The Power of Short Video Reviews: A Comparative Study of Influencer and Peer Endorsers on Instagram and TikTok

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Abstract

Title: The Power of Short Video Reviews: A Comparative Study of Influencer and Peer Endorsers on Instagram and TikTok

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Social media has revolutionized the marketing environment, encouraging marketers to adopt social media platforms, to reach and engage audiences, using endorsement as a marketing strategy. However, the existing literature remains limited in exploring the way in which social media endorser types and platform types influence consumer behavior. Therefore, this study examines how short video reviews published on social media platforms by peer and influencer endorsers impact consumers' purchase intention, while examining the role of perceived credibility, and comparing how this effect differs across TikTok and Instagram.

A 2x2 online experiment with one control condition was conducted. Overall, findings offered strong evidence that, in the context of short video reviews, peer endorsers are more effective in increasing consumers' purchase intention compared to influencer endorsers. Moreover, results emphasized the no-endorser condition, since short video reviews without an endorser may generate higher purchase intention than those with an endorser. Perceived credibility was found to partially mediate the relationship between endorser type and purchase intention, while platform type did not moderate this relationship.

This study contributed to the literature by directly comparing influencer endorsers and peer endorsers, expanding the theory of social comparison and the source credibility theory applied to a short video review context. Finally, it offers practical insights for marketers, brand managers, and firms interested in using social media platforms, specifically short video reviews, as part of their communication strategy.

Keywords: Short Video Reviews, Peer Endorser, Influencer Endorser, Consumer Purchase Intention, Consumer Perceived Credibility, Instagram, TikTok

Sumário

Título: O Poder das Avaliações em Vídeos de Curta Duração: Um Estudo Comparativo entre Endossantes Influenciadores e Anónimos no Instagram e no TikTok

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As redes sociais revolucionaram o ambiente do marketing, incentivando os profissionais a adotá-las para alcançar e envolver audiências, utilizando o endosso como estratégia de marketing. Contudo, a literatura existente permanece limitada na análise de como os diferentes tipos de endossantes e as diferentes redes sociais influenciam o comportamento do consumidor. Este estudo explora essa relação, examinando o papel mediador da credibilidade percebida e comparando se estes efeitos diferem entre o TikTok e o Instagram.

Foi conduzida uma experiência online 2x2 com uma condição de controlo. Os resultados ofereceram forte evidência que, no contexto das avaliações em vídeo de curta duração, os endossantes anónimos são mais eficazes no aumento da intenção de compra do que os influenciadores. Além disso, os resultados destacam a relevância da condição de "sem endossante", porque as avaliações em vídeo de curta duração sem endossante podem gerar uma intenção de compra maior. A credibilidade percebida revelou-se um mediador parcial da relação entre o tipo de endossante e intenção de compra, enquanto o tipo de plataforma não moderou esta relação.

Este estudo contribui para a literatura ao comparar diretamente endossantes influenciadores e anónimos, expandindo a teoria da comparação social e a teoria da credibilidade da fonte no contexto das avaliações em vídeo de curta duração. Oferece também implicações práticas para profissionais de marketing, gestores de marca e empresas que utilizam redes sociais, em particular, avaliações em vídeo de curta duração, como parte das suas estratégias de comunicação.

Palavras-chave: Avaliações em Vídeo de Curta Duração, Endossantes Anónimos, Endossantes Influenciadores, Intenção de Compra do Consumidor, Credibilidade Percebida do consumidor, Instagram, TikTok

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Disclaimer on the Use of Artificial Intelligence

Artificial intelligence tools (OpenAI's ChatGPT and related applications) were used in a supportive capacity during the preparation of the present thesis. Specifically, AI was employed for:

• rephrasing, shortening, and optimizing text passages,
• drafting and refining formulations,
• supporting the development and refinement of data collection procedures (e.g., survey and interview design) and experimental stimuli.

All uses of AI were limited to language and methodological assistance. The intellectual content, theoretical framing, research design, interpretation of results, and all conclusions are the author's own work. AI tools were not used to generate original arguments, data, or literature, and all sources cited in the thesis were identified and verified by the author.

This disclosure is made in accordance with academic integrity guidelines requiring transparency about the use of artificial intelligence in scholarly work.

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Glossary

Short Video Reviews	Brief videos recorded by content creators or regular users expressing evaluations of products or services. They are typically shared on social media platforms such as Instagram Reels or TikTok.
Peer Endorser	Ordinary consumers who share opinions and recommendations without a large number of followers or professional intentions.
Influencer Endoser	Social media content creators who have a large followers base and collaborate with brands to promote products or services.
Consumer Purchase Intention	Consumer's conscious plan to make an effort to purchase a product or service.
Consumer Perceived Credibility	Characteristics of a communicator that influence a consumer's acceptance and evaluation of a message.

1 INTRODUCTION

1.1 Background

Digital technology has been one of the most important factors in reshaping the way consumers are affected when making decisions (Lemon & Verhoef, 2016). Among digital developments, social media is one of the most popular online activities due to its rapid growth. It has encouraged marketers to adopt these platforms to reach and engage audiences, using endorsement as a marketing strategy (Yohana et al., 2021).

Social media platforms, such as TikTok and Instagram, are positioned as the leading emerging platforms, ranking among the most downloaded apps worldwide in 2024 (Statista, 2025). They are highly visual, having the common characteristic of displaying short videos, which are used to improve brands' performance. Compared to traditional marketing methods such as TV, radio, newspapers, magazines, flyers, and billboards, the short video marketing strategy enables higher levels of interaction with consumers. This increased engagement enhances consumers' participation and experience, boosting intention to purchase (Zhao, 2023).

The growing popularity of Instagram and TikTok, led many users to start creating personal content, increasing their number of followers. Consequently, they have emerged as social media influencers whose opinions are considered by their audiences, affecting individuals' behavior and decisions about products or services (Boerman, 2020). According to Selvakkumar (2012), influencers are classified based on their number of followers. On the other hand, peers are unskilled consumers who share or endorse a product or service from a brand and provide their own experiences or opinions. Due to peer endorsers' characteristics of authenticity and similarity, they tend to influence social media users' attitudes and behaviors (Friedman et al., 1979; Batra et al., 1996; Munnukka et al., 2016). As social media continues to grow, understanding what makes an endorser effective has become increasingly relevant. Traditional advertising is being reexamined from a digital perspective, where factors such as perceived authenticity, social connection, and the social media platform used influence how messages are received. One central factor in this process is perceived credibility, which determines whether social media platform users trust and value the endorser's message (Najib et al, 2016; Boateng et al., 2015). Accordingly, understanding how different types of endorsers influence

individuals' behavior across platforms has become a relevant topic in the present digital environment.

1.2 Problem Statement

Although social media usage stands as one of the leading online activities among internet users, registering high engagement rates, there remains a limited literature exploring how social media endorsement strategies influence consumer behavior. The higher usage of social media platforms leads brands to rely on social media endorsements as a new marketing communication channel to influence consumer decisions in today's digital environment (Lou and Yuan, 2019). In addition, literature has already suggested the effectiveness of influencer marketing in different contexts. However, the specific conditions under which types of endorsers generate higher purchase intention remain insufficiently understood. Clarifying this issue is relevant, since brands are increasingly investing in social media endorsement strategies, but without realizing whether influencer endorsers or peer endorsers are more effective, and if the type of social media platform chosen could change the outcome.

Moreover, while perceived credibility was already widely recognized as an important factor explaining the endorser impact on purchase intention (Ohanian, 1990; Erdogan, 1999), there is still a lack of understanding concerning the way this relationship works across distinct types of endorsers and different social media platforms. Instagram and TikTok were selected due to their importance at present, dominance in short video review content, and different characteristics. These distinctions provide relevant conditions to explore whether the persuasive impact of influencers and peers varies across platforms.

Addressing these gaps, this dissertation focuses on understanding how short video reviews published on social media platforms by influencer endorsers and peer endorsers impact consumers' purchase intention, while examining the role of perceived credibility, and comparing how this effect differs across TikTok and Instagram.

Considering this, the following research questions were formulated:

> **RQ1:** Does the type of endorser (influencer endorser vs peer endorser) affect consumers' purchase intention when exposed to short video reviews?
>
> **RQ2:** Does perceived credibility mediate the effect of the endorser type on purchase intention?

RQ3: Does the type of social media platform (Instagram vs TikTok) moderate the effect of endorser type (influencer vs peer) on purchase intention?

1.3 Academic and Managerial Relevance

The rapid development of social media platforms has significantly transformed marketing strategies worldwide by reshaping how consumers interact with brands and endorsers. As a result, brands and marketers are increasing investment efforts in using social media influencers as promotional agents. Therefore, it is relevant to analyze how the endorser type (influencer vs peer) influences purchase intention, whether this relationship is explained by perceived credibility, and if this effects changes across different social media platforms (Instagram vs TikTok).

From an academic perspective, the proposed moderated mediation model extends the application of source credibility theory (Hovland & Weiss, 1951; Ohanian, 1990) as it is applied to a digital context of short video reviews. While previous studies analyzed influencer marketing (De Veirman et al., 2017) and perceived credibility (Ohanian, 1990) separately, there is still a gap in the literature on how these variables behave together across different social media platforms and applied to a short video review context. Additionally, the literature focuses on influencer analysis, with a limited comparison of how distinct types of endorsers, such as influencers and peers, behave within the two leading emerging social media platforms.

Regarding managerial relevance, the findings will provide useful insights to brands and marketers, enabling them to better assess which type of endorser (influencer vs peer) performs better on Instagram and TikTok. This knowledge will help brands to allocate their resources more effectively. By selecting the right endorser for each platform, a brand can increase consumers' perceived credibility of the endorser, maximize the campaign's effectiveness, and consequently increase consumers' purchase intention. Thus, allocating resources more efficiently may enhance the overall campaign performance of the promoted product or service.

1.4 Research Methods

This study examines the effect of endorser type on purchase intention, the mediating role of perceived credibility, and whether this relationship varies across social media platforms. Based on the literature and the conceptual framework developed, hypotheses were formulated. To answer them, a quantitative approach was adopted, supported by qualitative pre-test interviews

and a quantitative pre-survey used exclusively to test the stimuli, followed by a main survey. These procedures were crucial to validate the manipulation of endorser type (influencer vs peer), social media platform (Instagram vs TikTok), and the control condition (no endorser and no social media platform cues displayed).

The final 2x2 between-subjects experimental design was combined with a fifth stimulus, the control condition, which operated as a baseline for comparison. This design is particularly appropriate since it allows the analysis of the relationships and effects between variables, which directly aligns with the hypotheses proposed. In the main questionnaire, respondents were randomly assigned to one of the five stimuli. The stimuli varied in terms of platform layout and endorser cues, distinguishing influencer and peer endorsers. After being exposed to the stimulus, participants answered questions to measure perceived credibility (Ohanian, 1990) and purchase intention (Ting et al., 2017). The online survey was designed using Qualtrics.

1.5 Dissertation Outline

This dissertation is composed of six chapters. The first chapter introduces the background of the topic analyzed, defining the research problem, its relevance, and the research objectives. The second chapter presents the literature review, which considers relevant theoretical foundations that are the basis for developing the proposed hypotheses. The following chapter describes the research methodology, outlining the development of the experimental stimuli and the survey procedures. The fourth chapter presents and discusses the results of the study. The fifth chapter summarizes the main conclusions. The last chapter highlights the academic and managerial implications, suggesting further research, and discussing the study's limitations.

2 LITERATURE REVIEW

2.1 Purchase Intention

Social media has become a central part of consumers' daily lives, largely explained by the rapid growth of the internet (Laksamana, 2018). This development has disrupted traditional communication patterns and significantly influenced marketing communication strategies, causing a shift in how individuals perceive marketing messages and make decisions about a product. According to Hinz et al. (2011), modern communication provides challenges and opportunities to companies as consumers' purchase intentions can be affected by social media. Currently, social media users are exposed to numerous persuasive and informational stimuli every day. The constant exposure to reviews and recommendations influences consumers'

purchase behavior regarding a product or service, giving rise to the concept of purchase intention (Ohanian, 1990; Lou & Yuan, 2019).

Purchase intention is a relevant concept to measure consumers' actions since it is understood as a consumer's conscious plan to make an effort to purchase a brand. That effort is defined as willingness to buy (Singh and Spears, 2004). In line with the theory of planned behavior (TPB), individuals' attitudes, subjective norms, and perceived control shape their purchase intention, which in turn represents the most immediate predictors of actual behavior (Ajzen, 1991). Accordingly, it represents a mental stage in which consumers are likely to buy a product or service (Dodds et al., 1991; Chavare et al., 2024).

2.2 Short Video Endorser Type

2.2.1 Endorsement

Advertisers are responsible for promoting a product or service (Halonen-Knight & Hurmerinta, 2010). They often use endorsements as a promotional strategy (Kamins, 1990). According to Friedman and Friedman (1979) and Kamins (1990), endorsers can be of many types, including the typical consumer, the product class expert, the company president, and the celebrity.

2.2.2 Social Media Influencer Endorser

Social media influencers are individuals who use their personality and experiences on social media to attract and engage with audiences (Khamis et al., 2016). According to Selvakkumar (2021), influencers can be categorized based on their number of followers: macro influencers (individuals with a follower count between 500k and 1 million), mid-tier influencers (they have a number of followers between 50k and 500k), micro-influencers (social media users that have 10k to 50k followers) and nano-influencers (individuals that have between 1k and 10k followers). Each of them is typically focused on a specific type of content, such as music, food, lifestyle, maternity, fitness, beauty, or healthcare, where they invest and contribute to that area. From a marketing perspective, influencers tend to act as endorsers to promote brands and services through their social media platforms. The advertising that involves social media is becoming more valuable over the years for brands as they are investing even more in social media influencers who are compensated either monetarily or through products or services.

The effectiveness of an endorsement may be explained by the source credibility theory, which states that customers are more likely to be persuaded when the endorser is perceived as having

high attractiveness, trustworthiness and expertise (Hovland & Weiss, 1951; Ohanian, 1990). Similarly, Lou and Yuan (2019) claimed that influencers' credibility components, trustworthiness, attractiveness, and expertise, positively influence and enhance followers' trust in branded content. Beyond credibility, the impact of social media influencers on their followers may be consistent with the social proof theory. It states that when individuals notice others' approval or engagement, they tend to perceive the product or person as more valuable and reliable (Cialdini, 1984). Influencers with high numbers of followers are more likely to be considered popular, which can increase their level of persuasiveness (De Veirman et al., 2017). Therefore, social media influencer endorsers play an important role in shaping consumers' behavior and actions through trust, credibility, or even popularity.

However, consumers tend to compare themselves with the influencer endorser model, which may reduce the advertisement's overall effectiveness (Bower & Landreth, 2001). As a result, peer endorsers are growing as a marketing strategy since they may be perceived as more real and authentic, particularly in social media environments.

2.2.3 Peer Endorser

Previous studies about celebrity endorsers indicated that perceived similarity between the audience and the endorsers tends to increase persuasion and perceived credibility (Kamins, 1990; Bower & Landreth, 2001). However, they also argued that the comparison of social media users with an idealized celebrity may negatively impact consumers' perception of themselves and, as a consequence, decrease the potential effectiveness of the endorsement. In this context, the theory of social comparison states that consumers evaluate their own opinions and desires by comparing themselves with others (Festinger, 1954).

Considering these findings, recent studies introduced the concept of the peer endorser. They are customers who share or endorse a product or service of a brand, providing their experience and recommendation. Their persuasive influence is largely driven by perceived credibility and similarity, since consumers usually perceive peer endorsers as more relatable and authentic sources of information (Batra et al., 1996; Friedman et al., 1979). Consistent with this view, Munnukka et al. (2016) found that the use of ordinary people as endorsers has gained popularity in consumer advertising as a way to improve advertising credibility, which can impact purchase intention in a positive way. Additionally, peer endorsers are not considered influencers since they do not have enough followers to fall within influencer categories (Selvakkumar, 2012).

Although peer endorsers are more similar to customers, it is crucial to study a no-endorser condition since the message appears on its own, meaning that persuasion depends exclusively on the arguments used (Petty & Cacioppo, 1983).

2.2.4 No Endorser

Some promotional messages have the primary objective of focusing on the product and its message, without distractions. For this purpose, brands do not need any endorser to execute the advertisement. The way consumers interpret the message and form behavioral intentions will depend largely on the content, perceived product or service quality, and brand arguments, without external indicators such as the endorser's presence or the social media platform layout (Petty et al., 1983). Accordingly, the Elaboration Likelihood Model (Petty et al., 1983) suggests that when consumers are exposed to a low motivation or ability to process information, such as short video reviews, they tend to rely on peripheral cues, including the presence of an endorser. Thius may increase the probability of persuasion. However, the absence of those cues may lead individuals to evaluate the message through the central route, basing their judgments on the content and arguments presented. Therefore, it makes persuasion less obvious and may increase the openness to the message. In addition, prior research suggests that the effectiveness of peripheral cues may depend on consumers' persuasion knowledge, since individuals who recognize advertising and persuasion tactics may reduce purchase intention (Friestad & Wright, 1994).

2.3 Effect of Endorser Type on Purchase Intention

Prior research suggested that advertisements where endorsers are presented tend to generate higher expectations and, consequently, increase purchase intentions compared to messages without an identifiable source (Friedman et al., 1979). However, if the message is not strong enough to create engagement, purchase intention may be lower (Petty et al., 1983).

Considering the theory of social comparison, users tend to compare themselves with other people to understand how they feel, think, or act (Festinger, 1957). Consumers are likely to compare themselves with highly idealized figures, such as celebrities or influencers, which can lead to lower self-esteem and reduced satisfaction. This may decrease the effectiveness of the advertisement and purchase intention. In contrast, peer endorsers are normal individuals who show experiences, products, or services in a simple way. When they make a review, it is perceived as more credible (Bower and Landreth, 2001; Ohanian, 1990). This evidence is not

consistent across studies, but the literature in general suggests that if the endorser matches in terms of similarity with the audience, consumers may perceive the endorser with higher credibility and stronger purchase intention (O'Keefe, 1990).

Despite the growing relevance of influencer and peer endorsers in social media contexts, the literature remains limited regarding their comparison and impact on purchase intention. This study recognizes this gap and aims to compare the way these types of endorsers shape purchase intention through short video reviews. Accordingly, the following hypotheses are proposed:

H1: The presence of an endorser (vs no endorser) on short video reviews leads to higher purchase intention

H1a: Short video reviews published on social media platforms by peer (vs influencer) endorsers will generate higher purchase intention

2.4 Perceived Credibility

Perceived credibility is considered a complex construct, as it includes many dimensions that have been widely discussed in the literature (Ohanian, 1990). From a theoretical perspective, source credibility refers to the characteristics of a communicator that influence a receiver's acceptance of a message (Hovland & Weiss, 1953). According to the source credibility theory, the effectiveness of a persuasive message depends mainly on the endorser's perceived trustworthiness, expertise, and attractiveness.

Trustworthiness refers to the honesty, integrity, and believability of an endorser (Erdogan, 1999). In line with this, Ohanian (1990) claimed that the trustworthiness of the endorser is a relevant construct in persuasion and in changing attitudes. On the other hand, expertise is the knowledge, experience, or skills that an endorser possesses. Importantly, it is not the endorser's expertise that determines persuasive effectiveness, but rather the way the endorser is perceived by the targeted audience (Hovland et al., 1953; Ohanian, 1990).

Later, McGuire (1985) developed the Source Attractiveness Model, focusing on a third component of source credibility: attractiveness. Building on this perspective, Ohanian (1990) developed a scale to measure credibility, which includes expertise, trustworthiness, and attractiveness. Attractiveness is not limited to physical characteristics since it also includes other positive attributes perceived by consumers, such as personality or lifestyle (Kahle & Homer, 1985; Erdogan, 1999).

Therefore, the present dissertation measures perceived credibility by using three dimensions: attractiveness, trustworthiness, and expertise (Ohanian, 1990).

2.5 Endorser Type and Perceived Credibility

Brands use different types of endorsers to promote their products or services. The focus of this dissertation is on influencer endorsers and peer endorsers, as both are emerging forms of endorsement. Social media users tend to compare themselves with the source model, a process supported by the theory of social comparison (Festinger, 1954), which indicates that consumers formulate their own beliefs and attitudes by comparing themselves with others.

Peer endorsers are ususally seen as more authentic, relatable, and similar, which may enhance their credibility (Munnukka et al., 2016; De Veirman et al., 2017). These characteristics may lead consumers to believe more in their message compared to influencer endorsers. Consequently, peer endorsers are often evaluated as more credible than influencer endorsers in social media contexts. From this perspective, the following hypotheses are proposed:

H2: The presence of endorsers (influencers and peers) in short video reviews on social media positively affects consumers' perceived credibility.

H2a: Peer endorsers are perceived as more credible than influencer endorsers.

2.6 Perceived Credibility and Purchase Intention

Social media platforms are widely used by brands as marketing communication channels to promote products or services. In these environments, brands often search for different types of endorsers to capture consumers' attention and increase consumers' intention to purchase a product or service. Therefore, it is relevant to study whether consumers' perceptions of an endorser's credibility impact their purchase intentions (Erdogan, 1999; Ohanian, 1991).

According to the source credibility theory, the effectiveness of a persuasive message depends on the communicator's characteristics, which influence the receiver's acceptance of the message (Hovland et al., 1953; Ohanian, 1990). When an endorser is perceived as highly credible, consumers are more likely to believe the claims about a product or service, leading to more favorable attitudes toward the brand and higher purchase intentions (Erdogan, 1999). Consequently, higher levels of perceived credibility enhance the effectiveness of short video review messages by increasing consumers' likelihood of purchasing the promoted product or service. Accordingly, the following hypothesis emerged:

H3: Consumers' positive perceived credibility will positively influence purchase intention.

2.7 Perceived Credibility as Mediator

When consumers perceive the endorser's message as highly credible, they are more likely to trust the message conveyed, which increases the likelihood of purchase intention (Hovland et al. 1953; Ohanian, 1990; Erdogan, 1999). As different types of endorsers may be perceived differently in terms of credibility, perceived credibility can help explain how endorser type impacts consumers' purchase intention. In this sense, recent research suggests that credibility is a key mechanism through which endorsers influence consumers' responses (Liu & Zheng, 2024). Thus, the following hypothesis is proposed:

H4: The effect of endorser type (influencer vs peer) on purchase intention is mediated by perceived credibility.

2.8 Social Media Platforms (Instagram vs TikTok)

2.8.1 Instagram

Instagram growth is expected to reach nearly 1.8 billion users by 2028, which higlights its global relevance and continued expansion (see Figure 8). At present, it is one of the most used social media platforms worldwide, particularly characterized by a focus on photo and video content (Ananda & Halim, 2022).

In 2020, the Reels feature was officially launched as a response to the growing popularity of TikTok. This feature allows users and brands to create short videos, providing marketers and companies with additional opportunities to promote their products or services through engaging content (Ananda & Halim, 2022).

2.8.2 TikTok

TikTok is composed of short videos, mostly combined with a viral song or audio (Bresnick, 2019; Newman, 2022). The turning point for this platform was the COVID-19 lockdowns, since many young people experimented with this video app and its simple editing interface to share their experiences (Newman, 2022). As a result, TikTok was one of the platforms with the fastest growth rates. It rose to popularity in 2020, reaching a peak of approximately 313.5 million downloads during the first quarter of the year. This platform is projected to reach 1.8 billion users in 2028, which highlights its relevance and strong influence on consumers' engagement

and content consumption (Statista, 2025; see Figure 7). Therefore, TikTok represents a meaningful platform to be investigated due to its recent adoption and strong impact on consumers' engagement and behavior.

2.8.3 Online Short Videos

The videos published on Instagram and TikTok are designed in a vertical format that matches the current habits of mobile users. They typically have a duration of 15 to 60 seconds, reflecting contemporary lifestyle nowadays, and requiring social media platforms to adapt their communications strategies accordingly (Xiao et al., 2019; Kaye et al., 2021).

Online short videos are easy and quick to share, allowing brands to capture users' attention more effectively and encouraging frequent user consumption. It contributes to higher engagement levels, more effective outcomes, and, ultimately, lead to purchase behavior (Chen et al., 2023).

As a result, brands have increasingly adopted this of type videos as a marketing strategy to impact brand awareness, purchase intention, and ultimately drive sales (Xiao et al., 2019). The effectiveness of short videos is largely supported by platform algorithms, which are responsible for delivering a personalized feed in the "For You" page based on what individuals are more likely to be interested in (Narayanan, 2023). The customized feed increases users' time spent on social media and, as a consequence, their exposure to content from brands.

2.9 Social Media Platform Type (Instagram vs TikTok) as Moderator

Instagram and TikTok are different platforms, with distinct characteristics. Instagram is the social media platform most commonly used by influencers, since it offers better creative tools, visual appeal, and overall popularity (De Veirman et al., 2017). In contrast, TikTok is a platform characterized by its more authentic and spontaneous short video content, which is mostly driven by humor, entertainment, and informal content (Barta et al., 2021). These differences across platforms have an impact on the way consumers perceive endorsers and on the perceived effectiveness of the message. Due to their relatively recent emergence, studies on this topic remain limited.

2.9.1 Endorser Type and Purchase Intention

Prior studies highlight the relevance of using an endorser to achieve stronger persuasive outcomes, since it tends to increase expectations and purchase intention of the social media

users (Friedman et al., 1979; Petty et al., 1983). Additionally, it is important to analyze which type of endorser has a higher impact on purchase intention. Supported by the theory of social comparison (Festinger, 1954), peer endorsers possess characteristics that are more authentic, informal, and natural (Munnukka et al., 2016; De Veirman et al., 2017), leading consumers to perceive their messages as more credible. TikTok is often perceived as more credible, authentic, and spontaneous than Instagram (Barta et al., 2021). These characteristics combine more closely with peer endorsers rather than influencer endorsers. In contrast, influencer endorsers are more present on Instagram (De Veirman et al., 2017). In line with previous studies, short video reviews published on social media by peer endorsers are expected to generate higher purchase intentions than those by influencer endorsers (Festinger, 1954; Bower and Landreth, 2001; Ohanian, 1990; O'Keefe, 1990). Accordingly, the following hypotheses appear:

H5: The effect of endorser type (influencer vs. peer) on purchase intention is moderated by social media platforms (Instagram vs. TikTok).

H5a: On Instagram, influencer endorsers are expected to generate higher purchase intention than peers.

H5b: On TikTok, peer endorsers are expected to generate higher purchase intention than influencer endorsers.

2.9.2 Endorser Type and Perceived Credibility

The three dimensions of perceived credibility may increase consumer purchase intention (Weismueller et al., 2020). Additionally, Instagram and TikTok have different characteristics. Thus, it may be expected that the same short video review may have different outcomes in terms of perceived credibility depending on whether it is endorsed by an influencer or a peer on Instagram or TikTok. However, empirical evidence on this relationship remains limited.

2.10 Conceptual Framework

The following diagram illustrates the relationship between the variables, as well as the respective hypotheses under analysis.

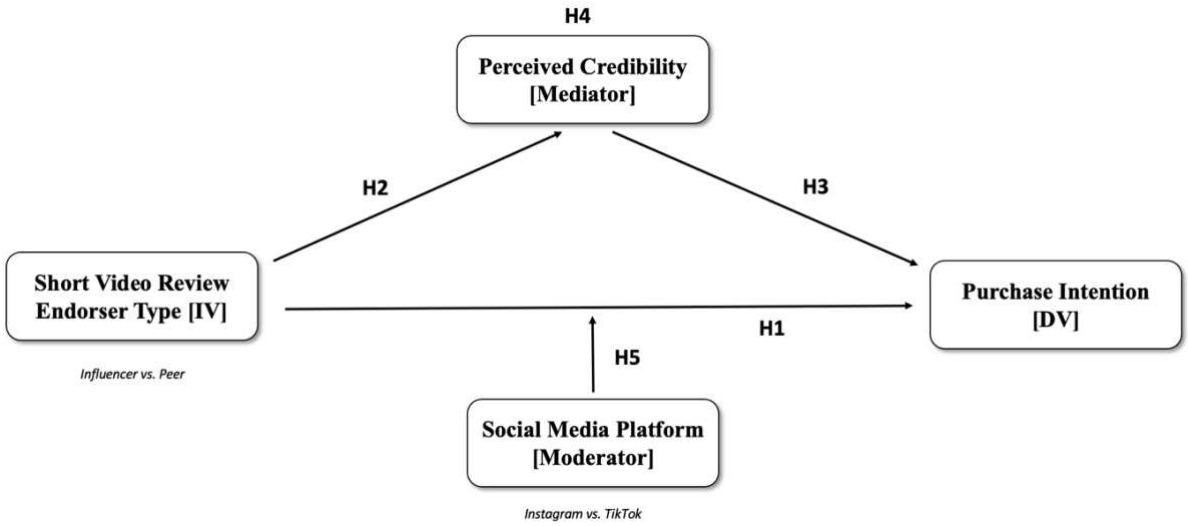


Figure 1: Conceptual Framework

3 METHODOLOGY

3.1 Research Approach

To answer the research questions and hypotheses mentioned previously, an experimental research design within a cross-sectional framework was performed, supported by qualitative pre-test interviews, a quantitative pre-survey, and a main survey (Malhotra et al., 2017).

This study used an experimental research design as it explores relationships and moderating effects that have not yet been extensively studied in the context of short video reviews on social media platforms. The hypotheses tested were derived from the existing literature. It allowed for a deep understanding of the variables and relationships among them, establishing patterns and theories. Prior to the main data collection, a preliminary survey and interviews were conducted to develop the stimuli. The main survey was conducted through a cross-sectional design, with data collected at a single point in time. An experimental method was employed since the endorser type and social media platform were manipulated to determine causal relationships regarding their effects on purchase intention, which allowed for drawing conclusions and main findings. In addition, a quantitative approach was employed to test hypotheses and examine the relationships between variables through statistical analysis (de Vaus, 2002). Specifically, this dissertation examines how the endorser type (influencer vs peer) influences purchase intention, being moderated by social media platforms (Instagram vs TikTok) and mediated by perceived credibility.

3.2 Data Collection

3.2.1 Data Type and Collection Method

This dissertation employed a quantitative experimental design using a main survey, while pre-test interviews were conducted to validate and refine the experimental stimuli. In addition, a between-subjects experimental design was adopted to avoid carryover effects and ensure independence of observations. Therefore, each participant was exposed to only one experimental condition that manipulates the independent variable and moderator to observe their effects on the dependent variable.

3.2.2 Sampling

For this study, a non-probability convenience sampling method was used. To ensure consistency with the research context, respondents were recruited based on their active usage of TikTok or Instagram, which makes the research more aligned with the research topic of short video reviews on Instagram and TikTok (Saunders et al., 2009).

The questionnaire was distributed through personal social media channels such as WhatsApp, Instagram, TikTok, and LinkedIn, and also in person. Finally, participants were informed about the purpose of the present dissertation and about the measures used to protect their privacy (Saunders et al., 2009). All the data collected is anonymous, ensuring participants' privacy (Sekaran & Bougie, 2013).

3.2.3 Variable Measurement

The measurement of the dependent variable, purchase intention, was obtained from Ting et al.'s (2017) research, which used a three-item scale. The original items measured behavioral intention to consume a specific product. The items were adapted to the purchasing intention context, considering Ajzen's (1991) perspective that intention refers to any planned behavior. The adapted measurement items are presented in the table below:

I plan to purchase from this restaurant.
I expect to purchase from this restaurant in the near future.
I will try to purchase from this restaurant soon.

Table 1: Three-item scale to measure purchase intention (Ting et al., 2017)

The measure of Ting et al.'s (2017) study exhibited high reliability, reporting a Cronbach's alpha value of 0.899. Additionally, a 7-point Likert scale was used, ranging from 1, denoting "strongly disagree", to 7, denoting "strongly agree".

Regarding the mediator, perceived credibility, a 15-item scale was adapted from the study of Ohanian (1990). A 7-point Likert scale was used to measure the subscales of perceived credibility: expertise, trustworthiness, and attractiveness. Ohanian (1990) reported a high reliability for all three subscales, with Cronbach's alpha coefficients equal to or above 0.8. After being exposed to one of the stimuli, participants evaluated the person in the video according to Ohanian's (1990) 15-item scale (Table 2).

Trustworthiness	Expertise	Attractiveness
Undependable - Dependable	Inexpert - Expert	Unattractive - Attractive
Dishonest - Honest	Inexperienced - Experienced	Not classy - Classy
Unreliable - Reliable	Unknowledgeable - Knowledgeable	Ugly - Beautiful
Insincere - Sincere	Unqualified - Qualified	Plain - Elegant
Untrustworthy - Trustworthy	Unskilled - Skilled	Not sexy - Sexy

Table 2: 15-item scale to measure perceived credibility (Ohanian, 1990)

The independent variable and the moderator were measured through experimental manipulation through stimuli. Therefore, they were not measured using questionnaire items.

Framework	Measure	Items	Scale	Reference	α
DV	Purchase Intention	3	7-point Likert Scale	Ting et al. (2017)	0.899
IV	Endorser Type (Influencer vs Peer)	Stimuli	n/a	n/a	n/a
Mediator	Perceived Credibility	15	7-point Likert Scale	Ohanian (1990)	> 0.8

Moderator	Platform Type (Instagram vs TikTok)	Stimuli	n/a	n/a	n/a

Table 3: Operational Model

3.3 Stimuli Development

For this dissertation, the stimuli combined visual elements in a 15 seconds short video review formatted in the style of an Instagram Reel or TikTok video.

3.3.1 Category Identification

Based on a study developed by Statista (2023), "Social Media Review Engagement Globally as of August 2023, by genre", food content is the most engaging category on social media platforms (see Figure 9). Accordingly, the food category was analyzed in this study as it is a suitable and valid context for examining the influence of the endorser type on perceived credibility and purchase intention. Moreover, it meets the criteria for present dissertation since it is highly relatable, low risk, gender neutral, and fits naturally with short video review formats. As a result, short video reviews of restaurants were selected since they meet all the mentioned requirements. To avoid brand bias, the name of the restaurant was omitted.

3.3.2 Stimuli Creation

For the creation of the four stimuli, real TikTok and Instagram videos featuring restaurant reviews were analyzed to identify the typical video flow, clips used, and main cues from the two types of endorsers. Subsequently, two preliminary short video restaurant reviews (Peer Endorser x Instagram; Influencer Endorser x TikTok) were developed to test the cues and layout characteristics, prior to the final set of stimuli. A random restaurant category was chosen to integrate the videos without displaying any brand name. In addition, the same restaurant clips, avatar, and length were used to minimize potential confusion. This approach controlled for differences related to endorsers' gender or appearance, and reduced potential inconsistencies in video styling. As a result, participants' answers about the variables analyzed are more closely linked to the type of endorser and social media platform, such as the number of followers, hashtags, caption style, speech tone, and platform layout. The number of likes, comments, and shares was not displayed in any video, considering that nowadays many videos go viral regardless of whether they are published by a regular user or an influencer.

Both videos were generated using HeyGen for the video creation and Canva for the visual design (Table 4). On HeyGen, different scripts and voice tones were asked to be developed (see Appendix B.1 below).

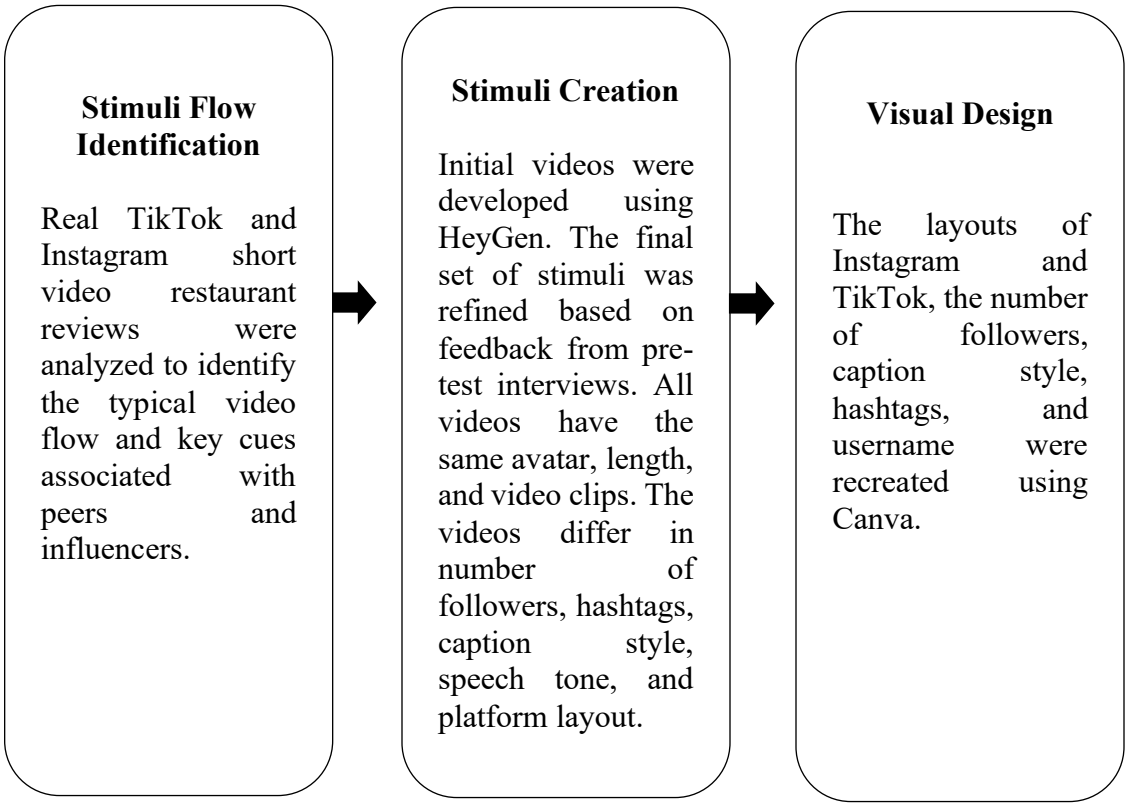


Table 4: Stimuli Creation and Design Process

3.3.2.1 Pre-test Interviews for the Platform Layout and Endorser Cues Validation

To assess the clarity of platform layout and endorser cues of the two initial videos, five pre-test interviews were conducted with participants who use TikTok and/or Instagram at least monthly (see Appendix B.2 below). Overall, they were able to distinguish the platform type and the main cues used, and offered some suggestions to improve the distinction between endorsers (see Appendix B.3 below). Moreover, a pre-test survey was conducted with the polished stimuli (Peer Endorser x Instagram; Influencer Endorser x TikTok) to select the type of restaurant that should be used in the main survey and ensure that the type of endorser and social media platform are correctly identified (see Appendix B.4 below). Only participants who have an Instagram and/or TikTok account were allowed to fill in the pre-test survey. Each participant was exposed to questions regarding the identification of the social media platform, endorser type, respective cues, attention check, and demographics. The results suggested that 60% of participants preferred fine dining restaurants to watch short video reviews. Therefore, this restaurant type

was used in the main survey stimuli. Lastly, two manipulation checks were used to evaluate whether respondents perceived the social media platform (as TikTok or Instagram) and the endorser type (as peer or influencer).

Finally, to test the control stimulus with no endorser and no social media platform cues, five pre-test interviews were conducted (see Appendix B.6 below & B.7 below). After adjustments, when comparing the new and old stimuli, all the participants recognized the new voiceover as neutral, as it is exclusively describing the presented clips of the restaurant.

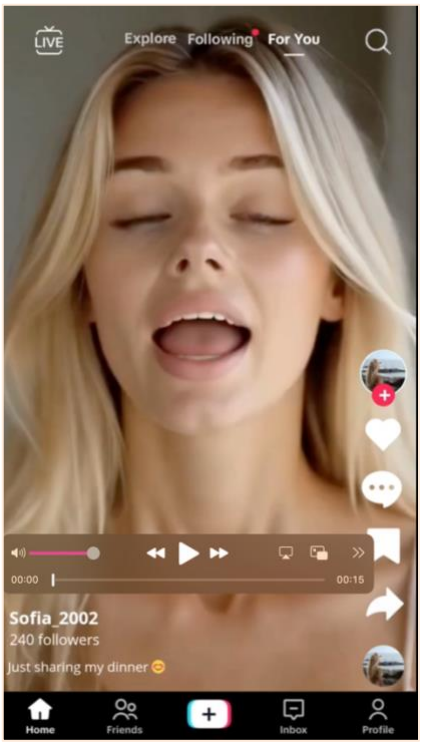
3.3.3 Stimuli Validation

To produce accurate and replicable results, all the stimuli must be validated before the main data collection (Sekaran & Bougie, 2016). The five stimuli were tested to guarantee that participants recognize the platform layout and endorser type, as well as consistency across the manipulations. The pre-test survey included two manipulation checks relative to the type of endorser and the type of platform (see Appendix B.5 below).

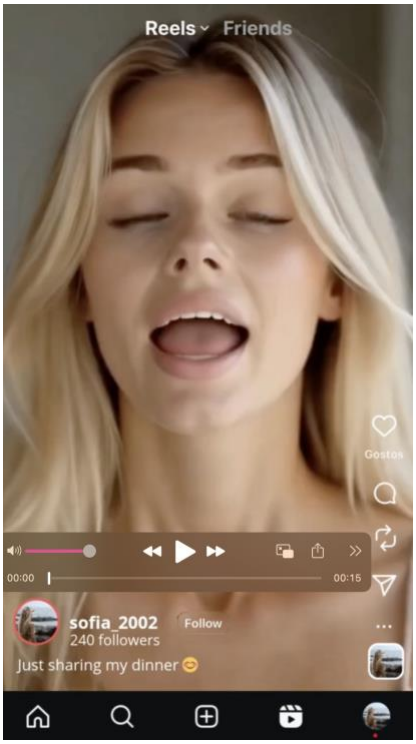
The main questionnaire included two manipulation checks to ensure the validity. To preserve internal validity, only participants who perceived the platform and endorser type correctly were considered for the analysis. All the respondents, after watching the stimulus and answering the perceived credibility and purchase intention questions, were asked to identify the type of endorser as a neutral narrator, regular social media user, or influencer. Afterwards, they should answer which social media platform was displayed in the video (see Appendix C.2 below).

3.3.4 Final Stimuli

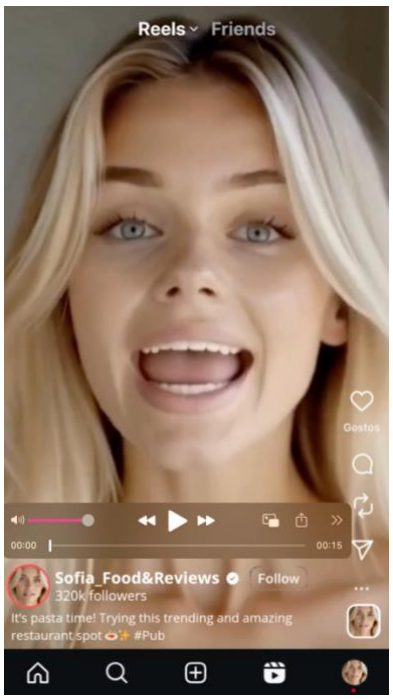
The final stimuli included five conditions. The videos had a review of a fine dining restaurant without any brand displayed. It differed only in the layout of the social media platform, cues regarding the number of followers, caption, hashtags, username, verbal communication, and profile photo. Additionally, the video flow differed between peer and influencer endorser conditions. In the peer endorser stimuli, the video started with the endorser sharing an opinion, followed by clips of the restaurant, which gives a more natural and informal tone. The influencer endorser videos included the endorser image and the restaurant clips at the same time that she speaks, attributing a more skilled and polished style. The “no endorser and no social media platform” short video condition exclusively featured clips of the restaurant, using a neutral narrator to deliver the same message as the other videos.



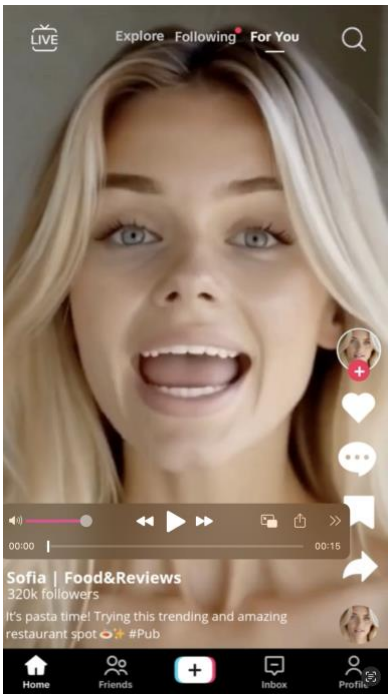
Stimulus 1: Peer Endorser x TikTok



Stimulus 2: Peer Endorser x Instagram



Stimulus 3: Influencer Endorser x Instagram



Stimulus 4: Influencer Endorser x TikTok

Stimulus 5: No endorser x No social media platform

Figure 2: Final Stimuli 2x2 experimental design

3.4 Questionnaire Design

The final questionnaire employed a 2x2 between-subjects design with endorser type and platform type (see Table 5). Moreover, a control condition was added to the study. Respondents were randomly assigned to one of the five stimuli, which minimizes carryover effects, thereby reducing participants' required effort (Charness et al., 2012).

Platform Type	**Endorser Type**	
	Peer Endorser	**Influencer Endorser**
Instagram	Instagram x Peer	Instagram x Influencer
TikTok	TikTok x Peer	TikTok x Influencer

Table 5: 2x2 between-subjects survey design

A block design flow strategy was adopted to structure the questionnaire, grouping similar topics into sections. In addition, participants tend to be affected by the placement of the blocks. Therefore, to avoid it, the manipulation check questions regarding the type of endorser and the social media platform type were placed after these measures. All the survey items were set as mandatory in Qualtrics to ensure complete responses across all measured variables. The

questionnaire was designed to be fully mobile-friendly, including video stimuli. Table 14 (see Appendix) provides the survey flow.

3.5 Data Analysis

All the data collected through the questionnaire were analyzed using IBM SPSS Statistics 30.0. Table 6 presents all the hypotheses and their respective statistical tests.

Hypotheses	Statistical Test
H1: The presence of an endorser (vs no endorser) on short video reviews leads to higher purchase intention **H1a:** Short video reviews published on social media platforms by peer (vs influencer) endorsers will generate higher purchase intention	Independent Samples t-test
H2: The presence of endorsers (influencers and peers) in short video reviews on social media positively affects consumers' perceived credibility. **H2a:** Peer endorsers are perceived as more credible than influencer endorsers	Independent Samples t-test
H3: Consumers' positive perceived credibility will positively influence purchase intention	Simple Linear Regression
H4: The effect of endorser type (influencer vs peer) on purchase intention is mediated by perceived credibility	Hayes Process Macro Model 4 (Mediation analysis)
H5: The effect of endorser type (influencer vs peer) on purchase intention is moderated by social media platforms (Instagram vs TikTok)	Hayes Process Macro Model 1 (Moderation analysis) &

H5a: On Instagram, influencer endorsers are expected to generate higher purchase intention than peers **H5b:** On TikTok, peer endorsers are expected to generate higher purchase intention than influencer endorsers	Conditional Effects via Hayes Process
Full Model: Combined moderated mediation model with purchase intention as dependent variable, endorser type as independent variable, perceived credibility as mediator and platform type as moderator	Hayes Process Macro Model 5

Table 6: Statistical tests used to analyze data

The moderated mediation model used to analyze the statistical effects of the full model is displayed in the figure below:

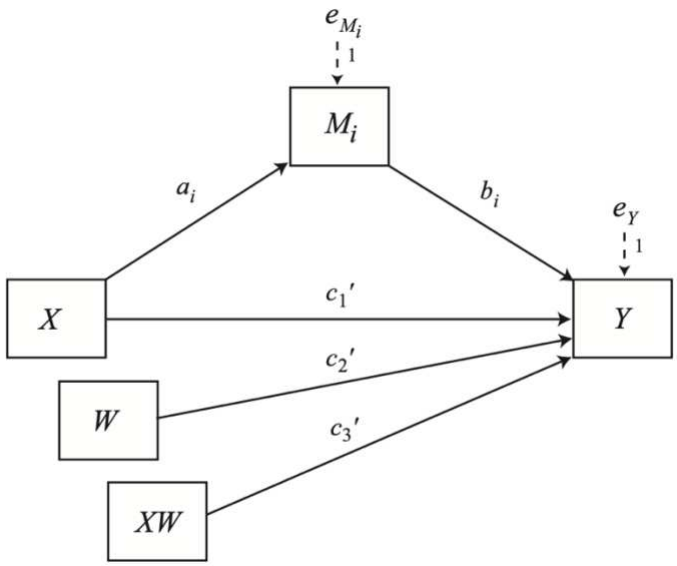


Figure 3: Full model - Hayes Process Macro Model 5

4 RESULTS

This chapter presents and analyzes the quantitative data collected with the main survey. It includes the analysis and description of the sample under investigation, testing the formulated hypotheses, and associated statistical outcomes.

4.1 Data Preparation

4.1.1 Missing Data

The main questionnaire collected a total of 338 answers. From those answers, fifteen were excluded since respondents did not watch a short video on social media in the past month, and twelve participants were not considered as they did not use Instagram or TikTok to watch short videos. Moreover, 24 respondents did not complete the entire survey. Identical IP addresses were registered on different days due to the collection of in person responses (see Appendix C.3 below). According to Qualtrics guidelines, identical IP addresses may occur due to shared devices or networks. In this study, each participant provided a personal email address to ensure that all responses came from different individuals. Therefore, 287 valid responses were considered before analyzing the manipulation check questions.

4.1.2 Manipulation Check

The main survey included two manipulation checks to ensure that participants correctly perceived the stimuli. The questions were about the independent variable (type of endorser: influencer vs peer vs neutral), the moderator (type of platform: Instagram vs TikTok vs Neither/No platform cues), and the control variable.

With respect to the type of platform manipulation, 70.1% of the respondents correctly identified Instagram, 73.6% correctly perceived TikTok, and 66.7% correctly recognized the absence of a social media platform (see Table 16). A Chi-square test indicated no significant differences ($\chi^2(2, N = 287) = 0.95$, $p = 0.622$) across conditions, suggesting that platform manipulation was consistently perceived across groups (see Table 17).

For the endorser type, participants' ability to correctly answer was high: 67% in the peer condition, 76.3% in the influencer stimuli, and 66.7% in the neutral narrator condition (see Table 19). A Chi-square test suggests no significant differences (χ^2 (2, N = 287) = 2.97, p = 0.226) across conditions, indicating that endorser manipulation was consistently perceived across groups (see Table 18). Overall, 70.7% of participants correctly identified the respective stimulus assigned in the context of endorser type and platform type. Therefore, only responses from these participants were included in the analysis.

4.1.3 Outliers Analysis

To detect multivariate outliers, the Mahalanobis Distance was computed for the dependent variable, purchase intention, and for the mediator, perceived credibility. All cases that exceeded the critical value of $\chi^2 = 42.312$ ($p < 0.001$, $df = 18$) were identified as outliers in the present study. Thus, nine outliers were excluded from the analysis. Moreover, two answers were excluded because one respondent failed the attention check, and another participant reported an age below eighteen years old.

To conclude, 194 valid answers were considered for this study. All of them were fully completed, without outliers, each participant correctly perceived the manipulation checks and passed the attention check question. Table 7 shows the number of correct respondents per stimulus.

Stimulus ID

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram_Peer	38	19.6	19.6	19.6
	Instagram_Influencer	40	20.6	20.6	40.2
	TikTok_Peer	32	16.5	16.5	56.7
	TikTok_Influencer	45	23.3	23.2	79.9
	Noplatform_Noendorser	39	20.1	20.1	100.0
	Total	194	100.0	100.0	

Table 7: Valid answers per stimulus

4.1.4 Measurement Creation and Reliability

After cleaning the dataset, the next step was to create the variables that were used in the analysis. This step involved operationalizing categorical variables and verifying the internal consistency of multi-item scales.

Endorser Type

The independent variable, endorser type, was recorded as a categorical variable with three levels:

1. Peer (stimuli 1 and 3)
2. Influencer (stimuli 2 and 4)
3. Neutral (stimulus 5)

EndorserPresenece_D

This dummy variable was created to represent the presence or absence of an endorser, with 0 representing "No Endorser" (neutral) and 1 representing "Endorser Presence".

EndorserType_D

The variable EndorserType_D is a dummy variable indicating two different types of endorsers: peer and influencer endorsers, coded as 0 and 1, respectively.

Platform Type

The moderator variable, platform type, was recorded as a categorical variable with three different levels:

1. Instagram (stimuli 1 and 2)
2. TikTok (stimuli 3 and 4)
3. Neither/ no platform cues (stimulus 5)

PlatformType_D

PlatformType_D was coded as a dummy variable, with 0 indicating Instagram and 1 indicating TikTok.

Purchase Intention (PI_mean)

Purchase intention, the dependent variable, was measured using a three-item likert-type scale adapted from Ting et al. (2017). Participants expressed their level of agreement or disagreement on a 7-point Likert scale (1 = Strongly Disagree, 7 = Strongly Agree). The three items were averaged to create a purchase intention score (PI_mean), with higher values indicating stronger purchase intention. The reliability of this variable was assessed using Cronbach's alpha (α = 0.979) (see Table 20), which demonstrated an excellent internal consistency (George & Mallery, 2019). Additionally, no meaningful improvement in Cronbach's alpha was observed with the item deletion (see Table 21). Thus, the three items were retained in the final scale.

Perceived Credibility (PC_mean)

Perceived credibility, the mediator, was measured using a 15-item Likert-type scale adapted from Ohanian (1990). Respondents rated their opinion on fifteen bipolar scales, which were averaged to create a perceived credibility score (PC_mean). Internal consistency reliability was assessed using Cronbach's alpha coefficient of α = 0.79 (see Table 22), indicating acceptable reliability (George & Mallery, 2019). Moreover, corrected item-total correlations were adequate across all items of expertise and attractiveness. Although some trustworthiness items

showed lower corrected item-total correlations (ranging from 0.24 to 0.40), no improvement in Cronbach's alpha was observed through item deletion. Therefore, all items across the three dimensions were retained (see Table 23).

4.1.5 Measurement Summary

The table below shows the creation of the present dissertation's key variables:

Variable	Description	Values	Measure
Endorser Type _var	Categorical predictor variable representing the endorser type in a short video review	1 - Peer 2 - Influencer 3 - None	Nominal
Endorser Presence_D	Predictor dummy variable representing the presence of an endorser	0 - No Endorser 1 - Endorser Presence	Nominal
Endorser Type_D	Predictor dummy variable representing the endorser type among participants exposed to an endorser	0 - Peer 1 - Influencer	Nominal
PlatformType _var	Categorical variable representing the platform type in a short video review	1 - Instagram 2 - TikTok 3 - Neither/ No Platform Cues	Nominal
Platform Type_D	Predictor dummy variable representing social media platform type among participants	0 - Instagram 1 - TikTok	Nominal
PI_mean	Dependent variable measuring purchase intention, computed as the mean score of multiple items	1 to 7	Scale
PC_mean	Mediator variable, representing perceived credibility, measured as the mean of the 15 credibility items	1 to 7	Scale

Table 8: Model Variables

4.2 Descriptive Analysis

4.2.1 Sample Characterization

The final sample of this dissertation is composed of N = 194 individuals who had watched at least one short video in the last month on Instagram and/or TikTok. Out of those participants, 43.3% reported watching short videos on Instagram every day, and 47.9% watch almost every day (see Table 24). In comparison, there are fewer frequent users of TikTok, with 25.8% using the social media platform every day and 40.2% using it almost every day (see Table 25). Additionally, most participants are female (62.4%), and the remaining respondents were male (see Table 26). Their ages range from 18 to 24 years old (72.2%) and from 25 to 34 years old (18%; see Table 27). Moreover, the sample included participants from five different countries, with the largest portion from Portugal (97.9%; see Table 28).

4.2.2 Distribution of key variables

Descriptive statistics for the main variables used in the analysis are presented in the Table 9:

Variable	Type	N	Min	Max	Mean	Std. Deviation	Cronbach Alpha
Purchase Intention	DV	194	1.00	7.00	4.3179	1.5844	0.979
Endorser Type	IV	194	1.00	3.00	1.8402	0.73423	*na*
Platform Type	Moderator	194	1.00	3.00	1.7990	0.75206	*na*
Perceived Credibility	Mediator	194	1.20	7.00	4.9234	0.83624	0.792

Table 9: Descriptive Statistics and Reliability of Main Variables

4.3 Statistic Test Assumptions Validation and Hypothesis Testing

4.3.1 Multicollinearity Assessment

Multicollinearity diagnostics were adopted to assess whether the variables under analysis (except the dependent variable) are not excessively correlated, examining the associations among variables and the reliability of the regression model.

Multicollinearity was assessed using the variance inflation factor (VIF), eigenvalues, and condition index. All VIF values were below 2.5 (ranging from 1.161 to 1.904; see Table 29), which indicates model stability and interpretability (Hair et al., 2018). The eigenvalues did not show values below 0.01 (Belsley et al., 1980; see Table 30). Finally, the condition index ensures overall collinearity across variables, and values did not exceed the conventional threshold of 30 for multicollinearity concerns (Belsley et al., 1980; Tabachnick & Fidell, 2013; see Table 19). These diagnostics validate the absence of multicollinearity (see Table 31).

4.3.2 Null Hypothesis

Once multicollinearity is verified, it is appropriate to define the null hypothesis and the respective statistical tests:

Hypothesis	Hypothesis type	Statistical Test	Null Hypothesis (H_0)
H1	Group Difference	Independent samples t-test	$\mu_1 = \mu_2$
H1a	Group Difference	Independent samples t-test	$\mu_1 = \mu_2$
H2	Group Difference	Independent samples -test	$\mu_1 = \mu_2$
H2a	Group Difference	Independent samples t-test	$\mu_1 = \mu_2$
H3	Direct Effect	Simple linear regression	$\beta = 0$
H4	Mediation	Hayes Process Macro Model 4 (Mediation analysis)	Indirect effect (a x b) = 0
H5	Moderation	Hayes Process Macro Model 1 (Moderation analysis)	Interaction effect (β_3) = 0
H5a	Simple Effects (conditional group difference)	Conditional Effects via Hayes Process	$\mu_{Influencer, Instagram} = \mu_{Peer, Instagram}$
H5b	Simple Effects (conditional group difference)	Conditional Effects via Hayes Process	$\mu_{Influencer, TikTok} = \mu_{Peer, TikTok}$

Table 10: Null Hypotheses

4.3 Hypothesis Testing

In this section, all hypotheses were tested statistically after validating the assumptions of the tests. It includes tests for normality (Shapiro-Wilk, skewness, and kurtosis), linearity (scatterplots, residuals), homoscedasticity (Levene's Test), and independence (Durbin-Watson test). In addition, for all tests a 95% confidence interval was used.

4.3.1 Endorser presence and endorser type impacting purchase intention

Before running the statistical test, it is essential to examine the assumptions of the independent samples t-test. For the hypotheses H1 and H1a, the dependent variable is purchase intention. Normality was assessed by using the Shapiro-Wilk test, skewness, and kurtosis. The Shapiro-Wilk test indicated a statistically significant deviation from normality for purchase intention ($W = 0.960$, $p < 0.001$, see Table 32). Skewness (-0.156) and kurtosis (-0.942) values fell within the accepted -1 to +1 range (Hair et al., 2018; see Table 33). However, according to Tabachnick & Fidell (2013), as the sample was $N = 194$ with $n > 30$ per group, the central limit theorem applies, and the sampling distribution of means is "normally distributed regardless of the distributions of variables". Levene's Test for Equality of Variances was significant ($p < 0.001$) for H1, resulting in the violation of the homogeneity of variance (see Table 35). Therefore, Welch's t-test, "equal variances not assumed", was used, providing unbiased and valid significance values (Field, 2009). For H1a, Levene's Test was not significant ($p = 0.213$; see Table 36), indicating that the assumption of homogeneity of variances was met. Additionally, observations are independent as each respondent was exposed exclusively to one experimental condition. With all t-test assumptions adequately met, the analysis progressed.

H1: The presence of an endorser (vs no endorser) on short video reviews leads to higher purchase intention

To test whether the presence of an endorser on short video reviews published on social media influences consumers' purchase intention, an independent samples t-test was conducted. The dependent variable is purchasing intention (metric), and the independent variable is the dummy variable, endorser's presence (non-metric). Results showed that, contrary to H1, the purchase intention mean was higher when respondents watched the video without an endorser ($M = 4.71$; Table 34) than with an endorser ($M = 4.22$; see Table 34). The difference was statistically

significant (p = 0.018; see Table 35). This way, *H1 was not supported* because the effect occurred in the opposite direction from what was predicted, and *H_0 was rejected.*

H1a: Short video reviews published on social media platforms by peer (vs influencer) endorsers will generate higher purchase intention

For H1a, an independent samples t-test was performed to understand if peer endorsers have a stronger influence on consumers' purchase intention than influencer endorsers. The dependent variable is purchase intention (metric), while the independent variable is the dummy variable endorser type (non-metric), which only includes the influencer and peer stimuli, excluding the neutral condition. Results indicated a statistically significant difference in purchase intention between the two groups (p < 0.001; see Table 36). This test revealed that peer endorsers (M = 5.50; see Table 37) generate significantly higher purchase intention than influencer endorsers (M = 3.16; see Table 37). Accordingly, *H1a was supported, and H_0 was rejected*.

3.2.1. Endorser presence and endorser type impacting perceived credibility

Regarding hypotheses H2 and H2a, the dependent variable is perceived credibility. The Shapiro-Wilk indicated a statistically significant deviation (p < 0.001; see Table 38), which is expected in large samples due to the test sensitivity. Skewness (-1.216; see Table 39) and kurtosis (2.997; see Table 39) are not placed within the -1 to +1 range (Hair et al., 2018). However, it is not problematic as the sample size is large enough, and the central limit theorem applies, supporting the robustness of the independent samples t-test. Levene's test ensured homogeneity of variances for H2 (p = 0.301; see Table 40) and for H2a (p = 0.517; see Table 42). Moreover, observations are independent as each respondent was exposed exclusively to one experimental condition. With all t-test assumptions adequately met, the analysis progressed.

H2: The presence of endorsers (influencers and peers) in short video reviews on social media positively affects consumers' perceived credibility

An independent sample t-test was conducted to assess whether the presence of an endorser on social media video reviews positively affects consumers' perceived credibility. The dependent variable is PC_Mean (metric), and the independent variable is the dummy variable EndorserPresence_D (non-metric). Results suggest a statistically significant difference between groups with and without an endorser (p < 0.001; see Table 40). Participants exposed to videos with an endorser (M = 5.05; see Table 41) reported a higher perceived credibility than those

who were exposed to a video without an endorser (M = 4.42; see Table 41). Therefore, *H2 was supported, and H_0 was rejected.*

H2a: Peer endorsers are perceived as more credible than influencer endorsers

This hypothesis aims to examine whether peer endorsers are perceived as more credible than influencer endorsers. Therefore, an independent sample t-test was conducted with PC_mean as the dependent variable (metric) and EndorserType_D as the independent variable (non-metric). Results indicated a statistically significant difference in perceived credibility between the two groups (p = 0.003; see Table 42). Participants who watched a short video review with a peer endorser (M = 5.26; see Table 43) reported a higher perceived credibility than those who watched a short video review with an influencer (M = 4.87; see Table 43). Therefore, *H2a was supported, and H_0 was rejected.*

4.3.2 The Effect of Consumers' Perceived Credibility on Purchase Intention

H3: Consumers' positive perceived credibility will positively influence purchase intention

It is crucial to test all required assumptions before conducting a linear regression. The Durbin-Watson statistic test (DW = 1.072; see Table 44) indicates some positive autocorrelation of residuals (Field, 2009). However, considering the cross-sectional design of the data and the large sample size (N = 194), this limitation is unlikely to have a critical impact on the regression estimates and is therefore acknowledged but not considered problematic. The Shapiro-Wilk test indicated non-normality ($p < 0.001$; see Table 45). For linearity, the residual scatterplot suggests homoscedasticity and a linear relationship between perceived credibility and purchase intention (see Figure 10). Thus, the assumptions were not entirely met, but the analysis proceeded with caution.

A simple linear regression was conducted to examine the influence of consumers' perceived credibility about the endorser on consumers' purchase intention. The dependent variable is PI_mean (metric), and the independent variable is PC_mean (metric). For H3, perceived credibility explains the behavior of purchase intention:

$$Purchase\ Intention = \beta_0 + \beta_1\ x\ Perceived\ Credibility_1 + \epsilon_1$$

$$i = 1, \ldots, N$$

The overall model is statistically significant, F (1,192) = 21.239, p < 0.001, with a R^2 = 0.1, which means that perceived credibility explains 10% of the variance in purchase intention. Additionally, for every unit increase in perceived credibility, purchase intention increases by 0.598 points. This means that perceived credibility has a positive and statistically significant impact on consumers' purchase intention. This is also justified by β_1= 0.598 with a p < 0.001 (see Table 46). For that reason, *H3 was supported, and H₀ was rejected.*

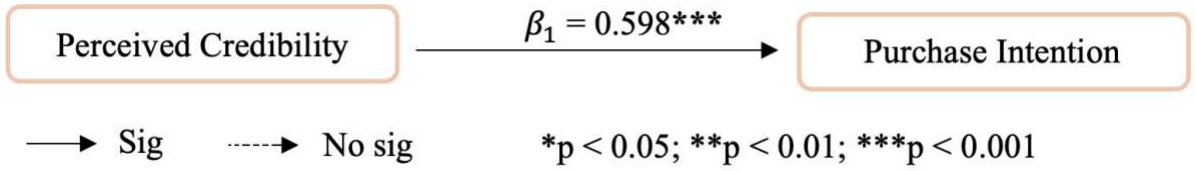


Figure 4: Vizualization of Linear Regression, H3

4.3.3 Mediation Effect of Perceived Credibility

H4: The effect of endorser type on purchase intention is mediated by perceived credibility

Before analyzing the statistical test, all the assumptions were examined. The Shapiro-Wilk test was significant (p < 0.001; see Table 47), which is expected in robust samples (N = 155). However, due to the large sample, the central limit theorem suggests valid results. The analysis of the scatterplot of standardized residuals against standardized predicted values (see Figure 11) indicated linearity and no violation of homoscedasticity. Therefore, all the assumptions were met, and the analysis progressed.

Path a indicates that endorsers' type had a significant and negative influence on perceived credibility (a = -0.391, p = 0.003; see Table 48). It means that moving from a peer endorser to an influencer endorser decreases perceived credibility. Path b suggests that perceived credibility significantly influences purchase intention (b = 0.483, p = 0.0001; see Table 49). Additionally, the indirect effect of endorser type on purchase intention through perceived credibility was significant (ab = -0.189; 95% CI = [-0.293, -0.031]; see Table 49). Thus, influencer endorsers indirectly reduce purchase intention by decreasing perceived credibility. The direct effect was also significant (c' = -2.147, p = 0.001; see Table 49) but negative, indicating influencer endorsers generate significantly lower purchase intention when compared to peer endorsers, even when perceived credibility is controlled for. Therefore, this indicates a partial mediation

because the mediator explains part of the influence of the endorser's type on purchase intention, but the endorser's type continues to have a direct effect on purchase intention. Overall, the results demonstrate that perceived credibility partially mediates the relationship between endorser type and purchase intention. Thus, *H_0 was rejected, and H4 was partially supported.*

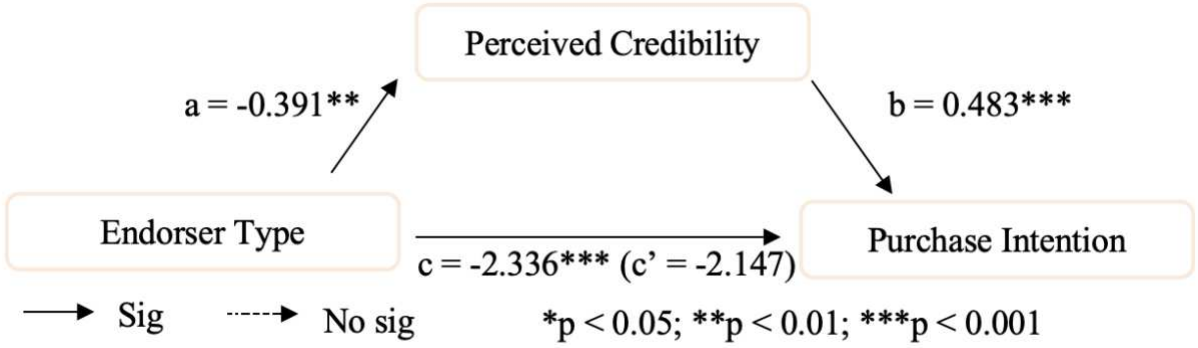


Figure 5: Vizualization Mediation H4

4.3.4 Moderating Effect of Platform Type

H5: The effect of endorser type (influencer vs peer) on purchase intention is moderated by social media platforms (Instagram vs TikTok)

Prior to the moderation analysis, it is crucial to test assumptions. For this purpose, an interaction variable (EndPla_Int) was created with the endorser type dummy variable and the platform type dummy variable. Afterwards, a simple linear regression was conducted. Shapiro-Wilk test result ($p < 0.001$; see Table 50) suggests non-normality, but, due to the large sample, the central limit theorem applies, and the regression estimates remain robust. Regarding linearity and homoscedasticity, the scatterplot graph showed no visible pattern, with residuals randomly dispersed (see Figure 12). Therefore, as the assumptions were adequately met, the analysis progressed.

This hypothesis suggests that the relationship between the type of endorser purchase intention can be different depending on whether the short video review was published on Instagram or TikTok. To test this moderation model, Hayes Process Macro Model 1 was used. The results showed that the interaction term between endorser type and platform type was not statistically significant (B = -0.3377, p = 0.4006; see Table 52), suggesting that the effect of different endorsers on purchase intention does not significantly change across Instagram and TikTok. Therefore, *H5 was not supported, and H_0 was not rejected.*

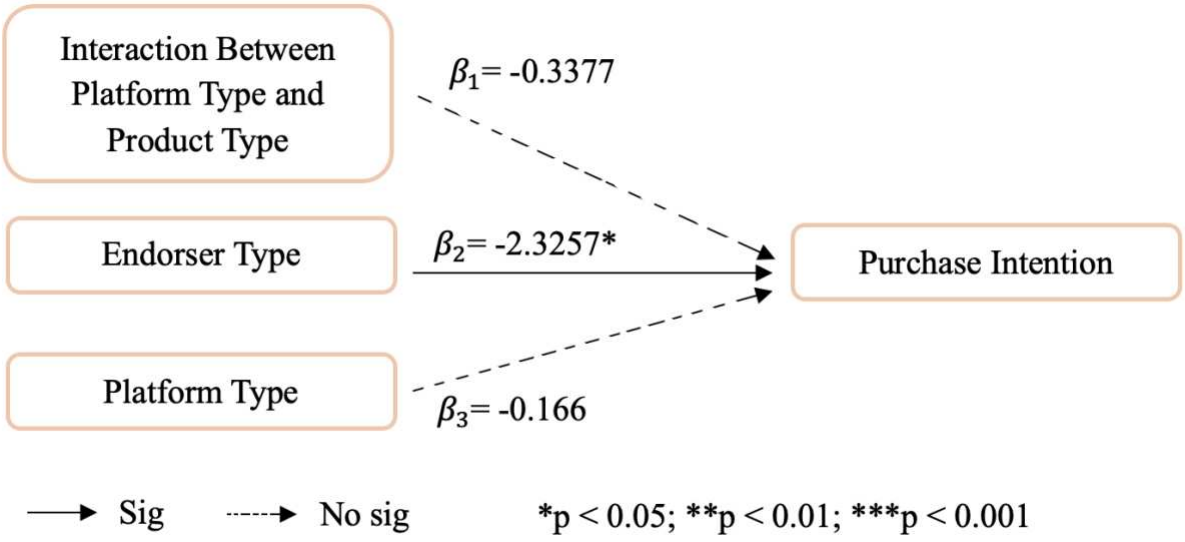


Figure 6: Vizualization of Moderation H5

H5a: On Instagram, influencer endorsers are expected to generate higher purchase intention than peers

H5b: On TikTok, peer endorsers are expected to generate higher purchase intention than influencer endorsers

The interaction between endorser type and platform type was not supported, H5 was rejected. Therefore, there is no evidence of differences in the effect of endorser type on purchase intention caused by platform type. As a result, hypotheses H5a and H5b were not further supported.

4.3.5 Full Model

Full Model: Combined moderated mediation model with purchase intention as dependent variable, endorser type as independent variable, perceived credibility as mediator, and platform type as moderator

A moderated mediation analysis (PROCESS Model 5) was conducted to assess whether the indirect effect of endorser type (independent variable) on purchase intention (dependent variable) via perceived credibility (mediator) is moderated by platform type (moderator). Results indicated that the effect of endorser type on perceived credibility (path a: a = -0.391, p = 0.0034; see Table 54) is significant, supporting H2 and H2a that peer endorsers generated higher purchase intention than influencer endorsers. Perceived credibility significantly predicted purchase intention (path b: b = 0.473, p = 0.0001; see Table 55), supporting H3. The

direct effect of endorser type on purchase intention is also significant because peer endorsers tend to generate higher purchase intention levels than influencer endorsers. Therefore, H1a is supported (B = -2.144, p < 0.001; see Table 55). The indirect effect of endorser type on purchase intention explained by perceived credibility was significant since the 95% confidence interval does not include zero (ab = -0.185, 95% CI [-0.285, -0.030]; see Table 56), supporting H4. To conclude, the interaction effect between endorser type and platform type was not significant (B = -0.207, p = 0.590; see Table 55), showing that platform type is not a moderator in the relationship between endorser type and purchase intention. Therefore, H5 was not supported. Although conditional effects were individually significant for both Instagram and TikTok, the difference between platforms was not statistically meaningful. Thus, H5a and H5b were not supported within the moderation framework.

Bringing these results together, the table below synthesizes the individual hypotheses and the full model hypotheses test result:

H*i*	Test	H*i* Result	Full Model
H1	Independent samples t-test	Rejected	Not Applicable
H1a	Independent samples t-test	Supported	Supported
H2 + H2a	Independent samples t-test	Supported	Supported
H3	Simple linear regression	Supported	Supported
H4	Hayes Process Macro Model 4 (mediation)	Partially Supported	Supported
H5 + H5a + H5b	Hayes Process Macro Model 1 (moderation)	Rejected	Rejected

Table 11: Summary of Hypothesis Testing Results

4.3.6 Additional Analysis

The literature review highlighted that there is currently no empirical evidence supporting that the same short video review can have different perceived credibility outcomes depending on whether it is endorsed by an influencer or a peer on Instagram or TikTok.

Therefore, to complement the primary analysis and extend the theoretical contribution of this dissertation, an additional hypothesis was formulated:

The effect of endorser type (influencer vs peer) on perceived credibility is moderated by social media platforms (Instagram vs TikTok)

This hypothesis indicates that the relationship between the type of endorser (Peer = 0 and Influencer = 1) and perceived credibility may be different across Instagram and TikTok. To test this moderation model, Hayes Process Macro Model 1 was performed. The results showed that the interaction between the endorser type and platform type was not significant (b = -0.278, p = 0.296; see Table 58), suggesting that the effect of different endorsers on perceived credibility does not significantly change across Instagram and TikTok. Therefore, *H6 was not supported, and H0 could not be rejected.*

Beyond hypothesis testing, an exploratory cluster analysis was conducted to gain further insights regarding the sample under analysis. Cluster analysis aims to identify the groups that are more similar within the cluster and the most different from other clusters, since audiences with distinct profiles may respond differently to short video reviews, even when exposed to the same endorser or platform conditions. Therefore, to segment the sample using TikTok and Instagram (N = 155), standardized purchase intention, perceived credibility, and social media usage frequency (Instagram and TikTok) were used.

The cluster test with four clusters was the most appropriate solution, as it was the only option with a number of cases per cluster more balanced and differentiated, despite some clusters having relatively small sizes (see Table 60). The clusters that became evident were: “Low-engagement Skeptical Users”, “Ready to Buy Users”, “The Scrollers with Low Conversion”, and “Active Rejectors” (see Table 61 & Table 62).

To explore the rejection of H5, a two-way ANOVA was conducted. It included the variables platform type (Instagram vs TikTok) and cluster membership as predictors of purchase intention. Results suggested that platform type does not meaningfully shape consumers’ purchase intention when exposed to short video reviews (p = 0.343), which supports the outcome of H5. In contrast, cluster membership itself strongly predicts purchase intention (p = 0.005), demonstrating that clusters’ characteristics (perceived credibility and social media usage patterns) are considered drivers of purchase intention. Importantly, the interaction between platform type and clusters was not significant (p = 0.302), showing that whereas clusters differ in purchase intention, they react similarly to Instagram and TikTok. Therefore,

psychological (perceived credibility) and behavioral (usage frequency of social media platforms) factors may be considered predictors of purchase intention rather than the platform where short video reviews are published (see Table 63).

5 KEY FINDINGS & DISCUSSION

5.1 Impact of Endorser Type on Purchase Intention and Perceived Credibility

Based on the Elaboration Likelihood Model, the endorser's presence on a short video review was expected to generate higher purchase intention since that context is typically characterized by low consumer motivation or ability to process information, leading consumers to rely on peripheral cues (Petty et al., 1983). However, the results suggest that short video reviews without an endorser's presence tend to generate higher purchase intention. This finding may be explained by the sample characteristics, which correspond largely to young consumers. This demographic tends to be highly exposed to many stimuli on social media, which may increase the persuasion knowledge (Friestad & Wright, 1994). This leads them to be skeptical and, consequently, resistant to persuasive cues, reducing purchase intention.

The analysis of endorsers' type on short video reviews revealed that peer endorsers generate higher purchase intention than influencer endorsers. Aligned with the theory of social comparison proposed by Festinger (1954), individuals tend to evaluate the content by comparing themselves with others. Since peer endorsers are characterized by possessing simpler and more realistic characteristics than influencers (Bower & Landreth, 2001; Munnukka et al., 2016; De Veirman et al., 2017), they are perceived as more authentic and therefore more persuasive, increasing purchase intention. This study also provides support for source credibility theory (Hovland & Weiss, 1951; Ohanian, 1990), which states that customers who perceive endorsers with high levels of attractiveness, trustworthiness, and expertise are more likely to be persuaded. Accordingly, peer endorsers are perceived as having higher credibility, since they tend to be more authentic and organic, and are therefore more likely to increase purchase intention compared to influencer endorsers.

5.2 The Role of Perceived Credibility as Mediator

The results show that perceived credibility positively impacts purchase intention. This finding aligns with the literature (Erdogan, 1999; Batra et al., 1996; Friedman et al., 1979). According

to Erdogan (1999), individuals who perceive an endorser as highly credible are more likely to believe the product or service claims and increase their intention to purchase. Peer endorsers tend to be identified as more similar to the audience, generating higher perceived credibility (O'Keefe, 1990) in the context of short video reviews. These findings extend existing research by confirming the relevance of source credibility mechanisms in the context of short video reviews and among a young consumer sample.

The mediating role of perceived credibility in the relationship between endorser type and purchase intention was theoretically expected, considering the source credibility theory. It explains that perceived credibility represents a key psychological mechanism through which different endorser types influence consumers' purchase intention. Recent research suggests that credibility is a key mechanism through which endorsers influence consumers' responses (Liu & Zheng, 2024). In line with this, the mediation analysis indicated that perceived credibility acts as a partial mediator in the relationship between endorser type and purchase intention. It explains part of that relationship, due to the direct effect of the endorser's type on purchase intention. Therefore, other factors may also contribute to the higher persuasive impact of peer endorsers compared to influencer endorsers.

5.3 Platform Type as Moderator

Instagram and TikTok have different characteristics, differing in content format, algorithm, and engagement (Kaye et al., 2021). These characteristics may influence the way consumers perceive each short video review, which can change across different social media platforms. Therefore, endorsers' impact on purchase intention may work differently on each social media platform. In accordance, Dharani (2025) adds that endorsers should ensure the message format and style fit the platform's users' behavior and expectations to enhance the effectiveness of the short video review, increasing purchase intention.

Contrary to these theoretical expectations, the findings of the present research suggested that platform type does not moderate the relationship between endorser type and purchase intention. The interaction between endorser type and platform type was not significant, showing that the effect of different endorsers on purchase intention does not significantly change across social media platforms such as TikTok and Instagram. A possible justification for this result is attributable to the sample's characteristics, which were largely focused on Gen Z. This

demographic represents the majority using social media platforms, being highly familiarized with them. Therefore, they may interpret endorsers' content in similar ways across Instagram and TikTok. Moreover, the short video reviews used in the experiment were not developed by using the specific characteristics of each platform. Instagram typically presents aesthetic and polished videos, while TikTok is characterized by fast, unpolished, and humorous videos. The stimuli included different characteristics that are typical of endorsers (peer vs influencer), but regarding platform characteristics, they only included visual cues, such as the platform layout.

Overall, these findings offer strong evidence, in the context of short video reviews, of the peer endorser's power to impact consumers' purchase intention when compared to influencer endorsers applied to a Gen Z sample. It added another layer to the literature by giving special importance to the no-endorser condition. Since Gen Z individuals are active users of social media platforms, it may generate similar outcomes across Instagram and TikTok. It also refers to the absence of moderation from platform type due to the lack of interaction between endorser type and platform type.

6 CONCLUSIONS AND LIMITATIONS

6.1 Main Findings and Conclusions

RQ1: Does the type of endorser (influencer endorser vs peer endorser) affect consumers' purchase intention when exposed to short video reviews?

The results suggest that the type of endorser had a significant role in shaping consumers' purchase intention. Specifically, when comparing a short video review with and without an endorser, the presence of an endorser generates lower purchase intention. However, if the study only includes influencer endorsers and peer endorsers, the evidence indicates that peer endorsers generate significantly higher purchase intention than influencer endorsers.

RQ2: Does perceived credibility mediate the effect of the endorser type on purchase intention?

Firstly, it is crucial to highlight that participants exposed to short video reviews with an endorser reported a higher perceived credibility than those who were exposed to a video without an endorser. When analyzing the impact of influencer endorsers and peer endorsers on consumers'

purchase intentions, the results show that respondents who watched stimuli with peer endorsers registered higher levels of perceived credibility than those who watched a short video with an influencer.

Perceived credibility was also assessed to have a positive and statistically significant impact on consumers' purchase intention. Importantly, a mediation analysis was performed to interpret whether the relationship between the endorser type and purchase intention can be explained by perceived credibility. The results demonstrated that perceived credibility partially mediates the referred relationship because, while endorser type continues to exert a direct effect on purchase intention, the mediator explains a substantial part of this relationship. It suggests that perceived credibility acts as a mechanism to influence consumers' purchase intention

RQ3: Does the type of social media platform (Instagram vs TikTok) moderate the effect of endorser type (Influencer vs Peer) on purchase intention?

Neither platform type, Instagram nor TikTok, moderated the impact of endorser type on purchase intention. This suggests that the interaction effect of endorser type on purchase intention remains consistent across both social media platforms. Notably, it is essential to highlight the significant direct (main) effect of endorser type on purchase intention. On Instagram, peer endorsers generate higher purchase intention than influencer endorsers, and similarly, on TikTok, peer endorsers also lead to higher levels of purchase intention. One possible explanation for the absence of moderation is that the influence of psychological (perceived credibility) and behavioral factors (usage frequency of social media platforms), may affect purchase intention, while platform type does not play a meaningful role.

6.2 Academic Implications

Classical endorsement literature (Friedman et al., 1979; Petty et al., 1983) suggests that endorser presence increases persuasion. However, in the context of short video restaurant reviews, the presence of an endorser may change the core message of the video. In addition, this dissertation was mostly centered on the young Portuguese audience, between 18 and 24 years old, which contributes to the endorsement presence vs absence literature by showing that endorsers are not universally effective, particularly in short video reviews consumed by digitally fluent audiences.

Additionally, existing literature is scarce when directly comparing influencer and peer endorsers. The present study contributes to addressing this gap, highlighting peer endorsers as a central model in modern persuasion literature, not just a secondary comparison group. This extends the theory of social comparison (Festinger, 1954) by applying it to the context of short video reviews, and at the same time supporting that peer endorsers lead to higher perceived credibility and higher purchase intention. Moreover, the results reinforce the source credibility theory (Hovland & Weiss, 1953; Ohanian, 1990) by showing that credibility is a central mediator in contemporary digital persuasion models and validates Ohanian's tri-dimensional scale applied to short video reviews.

Finally, the present dissertation demonstrates that platform type (Instagram vs TikTok) does not moderate the relationship between endorser type and purchase intention. Previous studies implied that characteristics of each social media platform (TikTok as more authentic and Instagram as more polished content) may shape credibility and effectiveness (Barta et al., 2021; Yohana et al., 2021). However, the findings indicate that the effect of endorser type remains stable across social media platforms, suggesting that endorser characteristics may play a more relevant role than social media platform characteristics in influencing consumers' purchase intention.

6.3 Managerial Implications

The results of the present dissertation offer clear insights for marketers, brand managers, and firms that use social media platforms, specifically, restaurant short video reviews, as part of their communication strategy.

Peer endorsers, who generate higher purchase intention and perceived credibility, may be prioritized over influencer endorsers in restaurant short video campaigns. This approach may reduce the costs related to endorsement actions for firms.

Additionally, brands should be aware that publishing short videos without an endorser present can lead to higher purchase intention. This finding helps brands avoid overusing endorsers and ensures that they are employed only when they add real value. Considering that younger digital audiences often display ad fatigue and may resist persuasive cues, brands should carefully assess whether endorsement presence strengthens or weakens the effectiveness of their short video reviews.

Perceived credibility was found to drive purchase intention more strongly than platform choice. Thus, companies should treat credibility as a key performance indicator (KPI) in short video campaigns. Credibility can be increased by training endorsers to talk naturally and transparently, avoiding scripts and excessive preparation of the video, or even specifically using endorsements from real people who actually use and understand the product.

The analysis contributed to understanding that brands may use similar short video reviews across TikTok and Instagram without significantly compromising effectiveness or credibility. Managers should focus on delivering short videos focused on message clarity and credibility, instead of tailoring a persuasive strategy to each platform.

6.4 Further Research

Future research should employ a larger and more representative sample to improve the reliability of the results. For example, include participants from other European countries, conduct comparisons across cultures, examine older people, or even ensure more balanced gender distributions. This could reveal whether "no endorser" and peer endorsers' outcomes may be applied in general or change across different samples.

This dissertation could generate different results if the five stimuli were developed and recorded with real human endorsers. Allowing participants to scroll naturally throughout the content would attribute more realism to the experiment. Future research could explore whether specific characteristics of each social media platform applied to endorsers' short video reviews, such as Instagram presenting aesthetic and polished videos, while TikTok presents more spontaneous and unpolished videos, would change the effectiveness of distinct endorser types across different social media platforms. This could clarify how users behave within naturalistic and algorithmic environments and may help explain the unexpected outcome of the "no endorser" condition and the absence of moderation of platform type.

The present study focused on peer endorsers, influencer endorsers, and a control condition. Therefore, due to the lack of diversity in influencer types, future analysis could examine the distinct categories of influencers separately, instead of grouping all as influencers. It may help to clarify whether the absence of platform type moderation is due to differences in how influencer categories are perceived across Instagram and TikTok.

6.5 Limitations

The sample's lack of heterogeneity is a limitation for the present dissertation. The majority of respondents were Portuguese, most were aged between 18 and 24 years old, and female. This limits the generalizability of the findings since young generations or even different cultures may have different perspectives about social media platforms, particularly short video reviews. The attitude toward different types of endorsers may change across different cultures, and the purchasing behavior will also be different depending on the accessibility to digital environments. Therefore, results cannot be generalized to broader audiences.

Additionally, the use of artificial intelligence to develop the videos allowed strong internal control but limited the realism assigned to a short video review performed by a real human. Thus, the five stimuli lacked some natural cues, such as a real person recording the video. Consequently, participants may have evaluated differently than they would in an authentic Instagram or TikTok feed. Therefore, the absence of these naturalistic features may explain why platform type did not moderate any effects in the study.

Moreover, all the data were collected following a cross-sectional design. As a result, behavioral changes were not evaluated. For example, purchase intention does not necessarily translate into real purchasing actions, and individuals' temporal changes in attitudes remain unknown.

Finally, this study focused on restaurant reviews. However, purchase intention can vary across products or service categories. Thus, results cannot be directly applied to other product or service categories.

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APPENDIX

Appendix A: Social Media Statistics

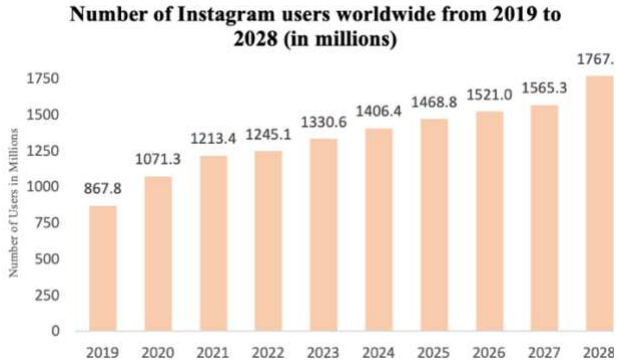

Figure 8: Number of Instagram users worldwide from 2019 to 2028 (in millions)

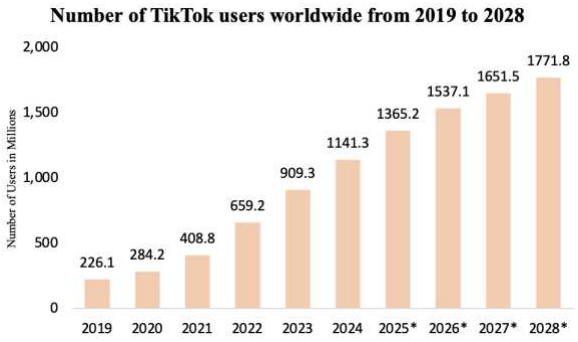

Figure 7: Number of TikTok users worldwide from 2019 to 2028

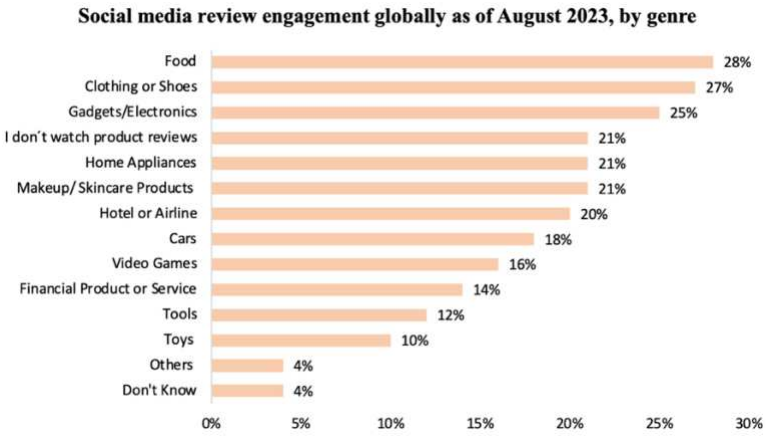

Figure 9: Social media review engagement globally as of August 2023, by genre

Appendix B: Stimuli Creation

B.1 HeyGen video generation for the two initial stimuli

Peer Endorser	"Do a video with the avatar attached. She needs to speak in a fluent, natural and genuine way. No background music. The script is: "Hey friends! I'm at this restaurant right and just got my pasta. It actually tastes really good! It's super creamy and warm. Just wanted to share in case you're looking for somewhere new to try. Bye!"

Influencer Endorser	"Do a video with the avatar attached. The girl should speak in a confident, persuasive and enthusiastic way. No background music. The script is: "Hey everyone! I'm trying this new restaurant, and wow, the vibe is amazing. The past looks incredible and tastes even better, so creamy! I totally recommend that you visit this restaurant. It's really worth it. Bye!"

Table 12: HeyGen video generation for the two initial stimuli

B.2 Pre-test Interviews for endorser and social media platform conditions

Thank you for participating. I will show you two short videos that will be part of my study. The goal is to understand your impressions about them. There are no right or wrong answers. Your responses will help me improve the materials before the final survey. This interview will take about 7 minutes, and all responses are anonymous and confidential. Do you agree with these conditions? Are you comfortable with me recording this interview?

1. General Social Media Usage

"How often do you watch short videos (e.g., Reels/TikTok) per week?"

(Then show one of the stimulus videos)

2. Perception of the endorser and cues

"What is your first impression of the person in the video?"

"How would you describe them in a few words?"

"Do you think this person is more like a *social media influencer* or a *regular social media user* (peer)? Why?"

"What made you think that?"

"Which elements made you perceive them that way?" (e.g., speech style, tone, hashtags, caption, number of followers, video style, etc.)

"Was there anything that didn't match your expectation for that type of person?"

3. Stimuli Realism and Credibility

- "Did the video feel realistic, something you could find on social media?"
- "Did the video capture your attention?"
- "If this video appeared on your feed, would you interact with it (like, comment, share). Why?"

4. **Platform Check**

On which social media platform was the video published?

(Show the other stimulus and ask all the questions again)

Comparative Questions After Watching Both Stimuli:

5. **Perception and Identification**

"Which of the videos is more associated with an influencer? Why"

"And which of the videos is more associated with a regular social media user? Why"

"Which elements helped you to distinguish between them?"

"Did you find similarities between the two videos?"

6. **Realism and Credibility**

"Which of the videos do you consider more authentic or realistic?"

"Which of the people seemed more credible and believable to you?"

7. **Suggestions:** "What would you do to make the videos more credible, natural, and different from each other?"; "In general, do you consider that both videos show in a clear way 2 different types of social platforms and 2 types of people, regular social media users and influencers?"
8. **Finish:** Thank you so much for your participation. Your answers will be very useful for my study.

B.3 Pre-test Interviews Results for the Platform Layout and Endorser Cues Validation

The peer endorser video shown in the interviews was perceived as published by a regular user. This perception was mainly caused by the number of followers, the username, simple speech, and the absence of persuasive language. However, participants provided feedback that the video could be more natural and simpler by adding a less professional profile photo and showing the clips of the restaurant without a voiceover. In contrast, the influencer's video was consistently recognized as professional and persuasive. Overall, respondents established this association based on the high follower count, structured speech, promotional hashtag, and persuasive caption.

Comparing both videos, all participants agreed that the influencer video appeared more persuasive and professional, whereas the peer video was more trustworthy and relatable. Thus, the interviews confirmed the effectiveness of the manipulation but indicated the need for small adjustments. The peer video should have a less professional profile photo, while the influencer video should remain polished, clearly promotional, and eliminate "#fyp" as it is also widely

used by regular users. These refinements helped to ensure the stimuli interpretation is consistent across participants. Thus, the scripts of both endorsers remained the same.

B.4 Quantitative Pre-test Survey for developing the final stimuli

Block 1: Introduction

Dear participant,

This survey is part of a master's dissertation at Católica Lisbon School of Business and Economics, which investigates how individuals perceive and engage with short video reviews on social media. The survey will take approximately 5 minutes to complete. All your responses will remain anonymous and confidential. The data will be analyzed and reported only in aggregate form.

If you have any questions, please contact s-rafrancisco@ucp.pt. By proceeding, you confirm that you are 18 years old or more and that you consent to participate in this study.

Thank you for your collaboration and valuable contribution to this research!

Block 2: Filter Questions

Q1: Do you have a TikTok account? (Yes/No)

Q2: Do you have an Instagram account? (Yes/No)

If Q1 and Q2 No → End survey

Block 3: Type of restaurant preference

Q3: If you were going to watch a short video restaurant review on social media today, which type of restaurant would you prefer (choose all that apply)? (Healthy Restaurant / Fast Food Restaurant / Fine Dining Restaurant / Coffee and Bakery / Other)

Block 4: Intro Stimuli

Q4: Now you will see a short video review, and then some questions will be asked about it. Please analyze it carefully and pay attention to as many details as possible.

Q5/Q6: (Each participant only watched one stimulus)

Block 5: Cues Check

Q7: The caption of the video is from:

Please indicate where the caption style fits on the scale below.

Q8: The way the person spoke sounds like:

Please indicate where the person's speech fits on the scale below.

Q9: Based on the number of followers shown, the social media account seems to belong to:
Please indicate where the person's number of followers fits on the scale below.

Block 6: Attention Check

Q10: To ensure data quality, please select number 2: (1/2/3/4/5)

Block 7: Manipulation Check

Q11: How would you describe the person in the video?
Please indicate where this person fits on the scale below.

Q12: On which social media platform was the video published? (Instagram/TikTok/No Sure)

Block 8: Demographics

Q13: Please specify the gender you identify with: (Male/Female/Non-binary, third gender/Prefer not to say)

Q14: What is your age? (under 18 years old/18 to 24 years old/25 to 34 years old/35 to 44 years old/45 to 54 years old/55 to 64 years old/65 years old and more)

Q15: Where do you currently live? (Portugal/Germany/France/Italy/United Kingdom/Other)

B.5 Results of the Quantitative Pre-test Survey to develop the final stimuli

The results showed that participants were generally able to perceive Instagram (71%) and TikTok (85%) correctly. Additionally, a statistically significant association between the actual platform and what participants perceived was observed ($p < 0.01$). Therefore, the platform manipulation was successful, and the same visual cues were used in the main survey stimuli. Lastly, the manipulation check to examine whether participants correctly perceived the endorser type (peer vs influencer) found that, in a 7-point Likert scale, they rated the peer stimulus closer to "regular social media user" ($M = 3$), while participants who were assigned to the influencer stimulus rated the endorser significantly closer to "Influencer" ($M = 6$). Moreover, the cues used to define each endorser were correctly perceived for peer and influencer conditions. These differences were statistically significant ($p < 0.01$), indicating that participants clearly distinguished between the peer and influencer conditions.

B.6 Pre-test Interviews for Control Conditions

Thank you for participating. I will show you a short video that will be part of my study. The goal is to understand your impressions about it. There are no right or wrong answers. Your

responses will help me improve the materials before the final survey. This interview will take about 5 minutes, and all responses are anonymous and confidential. Do you agree with these conditions? Are you comfortable with me recording this interview?

1. **General Social Media Usage**

"How often do you watch short videos (e.g., Reels/TikTok) per week?"

(Show the Stimuli)

2. **Manipulation Checks**

"Who do you think is communicating in this video?"

"Does this look like it belongs to any social media platform?"

3. **Short Video Style**

"On a 1-7 scale, how would you rate the style? (1 = very informal/social-post, 7 = formal/neutral)"

"Why that number?"

"How much does this feel like a social media post? (1 = not at all … 7 = very much). Why?"

4. **Message Comprehension**

"In your own words, what was the main message of the video?"

"Which of these were mentioned or shown? (- Atmosphere/ambience; - Pasta dish (creamy/truffle); - Service/overall experience; - Price *(decoy)*; - Delivery option *(decoy))*

5. ***Ensure Clarity of the Control Condition:*** "Did anything suggest that a specific person was behind this message?" *(voice tone, wording, captions, camera style);* "Did anything suggest Instagram/TikTok?" *(vertical frame, fonts, music, transition style, on-screen text)*

6. ***Quality:*** "Was the message clear and natural?" *(If not: what would help?);* "If you could change one thing to make it more neutral, what would it be?"

7. **Finish:** Thank you so much for your participation. Your answers will be very useful for my study.

B.7 Pre-test Interviews Results for the Control Condition

The selected interviewees use Instagram and/or TikTok at least monthly and were exposed to one video showing only the same restaurant clips used in the final four stimuli, without using any endorser. It included a voiceover describing the restaurant, food, and service while the video flows with the respective clips. Everything that the narrator was saying was justified, at

the same time, by the restaurant clips. All participants perceived the video as not being associated with any social media platform, due to the absence of visual cues. Regarding the narration, two interviewees suggested replacing adjectives such as “beautifully”, “elegant”, and “high quality”, since they conveyed a more personal tone (Table 13)

Old Stimulus Control Video	“Create a video with the attached avatar. Her voice should be neutral, calm and without excessive enthusiasm. I want her to speak in front of the camara. I don’t want any music in the back of her speech. The script is: This restaurant is elegant and comfortable at the same time. The pasta dish stands out for its creamy texture and rich flavor. It is very well prepared. Each plate is beautifully presented, highlighting the chef’s attention to detail. Overall, it’s a high-quality dining experience.”
New Stimulus Control Video	“Create a video with the attached avatar. Her voice should be neutral, calm and without excessive enthusiasm. I want her to speak in front of the camara. I don’t want any music in the back of her speech. The script is: This restaurant offers an elegant and comfortable atmosphere at the same time. It is known for its pasta dish with a creamy texture and rich flavor. Each plate reflects the chef’s attention to detail, providing a good dining experience”

Table 13: HeyGen video generation for the old and new control stimulus

Appendix C: Main Questionnaire Study

C.1 Main Questionnaire Survey Flow

Introduction (1 Question)

Screening Question (2 Questions)

Q1.1. Have you watched a short video on social media in the past month?

If “No” → End Survey

Q1.2. On which platforms do you watch short videos?

If do not choose “TikTok” or “Instagram” → End Survey

Instagram and/or TikTok Account (3 Questions)

Q2.1. Do you have an Instagram account?

Q2.2. Do you have a TikTok account?

Q2.3. Considering your familiarity with Instagram Reels and TikTok videos:

- How familiar are you with Instagram Reels?
- How familiar are you with TikTok Videos?

Stimuli Introduction

Randomizer: evenly present only one of the following elements

Group: Instagram x Peer

Set Embedded Data:

Condition = Instagram_Peer

PlatformType = Instagram

Endorser Type = Peer

Stimulus = 1

Show Block Stimulus: Instagram x Peer

Group: Instagram x Influencer

Set Embedded Data:

Condition = Instagram_Influencer

PlatformType = Instagram

Endorser Type = Influencer

Stimulus = 2

Show Block Stimulus: Instagram x Peer

Group: TikTok x Peer

Set Embedded Data:

Condition = TikTok_Peer

PlatformType = TikTok

Endorser Type = Peer

Stimulus = 3

Show Block Stimulus: TikTok x Peer

Group: TikTok x Influencer

Set Embedded Data:

Condition = TikTok_Influencer

PlatformType = TikTok Endorser Type = Influencer Stimulus = 4
Show Block Stimulus: TikTok x Influencer
Group: Stimulus Control
Set Embedded Data: Condition = NoPlatform_NoEndorser PlatformType = None Endorser Type = None Stimulus = 5
Show Block Stimulus: Stimulus Control
Attention Check (1 Question)
Perceived Credibility (3 Questions)
Purchase Intention (1 Question)
Manipulation Checks (3 Questions)
Q6.1. Did the narration in the video seem neutral to you?
Q6.2. How would you describe the person in the video?
Display this question if Q6.1. → *"No"*
Q6.3. On which social media platform was the video published?
Demographics (5 Questions)
Thank You Voucher (1 Question)
End of Survey

Table 14: Survey Flow

C.2 Main Questionnaire Survey

Block 1: Introduction

Dear participant,

This survey is part of a master's dissertation at Católica Lisbon School of Business and Economics, which investigates how individuals perceive and engage with short video reviews

on social media.

The survey will take approximately 6 minutes to complete. All your responses will remain anonymous and confidential. The data will be analyzed and reported in aggregate form only. If you have any questions, please contact s-rafrancisco@ucp.pt. By proceeding, you confirm that you are 18 years old or more and that you consent to participate in this study.

As a thank you, I am offering a €15 voucher to spend at the winner's choice of restaurant.

Thank you for your collaboration and valuable contribution to this research!

To begin, please click the arrow below to proceed.

Block 2: Filter Questions

Q1: Have you watched a short video on social media in the past month? (Yes/No)

Q2: On which platforms do you watch short videos (choose all that apply)? (Instagram/ TikTok/ Facebook/ YouTube/ X (Twitter)/ LinkedIn)

Block 3: Familiarity with Instagram and TikTok

Q3: Do you have an Instagram account? (Yes/No)

Q4: Do you have a TikTok account? (Yes/No)

Q5: Considering your familiarity with Instagram Reels and TikTok Videos, answer the following questions:

	1- Not at all familiar	2- Slightly familiar	3- Somewhat familiar	4- Moderately familiar	5- Fairly familiar	6- Very familiar	7- Extremely familiar
How familiar are you with Instagram Reels?	○	○	○	○	○	○	○
How familiar are you with TikTok videos?	○	○	○	○	○	○	○

Block 4: Stimulus Introduction´

Q6: Now you will see a short video restaurant review, and then some questions will be asked about it. Please analyze it carefully and pay attention to the details.

Blocks 5 - 9: Stimuli Presentation

Please watch the full video. The arrow to continue will appear afterward.

- **Q7:** Instagram x Peer
- **Q8:** Instagram x Influencer
- **Q9:** TikTok x Peer
- **Q10:** TikTok x Influencer
- **Q11:** Control Condition

Block 10: Attention Check

Q12: To ensure data quality, please select number 2: (1/2/3/4/5)

Block 11: Perceived Credibility Questions

Q13 (expertise): Considering the person in the video, rate her on the scale below:

Inexpert	○ ○ ○ ○ ○ ○ ○	Expert
Inexperienced	○ ○ ○ ○ ○ ○ ○	Experienced
Unknowledgeable	○ ○ ○ ○ ○ ○ ○	Knowledgeable
Unqualified	○ ○ ○ ○ ○ ○ ○	Qualified
Unskilled	○ ○ ○ ○ ○ ○ ○	Skilled

Q14 (Trustworthiness): Considering the person in the video, rate her on the scale below:

Undependable	○ ○ ○ ○ ○ ○ ○	Dependable
Dishonest	○ ○ ○ ○ ○ ○ ○	Honest
Unreliable	○ ○ ○ ○ ○ ○ ○	Reliable
Insincere	○ ○ ○ ○ ○ ○ ○	Sincere
Untrustworthy	○ ○ ○ ○ ○ ○ ○	Trustworthy

Q15 (Attractiveness): Considering the person in the video, rate her on the scale below:

Unattractive	○ ○ ○ ○ ○ ○ ○	Attractive
Not classy	○ ○ ○ ○ ○ ○ ○	Classy
Plain	○ ○ ○ ○ ○ ○ ○	Elegant
Ugly	○ ○ ○ ○ ○ ○ ○	Beautiful
Not sexy	○ ○ ○ ○ ○ ○ ○	Sexy

Block 12: Purchase Intention Question

Q16: Considering the short video restaurant review:

	Strongly disagree	Disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Agree	Strongly agree
I plan to purchase from this restaurant.	○	○	○	○	○	○	○
I expect to purchase from this restaurant in the near future.	○	○	○	○	○	○	○
I will try to purchase from this restaurant soon.	○	○	○	○	○	○	○

Block 13: Manipulation Check

Q17: - Neutral Narrator: a person who simply presents information without giving a personal opinion

Did the narration in the video seem neutral to you? (Yes/No)

Q18: - Regular Social Media User: casually shares personal experiences

- Influencer: creates paid content to promote products or services

How would you describe the person in the video? (Regular Social Media User/Influencer)

Q19: On which social media platform was the video published? (Instagram/TikTok/Neither / No platform cues/Not sure)

Block 14: Demographics

Q20 (Introduction): In this section, you will answer questions about demographics. Remember, all answers are strictly confidential.

Q21: How often do you watch short videos (e.g., Reels, TikToks) on:

	Never	Less than once a month	Once a month	1-2 times a week	3-4 times a week	Almost every day	Every day
Instagram	○	○	○	○	○	○	○
TikTok	○	○	○	○	○	○	○

Q22: Please specify the gender you identify with: (Male/Female/Non-binary, third gender/Prefer not to say)

Q23: What is your age? (under 18 years old/18 to 24 years old/25 to 34 years old/35 to 44 years old/45 to 54 years old/55 to 64 years old/65 years old and more)

Q24: Where do you currently live? (Portugal/Germany/France/Italy/United Kingdom/Other)

Block 15: Thank You + Voucher

Q25: Thank you for your time! You have completed the main part of the study. Enter the giveaway for one voucher of €15 to spend in a restaurant of the winner's choice. Please enter your email address below:

C.3 In Person Collection of Responses

Date	Location	#Responses	#Devices to collect responses
18/11/2025	Católica Lisbon University	5	1
	Ubbo Shopping Center	10	
20/11/2025	Católica Lisbon University	37	1
21/11/2025	Lusófona University	35	3
22/11/2025	Alegro Sintra Shopping Center	29	2
24/11/2025	Católica Lisbon University	23	1
25/11/2025	Ubbo Shopping Center	12	1
26/11/2025	Lusófona University	10	1
27/11/2025	Católica Lisbon University	22	1

Table 15: In person collection of responses

Appendix D: Statistical Outputs

PlatformType_num * MC_Pass Crosstabulation

			MC_Pass		
			Fail	Pass	Total
PlatformType_num	Instagram	Count	35	82	117
		% within PlatformType_num	29.9%	70.1%	100.0%
		% within MC_Pass	41.7%	40.4%	40.8%
	TikTok	Count	29	81	110
		% within PlatformType_num	26.4%	73.6%	100.0%
		% within MC_Pass	34.5%	39.9%	38.3%
	Neither / No platform cues	Count	20	40	60
		% within PlatformType_num	33.3%	66.7%	100.0%
		% within MC_Pass	23.8%	19.7%	20.9%
Total		Count	84	203	287
		% within PlatformType_num	29.3%	70.7%	100.0%
		% within MC_Pass	100.0%	100.0%	100.0%

Table 16: Crosstabulation of platform type and manipulation check pass/fail results

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.951[a]	2	.622
Likelihood Ratio	.948	2	.622
Linear-by-Linear Association	.082	1	.774
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.56.

Table 17: Chi-square test of independence between platform type and manipulation check results

EndorserType_num * MC_Pass Crosstabulation

			MC_Pass		
			Fail	Pass	Total
PlatformType_num	Peer	Count	36	73	109
		% within PlatformType_num	33.0%	67.0%	100.0%
		% within MC_Pass	42.9%	36.0%	38%
	Influencer	Count	28	90	118
		% within PlatformType_num	23.7%	76.3%	100.0%
		% within MC_Pass	33.3%	44.3%	41.1%
	Neutral	Count	20	40	60
		% within PlatformType_num	33.3%	66.7%	100.0%
		% within MC_Pass	23.8%	19.7%	20.9%
Total		Count	84	203	287
		% within PlatformType_num	29.3%	70.7%	100.0%
		% within MC_Pass	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.972[a]	2	.226
Likelihood Ratio	3.016	2	.221
Linear-by-Linear Association	.082	1	.774
N of Valid Cases	287		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 17.56.

Table 18: Chi-square test of independence between endorser type and manipulation check results

Table 19: Crosstabulation of endorser type and manipulation check pass/fail results

Reliability Statistics

Cronbach's Alpha	N of Items
.979	3

Table 20: Cronbach's alpha purchase intention

Reliability Statistics

Cronbach's Alpha	N of Items
.792	15

Table 21: Cronbach's alpha perceived credibility

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Considering the short video restaurant review: - I plan to purchase from this restaurant.	8.52	10.448	.924	.988
Considering the short video restaurant review: - I expect to purchase from this restaurant in the near future.	8.67	10.150	.971	.956
Considering the short video restaurant review: - I will try to purchase from this restaurant soon.	8.72	9.850	.966	.959

Table 22: Item-total statistics purchase intention

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Considering the person in the video, rate her on the scale below: - Inexpert:Expert	68.98	136.865	.626	.767
Considering the person in the video, rate her on the scale below: - Inexperienced:Experienced	68.85	135.661	.552	.769
Considering the person in the video, rate her on the scale below: - Unknowledgeable:Knowledgeable	68.57	135.458	.611	.766
Considering the person in the video, rate her on the scale below: - Unqualified:Qualified	68.75	136.242	.561	.769
Considering the person in the video, rate her on the scale below: - Unskilled:Skilled	68.75	135.402	.582	.767
Considering the person in the video, rate her on the scale below: - Undependable:Dependable	69.17	143.458	.403	.781
Considering the person in the video, rate her on the scale below: - Dishonest:Honest	68.84	144.176	.276	.789
Considering the person in the video, rate her on the scale below: - Unreliable:Reliable	68.99	142.891	.246	.793
Considering the person in the video, rate her on the scale below: - Insincere:Sincere	69.01	143.523	.243	.793
Considering the person in the video, rate her on the scale below: - Untrustworthy:Trustworthy	69.06	141.453	.261	.793
Considering the person in the video, rate her on the scale below: - Unattractive:Attractive	68.96	141.967	.366	.782
Considering the person in the video, rate her on the scale below: - Not classy:Classy	69.00	135.803	.453	.775
Considering the person in the video, rate her on the scale below: - Plain:Elegant	68.78	133.632	.464	.774
Considering the person in the video, rate her on the scale below: - Ugly:Beautiful	68.59	137.570	.341	.786
Considering the person in the video, rate her on the scale below: - Not sexy:Sexy	69.61	142.416	.259	.792

Table 23: Item-total statistics perceived credibility

D.1 Sample Characteristics

How often do you watch short videos on: - Instagram

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times a week	5	2.6	2.6	2.6
	3-4 times a week	12	6.2	6.2	8.8
	Almost every day	93	47.9	47.9	56.7
	Every day	84	43.3	43.3	100.0
	Total	194	100.0	100.0	

Table 24: Sample Characterization - Frequency of watching short videos on Instagram

How often do you watch short videos on: - TikTok

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	9	4.6	4.6	4.6
	Less than once a month	13	6.7	6.7	11.3
	Once a month	7	3.6	3.6	14.9
	1-2 times a week	14	7.2	7.2	22.2
	3-4 times a week	23	11.9	11.9	34.0
	Almost every day	78	40.2	40.2	74.2
	Every day	50	25.8	25.8	100.0
	Total	194	100.0	100.0	

Table 25: Sample Characterization - Frequency of watching short videos on TikTok

Please specify the gender you identify with:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	37.6	37.6	37.6
	Female	121	62.4	62.4	100.0
	Total	194	100.0	100.0	

Table 26: Sample Characterization - Gender

What is your age?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24 years old	140	72.2	72.2	72.2
	25 to 34 years old	35	18.0	18.0	90.2
	35 to 44 years old	10	5.2	5.2	95.4
	45 to 54 years old	8	4.1	4.1	99.5
	55 to 64 years old	1	.5	.5	100.0
	Total	194	100.0	100.0	

Table 27: Sample Characterization - Age

Where do you currently live? - Selected Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Portugal	190	97.9	97.9	97.9
	Germany	1	.5	.5	98.5
	Other	3	1.5	1.5	100.0
	Total	194	100.0	100.0	

Table 28: Sample Characterization - Country

D.2 Hypotheses Testing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.173	.788		2.759	.006		
	PlatformType_var	.961	.177	.456	5.434	<.001	.557	1.796
	EndorserType_var	-1.095	.186	-.508	-5.873	<.001	.525	1.904
	PerceivedCredibility_mean	.494	.128	.261	3.863	<.001	.861	1.161

Table 29: : Variance Inflation Factor (VIF) and Tolerance

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	PlatformType_var	EndorserType_var	PerceivedCredibility_mean
1	1	3.788	1.000	.00	.01	.00	.00
	2	.155	4.950	.01	.14	.11	.06
	3	.048	8.878	.00	.84	.75	.00
	4	.010	19.793	.98	.01	.13	.94

a. Dependent Variable: PI_mean

Table 30: Collinearity Diagnostics: Eigenvalues, Condition Indices, and Variance Proportions

Variable	VIF	Eigenvalue	Condition Index
PlatformType_var	1.796	.048	8.878
EndorserType_var	1.904	.048	8.878
PerceivedCredibility_mean	1.161	.010	19.793

a. Dependent Variable: PI_mean

Table 31: Collinearity Statistics: VIF, Eigenvalues, Condition Indices

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PI_mean	.156	194	<.001	.960	194	<.001

Table 32: Test of Normality H1 and H1a

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PI_mean	194	1.00	7.00	4.3179	1.58443	-.156	.175	-.942	.347
Valid N (listwise)	194								

Table 33: Tests of Skewness and Kurtosis H1 and H1a

Group Statistics

	EndPre_D	N	Mean	Std. Deviation	Std. Error Mean
PI_mean	No endorser	39	4.7094	.94954	.15205
	Endorser presence	155	4.2194	1.69561	.13619

Table 34: Endorser vs No Endorser Mean

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
PI_mean	Equal variances assumed	39.289	<.001	1.735	192	.042	.084	.49005	.28237	-.06690	1.04700
	Equal variances not assumed			2.401	106.519	.009	.018	.49005	.20413	.08537	.89473

Table 35: Independent samples t-test and Levene's test H1

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
						Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
PI_mean	Equal variances assumed	1.561	.213	11.714	153	<.001	<.001	2.33529	.19936	1.94145	2.72914
	Equal variances not assumed			11.903	152.863	<.001	<.001	2.33529	.19620	1.94769	2.72290

Table 36: Independent samples t-test and Levene's test H1a

Group Statistics

	EndorserType_D	N	Mean	Std. Deviation	Std. Error Mean
PI_mean	Peer	70	5.5000	1.12037	.13391
	Influencer	85	3.1647	1.32200	.14339

Table 37: Peer vs Influencer Mean

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PerceivedCredibility_mean	.137	194	<.001	.928	194	<.001

a. Lilliefors Significance Correction

Table 38: Test of Normality H2 and H2a

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PerceivedCredibility_mean	194	1.20	7.00	4.9234	.83624	-1.216	.175	2.997	.347
Valid N (listwise)	194								

Table 39: Tests of Skewness and Kurtosis H2 and H2a

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
PC_mean	Equal variances assumed	1.074	.301	-4.413	192	<.001	<.001	-.63152	.14311	-.91380	-.34924
	Equal variances not assumed			-5.207	75.275	<.001	<.001	-.63152	.12128	-.87310	-.38994

Table 40: Independent samples t-test and Levene's test H2

Group Statistics

	EndorserPresence_D	N	Mean	Std. Deviation	Std. Error Mean
PerceivedCredibility_mean	No endorser	39	4.4188	.63096	.10104
	Endorser presence	155	5.0503	.83514	.06708

Table 41: Perceived Credibility Mean No Endorser vs Endorser

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
						One-Sided p	Two-Sided p			Lower	Upper
PC_mean	Equal variances assumed	.421	.517	2.974	153	.002	.003	.39104	.13148	.13128	.65080
	Equal variances not assumed			2.981	148.658	.002	.003	.39104	.13117	.13185	.65023

Table 42: Independent samples t-test and Levene's test H2a

Group Statistics

	EndorserType_D	N	Mean	Std. Deviation	Std. Error Mean
PC_mean	Peer	70	5.2648	.80345	.09603
	Influencer	85	4.8737	.82372	.08935

Table 43: Perceived Credibility Mean Peer vs Influencer

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.316[a]	.100	.095	1.50736	1.072

a. Predictors: (Constant), PC_mean
b. Dependent Variable: PI_mean

Table 44: Linear Regression results for H3

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.107	155	<.001	.956	155	<.001

Table 45: Test of Normality H3

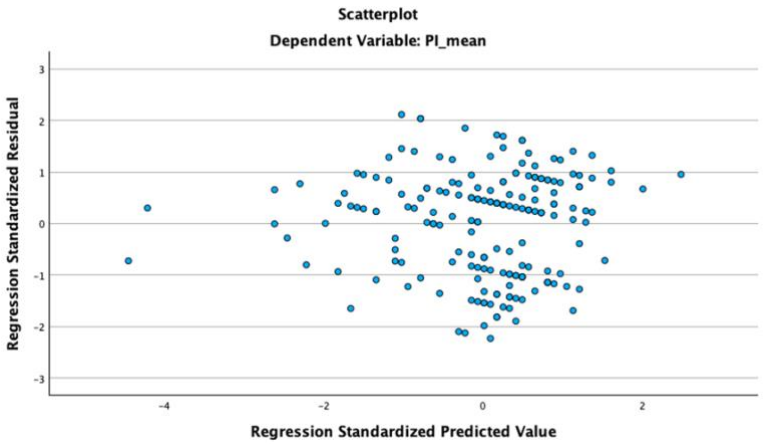

Figure 10: Scatterplot Unstandardized Residuals PI x PC

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.374	.648		2.120	.035
	PC_mean	.598	.130	.316	4.609	<.001

Table 46: H3 Coefficients Results Simple Linear Regression

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PI_mean	.107	155	<.001	.956	155	<.001

Table 47: H4 Test of Normality

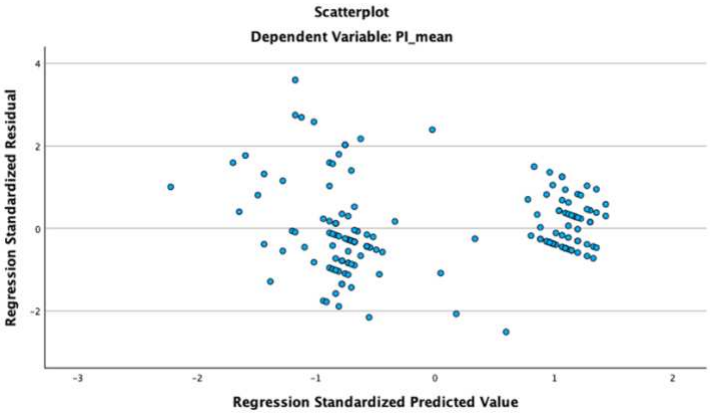

*Figure 11: H4 Scatterplot zresid*zpred*

```
Run MATRIX procedure:

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Workshop schedule available at haskayne.ucalgary.ca/CCRAM
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output. More information about PROCESS at processmacro.org/faq.html.
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***************** PROCESS Procedure for SPSS Version 5.0 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
  Model: 4
      Y: PI_mean
      X: EndTyp_D
      M: PC_mean

Sample
Size:  155

**************************************************************************

OUTCOME VARIABLE:
 PC_mean

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2338      .0546      .6636     8.8447     1.0000   153.0000      .0034

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.2648      .0974    54.0704      .0000     5.0724     5.4571
EndTyp_D     -.3910      .1315    -2.9740      .0034     -.6508     -.1313
```

Table 48: Hayes Process Model 4, Mediation I

```
OUTCOME VARIABLE:
 PI_mean

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .7254      .5263     1.3800    84.4233     2.0000   152.0000      .0000

Model
             coeff         se          t          p       LLCI       ULCI
constant    2.9587      .6296     4.6992      .0000     1.7148     4.2026
EndTyp_D   -2.1465      .1950   -11.0075      .0000    -2.5318    -1.7613
PC_mean      .4827      .1166     4.1405      .0001      .2524      .7130


****************** DIRECT AND INDIRECT EFFECTS OF X ON Y ******************

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
    -2.1465      .1950   -11.0075      .0000    -2.5318    -1.7613

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
PC_mean     -.1888      .0657     -.2933     -.0311

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

------ END MATRIX -----
```

Table 49: Hayes Process Model 4, Mediation II

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
PI mean	.126	155	<.001	.957	155	<.001

Table 50: Test of Normality H5

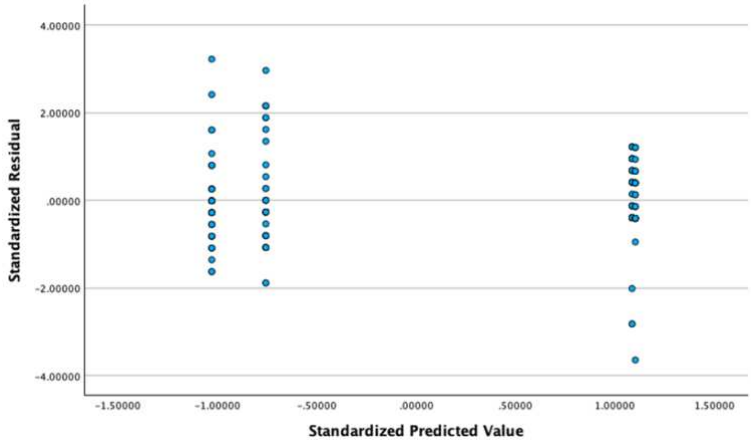

Figure 12: H5 Scatterplot for Homoscedasticity

```
Run MATRIX procedure:

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output. More information about PROCESS at processmacro.org/faq.html.
This beta release has not been completely tested. Use at your own risk.



***************** PROCESS Procedure for SPSS Version 5.0 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
  Model: 1
      Y: PI_mean
      X: EndTyp_D
      W: PlaTyp_D

Sample
Size:  155

**************************************************************************
```

Table 51: Hayes Process Model 1, Moderation I

```
**************************************************************************

OUTCOME VARIABLE:
 PI_mean

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .6911      .4777     1.5315    46.0329     3.0000   151.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     4.2254      .0997    42.3978      .0000     4.0285     4.4223
EndTyp_D    -2.3257      .2003   -11.6120      .0000    -2.7214    -1.9299
PlaTyp_D     -.1660      .1993     -.8328      .4063     -.5598      .2278
Int_1        -.3377      .4006     -.8430      .4006    -1.1292      .4538

Product terms key:
 Int_1    :        EndTyp_D x        PlaTyp_D

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0025      .7106     1.0000   151.0000      .4006
----------
    Focal predict: EndTyp_D (X)
          Mod var: PlaTyp_D (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   EndTyp_D   PlaTyp_D   PI_mean    .
BEGIN DATA.
     -.5484     -.4968     5.4912
      .4516     -.4968     3.3333
     -.5484      .5032     5.5104
      .4516      .5032     3.0148
END DATA.
GRAPH/SCATTERPLOT=
 EndTyp_D WITH     PI_mean  BY       PlaTyp_D .

*********** BOOTSTRAP RESULTS FOR REGRESSION MODEL PARAMETERS ************

OUTCOME VARIABLE:
 PI_mean

              Coeff   BootMean     BootSE   BootLLCI   BootULCI
constant     4.2254     4.2245      .1002     4.0248     4.4207
EndTyp_D    -2.3257    -2.3278      .2003    -2.7153    -1.9249
PlaTyp_D     -.1660     -.1667      .1981     -.5503      .2238
Int_1        -.3377     -.3454      .3919    -1.1148      .4132
```

Table 52: Hayes Process Model 1, Moderation II

```
************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

NOTE: The following variables were mean centered prior to analysis:
          PlaTyp_D EndTyp_D

------ END MATRIX -----
```

Table 53: Hayes Process Model 1, Moderation III

```
Run MATRIX procedure:

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Workshop schedule available at haskayne.ucalgary.ca/CCRAM
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output. More information about PROCESS at processmacro.org/faq.html.
This beta release has not been completely tested. Use at your own risk.



***************** PROCESS Procedure for SPSS Version 5.0 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
  Model: 5
      Y: PI_mean
      X: EndTyp_D
      M: PC_mean
      W: PlaTyp_D

Sample
Size:  155

**************************************************************************

OUTCOME VARIABLE:
 PC_mean

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2338      .0546      .6636     8.8447     1.0000   153.0000      .0034

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.0503      .0654    77.1822      .0000     4.9211     5.1796
EndTyp_D     -.3910      .1315    -2.9740      .0034     -.6508     -.1313

**************************************************************************
```

Table 54: Hayes Process Model 5, Full Model I

```
**************************************************************************

OUTCOME VARIABLE:
 PI_mean

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .7268      .5283     1.3925    41.9922     4.0000   150.0000      .0000

Model
              coeff         se          t          p       LLCI       ULCI
constant     1.8370      .6032     3.0457      .0027      .6452     3.0288
EndTyp_D    -2.1439      .1963   -10.9226      .0000    -2.5317    -1.7560
PC_mean       .4725      .1178     4.0099      .0001      .2396      .7053
PlaTyp_D     -.1123      .1905     -.5895      .5564     -.4888      .2641
Int_1        -.2070      .3834     -.5401      .5900     -.9646      .5505

Product terms key:
 Int_1    :        EndTyp_D x        PlaTyp_D

Test(s) of highest order unconditional interaction(s):
       R2-chng           F        df1        df2          p
X*W      .0009      .2917     1.0000   150.0000      .5900
----------
    Focal predict: EndTyp_D (X)
          Mod var: PlaTyp_D (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   EndTyp_D   PlaTyp_D   PI_mean    .
BEGIN DATA.
     -.5484     -.4968     5.3981
      .4516     -.4968     3.3571
     -.5484      .5032     5.3993
      .4516      .5032     3.1513
END DATA.
GRAPH/SCATTERPLOT=
 EndTyp_D WITH     PI_mean  BY       PlaTyp_D .
```

Table 55: Hayes Process Model 5, Full Model II

```
****************** DIRECT AND INDIRECT EFFECTS OF X ON Y ******************

Conditional direct effects of X on Y
   PlaTyp_D     Effect         se          t          p       LLCI       ULCI
     -.4968    -2.0410      .2689    -7.5904      .0000    -2.5723    -1.5097
      .5032    -2.2481      .2798    -8.0355      .0000    -2.8009    -1.6953

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
PC_mean     -.1847      .0638     -.2846     -.0301

************************ ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

Number of bootstrap samples for percentile bootstrap confidence intervals:
  5000

NOTE: The following variables were mean centered prior to analysis:
          PlaTyp_D EndTyp_D

------ END MATRIX -----
```

Table 56: Hayes Process Model 5, Full Model II

C.4 Additional Analysis

Matrix

```
Run MATRIX procedure:

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In SPSS 29 and later, change default output font to Courier New for tidier
output. More information about PROCESS at processmacro.org/faq.html.
This beta release has not been completely tested. Use at your own risk.



***************** PROCESS Procedure for SPSS Version 5.0 *****************

          Written by Andrew F. Hayes, Ph.D.       www.afhayes.com
    Documentation available in Hayes (2022). www.guilford.com/p/hayes3

**************************************************************************
  Model: 1
      Y: PC_mean
      X: EndTyp_D
      W: PlaTyp_D

Sample
Size:  155

**************************************************************************
```

Table 57: Additional Analysis, Hayes Process Model 1, Moderation I

```
**************************************************************************

OUTCOME VARIABLE:
 PC_mean

Model Summary
          R       R-sq        MSE          F        df1        df2          p
      .2571      .0661      .6643     3.5625     3.0000   151.0000      .0157

Model
              coeff         se          t          p       LLCI       ULCI
constant     5.0553      .0656    77.0202      .0000     4.9256     5.1850
EndTyp_D     -.3848      .1319    -2.9170      .0041     -.6454     -.1241
PlaTyp_D     -.1136      .1313     -.8655      .3881     -.3730      .1458
Int_1        -.2766      .2638    -1.0483      .2962     -.7979      .2447
```

Table 58: Additional Analysis, Hayes Process Model 1, Moderation II

```
Product terms key:
 Int_1    :        EndTyp_D x        PlaTyp_D

Test(s) of highest order unconditional interaction(s):
       R2-chng          F        df1        df2          p
X*W      .0068     1.0988     1.0000   151.0000      .2962
----------
    Focal predict: EndTyp_D (X)
          Mod var: PlaTyp_D (W)

Data for visualizing the conditional effect of the focal predictor:
Paste text below into a SPSS syntax window and execute to produce plot.

DATA LIST FREE/
   EndTyp_D   PlaTyp_D   PC_mean    .
BEGIN DATA.
     -.5484     -.4968     5.2474
      .4516     -.4968     5.0000
     -.5484      .5032     5.2854
      .4516      .5032     4.7615
END DATA.
GRAPH/SCATTERPLOT=
 EndTyp_D WITH     PC_mean  BY       PlaTyp_D .

*********************** ANALYSIS NOTES AND ERRORS ************************

Level of confidence for all confidence intervals in output:
  95.0000

NOTE: The following variables were mean centered prior to analysis:
          PlaTyp_D EndTyp_D

------ END MATRIX -----
```

Table 59: Additional Analysis, Hayes Process Model 1, Moderation III

Number of Cases in each Cluster		
Cluster	1	21.000
	2	54.000
	3	67.000
	4	13.000
Valid		155.000
Missing		.000

Number of Cases in each Cluster		
Cluster	1	31.000
	2	14.000
	3	110.000
Valid		155.000
Missing		.000

Number of Cases in each Cluster		
Cluster	1	101.000
	2	54.000
Valid		155.000
Missing		.000

Number of Cases in each Cluster		
Cluster	1	11.000
	2	21.000
	3	56.000
	4	3.000
	5	64.000
Valid		155.000
Missing		.000

Table 60: Number of Cases in each Cluster

Final Cluster Centers

	Cluster			
	1	2	3	4
Zscore(PI_mean)	-.55998	1.01011	-.56948	-.35620
Zscore(PC_mean)	-.53922	.58575	.04102	-1.77347
Zscore: How often do you watch short videos (e.g., Reels, TikTok videos) on: - TikTok	-1.95826	.13478	.48275	.11548
Zscore: How often do you watch short videos (e.g., Reels, TikToks) on: - Instagram	-.02956	-.10594	.45604	-1.86257

Table 61: Final Cluster Centers

Cluster 1 (Low-engagement Skeptical Users)	It is characterized by low purchase intention, low perceived credibility, and low usage of social media. This group shows minimal engagement with short videos published on social media and, in general, does not respond to persuasive attempts.
Cluster 2 (Ready to Buy Users):	It presents the highest purchase intention, high perceived credibility, and moderate levels of frequency of social media usage. This group represents the most receptive and influenceable audience segment.
Cluster 3 (The Scrollers with Low Conversion)	This group includes users with high levels of usage of TikTok and Instagram. They present average credibility and low purchase intention. In addition, although highly exposed to social media short video reviews, they do not translate engagement into purchase intention.
Cluster 4 (Active Rejectors)	These individuals registered extremely low credibility levels, low purchase intention, low Instagram usage, and moderate TikTok usage. This segment is resistant to persuasive content and is least likely to react to short video reviews.

Table 62: Clusters' Characterization

Tests of *Between-Subjects Effects*

Dependent Variable: Pl_mean

Source		Type III Sum of Squares	df	Mean Square	F	Sig.
Intercept	Hypothesis	1299.192	1	1299.192	24.935	.015
	Error	159.131	3.054	52.104 [a]		
PlaTyp_D	Hypothesis	1.589	1	1.589	1.053	.343
	Error	9.396	6.224	1.510[b]		
QCL_5	Hypothesis	239.284	3	79.761	49.366	.005
	Error	4.847	3	1.616[c]		
PlaTyp_D * QCL_5	Hypothesis	4.847	3	1.616	1.229	.302
	Error	193.320	147	1.315[d]		

a..647 MS(QCL_5) +.353 MS(Error)
b..647 MS(PlaTyp_D * QCL5) + .353 MS(Error)
c. MS(PlaTyp_D * QCL5)
d. MS(Error)

Table 63: Two-way ANOVA to analyse the Effects of Cluster Membership and Platform Type on Purchase Intention