty vlogs for business purposes

In order to understand how YouTube is used for business purposes, the importance of what social media entails, and the use of Web 2.0 should be considered, as social media is directly related to this. The emergence of Web 2.0 is not a sudden new development, but rather a series of progressions that keep on evolving (Kaplan & Haenlein, 2010). The Web 2.0 can be seen as the ideological and technological foundation that acknowledges the more collaborative and participative practices of the Internet and enables the conception and exchange of user-generated content (Kaplan & Haenlein, 2010). These functions are characteristics of social media and therefore both terms are closely related in the sense that social media would not be possible without the foundation of the Web 2.0 (Constantinides & Fountain, 2008). Technological developments are used throughout social media and they are leading to more collaborations between internet users, where participation, information sharing and connectivity are essential (Henderson & Bowley, 2010).

When it comes to advertising on YouTube and the usage of social media for business purposes, organizations need to take into consideration that the Web 2.0 has allowed for a shift in the focus from businesses to consumers to communities (Kaplan & Haenlein, 2010). The consumers are now the ones who are empowered (Constantinides & Fountain, 2008). This new evolution results in marketers having the opportunity to use social media to inspire creative consumers and to produce content that is related to their brand, which can lead to many advantages for customer engagement and branding practices. Engagement between users is necessary for social media; however, in this case, YouTube also offers many opportunities to businesses. This suggests that nowadays corporations have to be active on social media platforms to engage with their consumer's (Kietzmann et al., 2011). The engagement between the corporations and their consumers have changed in the past years and today there is a two-way communication, in comparison to one-way directed messages from the corporation to their audience (Aral et al., 2013). If executed correctly, these two-way interactions can create customer engagement, which has many advantages regarding consumer relationship building (Sashi, 2012). YouTube is a platform in which these conditions that are necessary for customer engagement are very applicable; since it recognizes the high levels of two-way communication and interactivity, as it features people interacting with each other or portraying shared interests through videos. Therefore, interactivity is crucial to an organization's public relationship building and hence it is an essential communication strategy in generating customer engagement (Waters et al., 2009).

When considering consumer relationship building, social media can be very efficient when strategies are enforced correctly. An important way for the beauty vloggers to engage with their

consumers is the 'customer engagement cycle', explained by Sashi (2012), where a connection between the vlogger and the audience is one the most important features. The establishment of an emotional bond between the consumer and the brand is highly valued and therefore it is the starting point of customer engagement. Interaction is also an essential step, because through social media we can create virtual communities. As a result, we can share our thoughts between consumers and the brand. Furthermore, by completing the cycle of customer engagement, beauty vloggers can establish a positive feeling and high levels of engagement towards their brand.

2.4 Type of endorsers

Marketing strategies are created to draw attention to the messages of the brand and differentiate their products from their competitors. Lutz (1985) stated that advertisements mediate a consumer's perception of a brand. It is possible to achieve those objectives by using an endorser (Friedman et al., 1976). A well-known endorser can attract much attention to an advertisement in a pool of messages; such individuals are traditionally viewed as being very dynamic, attractive and likable (Atkin & Block, 1983). There are three types of endorsers that are used in advertisements: the celebrity endorser, the expert endorser and the typical consumer (Friedman & Friedman, 1979). The celebrity is known for their achievement in areas that are unrelated to the product that is being endorsed. The expert is a recognized authority on the product and the typical consumer is an individual that reflects the target group (Friedman & Friedman, 1979). Several researchers confirm that there exists a general belief among advertisers that endorsers will contribute to a higher level of appeal, attention and the possibility of message remembrance (Phelps, 1996). Marketers also state that endorsers influence the perceived credibility towards an endorser and memorability of the message and that they contribute to a positive result that will transfer to the brand (Cooper, 1984). This thesis examines the impact of both celebrity and expert endorsers on the perceived credibility of the endorser.

2.4.1 The Celebrity Endorser

Celebrity endorsement is a form of publication by portraying a famous sports or entertainment celebrity to be a brand ambassador for a corporation and by using their social status to promote a service or product. People that have been employed as celebrity endorsers, can be actors and musicians, but also journalists and corporate figures (Udo & Stella, 2015). A celebrity endorser can also be defined as an individual who enjoys public recognition and who in turn uses this identification on behalf of a consumer good, by appearing with it in an advertisement (McCracken, 1989). Beauty vloggers on YouTube are a great example of effectively applying social media, regarding personal branding and consumer engagement as discussed in previous sections. In fact, the beauty gurus on YouTube get famous because of their great use of social media. Marwick and Boyd

(2011) explained that using social media in such a manner can be defined as being a micro-celebrity. This concept can be understood as a set of practices in which the audience is viewed as a fan base, their popularity is maintained through ongoing fan management and their self-presentation is constructed with care to be consumed by others (Marwick & Boyd, 2011). The beauty vloggers on YouTube can be categorized as micro-celebrities, due to their millions of followers that are treated as fans. Their reputation is indeed sustained through on-going fan management that is seen throughout continuously updated social media accounts. Through uploading video content on YouTube, these beauty gurus are able to keep the dialogue between the 'celebrity' and fan going.

When going more in depth about the concept of micro-celebrities, it shows that these practices that are assigned to them, are not far from what real celebrities try to do on social media regarding fan management in taking on a certain identity. For celebrities, the presentation of the self, or the staging of a clear public identity has always been an essential aspect of the way they market themselves to the public (Marwick & Boyd, 2011). Nowadays, social media is a valuable tool to promote oneself as it provides a glimpse into the personal lives of celebrities, which may contribute to a larger fan base (Marshall, 2010). Research by Holt (2016) stated that content creators on YouTube could be perceived as stars, which in turn implies that they can be considered as celebrities. Therefore, it can be argued that successful beauty vloggers on YouTube are part of the bigger celebrity category as well (Burgess & Green, 2009) and thus endorsement in vlogs on YouTube can be considered as celebrity endorsement.

Paliwoda et al. (2013) stated that nowadays celebrity endorsement is used as a common tool in the beauty industry for promotion. It has been utilized in a broad range of product sectors and is defined as a way of distributing positive information through a recognized third party as opposed to the advertiser or an anonymous endorser. Past studies have shown that celebrity endorsers positively influence the purchase intention of consumers, as the message that is communicated is considered to be more powerful and credible (Paliwoda et al., 2013). Because of these benefits, corporate beauty brands spend much money to sign celebrity endorsers to act as brand ambassadors (Paliwoda et al., 2013). Several categories are considered by organizations when selecting a celebrity endorser to market their product: credibility, likeability, familiarity and attractiveness (Hung, 2014). These are all important aspects to a successful celebrity endorser; however, physical attractiveness is crucial considering the beauty industry. It is necessary that the image of the celebrity endorser suits the brand, as well as the characteristics of beauty products that are supposed to make one feel beautiful. As explained by Seno and Lukas (2007) when a "physically attractive celebrity" is related to a beauty product, consumers are more inclined to establish an associative link between the product and the celebrity. Besides, attractiveness is, in general, an effective attribute in persuading consumers to buy beauty supplies (Seno & Lukas, 2007; Trampe et al., 2010); this is because people expect to gain beauty by using these products. The use of celebrity endorsers in beauty marketing is thus effective in

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both positively affecting the attitude towards the brand and boosting sales in the form of purchasing the products.

When consumers find an attractive quality in an endorser, persuasion can then occur through identification. Identification refers, when individuals adjust, to the attitude or behavior that is encouraged by another person of their liking; this is explained by the fact that these individuals gain satisfaction from the belief that they are like the person they admire (Friedman & Friedman, 1979). Identification is connected to likeability and attractiveness and is arguably the process that best explains persuasion by a celebrity endorser. In a study conducted by Schlecht (2003), it is argued that perceived attractiveness is accomplished through the perception of the endorser being physically attractive, but also respect and similarity to the endorser come into play. However, it does not mean that a celebrity has to contain all of these features simultaneously. Physical attractiveness consists of several characteristics that consumers perceive in endorsers such as intellectual skills, personality properties, lifestyle characteristics, athletic prowess and much more (Schlecht, 2003). Past research has indicated that in general physically attractive endorsers elicit more favorable attitudes towards advertisements and the brand, in contrast to less attractive endorsers (Kahle & Homer, 1985). On the contrary, Byrne et al. (2003) argued that the impact of a physically attractive endorser on purchase intentions is ambiguous, since only being attractive may not be sufficient enough. There is also the risk of celebrities overshadowing brands. Corporations spend a significant amount of money on celebrity endorsement to market their products, as celebrities have a so-called 'stopping power' – they have the ability to make advertisements stand out in a crowded media environment (Belch & Belch, 2013). Past research has shown that celebrity endorsement as well as physical attractiveness has an impact on the brand attitudes of individuals and also their purchase intentions (Atkin & Block, 1983; Freiden, 1984; Kamins & Gupta, 1994; Till & Busler, 2000). On the contrary, there have also been studies that argued that a celebrity endorser only influences the attitude towards the advertisement and not the attitude towards the brand and purchase intention (Kamins & Gupta, 1994).

2.4.2 The Expert Endorser

The expertise of an endorser accumulates from the ability of him or her to provide information to others due to their experience, education, or competence in that particular field (Horai et al., 1974). An endorser is more likely to be perceived as an expert if they possess relevant skills, competency and knowledge (Chang et al., 2012). Statements by experts have been verified empirically; therefore, expert endorsers are perceived as a source of valid assertions (Hovland et al., 1954; Birnbaum & Stegner, 1979). This boosts the believability of statements in advertisements and increases the perceived credibility of the endorser (Maddux & Rogers, 1980). Expertise is topic-specific, which means that an expert endorser must acquire expertise on a particular topic, as opposed to having knowledge on a general level (Birnbaum & Stegner, 1979). The objective of most brands is

to transfer their message or thoughts through advertisements, to persuade trial usage or repeat usage of that brand by their audience. The use of an expert endorser will tend to make viewers more agreeable to the conveyed meanings that are communicated through the advertisement.

In the past years, the use of experts for endorsing products in advertising has increased. The individual that receives the message can also perceive the endorser as an expert if they share the same lifestyle, values, or interests (Hovland et al., 1954). Past research conducted by Freiden & Bible (1982), found that the use of expert endorsers resulted in a more favorable attitude towards the brand in comparison to using a celebrity endorser. More recently, Schlecht (2003) illustrated that an endorser, who is perceived as an expert, would be more persuasive in changing the opinions of the audience. The expert endorser corresponds with the validity of claims regarding the product in question and that is why perceived expertness is an essential factor in increasing the persuasiveness of marketing messages (Silvera & Austad, 2004). Moreover, the expertise of an endorser offers consumers more concrete information on the product, which in turn can result in a more favorable attitude towards the brand (Magnini et al., 2008). Although some studies may claim that an expert endorser is the most effective type of endorser, findings are mixed. In fact, a study conducted by Dholakia and Sternthal (1977), found that effective endorsement situations occur where a low credible source is equivalent to or greater than a highly credible source. In addition, endorser effectiveness may be affected by other ad-related or consumer-related variables.

2.5 The perceived credibility of endorsers

Credibility is described as the extent to which communications are trusted (Pickton & Broderick, 2009), it refers to the degree a source is recognized as obtaining important knowledge or experience to offer a neutral opinion (Carroll, 2009). When information is coming from a source that is perceived to be credible, the attitudes, values, opinions and behaviors of the consumers can be influenced through internalization (Ohanian, 1991; Daneshvary & Schwer, 2000). Internalization takes place when consumers allow a source to impact their personal beliefs, attitudes and values. Previous research conducted by Daneshvary & Schwer (2000), showed that an individual is influenced by a source not only because it offers a solution to a problem but also because of the perceived credibility of the source. Therefore, the types of endorsers can be perceived as different sources and may differently affect the behavioral intentions of consumers. It is more likely that opinions change when a source is perceived to be trustworthy (Hovland & Weiss, 1951). Both individuals and media content can be considered to be a source of having qualities of perceived credibility. For this thesis, the focus will be on the type of endorsers in YouTube vlogs and their effect on the perceived credibility towards them. The content that is created on YouTube is consumer-generated advertising, meaning that it is content made by consumers. Therefore, the focus will lie on the popular content creators on YouTube as sources of information.

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If characteristics such as age, gender or race are set aside and instead features that can be controlled are focused on such as; clothing, personal care and selecting the most advantageous camera angle, it is possible to monitor one's perceived credibility towards them. According to Ohanian´s Credibility Model (1990), the perceived credibility of an endorser exists of three components: perceived expertise, perceived trustworthiness and perceived attractiveness. Taking into account that individuals that partake in the experiment will watch a beauty vlog that is distributed on YouTube, an operationalization of the various components attributing Ohanian's Credibility Model (1990) will be made. The first element that may increase the perceived credibility is perceived expertise (Ohanian, 1990). As McCracken (1989) stated expertise has been defined as "the perceived ability of the source to make valid assertions". This means that the endorser is considered to be qualified enough to provide valid and accurate information, or to discuss a specific subject (Hovland et al., 1954). According to Ohanian (1990), the expertise as part of the perceived credibility comes down to five adjectives: experienced, expert, qualified, knowledgeable and skilled. Past research has proven that expertise about the product or service has an influence on the consumers purchasing decision and perceived trustworthiness (Smith et al., 2005).

The second component that may increase the perceived credibility is perceived trustworthiness (Frith & Frith, 1999; Todorov & Duchaine, 2008; Pickton & Broderick, 2009; Todorov et al., 2009). Trustworthiness refers to whether or not the endorser provides the information in a sincere, fair, honest and honorable manner to the public (Chaovalit, 2014). Ohanian (1990) stated that perceived trustworthiness consists of five key adjectives: honest, dependable, sincere, reliable and trustworthy. Moreover, Darby and Jeffers (1988) suggest that perceived attractiveness also has an influence on the perception of trust. After being exposed at least 33 milliseconds to a face, people are already deciding whether a face is trustworthy or not (Todorov & Duchaine, 2008). Perceived trustworthiness is a basic feature that is fundamental to credibility since it has an impact on changing the attitude of consumers (Todorov & Duchaine, 2008). If there is no trustworthiness, other features of the endorser are unlikely to be effective in changing the attitudes of the consumer.

Moreover, the last component that may increase perceived credibility is perceived attractiveness (Lau, 1982; Otta et al., 1994; Wiegman, 2014). The perceived attractiveness has to do with social values of the endorser and how they are perceived (McCroskey & McCain, 1974). Personality, physical appearance and similarity to the endorser are all included in social values (Caballero & Solomon, 1984; Choi et al., 2005). The perceived attractiveness is a combination of thus similarity, familiarity and likability. The consumer is influenced by the message from someone with similar needs, lifestyle, interests and goals. The second component is familiarity, which refers to the degree of a source's knowledge through exposure (Belch & Belch, 2015). Attractiveness describes the full image of a celebrity endorser, which is specifically important since their identity should be suitable to that of the brand in question. Pickton and Broderick (2009) argued that credibility is

necessary for a beauty gurus' endorsement, because the success of a campaign relies on it. Schlecht (2003) stated that a celebrity endorser is trusted by the target audience due to their professional and personal life, showcased through YouTube in this case. According to prior research, a possible explanation could be that physical attractiveness stimulates the initial impression one has of someone and consequently, positively influences their attitude towards them (Feingold, 1992; Hosoda et al., 2003). This also implies that when individuals perceive an endorser to be good looking, it provides the perception of the endorser having a celebrity status.

Organizations make use of celebrity endorsers to sell their products or to change the behaviors of consumers (Byrne et al., 2003). Consumers purchase more products of a particular company when endorsers are perceived as being credible, due to their connection with the product or brand. A celebrity endorser, who has a harmonious image with the product, can result in a better advertisement and increase the perceived credibility (Levy, 1959; Kamins & Gupta, 1994). The usage of products could attract people - celebrity endorsers with good physical appearances have a significant impact on the remembrance of products, brand attitudes and purchasing intentions of consumers (Kahle & Homer, 1985; Pornpitakpan, 2003). However, opposed to celebrity endorsers, the credibility of an expert endorser refers to knowledge, experience and skills with attention to the brand that is being advertised (Erdogan, 1999). These endorsers are considered to be experts, because they endorse products that are associated with areas that have made them popular, which in turn may increase the perceived credibility as well.

In conclusion, expert and celebrity endorsement is still a challenging topic in literature (Erdogan, 1999). It appears to be evident that individuals respond to elements that endorsers contain in vlogs, the perception of these elements can be used to explore how individuals judge the perceived credibility. In correspondence with the findings of Ohanian (1990), the perceived credibility of the subject depends on the amount of perceived expertise, trustworthiness and attractiveness. It should be noted that the implicit assumption being made here is that credible subjects are more persuasive than non credible subjects. In the context of purchase intention, it will, therefore, be assumed that a positive perceived credibility results in a higher likelihood of purchasing the product after. Further conclusions about the effectiveness of the type of endorser can be derived from explanations about involvement of the elaboration likelihood model. A more detailed discussion will follow in next sections.

2.6 Product placement

It is important to consider the overall meaning of product placement in order to position this broad concept in the context of beauty vlogs. In the media environment of today's world, product placement has become a crucial part of the entertainment industry and can be spotted across a variety of platforms (Whiting & Williams, 2013). The most commonly used definition of product placement

is the one provided by Balasubramanian (1994), who explained product placement as a paid inclusion of a product message that is proposed to influence movie or television audiences. This is achieved through the planned and low-key entry of branded products that are shown throughout the movie or television program. However, the practice of product placement keeps evolving, suggesting that there is no real consensus among scholars about the exact definition (Chan, 2012). Older definitions do not discuss contemporary marketing practices, since product placement is no longer limited to movies or television (Gupta & Gould, 1997; d'Astous & Séguin, 1999; d'Astous & Chartier, 2000). Recent definitions are focusing on the broader meaning of product placement without the reference to any medium or platform in particular. There is also no specific definition concerning product placement in beauty vlogs on YouTube. Therefore, to define product placement in this study, the consideration of prominence will be made and explicit and implicit product endorsement will be discussed (d'Astous & Séguin, 1999).

Putting product placement into the context of the beauty vloggers on YouTube, it is argued that marketers are making use of the two-way communication that a platform such as YouTube allows. They are able to listen to the interests of the group they are targeting and in turn give the endorser the task to communicate the brand's information throughout their videos in an engaging way (Whiting & Williams, 2013). Even though corporate beauty brands do not create content themselves, they do however, send their products to beauty vloggers in order to be featured in their videos (Tolson, 2010). This is functional for many marketers, as the target group of most corporate beauty brands is in line with that of the beauty guru and her large audience on YouTube (Gueorguieva, 2008). According to Cowley and Barron (2008), the main objective for incorporating brands in beauty vlogs is to generate positive attitudes towards the involved brand. For instance, the beauty brand can gain goodwill by associating itself with a popular beauty guru on YouTube. Moreover, the type of endorser also comes into play. Individuals are most likely to be influenced by a certain product that is associated with something else, for example the celebrity status of the endorser (Perloff, 2010). Because of the trust individuals have in beauty vloggers on YouTube (Tolson, 2010; Liu-Thompkins & Rogerson, 2012), positive feelings towards brands that are shown throughout the vlogs will increase. Babin and Carder (1996) illustrated the effectiveness of brand placements on brand evaluation. They stated that brand placements have a significant impact on the audiences' brand evaluations and attitudes. However, other studies, that concluded that brand placements do not have an effect on the brand attitude nor the purchase intention (Karrh, 1994; Ong & Meri, 1994; Vollmer & Mizerski, 1994), have only been dedicated to testing explicit product endorsement as opposed to implicit endorsement. Product placement throughout beauty vlogs can have many benefits to corporate beauty brands in terms of sales, as well as for the beauty vlogger, in terms of salary. This thesis examines the impact of both explicit and implicit product endorsement on the attitude towards the brand and purchase intention.

2.6.1 Explicit product endorsement

Explicit brand endorsement makes a direct statement about a product. When considering the difference in how noticeably a product is placed within an advertisement, it refers to the earlier mentioned 'prominence' (Verhellen et al., 2013). There are, however, many disagreements among scholars about the classification of prominence; originally it was defined in terms of size and centrality (Gupta & Lord, 1998; d'Astous & Chartier, 2000; Cowley & Barron, 2008). As explained by d'Astous and Séguin (1999), explicit product endorsement plays an active role in the entertainment vehicle, this type of advertisement demonstrates the attributes and benefits of the products. The main component of this sort of advertising can be the unique selling proposition of the company, or the rare advantage the company claims their products have to offer. This type of advertising is most effective when the organization can make a provable, factual claim about the product (Kirby & Marsden, 2006). The benefit of offering a clear and distinct message is that any opportunity for confusion is eliminated. The disadvantage, however, is that consumers tend to tune out obvious sales pitches.

The research on the prominence of product placement considering vlogs is still inadequate. A study conducted by Colliander and Erlandsson (2013) discussed the effects of sponsorship revelation, which exists of highly prominent product placements and can be considered as explicit product endorsement. In contrast to expectations, the attitude towards the brand was not affected after sponsorship revelations, which suggests that consumers do not seem to overly resist product placements in vlogs. With sponsorship, the persuasive intent is even more explicit, as its relation to semi-social interaction. The explicit brand endorsement in beauty vlogs on YouTube exists of explicit sponsorship, where the brand pays the beauty vlogger a flat fee or a specified amount per number of views on a vlog that was particularly created to market a brand or product. Besides the sponsored video, the brand can also make use of related links through which potential consumers can make purchases. Coupon codes are also provided by the beauty guru and will help the vlogger to earn a commission on the sale that is purchased by their subscribers. To conclude, Colliander and Erlandsson (2013) add that sponsorships work especially well when the sponsor fits the content, which in the case of beauty vloggers is prominent.

2.6.2 Implicit product endorsement

As explained by d'Astous and Séguin (1999) implicit product placement shows the product or brand but without demonstrating the benefits of the product. This subtle brand placement would have a low time of exposure in the advertisement, or be placed small in the background among other products. This will be in combination with a less obvious way of communicating the message of corporate brands; the elements of the message will not be clearly stated. Rather, implicit advertisements give consumers the opportunity to draw their own conclusions (d'Astous & Séguin, 1999). When a celebrity agrees to pose for a picture at a restaurant, a consumer might believe that

they have sincerely enjoyed the restaurant. In comparison to an explicitly sponsored ad by a celebrity endorser, who provides their audience with a discount code for the sponsored brand. This may seem less genuine and could turn some consumers off (Gresham & Shimp, 1985). Another example is that when companies hire a local celebrity to be in advertisements, it is an obvious trick to take advantage of the celebrity's public appeal. The disadvantage of implicit advertising is that the message can become lost among the other stimulating elements of the advertisement. For example, consumers might not understand the subtle emotional or psychological claims that are hidden in advertisements; instead, they will base their decision on the price, quality or other rational aspects (d'Astous & Séguin, 1999).

2.7 Brand attitude

Various scholars in literature have defined the notion of brand attitude; it has been an important concept in marketing research since 1960. Brand attitude is the internal evaluation of an object such as branded products (Hastak & Olson, 1989). Park and Lee (2009) define attitude as a global and enduring assessment of an object, issue, person, or action. Previous research has connected one's attitude to specific dimensions, such as the attitude towards the advertiser (Lutz, 1985), the attitude towards the advertisement and the attitude towards brands (Lafferty & Goldsmith, 1999). For this study, the focus will be on the attitude towards brands after watching an experimental video and measuring the perceived level of prominence, meaning how noticeable the product placement in the videos was. The attitude towards the brand consists of a predisposition to respond in a favorable or unfavorable manner to the brand in question after the advertisement is showed to the participant (Phelps & Hoy, 1996). This attitude towards brands has been found to play a major role in affecting the consumer's purchase intention after (Gresham & Shimp, 1985; Yi & La, 2004; Goldsmith et al., 2000).

In current literature on the effectiveness of prominence in product placement, the overall attitude towards the brand - brand recall and recognition are most frequently used (Chan, 2012). However, it can be stated that these measures fail to fully reveal the efficiency of the prominence in product placement (Chan, 2012). Scholars have claimed that brand recall does not always result in a positive attitude towards the brand or an increase in purchase intention (Matthes et al., 2007; van Reijmersdal et al., 2007). Practitioners would like to know how effective the prominence in brand placement is, in order to justify the money that they spend on advertising (Chan, 2012). However, current studies that focus on the effects that the type of brand endorsement has on the attitude towards the brand are still inconclusive. How noticeable the brand endorsement is seems to work both ways as some scholars have shown positive effects of explicit brand endorsement (Russell, 2002; Yang & Roskos-Ewoldsen, 2007), while others suggest that high prominence can have a negative impact on the brand attitude (Matthes et al., 2007; Cowley & Barron, 2008; Homer, 2009), or even no impact at

all (Babin & Carder, 1996; van Reijmersdal et al., 2007). This can partly be explained by the persuasion knowledge theory and the elaboration likelihood model (ELM), as the model explains that people in high and low involvement situations process information differently (Perloff, 2010). The persuasion knowledge theory states that individuals develop knowledge about how, why and when a message is intended to persuade them (Cowley & Barron, 2008). High prominent brand placements lead to a higher recall of the brand, but also activate the awareness of the particular product placement (van Reijmersdal et al., 2007). This can lead to the realization of the commercial aspect among the audience and can create skepticism towards the brand. This thesis will measure to what extent the participants of the experiment, experienced the level of prominence of product placement throughout the beauty vlog. And in turn, what effect this will have on their attitude towards the brand.

2.8 Purchase Intention

The purchase intention is defined as a combination of the interests of a customer in using the product and the likelihood of buying the product or service (Kim et al., 2012). The intention of purchasing a product is based on attitudes and preferences, which is one of the most investigated factors in Social Psychology that deals with the attitude-behavioral relationship (Bohner & Dickel, 2011). Ling et al. (2010) stated that purchase intention is a component of the cognitive behavior of a consumer, such as how and why consumers intend to buy a specific product, service or brand. The attitude of consumers can be seen as evaluations of the brand and intentions are viewed as the motivation of people of their conscious plan to carry out a behavior (Eagly & Chaiken, 1993). Furthermore, there is sufficient proof that measuring intentions can change the purchase behavior after; this is called the mere-measurement effect. When consumers already have a positive attitude towards the brand in competitive markets, the measuring intentions increase the purchase of a product and also increase the purchase of available and preferred brands. Moreover, Han et al. (2010) suggested that the purchase intention of consumers is easily affected by several external factors when the decision-making processes take place. For example, when the purchase process itself is happening, their purchase intentions may be affected by the product features, but also by the price and the type of endorser that is used for the advertisement. The purchase intentions of consumers are easily generated by promotions. Therefore, the attitudes towards the promoted products or brand are also affected by the popularity and the image of the type of endorser that is used in the beauty vlog. In this study, the focus will be on the perceived credibility, overall brand attitude and its effect on purchase intention after watching the experimental video. As previously mentioned, due to explanations of the elaboration likelihood model (ELM), people in different involvement situations may process information differently. This will be further elaborated on in the next section.

2.9 Elaboration Likelihood Model

Successful beauty vloggers can be characterized as a mixture of their personal brand and the corporate brand. Therefore, they need to have both components in their videos and in their communication strategies. The business of beauty vloggers is created around talking about beauty products. When they do this throughout their videos on YouTube, they are talking to their fan base and act as a non-official celebrity endorser of beauty supplies. They are persuasive in their way of communicating, constantly promoting their own brand, as well as the brand of corporations. At times, vloggers present the brand in a very subtle manner and other times they explicitly state that the video is sponsored. A theoretical model that analyzes persuasive communication is the elaboration likelihood model (ELM) created by Petty et al. (1983). The elaboration likelihood model explains that people in high and low involvement situations process information differently (Perloff, 2010). This has important implications for persuasion strategies; therefore, high or low involvement with a specific brand or product determines whether and how people are persuaded by a message and in turn are more likely to purchase a product. There are two distinct routes when it comes to persuasion. When the level of involvement is high, people will process the message through the central route, which suggests an active cognitive processing, where people will think deeply about what the message entails (Perloff, 2010). Individuals will carefully examine the information that is given and take prior experience and knowledge in consideration, to assess and elaborate on the information that is presented (Lien, 2001). For this research, individuals in the high involvement situation are considered to be people that frequently watch beauty vlogs.

The second route is the peripheral route, which is enacted when the involvement is low (Perloff, 2010). This entails that an individual is thinking less about the message that is being presented, since the message is considered to be irrelevant on a personal level (Petty et al., 1983; Perloff, 2010). Rather, the active cognitive processing of non-content elements of the message is being used to form an opinion. Peripheral cues may entail a number of arguments surrounding the message or source characteristics such as; likeability, expertise, attractiveness, or even music and affective reactions that are generated by the advertisement (Lien, 2001). Individuals situated in the low involvement category are considered to be people that never watch beauty vlogs on YouTube.

Another valuable component that may increase the purchase intention is brand association. Aaker (1991) explained that brand association entails the connection between your memory and a specific brand. The significance of brand associations is featured in past research, since associations can have an effect on the choice of the consumer, their preferences and therefore result in increasing the purchase intention (Park & Srinivasan, 1994; Yoo et al., 2000). Brand association is linked to information about what goes on in the mind of the consumer about the brand, positive or negative; it is connected to the node of the brain memory (Emari et al., 2012). Some individuals that watch vlogs, associate the beauty vlogger with the products that are shown; this is similar to celebrity endorsement.

The people that watch the vlogs, already have a positive opinion about the perceived celebrity status of the beauty vlogger. As explained earlier, factors as perceived credibility, likeability and attractiveness are important to celebrity endorsement (Paliwoda et al., 2013; Hung, 2014). When viewers of videos already have a positive attitude towards the celebrity beauty vlogger, it can be viewed as a positive peripheral cue (Petty et al., 1983). Authority, credibility and social attractiveness are three main elements of powerful, persuasive communicators (Perloff, 2010). When individuals are perceived to be credible, attitudes are changed via internalization (Perloff, 2010). Viewers feel that the source is related to their own values or attitudes; expertise and trustworthiness are key here (Perloff, 2010). Moreover, the attractiveness is also important to persuasion, since endorsers who are attractive are perceived as being likable (Perloff, 2010). These endorsers can have a greater impact on the public through more powerful processes, such as identification (Perloff, 2010). This element of social attractiveness seems to be crucial and also highly suited to the case of beauty vloggers, since the center of attraction evolves around beauty videos. This thesis measures the involvement of the participants from the experiment and examines the effect it has on perceived credibility, overall brand attitude and purchase intention.

2.10 Hypotheses

Marketers state that the type of endorsers may positively influence the perceived credibility of the endorser (Cooper, 1984). When the endorser is considered to be qualified enough to provide valid and accurate information, the endorser is perceived as being an expert (Hovland et al., 1954). Past research has indicated that expertise about the product or service positively influences the perceived credibility (Maddux & Rogers, 1980; Smith et al., 2005). Therefore, the following hypothesis is proposed:

H1: Expert endorsers have a high perceived credibility.

Attractiveness is another component that may increase perceived credibility (Lau, 1982; Otta et al., 1994; Wiegman, 2014). As physical attractiveness being a part of the attractiveness scale, it is implied that when individuals perceive an endorser as good-looking, it increases the perception of the endorser being a celebrity. A celebrity endorser, who has a harmonious image with the product, can result in a better advertisement and increase the perceived credibility (Levy, 1959; Kamins & Gupta, 1994). Therefore, the following hypothesis can be stated:

H2: Celebrity endorsers have a high perceived credibility.

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Past research has proven that expertise about the product or service has an influence on the consumers' credibility and perceived trustworthiness towards the endorser (Smith et al., 2005). The effectiveness of a certain type of endorser, being celebrity or expert, is to a great extent contingent on the type of product that is being advertised. For more involving, durable, or higher priced products, expert endorsers are likely to have a stronger effect as opposed to celebrity endorsers. This is because people situated in the high involvement category, explained by the elaboration likelihood model, will acquire more information about the product (Petty et al., 1983), as well as with higher priced products, there is likely to be higher levels of involvement with the product purchase. Therefore, the internalization process will be more effective than mere identification (Kelman 1974; Petty et al., 1983). When the receiver recognizes the information as convincing and credible, the favorable attitudes will be found and the individual will most likely process the information through the central route. The credibility of an expert endorser refers to knowledge, experience and skills with attention to the brand that is being advertised (Erdogan, 1999). This type of endorser is more likely to be processed through the central route, due to the receivers' experience and knowledge about the topic. Therefore, the following hypotheses are stated:

H3: Individuals in a high involvement situation will perceive higher credibility in an expert endorser than celebrity endorser.
H4: Individuals in a high involvement situation will perceive higher trustworthiness towards expert endorsers than celebrity endorsers.

The identification process, brought about by celebrity endorsers, is more effective when consumers only peripherally process the information that is presented about a product. Priester and Petty (2003) explained that when a celebrity endorser is perceived to be highly trustworthy, a consumer might not have examined the advertisement as much and may unthinkingly accept the conclusion as valid. Therefore, the following hypotheses are stated:

H5: Individuals in a low involvement situation will perceive higher credibility in a celebrity endorser than expert endorser.
H6: Individuals in a low involvement situation will perceive higher trustworthiness towards celebrity endorsers than expert endorsers.

As previously mentioned, individuals situated in the high involvement situation will perceive higher credibility in an expert endorser. An expert endorser corresponds with the validity of claims regarding the product in question; therefore, it is an important factor in increasing the persuasiveness of marketing messages. Moreover, the expertise of an endorser gives consumers more concrete

information on the product, which in turn can result in a more favorable attitude towards the brand (Magnini et al., 2008). As mentioned earlier, more positive attitudes were generated when the brand was explicitly used and mentioned throughout the ad, as opposed to just appearing in the background. This was mostly in combination with an expert endorser, when the receiver believed the endorser was qualified at giving advice (Yang & Roskos-Ewoldsen, 2007). These results were confirmed in a later study by Colliander and Erlandsson (2013), who illustrated that highly prominent product placements by an expert endorser had a positive effect on the overall attitude towards the brand.

As stated before, individuals situated in the low involvement category will perceive higher credibility in a celebrity endorser. In addition, implicit product endorsement usually works best when the consumer evaluates the message through the peripheral route, as the audience focusses more on the attractiveness of the endorser and will allow the message to become secondary to the video content. Besides, implicit product endorsement seems less like a marketing event and more like a sincere recommendation (Avery & Ferraro, 2000). Individuals that are not used to watching beauty vlogs on YouTube may value this subtle type of advertising more as opposed to explicit product endorsement and may in turn positively affect their attitude towards the brand. Therefore, the following hypotheses can be stated:

H7: With a celebrity endorser, the overall brand attitude will be higher for implicit endorsement than explicit endorsement.
H8: With an expert endorser, the overall brand attitude will be higher for explicit endorsement than implicit endorsement.

Many empirical studies have found that endorsers who were perceived as being credible, positively influenced the consumers' purchase intentions (Kelman, 1974; Agrawal & Kamakura, 1995; Pornpitakpan, 2003; Amos et al., 2008). Moreover, when the level of prominence in product placement positively increases the overall attitude towards the brand, the purchase intention will increase simultaneously as well (Vollmer & Mizerski, 1994). Therefore, the following hypotheses were proposed:

H9: Perceived credibility has a positive effect on purchase intention.
H10: The overall brand attitude has a positive effect on purchase intention.

One significant implication of the elaboration likelihood model for purchase intention is that different kinds of appeals may be most effective for different consumers (Lafferty & Edmondson., 2009). As mentioned earlier, individuals that frequently watch beauty vlogs on YouTube will be highly involved. These viewers appreciate the expertness in an endorser and will be convinced by

knowledgeable vloggers, whereas, individuals who never watch vlogs on YouTube, will most likely focus on the attractiveness of the endorser and will allow the message to become secondary to the video content. Therefore, the message will more likely be processed peripherally, on a low involvement level (Perloff, 2010). When the receiver recognizes the information as convincing and credible, favorable attitudes will be found and the purchase intention will increase.

Furthermore, Petty et al. (1983) found that when an advertisement involved a product of low involvement, the celebrity endorser had a powerful impact on consumers' perceptions, attitudes and purchasing intention. However, when the advertisement concerned a product of high involvement, the celebrity endorser had hardly any effect on the perceptions and attitudes of the audience. As proven by previous research, in general, expert endorsers as opposed to celebrity endorsers, are more likely to be effective, when it comes down to purchase intention through the central route (Petty et al., 1987). Therefore, the following hypotheses are proposed:

H11: Under the high involvement situation, the purchase intention is higher for expert endorsement than for celebrity endorsement.
H12: Under the low involvement situation, the purchase intention is higher for celebrity endorsement than for expert endorsement.

3. Methodology

This chapter consists of an overview of the process that was used in order to gather and analyze the data that was required for testing the hypotheses and to answer the overall research question: *"To what extent do beauty vloggers on YouTube influence the perceived credibility, overall brand attitude, and purchase intention of women through their videos when it comes to buying beauty products?"* To measure the relationship between the independent variables and the dependent variables, a quantitative method using an experimental design with a pre-stimulus and a post-stimulus questionnaire was used. Experiments are conducted to predict phenomena from stimuli. Usually, an experiment is designed to disclose some causation (Weiss & Rein, 1970; Unnava et al., 1994). Wyner (1997) explained that in an experiment the researcher manipulates one or more independent variables and measures their effect on one or more dependent variables, while controlling the effect of extraneous variables. Weisberg, Krosnick and Bowen (1996) assert that questionnaires are suitable for measuring attitudes, preferences, beliefs, or even facts. In this research, one guiding assumption is that when watching beauty vlogs on YouTube, the perceived credibility of the consumer will be influenced by the type of endorser. Also, the level of prominence in the video will influence the brand attitude. The level of the participants' involvement, being high or low will also be taken into consideration. Therefore, an experimental design was employed, as it is appropriate to distinguish which variables are the cause and which variables are the effect of an increased purchase intention, while watching beauty vlogs on YouTube (Malhotra et al., 2003). A pre-stimulus questionnaire was conducted to test whether a respondent qualifies to participate in the experiment; these qualifications are further specified in the following chapter. The pre-stimulus questionnaire was also conducted to measure the high- or low involvement of the participant. After watching a beauty vlog with an experimental condition, a post-stimulus questionnaire was employed to measure the perceived credibility, overall attitude towards the brand and purchase intention. In this study, the hypotheses developed in the previous chapter need to be tested, to determine whether the type of endorser and the level of prominence in the experimental videos, is affecting the purchasing intention of viewers. Furthermore, a quantitative content analysis was conducted on the experimental videos that were shown to the respondents. Following, a codebook was created to document all the variables and data that was needed for assuring reliability of the stimuli videos.

3.1 Sample

The thesis aimed to receive at least 240 responses from women aged 18 to 54 years old, that are interested in beauty and that buy beauty supplies. If a respondent did not qualify under these criteria, she was immediately filtered out of the survey. The most popular category for YouTube among women today is cosmetics and makeup with a female audience of 75%, where females aged 13 to 24 constitute of 47% of that audience (Pixability, 2015). Another study also shows that women

aged 18 to 24 are an important demographic for the beauty industry, since they view over 10 hours of beauty videos every month (Pixability, 2015). The minimum age restriction was chosen due to the core of the investigation since the research is about the purchase intention of beauty products. Therefore, a minimum age of 18 years old was established. The maximum age is 54 years old, because the YouTube audience of beauty vlogs still consists of 12% of women that are aged between 45 and 54 years old. Furthermore, the age range was established to acquire enough participants in both high and low involvement categories. Only fully completed surveys were included in the results.

3.2 Research units and sampling procedure

The research units are female individuals aged from 18 to 54 years old that are interested in beauty products. A distinction was made between women that frequently watched beauty vlogs on YouTube prior to this experiment and women that never watched beauty vlogs on YouTube. This is explained by the high and low involvement of respondents that was measured in the pre-stimulus questionnaire. The experimental conditions and the primary independent variables in this thesis are: 1) the type of endorser, who is either celebrity or expert, 2) the prominence of product placement, which is either explicit or implicit. The dependent variables are perceived credibility of the endorser, the overall attitude towards the brand and the purchase intention. As mentioned earlier, the aimed sample size was around 240 female respondents. These were broken down into eight experimental groups, in an experimental 2x2x2 design. 60 women watched a vlog that consisted of explicit product endorsement in combination with a celebrity endorser (30 in the low involvement situation and 30 in the high involvement situation). 60 women watched a vlog that consisted of explicit product endorsement in combination with an expert endorser (30 in the low involvement situation and 30 in the high involvement situation). 60 women watched a vlog with implicit product endorsement in combination with a celebrity endorser (30 in the low involvement situation and 30 in the high involvement situation). And the last 60 women watched a vlog with implicit brand endorsement in combination with an expert endorser (30 in the low involvement situation and 30 in the high involvement situation). This is further illustrated in table 3.2

Table 3.2 Experimental design independent variables

IV	Celebrity endorser	Expert endorser
Explicit product endorsement	Explicit + Celeb High / low involvement	Explicit + Expert High / low involvement
Implicit product endorsement	Implicit + Celeb High / low involvement	Implicit + Expert High / low involvement

The respondents were invited to partake in an online survey through a hyperlink on Qualtrics, where they had to fill out a pre-stimulus questionnaire in which their level of involvement, either high or low was determined. After this, they watched a vlog containing one of the four experimental conditions. The participants that watched the existing beauty vlog were not able to see the number of views or subscribers of the beauty vlogger. This was done to limit the external factors that could influence the participant in the experiment. Following this, the respondents filled out a post-stimulus questionnaire measuring the dependent variables. This experiment employs randomization for four treatments: exposure to explicit endorsement containing a celebrity endorser, explicit endorsement containing an expert endorser, implicit endorsement containing a celebrity endorser, and implicit endorsement containing an expert endorser. This means, that any number of treatments was assigned by a random process to any number of test units (Aaker, 1991). However, the operationalization of the experiment includes balancing the involvement levels of the respondent in each of the conditions.

3.3 Experimental conditions

As discussed in the theoretical framework, it can be assumed that different types of endorsers and the level of prominence can have an impact on the perceived credibility towards the endorser and the overall brand attitude. As mentioned earlier, this study makes use of a 2x2x2 experimental design. Four videos of different beauty vloggers on YouTube have been selected for this experiment. The first experimental condition consisted of a celebrity endorser with implicit product endorsement. The beauty guru in the vlog is Carli Bybel and she has over 5 million subscribers on her YouTube channel. This young woman has her own makeup line and throughout the vlog, she mentions that she created this look on several red carpet events in the past month. The video is 15:55 minutes long and was posted on April 2, 2017. At the time of conducting the experiment, she had over 41.000 likes on the beauty vlog. The second experimental condition with the beauty vlogger named Sylvia Gani consisted of an expert endorser with explicit product endorsement. This beauty guru has 1.4 million subscribers on her YouTube channel. In the beginning of the vlog she explicitly stated that the video was sponsored. The vlog is 10:15 minutes long and was posted on April 2, 2017. At the time of conducting the experiment, the video had over 8000 likes. The third experimental condition with Jessica Clements consisted of a celebrity endorser in combination with explicit product endorsement. She has 507,000 subscribers on her YouTube account, which is less in comparison to the other beauty gurus used for this experiment. However, this young woman is a model and also mentions several times throughout the vlog that she used this look for a red carpet event. At the beginning of the vlog, she also explicitly stated that she is teaming up with the brand Sephora for this video. The vlog is 8:55 minutes long and was posted on February 24, 2017. At the time of the experiment, the video had over 5000 likes. The fourth experimental condition with Teni Panosian consisted of an expert endorser

with implicit product endorsement. This beauty vlogger has over 1 million subscribers on YouTube. She started off as a blogger and got popular on several platforms such as Instagram, Twitter, Blogspot and YouTube. She thoroughly explains how to apply fake lashes in the experimental video, without mentioning any particular brands. The video is 12:47 minutes long and was posted on May 14, 2015. At the time of the experiment, this video had over 9000 likes. Further details about the experimental videos are illustrated in table 3.3. In addition, a codebook (Appendix I) was created after watching each experimental video by two coders in the high involvement situation and two coders in the low involvement situation.

Table 3.3 Beauty vloggers in experimental conditions

Title beauty vlogger	Title beauty vlog	Experimental condition
V1 Carli Bybel	GET READY WITH ME: CARLI BYBEL DELUXE EDITION PALETTE	Celebrity x Implicit
V2 Sylvia Gani	EASY SUMMER GLOWY SKIN & BRONZE EYES MAKEUP, HAIR & OUTFIT! GRWM	Expert x Explicit
V3 Jessica Clements	Red Carpet Makeup Tutorial GRWM w/Sephora	Celeb x Explicit
V4 Teni Panosian	How To Apply False Lashes	Eye Makeup Tutorial	Teni Panosian	Expert x Implicit

3.4 Data collection process and data analysis

The data was collected between the 14th of April, 2017 and the 14th of May, 2017. This time frame was sufficient enough to satisfy the requirements for recruiting respondents. On the 15th of May, 2017, the surveys were imported into SPSS via Qualtrics, where the analysis of the pre-stimulus questionnaire and post-stimulus questionnaire was conducted. Potential respondents were recruited through purposive sampling in combination with snowball sampling and were reached through social media platforms other than YouTube. The survey was distributed through Facebook groups regarding beauty and via e-mail. The contacts that received the questionnaire had access to many non-personal contacts. This non-probability sampling method was used due to the limited numbers of people that can serve as primary data sources, because of the requirements of the research. This experiment was exclusively meant for women aged 18 to 54 that were interested in beauty products. Only the surveys that met all the requirements were used for this research and the ones that were invalid, meaning that they were incomplete, were filtered out. The data was processed, transformed and re-coded into different variables, put into subcategories and analyzed in SPSS.

3.5 Operationalization

To measure the difference in perceived credibility, overall brand attitude and purchase intention the pre-stimulus questionnaire randomly placed participants into one of the four experimental conditions. Each of the four experimental groups were presented with an existing video from a YouTube beauty vlogger, with the characteristics of one of the four types of treatments. After filling out the pre-stimulus questionnaire to measure the high or low involvement of the participant and also to record the demographics, the respondent was directed to a vlog with one of the four experimental conditions. Following this, the respondent filled out the post-stimulus questionnaire to measure the dependent variables from the conceptual framework.

The pre-stimulus questionnaire contained questions about the demographics and three questions to measure the involvement of the participant with beauty and beauty supplies. Question 7 on the survey questioned how frequently the participant watched beauty vlogs on YouTube prior to the experiment. This was measured on a six-point item ranging from never to extremely frequently, all participants with scores of 4 and higher were categorized in the high involvement situation and all the participants with scores of 3 or lower were categorized in the low involvement situation. The justification of the choice for the high and low involvement scale was decided upon an equal division in the middle of the scale, between 'rarely' meaning seldom and 'occasionally', meaning from time to time. Question 8 on the survey asked the participants how often they wear makeup. This was measured on a six-point item ranging from never to every day. Finally, question 9 on the survey asked how often the participants purchase makeup. This was measured on a six-point item ranging from never to a great deal. For the purpose of this thesis, only the frequency of watching YouTube beauty vlogs was considered as involvement. Therefore, only question 7 was used as an estimation for measuring the involvement of the participants.

The post-stimulus questionnaire contained multi-item measures of published scales on perceived credibility, perceived brand attitude and purchase intention. In the past, scholars have analyzed the perceived credibility of consumers, with a variety of measures with several names and various items. For this thesis, the published credibility scale of Ohanian (1990) was used, containing fourteen credibility items that were measured on a five-point Likert scale. This broke credibility down into three sections: perceived expertise, perceived trustworthiness and perceived attractiveness. As explained earlier, the expertise of an endorser comes down to five aspects according to Ohanian's scale (1990): experience, expertise, being qualified at giving advice, being knowledgeable and skilled. All these five elements were measured in the expertise dimension that existed of 5 items on a five-point Likert scale, ranging from strongly disagree to strongly agree. A high score on all five items would indicate a high level of perceived expertise. In the results section, this dimension will be referred to as 'CrExp'. Trustworthiness measured how believable and sincere the viewers perceived the information that was given. As stated before, Ohanian (1990) described that trust should be

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composed of the following adjectives: honest, dependable, sincere, reliable and trustworthy. This dimension existed of 6 items that were measured on a five-point Likert scale, ranging from strongly disagree to strongly agree. A high score on all these items would indicate a high level of perceived trustworthiness. In the result section, this dimension will be referred to as 'CrTrust'. And lastly, attractiveness measured whether the participant believed the beauty vlogger is physically attractive and in turn perceived the young women as having a celebrity status. This dimension existed of 3 items that were measured on a five-point Likert scale, ranging from strongly disagree to strongly agree. A high score on all these items would indicate a high level of perceived attractiveness and perceived celebrity status of the beauty guru. In the result section, this dimension will be referred to as 'CrAttract'.

The attitude towards the brand was measured with a single scale, since it is the most effective way to do so (Bergkvist & Rossiter, 2007). This suggests, that the respondents indicated how well a certain sentence expressed their feeling towards the brand. For this variable, the scale by Lafferty and Goldsmith (1999) was used which existed of 8 items. The attitude towards the brand, that was mentioned in the vlog was measured through a five -point Likert scale, ranging from strongly disagree to strongly agree and extremely unlikely to extremely likely. For question 30, a semantic differential scale was used, that consisted of 4 items ranging from negative to positive, unpleasant to pleasant, unfavorable to favorable and unusable to usable. A high score on these items would indicate a positive attitude towards the brand.

Lastly, the purchase intention, which is a common effectiveness measure and often used to anticipate a response behavior will be measured (Baker & Churchill, 1977). The purchase intention was measured with two items, concerning the likelihood of buying the product in the future. An established scale for measuring the purchase intention was adapted from the study of Lafferty and Goldsmith (1999). The scale existed of a five-point Likert scale, ranging from extremely unlikely to extremely likely, to measure the likelihood of participants making use of and purchase the evaluated products after watching the beauty vlog. A high score on these items would indicate a high level of purchase intention. The comparison of the scores of the independent variables, as well as the dependent variables will be made. Moreover, the group of participants that belonged to the high involvement situation, will be compared to the participants that belonged to the low involvement situation.

3.6 Manipulation check

To measure whether the participants perceived the beauty guru from the vlog as being an expert or a celebrity, question 15 and 24 on the post-stimulus questionnaire were developed to test whether the manipulation has worked. Question 15 asked the participants whether they perceive the beauty vlogger as an expert and question 24 asked whether the participants perceive the beauty

vlogger as a celebrity. Furthermore, question 25 and 26 on the post-stimulus questionnaire were developed to check if the manipulation has worked concerning the prominence of product placement, being implicit or explicit. Item 25 questioned the participants about whether or not a particular brand was frequently mentioned throughout the vlog and item 26 questioned whether the participants thought the vlog was sponsored. A high score on both items would indicate the perception of explicit endorsement. A low score would indicate the perception of implicit product endorsement.

3.7 Codebook

To have a clear overview of the content in the videos that were shown to both groups, a codebook was compiled with the following codes: the type of endorser, which entailed whether the coder perceived the endorser as an expert or a celebrity. The prominence of product placement was questioned, which entailed whether the coder perceived the video as implicit or explicit endorsement.

A codebook was created, to document all the variables and data that was needed for inter-coder reliability on the characteristics of each video (Appendix I). Each vlog was assigned with a number, its vlog ID. This ID number gives information about the name of the beauty vlogger, the title of the vlog and the experimental conditions. The coder was also given an ID number, e.g., Coder ID 1 being Elisabeth Sokol. This coder ID was written on each coding sheet that the coder used. All of the following coding categories were used to develop the codebook: type of endorser, expert or celebrity, the product placement, being implicit or explicit. The coder also had to address how frequently they watch beauty vlogs on YouTube and were put into high or low involvement categories after.

Type of endorser

The coder watched all four experimental videos and coded the vlog according to the perception of the beauty vlogger being an expert (Expert=1, Not Expert=0) and the perception of the vlogger being a celebrity (Celebrity=1, Not Celebrity=0).

Prominence of product placement

The coder watched all four experimental videos and coded the vlog according to whether a specific brand was mentioned frequently throughout the vlog (Explicit=1, Implicit=0) and the perception of the vlog being sponsored (Sponsored=1, Not sponsored=0).

3.8 Validity and reliability

In order to assure that this thesis is reliable, it was necessary for the respondents to fill out the survey consistently. The first three items on the pre-stimulus survey questioned whether or not the participant met the requirements to partake in the experiment. If this was not the case, the participant was immediately redirected to the end of the survey. Respondents that have incomplete answers were

removed from the questionnaire. This research relied on the work of previous scholars, which suggests that all mentioned scales by Ohanian (1990) and Lafferty and Goldsmith (1999) that were used for this thesis have previously demonstrated acceptable levels of reliability. After conducting the results in SPSS, the Cronbach's Alpha was measured to determine whether the used scales (perceived credibility and its subcategories: CrExp, CrTrust and CrAttract, overall brand attitude and purchase intention) were valid. For the codebook, that is being used for assuring the vlogs carried the expected characteristics (Appendix I), an inter-coder reliability test was carried out since it is a vital component in content analysis. Therefore, in the final report the inter-coder reliability score (Krippendorff's Alpha) was stated for all relevant variables that were analyzed. Without a precise establishment of the inter-coder reliability, the interpretation is not accurate and likely to be questioned by reviewers. As stated by Neuendorf (2002), the goal of content analysis is to identify and report relatively objective characteristics of messages; therefore, reliability is predominant. Without the establishment of reliability, content analysis measures are useless. In the codebook that is used for this thesis, four coders were used, two people in the high involvement category and two people in the low involvement category, to increase the reliability of this study.

Furthermore, a possible halo effect could occur. This refers to the tendency of people to perceive more positive personality traits in a more physically attractive person. The beauty gurus in the experimental videos may be perceived as being attractive, due in part to physical traits and therefore, may be more likely to be viewed as being kind, better, cooler and happier. The role of attractiveness in creating the halo effect has been illustrated through many studies. Past research has acknowledged that attractiveness may affect perceptions, tied to life success and personality. This halo effect could potentially lead to an attitude change (Caballero & Solomon, 1984). Question 22 on the post-stimulus questionnaire was developed to question the participant about their perception of the physical attractiveness of the beauty vlogger. As stated earlier, this thesis relies on the work of previous scholars and it will be used to decrease the potential halo effect of the videos, by using more cognitive scale items for measuring the attitude towards the brand. By using existing scales, the validity of this research is increased.

4. Results

The following section addresses the analysis of the dataset. In order to answer the hypotheses and overall research question *"To what extent do beauty vloggers on YouTube influence the perceived credibility, overall brand attitude and purchase intention of women through their videos when it comes to buying beauty products?"*, several steps are being made. Firstly, the results illustrate the level of perceived credibility for expert and celebrity endorsers. Secondly, the level of prominence in product placement being implicit or explicit and its effect on the overall brand attitude is portrayed. Thirdly, a conclusion is derived from the different levels of perceived credibility and its sub categories: CrExp, CrTrust and CrAttract, And the overall brand attitude and the impact it has on the purchase intention of women that participated in this experiment is illustrated. Lastly, a comparison is made between high and low involvement groups in the additional findings.

As the first and second hypotheses compare expert and celebrity endorsers to the neutral level of perceived credibility, a One-Sample T-test is conducted. Further tests are comparative for two groups; therefore, Independent Samples T-tests are employed. The null hypothesis suggests that there is no significant difference in the means between the groups. The alternative hypothesis suggests that there is a significant difference in the means between the groups. Thus, if there is no significant difference between the means of expert and celebrity endorsement and their effect on perceived credibility, or implicit and explicit brand endorsement and its effect on the overall brand attitude, the associated hypothesis would be rejected. And if there is a significant difference between the means, the alternative hypothesis would be rejected. Furthermore, an OLS Regression is conducted to test the effect of perceived credibility and overall brand attitude on purchase intention. Finally, reliability of scales for the key measures and their descriptive statistics and manipulation checks are reported along with analytical results below.

4.1 Inter-coder reliability

The inter-coder reliability is an indicator of measurement consistency. It is conducted to test whether the four coders are consistent in evaluating the characteristics of the experimental video. A codebook was created, to document all the variables and data needed for inter-coder reliability and existed of the following coding categories: the type of endorser, being expert or celebrity and the prominence level of product placement, being implicit or explicit (Appendix I). The four coders are all included when measuring the Krippendorff's Alpha per category. The first category questioned whether the coder perceived the beauty vlogger as an expert, the Kalpha indicated a perfect reliability (4 coders; $\propto = 1.00$). For the second category the coders where asked whether they perceived the beauty vlogger as being a celebrity, the Kalpha indicated a tentative reliability (4 coders; $\propto = 0.76$). For the third category which questioned whether a particular brand was mentioned frequently throughout the vlog, the Kalpha indicated a tentative reliability (4 coders; $\propto = 0.76$). And for the last category which questioned whether the coder perceived the beauty vlog as being sponsored, the

Kalpha indicated a perfect reliability (4 coders; $\propto$ = 1.00). When only considering the two coders that are situated in the high involvement category, all the categories resulted in a Kalpha with a perfect reliability (2 coders; $\propto$ = 1.00). Therefore, it can be concluded that coders situated in the low involvement category decreased the reliability for categories 2 (celebrity/ not celebrity) and 3 (explicit/ implicit). The coders situated in the low involvement category, were able to recognize the beauty vlogger as being an expert and recognized the vlog as being sponsored; however, Coder ID3 identified the beauty guru from Vlog ID4 as being both an expert and celebrity endorser. And Coder ID2 coded Vlog ID1 as explicit brand endorsement, as opposed to implicit brand endorsement. These results will be further elaborated on in the limitation section of this thesis.

4.2 Demographics

The following paragraph illustrates the demographics of the total amount of respondents N=240, that participated in the experiment and post-stimulus questionnaire. Question 1 to 3 on the survey were test questions in order to make sure that only women aged 18 to 54, that were interested in beauty products would partake in the experiment. If the participants did not meet the requirements, they were immediately filtered out the experiment. Question 4 to 6 on the pre-stimulus questionnaire were devoted to test the demographics of the participants. The largest number of respondents with 37.9%, was aged between 18 and 24 years. The second largest group consisted of 23.8% and was aged 24 to 34 years. The age group of 35 to 44 consisted of 21.3% and lastly the age category of 45 to 54 existed of 17.1%. The largest number of respondents came from Europe and consisted of 85.4%, 12.1% came from America, 1.7% from Asia and 0.8% from Australia. The largest number of participants was Caucasian and consisted of 73.8%, 10.8% was Asian, 7.9% was African American, 5.8% was Hispanic and 1.7% Pacific Islander. The largest number of respondents has an associate degree and consisted of 30.8%, 22.1% participated in a college program, 20.8% obtained their bachelor's degree, 16.3% finished some high school, 7.9% received their master's degree, 1.3% had less than high school and finally 0.8% received their PhD.

4.3 Involvement

Question 7 on the pre-stimulus questionnaire was devoted to measure the involvement of the participants: *"How frequently do you watch beauty vlogs on YouTube?"* 5% of the participants answered "rarely", 13.3% answered "very rarely" and 31.7% answered "never". These 120 respondents belonged to the low involvement group of this experiment. 2.5% answered "occasionally", 22.5% answered "frequently" and 25% of the participants answered "very frequently". These 120 respondents belonged to the high involvement group of this experiment. Further statistics on key measures are reported below. Question 8 on the pre-stimulus questionnaire was devoted to measure how often the participants wore makeup. The largest number of respondents answered with "sometimes" and consisted of 37.9%. 28.7% answered with "almost every day", 25.8%

answered with "every day", 6.3% answered with "almost never" and 1.3% of the participants answered with "never". Question 9 on the pre-stimulus questionnaire was devoted to measure how often the participants purchased makeup. 28.7% of the participants answered with "a moderate amount" and "occasionally". 22.9% of the participants answered with "to a great deal", 18.3% of the participants answered with "rarely" and 1.3% of the participants answered with "never". Question 7, 8 and 9 on the pre-stimulus survey were questioning the participant's involvement with beauty and purchasing beauty products. The means of the scales are computed to serve as index variables for involvement as reported in table 4.3. Combining question 7, 8 and 9 showed ($M = 3.57$, $SD = 1.28$) and was found to be highly reliable (3 items; $\propto = 0.84$). However, for the purpose of this thesis, only the frequency of watching YouTube beauty vlogs was considered as an involvement measure. Therefore, in following results when speaking of high and low involvement, only question 7 on the survey was considered.

Table 4.3 Descriptive statistics for high and low involvement

	M	*SD*
Q7 Involvement *N=240*	3.54	2.09
Q7 High involvement *N=120*	5.45	0.59
Q7 Low involvement *N=120*	1.47	0.67

4.4 Type of endorser and its effect on perceived credibility

Several steps were being made to test the effect of an expert or celebrity endorser on the perceived credibility in order to answer the following hypotheses:

H1: Expert endorsers have a high perceived credibility.
H2: Celebrity endorsers have a high perceived credibility.

Question 11 to 24 on the post-stimulus questionnaire were devoted to measure the overall perceived credibility that existed of three components: CrExp, CrTrust and CrAttract. CrExp was devoted to measure the level of perceived expertise of the endorser. CrTrust was devoted to measure the level of perceived trustworthiness of the beauty vlogger. And CrAttract was devoted to measure the level of perceived attractiveness of the endorser which refers to whether the participant perceived the beauty vlogger as a celebrity. The respondents were asked to rate their level of agreement or disagreement with these questions on a five-point Likert scale, ranging from strongly disagree to strongly agree. If the results would show a high score on the items, it would indicate a high level of overall perceived credibility and its subcategories CrExp, CrTrust and CrAttract.

The means of the scales are computed to serve as index variables for each scale of the overall perceived credibility as reported in table 4.4. The overall perceived credibility showed ($M = 3.63$, $SD = 0.65$) and was found to be highly reliable (14 items; $\propto = 0.91$). The subcategory CrExp showed ($M = 3.86$, $SD = 0.77$) and was found to be highly reliable (5 items; $\propto = 0.90$). The subcategory CrTrust showed ($M = 3.28$, $SD = 0.97$) and was found to be highly reliable (6 items; $\propto = 0.96$). And the last subcategory CrAttract showed ($M = 3.93$, $SD = 0.69$) and was found to be questionably reliable (3 items; $\propto = 0.67$). This result is due to the fact that the first item on CrAttract was devoted to whether the participants believed the young women in the beauty vlog was physically attractive, the second and third item were measuring whether the participants believed the beauty guru in the vlog was famous and whether they perceived the vlogger as a celebrity. Pickton and Broderick (2009) explained that when individuals perceive someone as being physically attractive, they believe the individual in question is a celebrity. However, according to the Cronbach's Alpha reliability test, the first item was deviating from the second and third item and therefore it can be stated that the perception of someone being physically attractive does not correlate with the perception of someone being famous and being a celebrity. When the first item on CrAttract was removed the results showed ($M = 3.68$, $SD = 0.84$) and was found to be acceptably reliable (2 items; $\propto = 0.77$). In the subsequent analysis the first item on this scale was removed and when referring to CrAttract only the second and third item were considered.

Table 4.4 Descriptive statistics for overall perceived credibility (*N=240*)

	M	*SD*	$\propto$
Overall Perceived Credibility	3.63	0.65	0.91
CrExp	3.86	0.77	0.90
CrTrust	3.28	0.97	0.96
CrAttract	3.68	0.84	0.77

The four experimental videos consisted of two videos with an expert endorser and two videos with a celebrity endorser. As mentioned earlier the perceived credibility scale existed of a five-point Likert scale, ranging from strongly disagree to strongly agree, thus a score of 3.0 would indicate a neutral level of perceived credibility. A One-Sample T-test was conducted to determine whether the perceived credibility score in expert and celebrity endorsers was higher to the 'neutral' level, defined as a credibility score of 3.0. The means of the scale are computed to serve as an index variable for the overall perceived credibility as reported in table 4.4.1. The mean for perceived credibility of an expert endorser showed ($M = 4.01$, $SD = 0.44$). The perceived credibility score for an expert endorser is

significantly higher than the population 'neutral' credibility score of 3.0, t (119) = 25.24; $p < .001$ (one-tailed). This result suggests that H1 is accepted. The mean for perceived credibility for a celebrity endorser showed ($M = 3.25$, $SD = 0.61$). The perceived credibility score for a celebrity endorser is significantly higher than the population 'neutral' credibility score of 3.0, t (119) = 4.50; $p < .001$ (one-tailed). This result suggests that H2 is accepted.

Furthermore, an Independent-Samples T-test was conducted to compare the overall perceived credibility between an expert endorser and celebrity endorser. There was a significant difference in the means for the perceived credibility for an expert endorser ($M = 4.01$, $SD = 0.44$) and celebrity endorser ($M = 3.25$, $SD = 0.61$). These differences were found to be significant t (217) = -11.13; $p < .001$ (two-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results show the difference in the level of perceived credibility towards an expert endorser and a celebrity endorser and this indicates that an expert endorser has a higher perceived credibility as opposed to a celebrity endorser.

4.4.1 Manipulation check type of endorser

In order to confirm whether the manipulation check worked for the expert endorser, CrExp on the post-stimulus questionnaire was devoted to measure the perceived level of expertise for the beauty vlogger. As reported in table 4.4.1, there was a significant difference in the means for CrExp of an expert endorser ($M = 4.39$, $SD = 0.43$) and celebrity endorser ($M = 3.34$, $SD = 0.66$). These differences were found to be significant t (206) = -14.56; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p = .001$). When only taking in consideration question 15 on the survey which questioned whether the participant perceived the beauty vlogger as being an expert the results showed for expert endorser ($M = 4.39$, $SD = 0.63$) and celebrity endorser ($M = 2.69$, $SD = 1.02$). These differences were found to be significant t (198) = -15.57; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results confirm the difference in the level of perceived expertise towards an expert endorser and celebrity endorser and they indeed indicate that the perceived expertise towards an expert endorser is significantly higher, in comparison to the perceived expertise for a celebrity endorser.

There was a significant difference in the means for CrTrust for an expert endorser ($M = 3.91$, $SD = 0.58$) and a celebrity endorser ($M = 2.66$, $SD = 0.87$). These differences were found to be significant t (208) = -13.16; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results show the difference in the level of trustworthiness towards an expert endorser and a celebrity endorser and they indicate that the perceived trustworthiness for an expert endorser is significantly higher, in comparison to the perceived trustworthiness for a celebrity endorser.

In order to confirm whether the manipulation check worked for the celebrity endorser, CrAttract on the post-stimulus questionnaire was devoted to measure the perceived attractiveness of the beauty vlogger and the perception of the young women being a celebrity. As stated before, due to

the Cronbach's Alpha reliability test it became clear, that the perceived physical attractiveness of the beauty vlogger does not correlate with the participant's perception of the beauty vlogger being a celebrity. And therefore, for the purpose of the manipulation check question 22 was not included in 'CrAttract'. There was a significant difference in the means for the perception of the beauty vlogger being a celebrity, the results showed for the expert endorser ($M = 3.13$, $SD = 0.78$) and for the celebrity endorser ($M = 4.22$, $SD = 0.46$). These differences were found to be significant t (193) = 13.11; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). When only taking in consideration question 24 on the survey which questioned whether the participant perceived the beauty vlogger as being a celebrity the results showed for expert endorser ($M = 2.74$, $SD = 0.88$) and celebrity endorser ($M = 4.24$, $SD = 0.61$). These differences were found to be significant t (211) = 15.32; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results confirm that the respondents recognize celebrity status through CrAttract, after removing question 22. This indicates that the perceived celebrity status of a celebrity endorser is significantly higher, in comparison to the perceived celebrity status of an expert endorser.

Table 4.4.1 T-test results about perceived credibility for expert and celebrity endorser

	t	df	p	M_1 (SD)	M_2 (SD)
Perceived credibility	-11.13	217	.000	4.01 (0.44)	3.25 (0.61)
CrExp	-14.56	206	.000	4.39 (0.43)	3.34 (0.66)
Q15 Expert	-15.57	198	.000	4.39 (0.63)	2.69 (1.02)
CrTrust	-13.16	208	.000	3.91 (0.58)	2.66 (0.87)
CrAttract	13.11	193	.000	3.13 (0.78)	4.22 (0.46)
Q24 Celebrity	15.32	211	.000	2.74 (0.88)	4.24 (0.61)

Summary t-tests for perceived credibility and its sub categories: CrExp, CrTrust and CrAttract. Note: M_1 is Expert endorser and M_2 is Celebrity endorser

4.5 High involvement and its effect on perceived credibility

Past research has proven that expertise about the product or service has an influence on the consumers' credibility and perceived trustworthiness towards the endorser (Smith et al., 2005). As mentioned earlier an expert endorser is more likely to be processed through the central route, due to the receivers' experience and knowledge about the topic. Several steps were being made in order to answer the following hypotheses:

H3: Individuals in a high involvement situation will perceive higher credibility in an expert endorser than celebrity endorser.

H4: Individuals in a high involvement situation will perceive higher trustworthiness towards expert endorsers than celebrity endorsers.

The means of the scales are computed to serve as index variables for each scale of the overall perceived credibility in the high involvement situation as reported in table 4.5. The results for perceived credibility in the high involvement situation showed ($M = 3.44$, $SD = 0.70$) and was found to be highly reliable (14 items; $\propto = 0.89$). The subcategory CrExp showed ($M = 3.70$, $SD = 0.88$) and was found to be highly reliable (5 items; $\propto = 0.91$). The subcategory CrTrust showed ($M = 3.06$, $SD = 1.09$) and was found to be highly reliable (6 items; $\propto = 0.98$). And the last subcategory CrAttract showed ($M = 3.50$, $SD = 0.99$) and was found to be highly reliable (2 items; $\propto = 0.81$)

Table 4.5 Descriptive statistics for overall perceived credibility for high involvement (*N=120*)

High involvement	M	SD	∝
Overall Perceived Credibility	3.44	0.70	0.89
CrExp	3.70	0.88	0.91
CrTrust	3.06	1.09	0.98
CrAttract	3.50	0.99	0.81

To test whether an expert endorser had a significant effect on the perceived credibility in the high involvement situation, an Independent-Samples T-test was conducted to compare the overall perceived credibility and its subcategories CrExp and CrTrust, for an expert endorser and celebrity endorser, in the high involvement situation as reported in table 4.5.1.

There was a significant difference in the means for perceived credibility for an expert endorser ($M = 3.98$, $SD = 0.43$) and a celebrity endorser ($M = 2.90$, $SD = 0.46$). These differences were found to be significant $t (118) = -13.35$; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .534$). These results indicate that the perceived credibility towards an expert endorser is significantly higher than for a celebrity endorser under the high involvement situation. Therefore, H3 is accepted.

There was a significant difference in the means for trustworthiness for an expert endorser ($M = 3.98$, $SD = 0.61$) and a celebrity endorser ($M = 2.14$, $SD = 0.58$). These differences were found to be significant $t (118) = -16.92$; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .742$). These results show the difference in the level of perceived trustworthiness towards an expert

endorser and a celebrity endorser and they indicate that the perceived trustworthiness towards an expert endorser is significantly higher than the perceived trustworthiness towards a celebrity endorser under the high involvement situation. Therefore, H4 is accepted.

4.5.1 Manipulation check type of endorser high involvement

To check whether the manipulation worked for the high involvement category, CrExp on the post-stimulus questionnaire was dedicated to measure the level of perceived expertise. There was a significant difference in the means for CrExp for an expert endorser ($M = 4.42$, $SD = 0.41$) and celebrity endorser ($M = 2.99$, $SD = 0.59$). These differences were found to be significant t (118) = -15.40; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .053$). When only taking in consideration question 15 on the survey, which questioned whether the participant perceived the beauty vlogger as being an expert, the results showed for expert endorser ($M = 4.50$, $SD = 0.60$) and celebrity endorser ($M = 2.07$, $SD = 0.80$). These differences were found to be significant t (118) = -18.89; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .957$). These results confirm the difference in the level of perceived expertise for an expert endorser and a celebrity endorser and they indeed indicate that the perceived expertise for an expert endorser is significantly higher, than the perceived expertise for a celebrity endorser under a high involvement situation.

CrAttract on the post-stimulus questionnaire was dedicated to measure the perceived attractiveness of the beauty vlogger. There was a significant difference in the means for the attractiveness for an expert endorser ($M = 2.73$, $SD = 0.74$) and a celebrity endorser ($M = 4.28$, $SD = 0.44$). These differences were found to be significant t (95) = 13.99; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p = .001$). When only taking in consideration question 24 on the survey, which questioned whether the participant perceived the beauty vlogger as being a celebrity, the results showed for expert endorser ($M = 2.28$, $SD = 0.80$) and celebrity endorser ($M = 4.30$, $SD = 0.46$). These differences were found to be significant t (94) = 16.84; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p = .040$). These results confirm the difference in the level of perceived celebrity status towards an expert and a celebrity endorser and they indeed indicate that the perceived celebrity status towards a celebrity endorser is significantly higher, in comparison to an expert endorser under the high involvement situation.

Table 4.5.1 T-test results perceived credibility for expert and celebrity endorser in high involvement

	t	df	p	M_1 (SD)	M_2 (SD)
Perceived credibility	-13.35	118	.000	3.98 (0.43)	2.90 (0.46)
CrExp	-15.40	118	.000	4.42 (0.41)	2.99 (0.59)
Q15 Expert	-18.89	118	.000	4.50 (0.60)	2.07 (0.80)
CrTrust	-16.92	118	.000	3.98 (0.61)	2.14 (0.58)
CrAttract	13.99	95	.000	2.73 (0.74)	4.28 (0.44)
Q24 Celebrity	16.84	94	.000	2.28 (0.80)	4.30 (0.46)

Summary t-tests for perceived credibility and its sub categories: CrExp, CrTrust and CrAttract for the high involvement category. Note: M_1 is Expert endorser and M_2 is Celebrity endorser

4.6 Low involvement and its effect on perceived credibility

When a celebrity endorser is perceived to be credible or highly trustworthy, a consumer may not have examined the advertisement, or may not know as much about the ad and unthinkingly accept the conclusion as valid (Priester & Petty, 2003). This is explained by the low involvement situation. Several steps were being made to test the effect of involvement in combination with the type of endorser on the perceived credibility in order to answer the following hypotheses:

H5: Individuals in a low involvement situation will perceive higher credibility in a celebrity endorser than expert endorser.

H6: Individuals in a low involvement situation will perceive higher trustworthiness towards celebrity endorsers than expert endorsers.

The means of the scales are computed to serve as index variables, for each scale of the overall perceived credibility, in the low involvement situation as reported in table 4.6. The results for perceived credibility showed ($M = 3.82$, $SD = 0.53$) and was found to be highly reliable (14 items; $\propto = 0.91$). The subcategory CrExp showed ($M = 4.02$, $SD = 0.60$) and was found to be highly reliable (5 items; $\propto = 0.88$). The subcategory CrTrust showed ($M = 3.51$, $SD = 0.77$) and was found to be highly reliable (6 items; $\propto = 0.95$). And the last subcategory CrAttract showed ($M = 3.85$, $SD = 0.62$) and was found to be acceptably reliable (2 items; $\propto = 0.67$).

Table 4.6 Descriptive statistics for overall perceived credibility for low involvement (*N=120*)

Low involvement	M	SD	∝
Overall Perceived Credibility	3.82	0.53	0.91
CrExp	4.02	0.60	0.88
CrTrust	3.51	0.77	0.95
CrAttract	3.85	0.62	0.67

To test whether a celebrity endorser had a significant effect on the perceived credibility for the low involvement category, an Independent-Samples T-test was conducted to compare the overall perceived credibility and its subcategories CrExp and CrTrust, for an expert endorser and celebrity endorser as reported in table 4.6.1.

There was a significant difference in the means for the perceived credibility for an expert endorser ($M = 4.03$, $SD = 0.44$) and a celebrity endorser ($M = 3.60$, $SD = 0.53$). These differences were found to be significant $t(118) = -4.86$; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .254$). These results confirm the difference in the level of perceived credibility and they indicate that the perceived credibility towards an expert endorser is significantly higher in comparison to the perceived credibility towards a celebrity endorser under the low involvement situation. This means that H5 is rejected.

There was a significant difference in the means for CrTrust for an expert endorser ($M = 3.85$, $SD = 0.55$) and a celebrity endorser ($M = 3.17$, $SD = 0.81$). These differences were found to be significant $t(104) = -5.37$; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results show the difference in the level of trustworthiness and they indicate that the perceived trustworthiness towards an expert endorser is significantly higher than the perceived trustworthiness for a celebrity endorser in the low involvement category. This means that H6 is rejected.

4.6.1 Manipulation check type of endorser low involvement

To check whether the manipulation worked for the low involvement category, CrExp on the post-stimulus questionnaire was dedicated to measure the level of perceived expertise. There was a significant difference in the means for CrExp for an expert endorser ($M = 4.36$, $SD = 0.46$) and a celebrity endorser ($M = 3.69$, $SD = 0.53$). These differences were found to be significant $t(118) = -7.40$; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .924$). When only taking in consideration question 15 on the survey which questioned whether the participant perceived the beauty vlogger as being an expert the results showed for expert endorser ($M = 4.28$, $SD = 0.64$) and celebrity endorser ($M = 3.32$, $SD = 0.81$). These differences were found to be significant $t(112) = -$

7.24; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p = .021$). These results confirm that the perceived expertise towards an expert endorser is significantly higher than the perceived expertise towards a celebrity endorser under the low involvement situation.

CrAttract on the post-stimulus questionnaire was dedicated to measure the perceived celebrity status of the beauty vlogger. There was a significant difference in the means for CrAttract for an expert endorser ($M = 3.54$, $SD = 0.58$) and a celebrity endorser ($M = 4.16$, $SD = 0.48$). These differences were found to be significant t (118) = 6.30; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .935$). When only taking in consideration question 24 on the survey which questioned whether the participant perceived the beauty vlogger as being a celebrity the results showed for expert endorser ($M = 3.20$, $SD = 0.71$) and celebrity endorser ($M = 4.18$, $SD = 0.72$). These differences were found to be significant t (118) = 7.52; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .588$). These results confirm that the perceived celebrity status towards a celebrity endorser is significantly higher than the perceived celebrity status of an expert endorser in the low involvement category. However, when comparing the manipulation check between high and low involvement groups, it can be stated that the distinction for the low involvement group is not as stark as for the high involvement group.

Table 4.6.1 T-test results perceived credibility for expert and celebrity endorser in low involvement

	t	df	p	M_1 (SD)	M_2 (SD)
Perceived credibility	-4.86	118	.000	4.03 (0.44)	3.60 (0.53)
CrExp	-7.40	118	.000	4.36 (0.46)	3.69 (0.53)
Q15 Expert	-7.24	112	.000	4.28 (0.64)	3.32 (0.81)
CrTrust	-5.37	104	.000	3.85 (0.55)	3.17 (0.81)
CrAttract	6.30	118	.000	3.54 (0.58)	4.16 (0.48)
Q24 Celebrity	7.52	118	.000	3.20 (0.71)	4.18 (0.72)

Summary t-tests for perceived credibility and its sub categories: CrExp, CrTrust and CrAttract for the low involvement category. Note: M_1 is Expert endorser and M_2 is Celebrity endorser

4.7 Product placement and its effect on overall brand attitude

Several steps were being made to test the level of prominence in product placement in combination with the type of endorser on the overall brand attitude, in order to answer the following hypotheses:

H7: With a celebrity endorser, the overall brand attitude will be higher for implicit endorsement than explicit endorsement.

H8: With an expert endorser, the overall brand attitude will be higher for explicit endorsement than implicit endorsement.

Question 27 to 31_4 on the post-stimulus questionnaire were devoted to measure the overall brand attitude after watching the experimental video. Question 25 and 26 were devoted to measure whether the participant perceived the video as explicit or implicit product endorsement, by questioning whether they thought a brand was mentioned frequently throughout the vlog and whether the participant thought the vlog was sponsored. To measure the overall brand attitude, the respondents were asked to rate their level of agreement or disagreement with several questions on a five-point Likert scale, ranging from strongly disagree to strongly agree and extremely unlikely to extremely likely. Question 30 existed of 4 items on a semantic differential scale, ranging from negative to positive, unfavorable to favorable, unpleasant to pleasant and unusable to usable. If the results would show a high score on these items, it would also indicate a positive attitude towards the brand.

   The means of the scales are computed to serve as index variables for overall brand attitude and perceived product placement as reported in table 4.7. The results for overall brand attitude showed ($M = 3.35, SD = 1.12$) and was found to be highly reliable (8 items; $\alpha = 0.96$). Question 25 and 26 were devoted to measure the perceived product placement and showed ($M = 3.38, SD = 1.24$) and was found to be highly reliable (2 items; $\alpha = 0.90$).

Table 4.7 Descriptive statistics for overall brand attitude (*N=240*)

	M	*SD*	α
Overall brand attitude	3.35	1.12	0.96
Perceived product placement	3.38	1.24	0.90

To test whether implicit brand endorsement with a celebrity endorser will have a positive effect on the overall brand attitude, an Independent-Samples T-test was conducted to compare the means of the overall brand attitude across the level of prominence in the videos, as reported in table 4.7.1.

   There was a significant difference in the means for overall brand attitude for implicit endorsement ($M = 3.34\ SD = 0.99$) and explicit endorsement ($M = 2.03, SD = 0.55$) when using a celebrity endorser. These differences were found to be significant $t\ (92) = 9.03; p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results confirm the difference in the level of brand attitude when using a celebrity endorser with implicit brand endorsement and explicit brand endorsement. And they indeed indicate that the brand attitude is significantly more positive when using a celebrity endorser with implicit brand endorsement, in comparison to using a celebrity

endorser with explicit brand endorsement. Therefore, H7 is accepted.

Table 4.7.1 T-test results about brand attitude for brand endorsement with celebrity endorser

	t	df	p	M_1 (SD)	M_2 (SD)
Brand attitude	9.03	92	.000	3.34 (0.99)	2.03 (0.55)

Summary t-tests for overall brand attitude with a celebrity endorser. Note: M_1 is Implicit endorsement and M_2 is Explicit endorsement

There was also a significant difference in the means for overall brand attitude for implicit endorsement ($M = 4.59$, $SD = 0.28$) and explicit endorsement ($M = 3.43$, $SD = 0.65$) when using an expert endorser as shown in table 4.7.2. These differences were found to be significant t (80) = 12.59; $p < .001$ (one-tailed) (Levene's test revealed no equality of variance, $p < .001$). These results show the difference in the attitude towards the brand when using an expert endorser with implicit brand endorsement and explicit brand endorsement and they indicate that the brand attitude is significantly more positive when using an expert endorser with implicit brand endorsement, in comparison to using an expert endorser with explicit brand endorsement. Therefore, H8 is rejected.

Table 4.7.2 T-test results about brand attitude for brand endorsement with expert endorser

	t	df	p	M_1 (SD)	M_2 (SD)
Brand attitude	12.59	80	.000	4.59 (0.28)	3.43 (0.65)

Summary t-tests for overall brand attitude with an expert endorser. Note: M_1 is Implicit endorsement and M_2 is Explicit endorsement

A simple linear regression was calculated to predict the overall brand attitude based on the binary indicator variables, expert endorser and explicit brand endorsement. The regression model as shown in table 4.7.3 was significant, F (2,237) = 221.54, $p < .001$. The regression model is thus useful for predicting the overall brand attitude, the predictive power is strong: 65.2% of the overall brand attitude was explained by the expert endorser, $b = 1.33$, $t = 15.41$, $p < .001$, 95% CI [1.16, 1.50] and explicit endorsement, $b = -1.23$, $t = -14.34$, $p < .001$, 95% CI [-1.40, -1.07]. There was a significant positive main effect of an expert endorser and a significant negative main effect of explicit product endorsement on the overall brand attitude. However, the positive main effect of an expert endorser (relative to a celebrity) is slightly larger than the negative effect of explicit endorsement.

The scatterplot of the dependent variable overall brand attitude and independent variables expert endorser and explicit endorsement indicated that the assumption of linearity is reasonable; when expertness of the endorser increases, the overall brand attitude increases as well (see Appendix

III). When the explicit endorsement increases, the brand attitude decreases. The assumption of normality of the regression residuals was tested. The Shapiro-Wilk test for normality ($SW = 0.992$, $df = 240$, $p = .253$) is insignificant and reveals that the residuals are normally distributed. A visual inspection of the normality (Q-Q) plot also confirms the findings of the Shapiro-Wilk test.

Table 4.7.3 OLS Regression predicting brand attitude

	B	SE	Beta	F
Expert	1.326***	0.086	0.591	
Explicit	-1.234***	0.086	-0.550	
Constant	3.301***	0.075		
R2	0.652			
Regression				221.54

***: $p < .001$

4.7.1 Manipulation check prominence product placement

In order to confirm whether the manipulation worked, question 25 and 26 on the post-stimulus questionnaire were devoted to measure whether the participants thought a particular brand was mentioned frequently throughout the vlog and whether they perceived the video as being sponsored. These questions were measured on a five-point Likert scale, ranging from strongly disagree to strongly agree. A high level on this scale would indicate the perception of the vlog being sponsored and therefore explicit. A low score on this scale would indicate the perception of the vlog containing implicit endorsement. A Chi-Square test was conducted to discover if there is a relationship between a high level of prominence and the participants' perception of the beauty vlog being sponsored. The null hypothesis states that a high level of prominence in the videos is not associated with the perception of the video being sponsored. And the alternative hypothesis states that a high level of prominence is associated with the perception of the video being sponsored. As reported in table 4.7.4, there was significant association between a high level of prominence and the association of the vlog being sponsored, $\chi2(4, N = 240) = 191.21$; $p < .001$. The largest number of implicit videos contained of disagreement with the level of prominence and the largest amount for explicit videos contained of strong agreement with the level of prominence. This result suggests that the manipulation has worked and means that the null hypothesis is rejected.

Table 4.7.4 Crosstabs manipulation check level of prominence

Level of prominence	*Strongly disagree*	*Disagree*	*Neither agree nor disagree*	*Agree*	*Strongly agree*
Implicit	18	63	36	3	0
% of Total	7.5%	26.3%	15.0%	1.3%	0.0%
Explicit	1	0	11	48	60
% of Total	0.4%	0.0%	4.6%	20.0%	25.0%

Furthermore, an Independent-Samples T-test was conducted to compare the means of implicit and explicit videos with the manipulation check on the post-stimulus questionnaire, as reported in table 4.7.5.

There was a significant difference in the means for implicit endorsement ($M = 2.25$ $SD = 0.43$) and explicit endorsement ($M = 4.51$, $SD = 0.56$) when considering the manipulation check on the post-stimulus questionnaire. These differences were found to be significant t (224) = -34.90; $p <$ .001 (one-tailed) (Levene's test revealed no equality of variance, $p = .033$). These results confirm the difference in the perceived level of prominence with implicit and explicit brand endorsement and they indeed indicate that level of perceived prominence was significantly higher with explicit videos in comparison to implicit videos. This result also confirms that the manipulation check regarding the level of prominence has worked.

Table 4.7.5 T-test results about perceived level of prominence for implicit and explicit videos

	t	*df*	*p*	M_1 (SD)	M_2 (SD)
Level of prominence	-34.90	224	.000	2.24 (0.43)	4.51 (0.56)

Summary *t*-tests for perceived level of prominence. Note: M_1 is Implicit endorsement and M_2 is Explicit endorsement

4.8 Perceived credibility, overall brand attitude and its effect on purchase intention

Several steps were being made to test the effect of perceived credibility and overall brand attitude on purchase intention in order to answer the following hypotheses:

H9: Perceived credibility has a positive effect on purchase intention.

H10: The overall brand attitude has a positive effect on purchase intention.

H11: Under the high involvement situation, the purchase intention is higher for expert endorsement than for celebrity endorsement.

H12: Under the low involvement situation, the purchase intention is higher for celebrity endorsement than for expert endorsement.

Question 34 and 35 on the post-stimulus questionnaire were devoted to measure the purchase intention of the participant after watching the beauty vlog. The respondents were asked to rate their level of agreement or disagreement with these questions on a five-point Likert scale, ranging from extremely unlikely to extremely likely. If the results would show a high score on the items, it would indicate a high level of the purchasing intention of the respondent. The means of the scales are computed to serve as index variables for purchase intention as reported in table 4.8. The results for purchase intention showed ($M = 3.09$, $SD = 1.19$) and was found to be highly reliable (2 items; $\propto = 0.94$).

4.8 Descriptive statistics for purchase intention (*N=240*)

	M	*SD*	$\propto$
Purchase intention	3.09	1.19	0.94

A simple linear regression was calculated to predict the purchase intention based on the non-binary independent variables, perceived credibility and overall brand attitude. The regression model as shown in table 4.8.1 was significant, $F (3,236) = 377.29$, $p < .001$. The regression model is thus useful for predicting purchase intention, the predictive power is strong: 82.7% of purchase intention was explained by perceived credibility, $b = -0.27$, $t = -1.48$, $p = .141$, 95% *CI* [-1.63, 0.09], overall brand attitude, $b = 0.61$, $t = 3.07$, $p = .002$, 95% *CI* [0.22, 1.00] and the interaction of both independent variables, $b = 0.09$, $t = 1.85$, $p = .065$, 95% *CI* [-0.01, 0.193]. There was an insignificant negative effect of perceived credibility on purchase intention. However, there was a significant positive effect of the overall brand attitude on purchase intention. Furthermore, there appeared to be a weakly significant interaction effect of both independent variables; however, it is not clear which one moderates the other as perceived credibility and the formation of brand attitude can co-develop. Still, we find that the negative effect of higher credibility on purchase intention, although insignificant, is mitigated through higher brand attitude. Therefore, H9 is rejected and H10 is accepted.

The assumption of normality of the regression residuals was tested. The Shapiro-Wilk test for normality ($SW = 0.969$, $df = 240$, $p < .001$) was significant and reveals that the residuals are not normally distributed. However, the visual inspection of the plot (see Appendix III) reveals that most of the residuals appear to be normally distributed; therefore, the assumption is largely held.

Table 4.8.1 OLS Regression for predicting purchase intention

	B	SE	Beta	F
CR	-0.271	0.183	-0.149	
BA	0.608**	0.198	0.577	
CR x BA	0.094^	0.051	0.471	
Constant	0.839	0.566		
R2	0.827			
Regression				377.29

^: $p < .10$; **: $p < .01$

The purchase intention for high involvement as reported in table 4.8.2 showed ($M = 2.95$, $SD = 1.32$) and was found to be highly reliable (2 items; $\alpha = 0.96$). The purchase intention for low involvement showed ($M = 3.24$, $SD = 1.02$) and was found to be highly reliable (2 items; $\alpha = 0.89$).

Table 4.8.2 Descriptive statistics for purchase intention high and involvement (*N=120*)

	M	SD	α
Purchase intention *High involvement*	2.95	1.32	0.96
Purchase intention *Low involvement*	3.24	1.02	0.89

To test whether the purchase intention of individuals under the high involvement situation is more influenced by an expert endorser, an Independent-Samples T-test was conducted as reported in table 4.8.3. There was a significant difference in the means of the purchase intention for an expert endorser ($M = 4.07$ $SD = 0.81$) and a celebrity endorser ($M = 1.83$, $SD = 0.56$) under the high involvement situation. These differences were found to be significant $t (118) = -17.72$; $p < .001$ (one-tailed) (Levene's test revealed equality of variance, $p = .086$). These results show the difference in the level of purchase intention when using an expert endorser and celebrity endorser under the high involvement situation and they indeed indicate that the purchase intention is significantly higher when using an expert endorser, in comparison to a celebrity endorser in the high involvement category. This suggests that H11 is accepted.

Table 4.8.3 T-test results purchase intention for expert and celebrity endorser in high involvement

	t	df	p	M_1 (SD)	M_2 (SD)
Purchase intention	-17.72	118	.000	4.07 (0.81)	1.83 (0.56)

Summary t-tests for purchase intention in the high involvement category. Note: M_1 is Expert endorser and M_2 is Celebrity endorser

To test whether the purchase intention of individuals under the low involvement situation is more influenced by a celebrity endorser in comparison to an expert endorser, an Independent-Samples T-test was conducted as reported in table 4.8.4. There was a significant difference in the means of the purchase intention for an expert endorser ($M = 3.48$ $SD = 0.97$) and a celebrity endorser ($M = 2.99$, $SD = 1.01$) under the low involvement situation. These differences were found to be significant t (118) = -2.71; $p = .004$ (one-tailed) (Levene's test revealed equality of variance, $p = .776$). These results show the difference in the level of purchase intention when using an expert endorser and celebrity endorser under the low involvement situation and they indicate that the purchase intention is significantly higher when using an expert endorser, in comparison to using a celebrity endorser under the low involvement situation. This suggests that H12 is rejected.

Table 4.8.4 T-test results purchase intention for expert and celebrity endorser in low involvement

	t	df	p	M_1 (SD)	M_2 (SD)
Purchase intention	-2.71	118	.008	3.48 (0.97)	2.99 (1.01)

Summary t-tests for purchase intention in the low involvement category. Note: M_1 is Expert endorser and M_2 is Celebrity endorser

4.9 Additional findings

A section to illustrate additional findings that were valuable to this research was added. Regressions predicting the purchase intention based on perceived credibility and overall brand attitude for each involvement group were conducted. Another regression to predict the overall brand attitude based on CrExp, CrTrust and CrAttract as components of credibility across high and low involvement was also illustrated. Finally, an Independent-Samples T-test was conducted to compare the high and low involvement group to the purchase intention, without considering the effect of the type of endorser.

4.9.1 Predicting purchase intention for high and low involvement

A simple linear regression was calculated to predict the purchase intention based on non-binary independent variables, perceived credibility and overall brand attitude in the high involvement

situation. The regression model as shown in table 4.9.1 was significant, F (3,116) = 221.18, p < .001. The regression model is thus useful for predicting purchase intention, the predictive power is strong: 85.1% of purchase intention was explained by perceived credibility, b = 0.06, t = 0.21, p = .835, 95% CI [-0.46, 0.57], overall brand attitude, b = 0.89, t = 3.22, p = .002, 95% CI [0.34, 1.45] and the interaction of both independent variables, b = 0.02, t = 0.21, p = .838, 95% CI [-0.13, 0.16]. There was an insignificant positive effect of perceived credibility and a significant positive effect of the overall brand attitude on purchase intention. The interaction of both independent variables resulted in an insignificant positive effect on purchase intention. Although both independent variables had a positive effect on the purchase intention, the effect of overall brand attitude was significantly higher than the effect of perceived credibility.

The assumption of normality of the regression residuals was tested. The Shapiro-Wilk test for normality (SW = 0.938, df = 120, p < .000) was significant and reveals that the residuals are not normally distributed. However, the visual inspection of the plot (see Appendix III) reveals that most of the residuals appear to be normally distributed; therefore, the assumption is largely held.

Table 4.9.1 OLS Regression for predicting purchase intention for high involvement

	B	SE	$Beta$	F
CR	0.055	0.261	0.029	
BA	0.894**	0.278	0.826	
CR x BA	0.015	0.072	0.071	
Constant	-0.215	0.764		
R2	0.851			
Regression				221.18

**: p < .01

A simple linear regression was calculated to predict the purchase intention based on non-binary independent variables, perceived credibility and overall brand attitude in the low involvement situation. The regression model as shown in table 4.9.2 was significant, F (3,116) = 157.65, p < .001. The regression model is thus useful for predicting purchase intention, the predictive power is strong: 80.3% of purchase intention was explained by perceived credibility, b = -0.88, t = -2.86, p = .005, 95% CI [-1.49, -0.27] overall brand attitude, b = -0.04, t = -0.13, p = .893, 95% CI [-0.65, 0.57] and the interaction of both independent variables, b = 0.26, t = 3.28, p = .001, 95% CI [0.10, 0.42]. There was a significant negative effect of perceived credibility and an insignificant negative effect of overall brand attitude on purchase intention in the low involvement situation. There appeared to be a positive significant interaction effect of both independent variables; however, it is not clear which one

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moderates the other as perceived credibility and the formation of brand attitude can co-develop. Still, we find that the negative effect of credibility on purchase intention is mitigated through higher brand attitude. And the negative effect of brand attitude, although insignificant, is mitigated through higher perceived credibility in the low involvement situation.

The assumption of normality of the regression residuals was tested. The Shapiro-Wilk test for normality ($SW = 0.974$, $df = 120$, $p = .020$) was significant and reveals that the residuals are not normally distributed. However, the visual inspection of the plot (see Appendix III) reveals that most of the residuals appear to be normally distributed; therefore, the assumption is largely held.

Table 4.9.2 OLS Regression for predicting purchasing intention for low involvement

	B	SE	Beta	F
CR	-0.882**	0.308	-0.462	
BA	-0.041	0.307	-0.040	
CR x BA	0.260**	0.079	1.351	
Constant	3.103**	1.021		
R2	0.803			
Regression				157.65

**: $p < .01$

A simple linear regression was calculated to predict the overall brand attitude based on non-binary independent variables, perceived expertise, perceived trustworthiness and perceived attractiveness as components of credibility in the high involvement situation. The regression model as shown in table 4.9.3 was significant, $F(3,116) = 257.62$, $p < .001$. The regression model is thus useful for predicting the overall brand attitude, the predictive power is strong: 86.9% of overall brand attitude was explained by perceived expertise, $b = 0.18$, $t = 1.97$, $p = .051$, 95% CI [0.00, 0.36], perceived trustworthiness, $b = 0.93$, $t = 12.97$, $p < .001$, 95% CI [0.79, 1.07] and perceived attractive, $b = 0.05$, $t = 0.85$, $p = .398$, 95% CI [-0.07, 0.17]. There was a weak significant positive effect of perceived expertise, a significant positive effect of perceived trustworthiness and an insignificant positive effect of perceived attractiveness on the overall brand attitude in the high involvement situation. Although all components of perceived credibility had a positive effect on the overall brand attitude, the effect of perceived trustworthiness was significantly higher than the effect of perceived expertise and perceived attractiveness in the high involvement situation.

The scatterplot of the dependent variable overall brand attitude and independent variables CrExp, CrTrust, CrAttract indicated that the assumption of linearity is reasonable: when perceived expertise, perceived trustworthiness and perceived attractiveness increases, the overall brand attitude

increases as well (see Appendix III). The assumption of normality of the regression residuals was tested. The Shapiro-Wilk test for normality ($SW = 0.979$, $df = 120$, $p = .062$) was insignificant and reveals that the residuals are normally distributed. A visual inspection of the normality (Q-Q) plot also confirms the findings of the Shapiro-Wilk test.

Table 4.9.3 OLS Regression for predicting overall brand attitude for high involvement

	B	SE	Beta	F
CrExp	0.179^	0.091	0.129	
CrTrust	0.928***	0.072	0.833	
CrAttract	0.050	0.059	0.031	
Constant	-0.559	0.353		
R2	0.869			
Regression				257.62

^: $p < .10$; ***: $p < .001$

A simple linear regression was calculated to predict the overall brand attitude based on non-binary independent variables, perceived expertise, perceived trustworthiness and perceived attractiveness as components of credibility in the low involvement situation. The regression model as shown in table 4.9.4 was significant, $F (3,116) = 133.19$, $p < .001$. The regression model is thus useful for predicting the overall brand attitude, the predictive power is strong: 77.5% of overall brand attitude was explained by perceived expertise, $b = 0.10$, $t = 0.86$, $p = .391$, 95% CI [-0.14, 0.35], perceived trustworthiness, $b = 1.03$, $t = 10.93$, $p < .001$, 95% CI [0.85, 1.22] and perceived attractive, $b = 0.27$, $t = 0.3.17$, $p = .002$, 95% CI [0.10, 0.43]. There was an insignificant positive effect of perceived expertise, a significant positive effect of perceived trustworthiness and a significant positive effect of perceived attractiveness on the overall brand attitude in the low involvement situation. Although all components of perceived credibility had a positive effect on the overall brand attitude, the effect of perceived trustworthiness was significantly higher than the effect of perceived expertise and perceived attractiveness in the low involvement situation.

The scatterplot of the dependent variable overall brand attitude and independent variables CrExp, CrTrust, CrAttract indicated that the assumption of linearity is reasonable, when perceived expertise, perceived trustworthiness and perceived attractiveness increases, the overall brand attitude increases as well (see Appendix III). The assumption of normality of the regression residuals was tested. The Shapiro-Wilk test for normality ($SW = 0.978$, $df = 120$, $p = .049$) was significant and reveals that the residuals are not normally distributed. However, the visual inspection of the plot

reveals that most of the residuals appear to be normally distributed; therefore, the assumption is largely held.

Table 4.9.4 OLS Regression for predicting overall brand attitude for low involvement

	B	*SE*	*Beta*	*F*
CrExp	0.104	0.121	0.064	
CrTrust	1.033***	0.095	0.809	
CrAttract	0.266**	0.084	0.140	
Constant	-1.574	0.449		
R2	0.775			
Regression				133.19

**: $p < .01$; ***: $p < .001$

5. Conclusion

This study focused on the type of endorser and the level of prominence in product placement that was evident in four existing beauty vlogs on YouTube. After conducting the experiment, the perceived credibility, overall brand attitude and purchase intention were examined through a quantitative approach. The aim of this analysis was to answer the following main research question: *"To what extent do beauty vloggers on YouTube influence the perceived credibility, overall brand attitude and purchase intention of women through their videos, when it comes to buying beauty products?"* In answering this question, the sub-research questions will be answered as well. In the following section, the key findings of this research will be discussed, connected to previous literature. Secondly, theoretical implications, as well as societal implications of this study, will be elaborated on. Lastly, limitations will be discussed and suggestions for further research will be made.

5.1 Key findings

The first objective of this study was to present the effect of expert and celebrity endorsement on the perceived credibility of the endorser. As discussed in previous literature the perceived credibility may increase due to the type of endorser (Frith & Frith, 1999; Todorov & Duchaine, 2008; Pickton & Broderick, 2009; Todorov et al., 2009). Perceived expertise, perceived trustworthiness and perceived attractiveness, as components of credibility, were all included in the experiment. To answer the first sub-question: *"To what extent does the type of endorser influences the perceived credibility?"* It can be concluded that there is a difference in the type of endorser and its effect on perceived credibility. Both expert and celebrity endorsers, had a significant positive effect on the perceived credibility. When comparing the endorsers, it can be stated that expert endorsers had a significantly greater effect on the perceived credibility as opposed to celebrity endorsers. When taking in consideration individuals from high and low involvement categories, the following statements can be made. Even though it was expected, that under a low involvement situation, individuals would have a higher perceived trustworthiness and overall credibility towards a celebrity endorser. It was found that in both involvement situations the perceived trustworthiness and overall credibility were still significantly higher towards an expert endorser.

Furthermore, in previous research product placement has grown out to be a widely used marketing tool across the world (Chan, 2012). This type of advertising has expanded to various types of media. As a result, many scholars have studied the possible effect of product placement on the attitude of consumers towards the brand (Gupta & Lord, 1998; Russell, 2002; Homer, 2009). However, research on this topic is still inadequate; there are many disagreements among scholars about the classification of prominence (Gupta & Lord, 1998; d'Astous & Chartier, 2000; Cowley & Barron, 2008). The present research aimed to explore a new field in advertising research and contributed to the limited literature on product placement in vlogs that are distributed on YouTube. As

a result, the second objective of this thesis was to explore whether different levels of product placement in combination with the type of endorser affect consumers' brand attitude. In answering the second sub-question: *"To what extent does the level of prominence influences the brand attitude?"* Several steps were made. In current literature scholars have claimed that brand recall is an important measure when considering brand attitude; this is accomplished through a high level of prominence in product placements (van Reijmersdal et al., 2007). However, as opposed to previous studies this experiment showed the contrary, higher levels of prominence in the vlogs resulted in a more negative attitude towards the brand as opposed to implicit endorsement. The results showed that brand attitude for celebrity endorsement is significantly more positive when products are not explicitly endorsed. Similarly, rather than conversely, implicit endorsement was also beneficial to positively increase brand attitude for the expert endorser. Therefore, it can be stated that a lower level of prominence in product placement has a significantly more positive effect on the overall brand attitude across different types of endorsers.

Currently, literature about the effectiveness on brand attitude is contradictory, since several scholars claim that product placements have no effect on brand attitude at all (Babin & Carder, 1996; van Reijmersdal et al., 2007). Moreover, this study revealed that both expert endorsers and celebrity endorsers in combination with lower levels of prominence in product placement had a more positive effect on brand attitude. Similar findings resulted from prior studies that exclusively examined traditional media, such as television shows and movies. For example, Homer (2009) found that subtle placements enhanced brand attitude more than explicit endorsement. On the contrary, there were also studies that illustrated, that explicit brand endorsement did not result in a negative attitude towards the brand (Colliander & Erlandsson, 2013). The results from this thesis, however, show that generally speaking lower levels of prominence in product placements are more successful in this process. According to the existing literature on this topic, this could be caused by the activation of persuasion knowledge, when seeing a prominent placement (van Reijmersdal et al., 2007; Cowley & Barron, 2008). However, when comparing the brand attitude according to the level of prominence in product placement across different levels of involvement, it can be stated that for both high and low involvement groups, implicit endorsement had a more positive effect on brand attitude.

Furthermore, a number of empirical studies have found that endorsers who were perceived as being credible, positively influenced the consumers' purchase intentions (Agrawal & Kamakura, 1995; Amos et al., 2008). As mentioned earlier, when the perceived credibility increases due to the type of endorser, the purchase intention will increase simultaneously (Pornpitakpan, 2003) and when the brand attitude increases, the purchase intention will increase as well (Vollmer & Mizerski, 1994). In order to answer the last sub-question: *"To what extent does perceived credibility and overall brand attitude influences the purchase intention?"* It can be stated that perceived credibility had an insignificant negative effect on purchase intention, whereas the overall brand attitude had a

significantly positive effect on purchase intention. The interaction of both perceived credibility and brand attitude, had an insignificant positive effect on the purchase intention. It was expected that individuals situated in the low involvement category would have a higher purchase intention in combination with a celebrity endorser. However, the results showed that for both involvement categories the purchase intention with an expert endorser was higher as opposed to a celebrity endorser. Further explanations concerning the level of involvement and the effect of perceived credibility and brand attitude on the purchase intention, were illustrated in the additional findings and will be further discussed in the theoretical implications in the next section.

In conclusion, the findings of this study have shown that an expert endorser, as opposed to a celebrity endorser, in combination with lower levels of prominence in product placement result in a higher purchase intention when considering beauty vlogs on YouTube.

5.2 Theoretical implications

It was acknowledged, by several scholars, that vloggers have a huge influence on components discussed in this study and therefore, further research regarding this aspect was requested (Han et al., 2013). This study contributed to existing literature as the comparison between expert and celebrity endorsers in an online context has never been examined yet. Moreover, this thesis contributes to current literature on the effectiveness of the level of prominence in product placement in the case of beauty vloggers, which are becoming increasingly more popular. Furthermore, a distinction is being made between high and low involvement groups and their effect on the purchase intention after watching a beauty vlog on YouTube. The findings in this study confirmed that expert endorsers, as well as celebrity endorsers, increase the perceived credibility. However, when making the comparison between the two types of endorsers, it can be stated that an expert endorser had a significantly higher perceived credibility, overall brand attitude and purchase intention across the levels of involvement as opposed to a celebrity endorser. Both perceived expertise and perceived trustworthiness as components of Ohanian's Credibility Model (1990), were increased by an expert endorser. Furthermore, previous research suggested that attractiveness describes the full image of a celebrity endorser, which is specifically important, since their identity should be suitable to that of the brand in question (Pickton & Broderick, 2009). The perception of someone being physically attractive could potentially lead to the perception of the person having a celebrity status (Hosoda et al., 2003). This, however, was contradicting with the findings of this research. Although this thesis suggested that the perceived attractiveness of a celebrity endorser was higher in comparison to the expert endorser; the perception of the beauty vlogger being physically attractive did not correlate with the perception of the young woman having a celebrity status. As stated before, research on the level of prominence in product placement considering vlogs is very limited, since much research has been dedicated to only test high prominence of product placement, in comparison to implicit product endorsement. Even

though past research has explained that higher levels of prominence may lead to more positive attitudes towards the brand, this study has shown the contrary. Implicit endorsement has a higher perceived credibility, overall brand attitude and purchase intention as opposed to explicit endorsement. This is not due to different levels of processing the message. When comparing high involvement to low involvement, it can be concluded that implicit endorsement still had a more positive outcome for perceived credibility, brand attitude and purchase intention in comparison to explicit endorsement.

Furthermore, several scholars stated that the perceived credibility would increase brand attitude (Amos et al., 2008). In the additional findings, it was confirmed that perceived expertise, perceived trustworthiness and perceived attractiveness as components of credibility had a positive effect on brand attitude across levels of involvement. It can be stated that trustworthiness is the most important component of perceived credibility in increasing the brand attitude for both involvement categories. However, in the low involvement category, perceived attractive had a significant positive effect on overall brand attitude, as opposed to an insignificant positive effect of perceived attractiveness in the high involvement category. Perceived expertise, in the high involvement category, had a weak significant effect on overall brand attitude, as opposed to the insignificant effect of expertise in the low involvement category. It can be concluded that perceived attractiveness significantly increases the brand attitude for the low involvement category and perceived expertise significantly increases the brand attitude for the high involvement category. This was expected, since individuals situated in the low involvement category, will most likely focus on the attractiveness of the endorser and will allow the message to become secondary to the video content. As opposed to individuals in the high involvement situation, that will think deeply about what the message entails and will value the expertise of an endorser more as opposed to the attractiveness (Perloff, 2010).

Furthermore, previous research has suggested that perceived credibility and overall brand attitude would increase the purchase intention (Agrawal & Kamakura, 1995; Pornpitakpan, 2003; Amos et al., 2008). However, as illustrated in the findings, perceived credibility decreased the purchase intention and overall brand attitude increased the purchase intention. In the additional findings, the comparison between high and low involvement groups was made and the results showed valuable findings. When only considering the high involvement group, the perceived credibility, as well as overall brand attitude, increased the purchase intention. This was expected as people in the high involvement situation will carefully examine the information that is given and take prior experience and knowledge in consideration, to assess and elaborate on the information that is presented (Lien, 2001). In the end, people situated in the high involvement group cared more about a positive attitude towards the brand when purchasing the product, than about the credibility of the endorser. This was not the case for the low involvement group, where both perceived credibility and brand attitude decreased the purchase intention. However, the interaction of both components

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increased the purchase intention. This finding suggests that even though perceiving the endorser as credible and having a positive attitude towards the brand, individuals situated in the low involvement category are still less inclined to purchase the product, only the interaction of both components had an insignificant positive effect on the purchase intention.

5.3 Societal implications

As mentioned earlier, the vloggers on YouTube are changing the face of the beauty industry, turning creative and entrepreneurial makeup supporters into online sensations. From a practical perspective, the findings of this study suggest that vlogs on YouTube certainly hold potential as a platform for product placement strategies. The results of the attitude change towards the brand propose that marketing managers who currently use vlogs as a vehicle for their promotional strategies with high levels of prominence in product placement should re-examine their practices. As the results illustrated that lower levels of prominence across the types of endorsers and levels of involvement have a higher purchase intention. These insights are not just effective for practitioners, but also for vloggers, as they can use it as a commercial strategy. In the future, vloggers can also approach companies themselves with preferably more implicit placement strategies, instead of the other way around. As suggested by previous research, prominent placements may have desirable consequences for traditional media; however, these explicit endorsements seem to be less effective in vlogs. Thus, when placements are implemented correctly, it could have great benefits to a corporation, since the costs for product placements in vlogs are relatively low. Furthermore, brands can be confident that the message reaches the right niche market, as vlogs often have audiences with specific interests.

Another result, that was illustrated in the additional findings, was that people from the low involvement category had an insignificantly higher purchasing intention after watching the beauty vlog in comparison to people from the high involvement situation. This may suggest that this new upcoming phenomenon of beauty vloggers is indeed interesting for people that are not yet familiar with this type of advertising. A possible explanation about why people in the high involvement category were less inclined to purchase the product after watching the beauty vlog is perhaps due to their prior familiarity with the advertising techniques. This is also explained by the fact that people in the high involvement situation more easily recognized the explicit endorsement in the videos as opposed to individuals situated in the low involvement category, as shown in the inter-coder reliability test. Moreover, even though corporate beauty brands do not create content themselves, when sending their products to beauty vloggers, they should aim for an expert endorser using implicit brand endorsement to promote their product, in order to accomplish the best results in increasing the purchase intention.

5.4 Research limitations

Although, the findings from this study yield new and additional insights into the effectiveness of the type of endorser and the prominence of product placement in an online context, there are also limitation, that should be addressed. First of all, as with any experiment, the overall stimuli that allows for the manipulation of certain circumstances, also functions to limit external validity. It cannot be assured that the experimental video is watched with full focus, since it should be recognized that people were situated in different involvement categories. Therefore, their motives to watch this beauty vlog in an experimental context is different than opposed to people who frequently watch YouTube videos for the review of products. Furthermore, when considering the different types of endorsers, this research did not incorporate the third type of endorser, being the 'typical consumer.' A lot of respondents that were situated in the low involvement category, perceived the beauty vlogger as both an expert and celebrity. The combination of both types of endorsers and their effect on perceived credibility were not taken into account for this research.

The videos were all taken from existing beauty vlogs on YouTube. As mentioned in the methodology section the participants were not able to see the amount of viewers and subscribers of the beauty vlogger. This was removed from the video, to limit all other distractions that could influence the participant. Even though, the result section confirmed that the manipulation has worked; the inter-coder reliability test revealed that it was harder for individuals in the low involvement category to identify the difference between an expert and celebrity endorser. Also, the level of prominence was harder to detect by people with lower involvement levels. When individuals do not frequently watch beauty vlogs, they are more eager to perceive every young woman explaining something about makeup as an expert. This may have changed their opinion about the perceived credibility. In addition, people situated in the high involvement category may have already been familiar with the beauty vlogger and as a result based their perceived credibility, attitude towards the brand and purchase intention on prior experiences with the vlogger. Furthermore, the videos were not the same in length. The first experimental vlog was the longest and consisted of almost 16 minutes and the third experimental video was the shortest and took about 9 minutes. This is due to the fact that it was hard to find videos of the same length, containing the experimental conditions.

The participants were also asked whether they were interested in using the makeup products mentioned in the vlog and whether they would like to purchase the items. However, no manipulation can create the degree of investment that is associated with an individual actively preparing for purchasing the product. Finally, the nature of an online experiment with a pre- and post-stimulus questionnaire including self-reports presents a potential bias in responses and is not the most effective way to measure attitudes and the purchase intention. Additionally, the non-probability sampling method appeared to be a limitation of this study. While selective sampling is a common limitation in research, but often chosen due to its convenience with regard to timeframe, resources and

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requirements it caused a certain bias in this study. During the data collection phase, it became evident that the acquired sample contained a considerable higher amount of participants who were highly involved. This was, however, later balanced out and there were 120 respondents in both high and low involvement categories.

Lastly, this study did not control for prior credibility or prior attitude towards the brand. While other experimental studies often use a pre-test to determine the prior brand attitude before exposure to the manipulation (Russell, 2002; Homer, 2009), this study only compared the experimental conditions. As a result, this could have influenced the findings.

5.3 Directions for future research

The type of endorser and the prominence of product placement in an online context is a growing field of marketing in today's world and it needs more research in the field. Future research could incorporate the third type of endorser, being the 'typical consumer' and make comparisons across all types of endorsers. Furthermore, this study only included female beauty vloggers and female respondents, which excluded men from the sample. It would be valuable to examine how males react to components that were tested in this study, as they are also popular in the beauty sphere on YouTube. This research only included the involvement measure of the frequency of watching beauty vlogs on YouTube. For future research, it could be interesting to take other measurements of involvement in consideration. Moreover, the question on how frequently the participants purchased makeup prior to this experiment, that was measured in the pre-stimulus questionnaire, was not taken into consideration when measuring the purchase intention after watching the beauty vlog. Only perceived credibility, overall brand attitude and the level of involvement was taken into account. Therefore, it would be valuable to compare the frequency of purchasing makeup prior to watching a beauty vlog and the purchasing intention after watching the beauty vlog.

Other venues for future research lie in the use of different types of vlogs on YouTube. This study was exclusively about beauty vloggers; however, nowadays, there are millions of famous YouTubers who document their whole life on video. Previous research pointed out that product placements that are perceived as natural are more effective (Russell, 2002). A point of discussion could be whether other vlogs, that are not about beauty, are perceived as less explicit, while in fact containing the same amount of brand endorsements in the video. Sitting in front of a camera reviewing beauty products, or documenting your everyday life might have a different impact on the perception of a video being sponsored. The change of setting might, in turn, influence the brand attitude. Therefore, more research on product placement across different types of vlogs could provide valuable insights. This is not only beneficial to corporations, but it also contributes to the development of a comprehensive framework of product placement in an online context, as already suggested by Verhellen et al. (2013).

An interesting thought that was raised during this thesis is regarding the line between explicit and implicit endorsement. In existing literature and previous research, there has not been a clear distinction between both types of brand endorsement. Several scholars suggested that higher levels of prominence in product placements result in a higher brand recall in comparison to subtle placements. This would suggest that marketers would like to make use of more explicit placements for higher brand recall; however, as concluded by this study the participants of the experiment prefer implicit endorsement. Therefore, future research may focus on where to draw the line between subtle and prominent placements.

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APPENDIX I CODEBOOK

Unit of data collection

There were 4 videos in total, with 4 experimental conditions. A video existed of an expert endorser / celebrity endorser in combination with explicit / implicit product endorsement.

Coding instructions

For all coding, use only the information available to you when viewing the video (do not use information you might know due to recognizing the beauty guru).

Movie ID: On each code sheet write the beauty vlog ID number from the following list.

Beauty vlog ID	Name of beauty vlogger	Title vlog on YouTube	Date of published vlog on YouTube	Experimental condition	Experimental ID
1	Carli Bybel	GET READY WITH ME: CARLI BYBEL DELUXE EDITION PALETTE	02-05-2017	Celebrity endorser x Implicit product endorsement	1
2	Sylvia Gani	EASY SUMMER GLOWY SKIN & BRONZE EYES MAKEUP, HAIR & OUTFIT! GRWM	27-04-2017	Expert endorser x Explicit product endorsement	2
3	Jessica Clements	Red Carpet Makeup Tutorial GRWM w/Sephora	24-02-2017	Celebrity endorser x Explicit product endorsement	3
4	Teni Penosian	How To Apply False Lashes	Eye Makeup Tutorial	Teni Penosian	14-05-2015	Expert endorser x Implicit product endorsement	4

Coder ID	Coder name
1	Elisabeth Sokol (high involvement)
2	Joelle Boekhold (low involvement)
3	Stefania Cervenikova (low involvement)
4	Michelle Erwich (high involvement)

Coder ID: Indicate the individual who coded according to the coder ID list

Date: Fill in the date that the coding form was completed, in the following format: Day/Month/Year (e.g. 20/05/17).

Name of the beauty vlogger: Please state the name of the beauty vlogger

Involvement: Please indicate if you watch beauty vlogs on YouTube on a regular base

Experimental conditions: Please indicate the level of perceived expert / celebrity endorser and implicit / explicit product endorsement throughout the vlog

Beauty vlog Coding Form 2017

BeautyVlog_ID ___1___ Coder ID _____1_____Date __02-04-2017__

Question No.	Variable Name	Operational Definition	Code 1 present / Code 0 not present
1	TYPE ENDORSER	Do you perceive the beauty vlogger as an expert in make up? Do you perceive the beauty vlogger as a celebrity?	Expert = 1 No expert = 0 Celebrity = 1 No celebrity = 0
2	EXPLICIT VS IMPLICIT ENDORSEMENT	Was a particular brand mentioned frequently throughout the beauty vlog? Did you perceive the beauty vlog as being sponsored?	Explicit product endorsement = 1 Implicit product endorsement = 0 Sponsored beauty vlog = 1 Not sponsored beauty vlog = 0

Beauty Vlog Coding Form 2017

Coder ID _____1_____Date __02-04-2017__

Beauty Vlog ID	Experimental ID	Coding
1	**1**	Expert = 0 Celebrity = 1 Product endorsement = 0 Sponsored beauty vlog = 0
2	2	Expert = 1 Celebrity = 0 Product endorsement = 1 Sponsored beauty vlog = 1
3	3	Expert = 0 Celebrity = 1 Product endorsement = 1 Sponsored beauty vlog = 1
4	4	Expert = 1 Celebrity = 0 Product endorsement = 0 Sponsored beauty vlog = 0

Beauty Vlog Coding Form 2017

Coder ID _____2_____Date __02-04-2017__

Beauty Vlog ID	Experimental ID	Coding
1	**1**	Expert = 0 Celebrity = 1 Product endorsement = 0 Sponsored beauty vlog = 0
2	2	Expert = 1 Celebrity = 0 Product endorsement = 1 Sponsored beauty vlog = 1
3	3	Expert = 0 Celebrity = 1 Product endorsement = 1 Sponsored beauty vlog = 1
4	4	Expert = 1 Celebrity = 1 Product endorsement = 0 Sponsored beauty vlog = 0

Beauty Vlog Coding Form 2017

Coder ID _____3_____Date __02-04-2017__

Beauty vlog ID	Experimental ID	Coding
1	**1**	Expert = 0 Celebrity = 1 Product endorsement = 0 Sponsored beauty vlog = 0
2	2	Expert = 1 Celebrity = 0 Product endorsement = 1 Sponsored beauty vlog = 1
3	3	Expert = 0 Celebrity = 1 Product endorsement = 1 Sponsored beauty vlog = 1
4	4	Expert = 1 Celebrity = 1 Product endorsement = 0 Sponsored beauty vlog = 0

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Beauty Vlog Coding Form 2017

Coder ID _____4_____Date __02-04-2017__

Beauty Vlog ID	Experimental ID	Coding
1	**1**	Expert = 0 Celebrity = 1 Product endorsement = 0 Sponsored beauty vlog = 0
2	2	Expert = 1 Celebrity = 0 Product endorsement = 1 Sponsored beauty vlog = 1
3	3	Expert = 0 Celebrity = 1 Product endorsement = 1 Sponsored beauty vlog = 1
4	4	Expert = 1 Celebrity = 0 Product endorsement = 0 Sponsored beauty vlog = 0

APPENDIX II Survey

This is an online survey created for <u>exclusively</u> women aged 18 to 54 that are interested in beauty products to examine the world of beauty vloggers on YouTube, and their influence on the perceived credibility towards the endorser, your overall attitude towards the brand, and your purchase intention in the end. Completing this survey will take about 20 minutes.

Please note that the anonymity will be protected, and that your answers will not be passed on to third parties under any conditions. You may withdraw from the study at any time you wish. You also have up to 24 hours after participating to withdraw your permission to allow your answers or data to be used in the research.

If you have any questions, please feel free to contact Elisabeth Sokol at 383371es@eur.student.eur.nl

Thank you in advance!

Pre-stimulus questionnaire: Demographics

Q1. Gender
O Male -> end of survey
O Female

Q2. Age
O 18-24
O 25-34
O 35-44
O 45-54
O None -> end of survey

Q3. Are you interested in beauty products

O Yes

O No -> end of survey

Q4. Where do you live?

O Africa

O Asia

O Europe

O America

O Australia

Q5. Ethnicity

O African American

O Asian

O Hispanic

O Pacific Islander

O Caucasian

Q6. Education level

What is the highest degree of level of education you have completed?

O Less than high school

O High school graduate (includes equivalency)

O Some college, no degree

O Associate's degree

O Bachelor's degree

O Master's degree

O Ph.D

Q7. How frequently do you watch beauty vlogs on YouTube?

O Very Frequently -> high involvement

O Frequently -> high involvement

O Occasionally -> high involvement

O Rarely -> low involvement

O Very Rarely -> low involvement

O Never -> low involvement

Q8. How often do you wear make up?

O Every day

O Almost every day

O Sometimes

O Almost never

O Almost never

O Never

Q9. How often do you purchase make up?

O To a great deal

O A moderate amount

O Occasionally

O Rarely

O Never

Experimental video's

Video 1 Carli Bybel

Celebrity endorser x Implicit product endorsement

Video 2 Sylvia Gani

Expert endorser x Explicit product endorsement

Video 3 Jessica Clements

Celebrity endorser x Explicit product endorsement

Video 4 Teni Panosian

Expert endorser x Implicit product endorsement

Post-stimulus questionnaire: Perceived credibility

Q10. Are you familiar with the beauty guru from the previous vlog?
O Yes
O No

Please rate your level of agreement or disagreement with the following statements

Q11. I believe the beauty guru in previous vlog is knowledgeable about make up
O Strongly Disagree
O Disagree
O Neither agree nor disagree
O Agree
O Strongly agree

CrExp

Q12. I would consider the beauty guru in the previous vlog experienced at doing make up

O Strongly Disagree

O Disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrExp

Q13. I would consider the beauty guru in the previous vlog skilful at doing makeup

O Strongly Disagree

O Disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrExp

Q14. I would consider the beauty guru from the previous vlog qualified in giving advice about make up

O Strongly Disagree

O Disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrExp

Q15. I would consider the previous beauty guru an expert

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Manipulation
check expert
endorser

Q16. I believe the beauty guru from the previous vlog is sincere

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrTrust

Q17. I believe the beauty guru from the previous vlog honest

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrTrust

Q18. I believe the beauty guru from the previous vlog is dependable

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrTrust

Q19. I believe the beauty guru from the previous vlog is a reliable source when considering beauty products

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

CrTrust

O Agree

O Strongly agree

Q20. I believe the beauty guru from the previous vlog is trustworthy

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrTrust

Q21. I believe the beauty guru from the previous vlog is credible

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrTrust

Q22. I think the beauty guru from the previous vlog is attractive

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrAttract

Q23. I think the beauty guru from the previous vlog is famous

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

CrAttract

Q24. I perceive the beauty guru from the previous vlog as being a celebrity

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Manipulation check celebrity endorser

Post-stimulus questionnaire: Overall brand attitude

Please rate your level of agreement or disagreement with the following statements

Q25. A particular brand came across very strongly throughout the previous beauty vlog

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Manipulation check product placement

Q26. I believe the previous beauty vlog was sponsored

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Manipulation check product placement

Q27. I believe the previous vlog was a sincere review of make up products

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Q28. I believe the vlogger was a good representative for the make up brand

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Please rate the likelihood of the following statements

Q29. I will watch a vlog from the same beauty vlogger in the near future

O Extremely unlikely

O Unlikely

O Neutral

O Likely

O Extremely likely

Q30. I will recreate the make up look from the previous beauty vlog

O Extremely unlikely

O Unlikely

O Neutral

O Likely

O Extremely likely

Q31. How would you rate your attitude towards the products shown in the previous beauty vlog

Negative O O O O O Positive

Unfavorable O O O O O Favorable

Unpleasant O O O O O Pleasant

Unusable O O O O O Usable

Post-stimulus questionnaire: Purchase intention

Please rate your level of agreement or disagreement with the following statements

Q32. In the past, I have become interested in beauty products or brand due to the power of vlogs

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Q33. In the past, I have purchased beauty products due to the influence of vlogs

O Strongly Disagree

O Somewhat disagree

O Neither agree nor disagree

O Agree

O Strongly agree

Please rate the likelihood of the following statements

Q34. I would like to use the beauty products mentioned in the previous vlog

O Extremely unlikely

O Unlikely

O Neutral

O Likely

O Extremely likely

**Q35. I would like to purchase the products mentioned in the previous vlog**

O Extremely unlikely

O Unlikely

O Neutral

O Likely

O Extremely likely

4.7 Q-Q plot regression predicting brand attitude
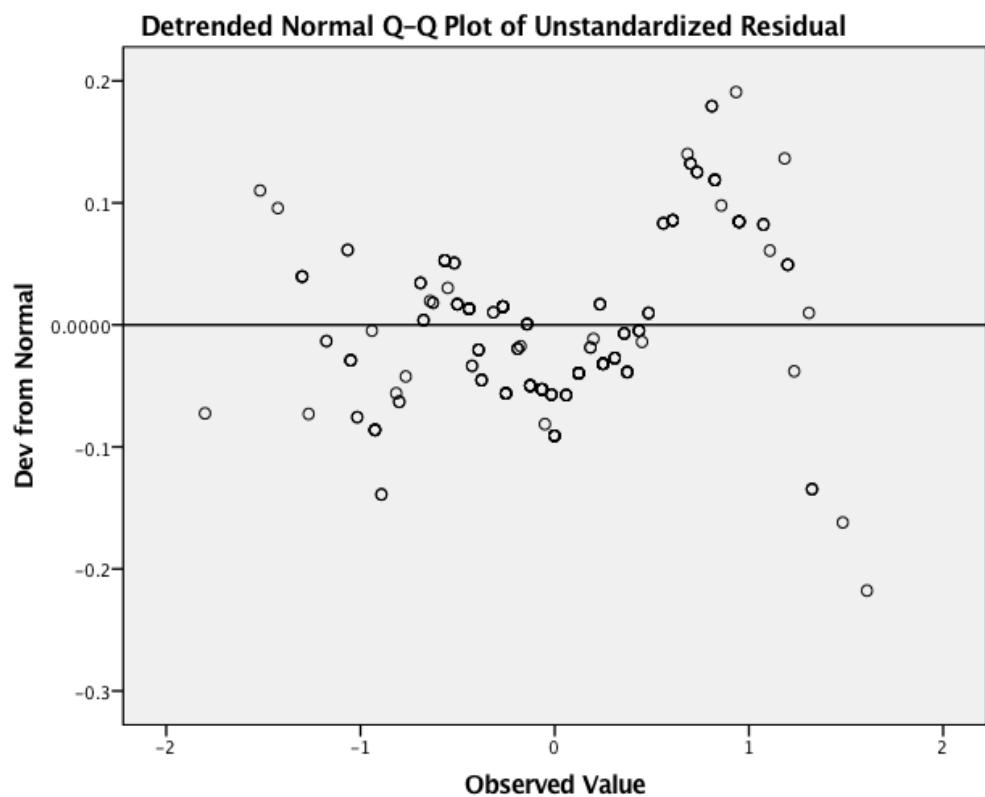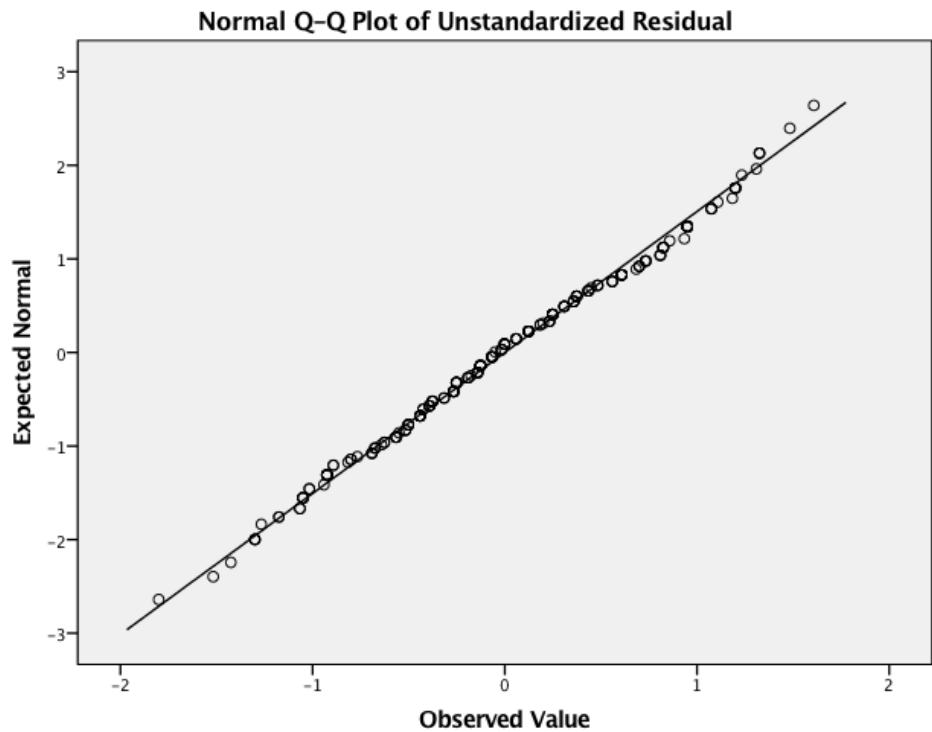
**4.8 Q-Q plot regression predicting purchase intention**
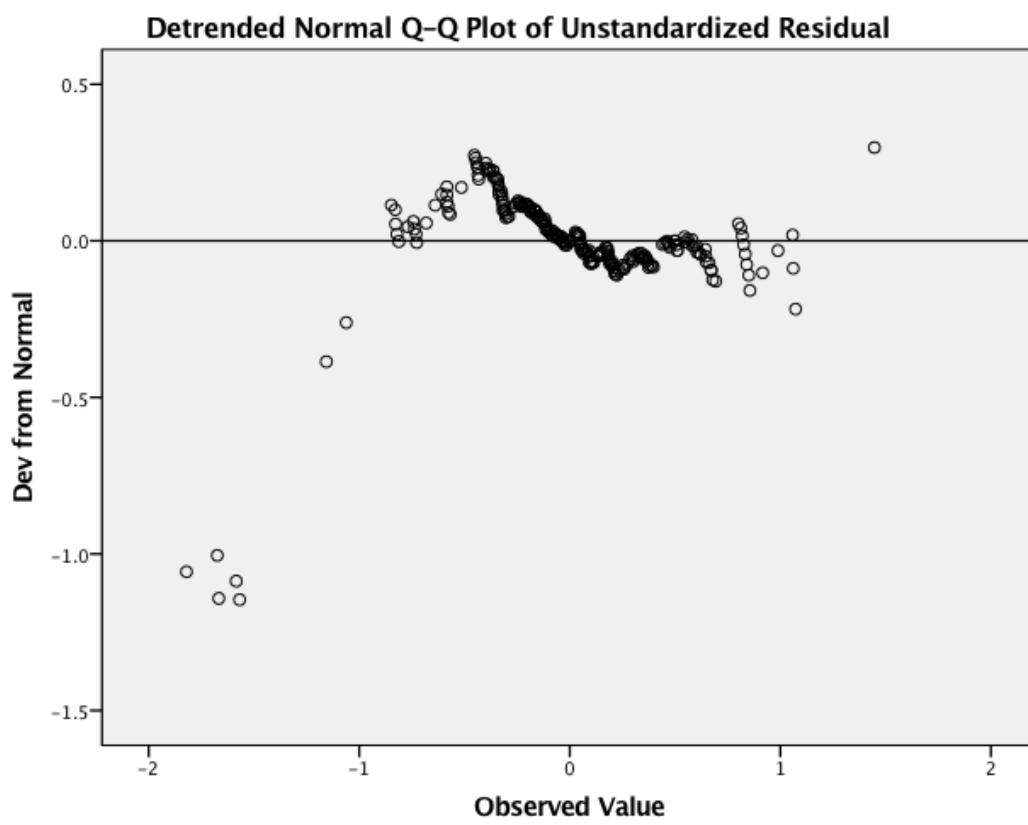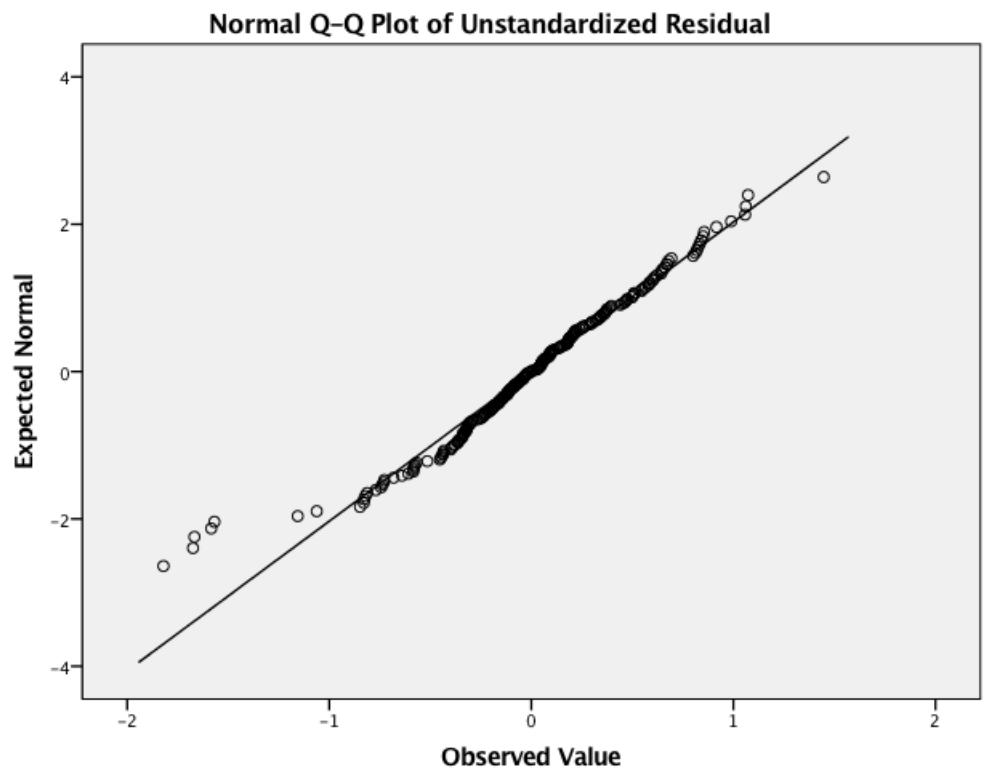
Normal Q–Q Plot of Unstandardized Residual

Detrended Normal Q–Q Plot of Unstandardized Residual

4.9 Q-Q plot regression predicting purchase intention high involvement

Normal Q–Q Plot of Unstandardized Residual

Detrended Normal Q–Q Plot of Unstandardized Residual

4.9 Q-Q plot regression predicting purchase intention low involvement

Normal Q–Q Plot of Unstandardized Residual

Detrended Normal Q–Q Plot of Unstandardized Residual
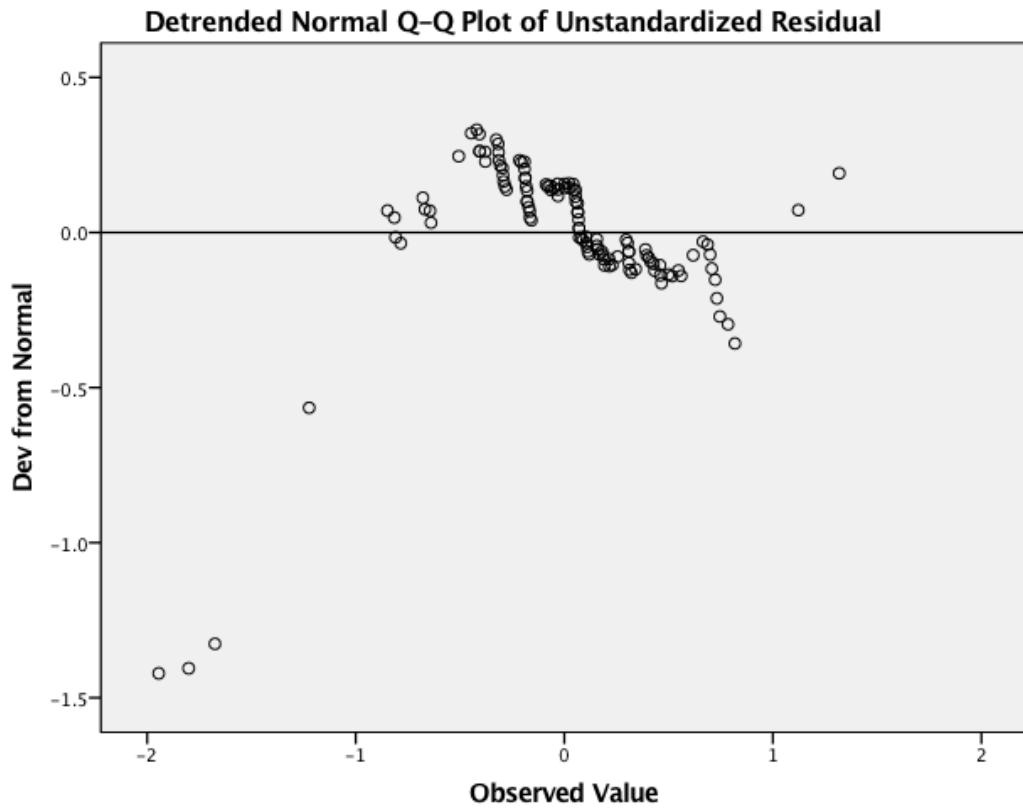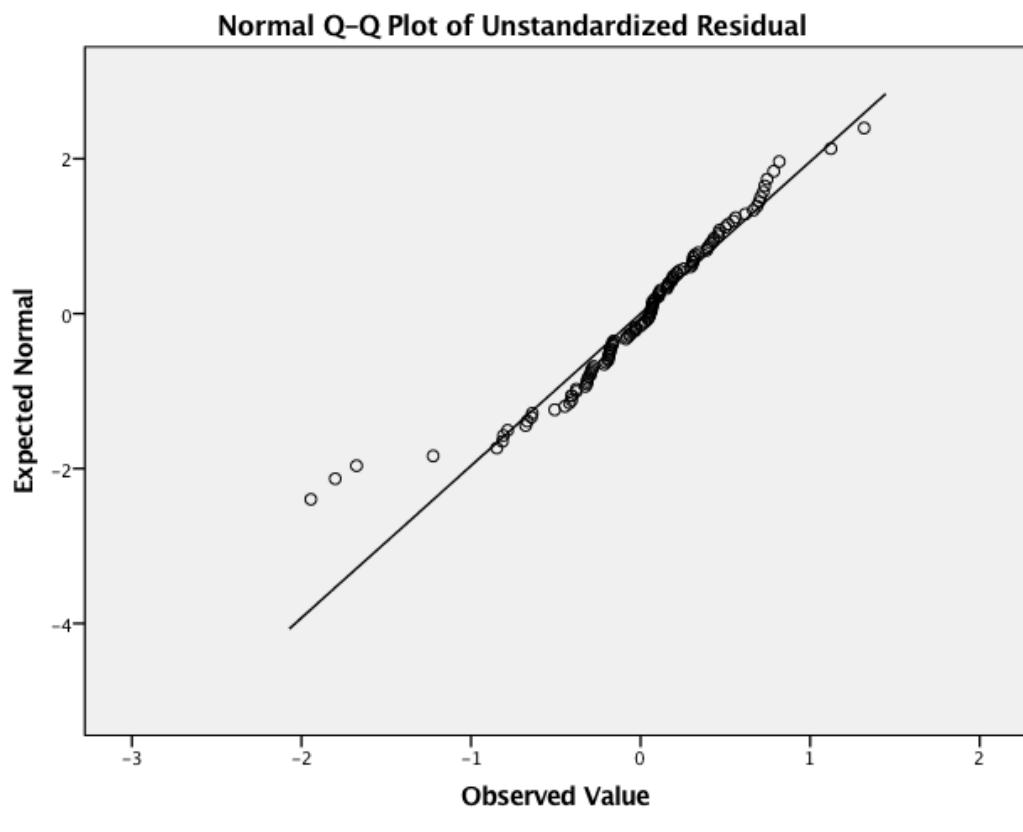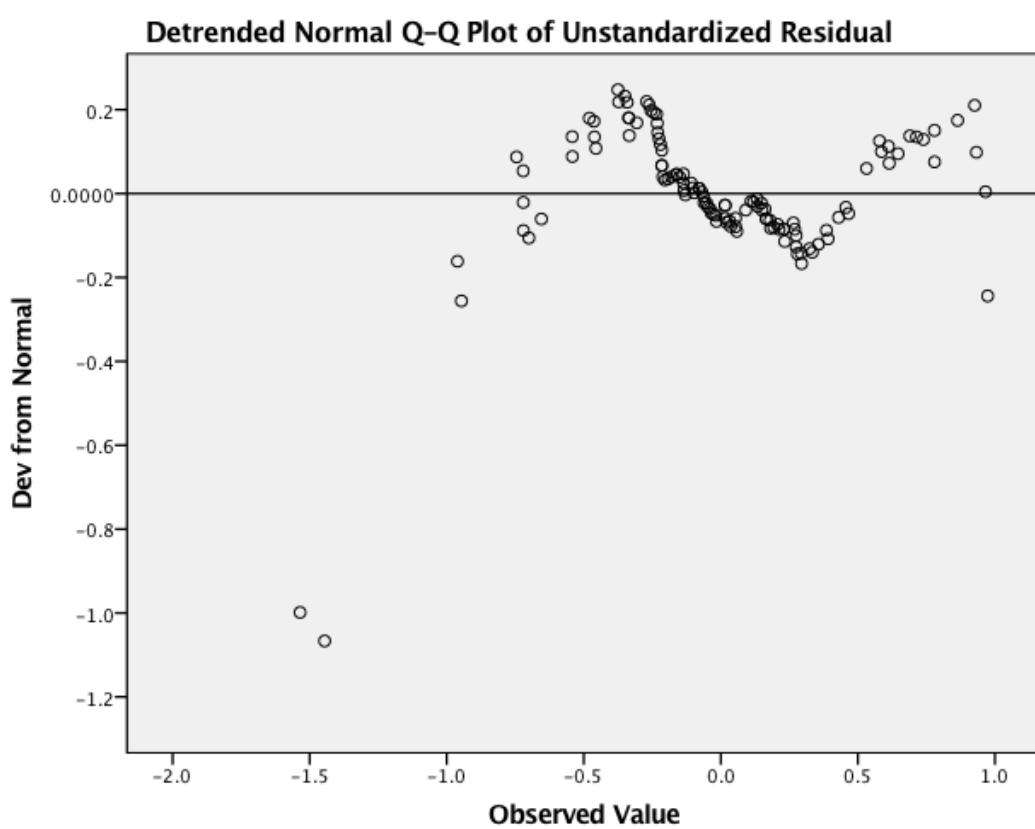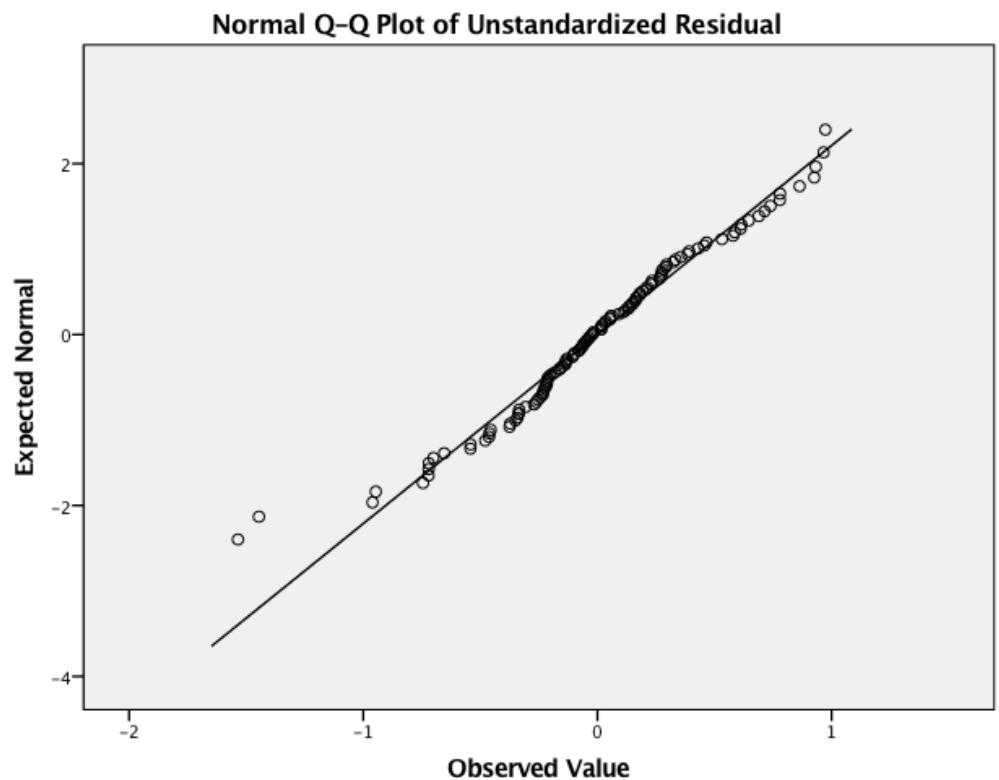
4.9 Q-Q plot regression predicting overall brand attitude high involvement

Normal Q–Q Plot of Unstandardized Residual

Detrended Normal Q–Q Plot of Unstandardized Residual
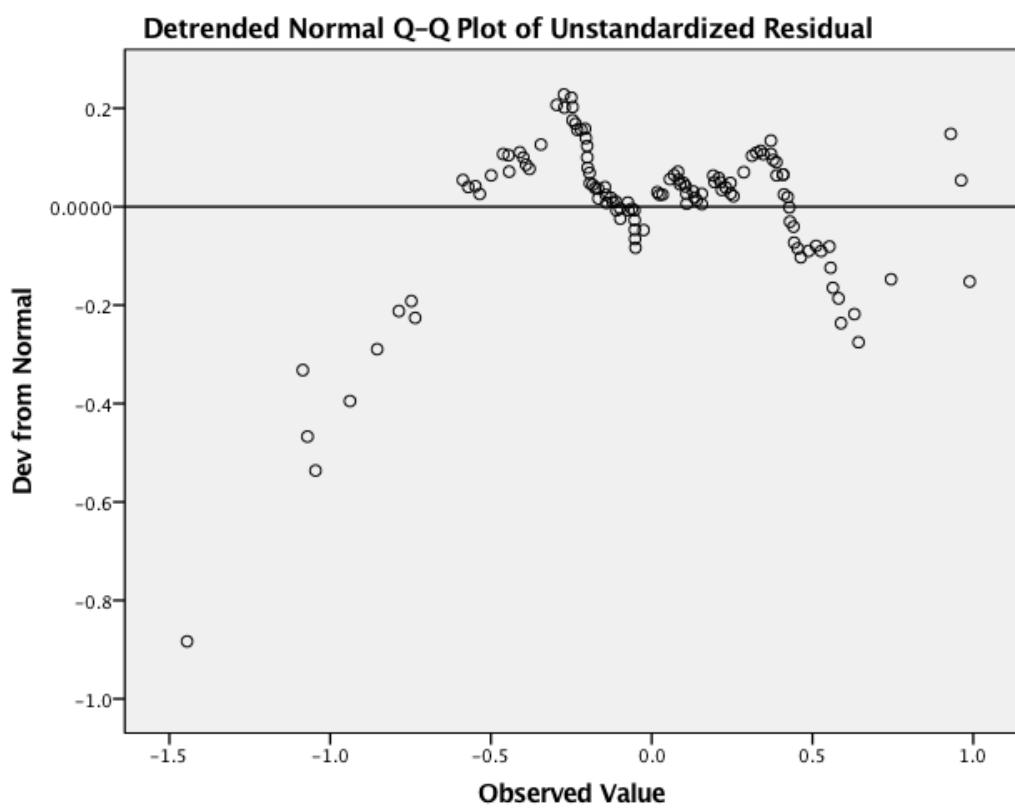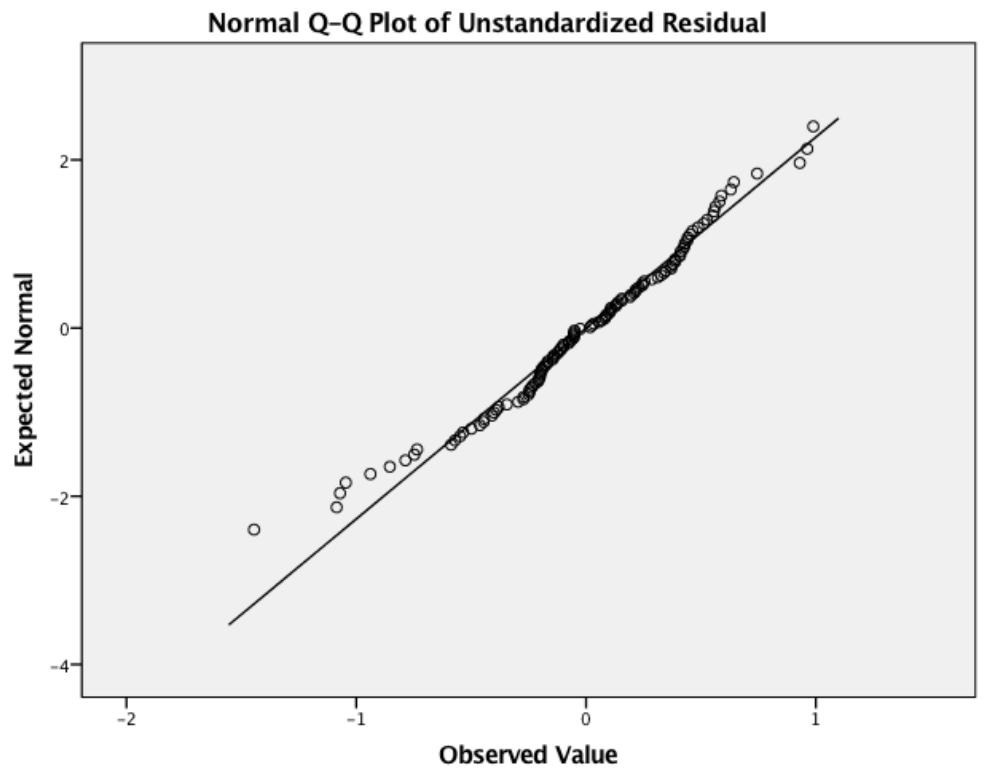
4.9 Q-Q plot regression predicting overall brand attitude low involvement

Normal Q–Q Plot of Unstandardized Residual

Detrended Normal Q–Q Plot of Unstandardized Residual