



Instagram: The impact of multiple product endorsement on purchase intentions and attitude toward the brands.

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Abstract

Title: Instagram: The impact of multiple product endorsement on Generation Z's purchase intentions and attitude toward the brands.

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Digital marketing has evolved in recent years, with social media marketing emerging as a dominant strength. Companies have rapidly adopted this essential strategy into their marketing campaigns, recognizing the considerable impact that influencers exert on the consumption habits of Generation Z. For marketing managers, choosing the right influencer to promote their products has become a challenging endeavor. This study investigates how the number of brand endorsements in influencer marketing impacts consumers' behavior on Instagram. The results suggest, first, that multiple brand endorsements increase purchase intention and attitude towards the brands. Second, it shows how product type contributes in shaping consumers' consumption behavior. The findings of the study provide valuable insights for marketing managers and companies.

Keywords: Instagram, Influencer Marketing, Hedonic products, Utilitarian Products, Source Credibility Model, Purchase intention, Generation Z.

Resumo

Título: O impacto do endosso múltiplo de produtos nas intenções de compra e na atitude da Geração Z em relação às marcas.

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O marketing digital evoluiu nos últimos anos, com o marketing nas redes sociais a emergir como uma força dominante. As empresas adoptaram rapidamente esta estratégia essencial nas suas campanhas de marketing, reconhecendo o impacto considerável que os influenciadores exercem nos hábitos de consumo da Geração Z. Para os gestores de marketing, escolher o influenciador certo para promover os seus produtos tornou-se um desafio. Este estudo investiga como o número de endossos de marca no marketing de influenciadores impacta o comportamento dos consumidores no Instagram. Os resultados sugerem, em primeiro lugar, que os endossos de várias marcas aumentam a intenção de compra e a atitude em relação às marcas. Em segundo lugar, mostra como o tipo de produto contribui para moldar o comportamento de consumo dos consumidores. Os resultados do estudo fornecem informações valiosas para gestores de marketing e empresas.

Palavras-chave: Instagram, Marketing de Influência, Produtos Hedónicos, Produtos Utilitários, Modelo de Credibilidade da Fonte, Intenção de Compra, Geração Z.

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1. Introduction

1.1. Topic presentation

In today's digital era, social media has emerged as a central hub for human connections, altering how individuals communicate and seek information in numerous areas (Lou & Yuan, 2019). Its revolutionary impact has reshaped personal and professional communication (Kim & Kim, 2021). Also, influencer marketing has gained tremendous popularity and has grown exponentially (Lou & Yuan, 2019). A good influencer marketing strategy has become an essential tool for companies to thrive and stand out from the competition. This explains why companies are increasingly giving up on celebrities' usage in their marketing strategies and turning towards social media influencers (Schouten et al., 2018). This marketing strategy is beneficial and attracts, specifically, individuals from Generation Z since they are consumers who use social media platforms several times a day and this habit is anchored in their daily routine (Childers & Boatwright).

Regarding their consumption, for Generation Z, honesty is crucial and essential to them. Influencers who maintain moral standards and convey accurate and genuine information positively influence Generation Z's behavior toward the products they endorse. Hence, this shows the importance of authenticity for Generation Z (Yuan & Lou, 2020). Nevertheless, when consumers feel that a brand controls the advertisement post of the influencers, they tend to become skeptical toward the latter (Pradhan et al., 2021).

The good usage of influencer endorsement and social media influencer marketing have become extremely important topics in recent years. The fact that an influencer promotes several products or, on the contrary, sticks to and focuses solely on promoting a single product can have a different impact on consumer behavior about that brand or company. Hence, it is necessary to know how consumers perceive an influencer promoting multiple products and an influencer promoting only one brand in terms of social credibility and how that number of endorsements influences Generation Z's purchase intention and attitude toward the brands.

Finally, past literature showed that the type of products (hedonic vs utilitarian) might impact consumers' purchase intentions differently. This way, the type of product will be manipulated in the study.

1.2. Problem statement

This thesis seeks to understand the impact of endorsing single or multiple products on Generation Z's behavior: purchase intention and attitude toward the brands. This dissertation revolved around one main research question that previous literature failed to answer: When influencers promote multiple products, how does it impact the purchase intention and attitude toward the brands? Does it have a positive impact or a negative one? For which type of products? And why?

Moreover, this academic paper wants to understand in more detail how these influencers are perceived according to the Source Credibility Model. To have a better understanding of the effectiveness of influencer marketing on Generation Z's consumption behavior, the research will compare between the two type of products: hedonic and utilitarian.

In order to deliver missing information to the literature, the following research questions were elaborated:

Whether influencers should endorse multiple brands or only focus on one brand in their Instagram strategy is a topic that still needs further investigation regarding its impact on purchase intention and attitude toward the brand. Thus, the first research question dives deeper into the subject to provide a more precise answer.

Research question 1: "How does the exposure to multiple endorsements by a single influencer impact consumer purchase intentions and their attitudes towards the advertised brands?"

The second research question focuses on the Source Credibility Model, aiming to understand the perception of influencers when endorsing a single brand compared to multiple brands. Also, this investigation will help study whether there are divergences in perception based on the types of products being promoted.

Research question 2: "According to the Source Credibility Model, how do people perceive Influencers when they are promoting multiple brands vs when promoting only one brand?"

In addition, the third research question was designed to understand better which of the source credibility dimensions influences consumers' purchase intentions.

Research question 3: "How do the Source Credibility dimensions affect purchase intentions?"

Research question 4: "How does the product type endorsement affect consumers' perceived social proximity?"

1.3. Academic and Managerial relevance

Influencer marketing has become one of the most important and growing strategies in the field of modern marketing. And yet, diverse challenges remain to be investigated (Aw & Agnihotri, 2023). Thus, from an academic perspective, the study fills the gap in the existing literature review concerning the endorsement of multiple products vs single products, especially among Generation Z. Besides, through the Source Credibility Model, the research digs deeper into how influencers are perceived differently depending on which type of product they promote and the number of products they endorse. Finally, the findings of this study will be valuable for future academic research regarding the effect of influencers' marketing on consumer behavior.

On the other hand, from a managerial perspective, the results of this study will be valuable for marketing managers to strategically adopt and leverage social media influencers in their marketing plans and campaigns toward Generation Z. Additionally, understanding the impacts of influencers who endorse multiple brands vs. those who endorse only one brand in shaping purchase intention and attitude toward the brands will help marketers in their influencer-brand partnerships. Then, marketing managers will gain practical insights into how individuals from Generation Z perceive influencers in order to tailor their marketing strategies to maximize their sales. Finally, through the Source Credibility Model, the findings about which dimension most affects purchase intention will guide them in selecting and collaborating with the most suitable influencer for each product type.

1.4. Dissertation outline

The dissertation will be divided into five sections. The first section is the introductory section showcasing this study's topic presentation, problem statement, and academic and managerial relevance. The second section will present topics and main findings from the existing literature review that will help in the research. Moreover, the third section will explain the methodology adopted, such as the research approach and how the data was collected. Furthermore, in the fourth section, the results from the survey will be analyzed and discussed. Finally, the fifth section will provide the main findings as well as the limitations and recommendations for future research.

2. Literature review:

In this section, previous academic literature will be introduced and analyzed in order to gain an adequate understanding of the implications and objectives of this study. In addition, it will help better answer the research questions developed for this study. The following concepts will be analyzed: Generation Z, Celebrity Endorsement, Social Media Influencers, and Source Credibility.

First, the concept of Generation Z will be reviewed since it is the main target of this study. Followed by the concepts of the Source Credibility Model, celebrity endorsements, and social media influencers that will help get a better understand of the impact of influencers on purchase intentions as well as attitude toward the brands, and which dimensions are more important in influencing purchase intentions. In addition, the objective of the study is to understand if there is a difference on the consumers' behavior depending on the type of products (hedonic & utilitarian) and the number of products that the influencer promotes. Finally, the analysis of product influencer fit in shaping consumers' behavior helped us later in the study to create the influencers.

2.1. Generation Z

The terminology for this generation has been a matter of constant disagreement and evolution. First, Neil Howe (2000) pointed out the uncertainty surrounding the name of the generation succeeding the Millennials, commenting, 'No one knows who will name the next generation after the Millennials.' Many are the authors and researchers who have suggested alternative designations for this generation such as iGeneration (Twenge, 2017), Gen Tech, Gen

Wii, Net Gen, Digital Natives (Prensky, 2001) (Horovitz, 2012). However, it wasn't until 2012 that 'Generation Z' gained worldwide recognition. This name was popularized when the journalist Bruce Horovitz from USA Today sponsored an online competition to name the successor of Millennials.

Regarding the birth years that describe Generation Z, there is a divergence of opinion. Some argue that Gen Z includes individuals born between 1995 and 2012, as suggested by Twenge in her book *iGen* (Twenge, 2017). Contrariwise, others claim that the generation spans from 1996 to 2010, as proposed by ABS (2022). However, Dimock (2019) defines anyone born between 1997 and 2012 is considered to belong to Generation Z.

PEW Research Center's decision was grounded in a review of key economic, political, and social factors that distinguished this generation from Millennials (Dimock, 2019). Even though PEW Research Center recognizes the lack and absence of extensive data for definitively outlining the Gen Z timespan, for this study, we will stick to their delineation for this study's purpose.

Individuals from Generation Z were born in the age of rapid evolution and change in technology and the internet. It is the first generation to be at the core of digitalization from a young age. According to a PEW report (2019), 95% of teenagers have access to smartphones, 90% of them to computers. The study shows a significant peak in daily internet users. From 92% between 2014 and 2015 to 97% in 2022. Regarding their time spent online, it has doubled from 24% between 2014 and 2015 to 46% in 2022. They are constantly hooked on their electronic devices (tablets, phones, laptops), permanently seeking change and development (Chaney et al., 2017). Indeed, according to an international survey conducted by Statista (2021), participants belonging to Generation Z have stated that they spend more than three hours a day on social media.

As consumers, it is hard to retain their loyalty and commitment (Chaney et al., 2017). In an article released by TIME, Mcspadden confirms that their attention span is less than eight seconds (Mcspadden, 2015). Indeed, they show less brand loyalty compared to other generations. In addition, they are less luxury brands. For these young customers, online orders and delivery are crucial for their satisfaction (Goldring & Azab, 2020). According to McKinsey & Company (2018)

clarity and transparency matter to them, the majority of generation Z are trying to purchase from ethical and responsible brands and avoiding those related to scandals. (Francis & Hoefel, 2018).

2.2. Influencers

According to Influencer Marketing Hub, an influencer is any individual who has the power to impact the purchasing decisions of others because of their authority, expertise, position, or relationship with their audience (Geysler, 2023), influencers have always been present in our lives whether as a shape celebrities, social media influencers, family members or friends.

2.3. Celebrity endorsement

Celebrity endorsement is not a new phenomenon (Kaikati, 2015), Back to the 80s, marketers employed celebrities to capitalize on their popularity and influence. Companies spend a tremendous amount of money to associate brands with endorser traits like attractiveness, likeability, and trustworthiness, believing that this strategy would generate the expected campaign outcomes (Erdogan, 2010). For instance: it was the case of Pizza Hut International, that, in 1997, grew their global market share by using global personalities with Pamela Anderson (Erdogan, 2010). Also, Atkin and Block (1983) showed the positive impact that celebrities can have on consumers' attitude toward the brand by explaining that a product's image tends to be perceived as more favorable when a famous celebrity is associated to it (Atkin & Block, 1983).

Even though celebrities have proved their effectiveness in advertisement, in the realm of marketing development, during the past few years, more brands are now progressively switching from conventional celebrity endorsement to social media influencers (SMIs) like YouTubers, Instagrammers, and Tiktokers (Schouten et al., 2019).

2.4. Social media influencer

On the contrary to celebrities who have gained power, authority, and fame through their careers (actors, athletes, musicians, etc.), Influencers are "ordinary people" who became micro-celebrities through self-branding on social media (Khamis et al., 2016). They are content generators , who have gained expertise in a specific niche, have acquired a large number of active followers, and who are valuable to brands in terms of marketing (Lou & Yuan, 2019). This new

type of independent third-party endorser has the ability to impact consumers' behavior and perception through social media platforms (Freberg et al., 2011). Influencer marketing is a marketing strategy where a company selects and encourages online influencers to enlighten and engage their followers on social media to promote the brand's product or service. (Leung et al., 2021).

The market size of influencer marketing has significantly increased, especially after the pandemic. Indeed, according to a Benchmark report released by Marketing Hub in 2023, influencer marketing is expected to rise by 29% compared to 2022 to be worth \$21.1 billion at the end of 2023 (Geyser, 2023).

Online opinion leaders, social media influencers, work via the electronic Word-of-Mouth (eWOM). They share feedback and recommendations about products or services they have used through videos, comments, images, and emotional expressions such as emojis and emoticons. Thus, they can access and thus influence a wider range of people. They can reach hundreds and sometimes millions of followers worldwide (Lin et al., 2018).

Past research showed that compared to traditional celebrity endorsers, people feel more social proximity with influencers than with celebrities. Indeed, influencers are perceived as trustworthy (Janssen et al., 2020) and consumers feel that they identify and feel more alike with influencers than celebrities (Schouten et al.). This can be explained by the fact that social media influencers always provide updates about their daily lives and constantly interact with their followers online and offline (Leung et al.) This can give the followers the feeling that they have a personal bond with influencers (Hudder & Lou, 2022).

Lou & Yuan (2019) confirm that followers sometimes consider advertisements as genuine recommendation, which makes influencer marketing an effective endorser for marketers with positive impact on consumers' attitudes towards a brand (Loun Yuan 2019).

2.5. Purchase intention

In their study, Singh and Spears (2004) define purchase intentions as "an individual's conscious plan to make an effort to purchase a brand" (Singh & Spears, 2004).

The celebrity endorsement has become a strategic marketing tool to increase brand awareness and, therefore, influence consumers' purchase intentions (Frimpong et al., 2019) (McCormick, 2016). Celebrities exert a positive impact on consumers' behavior such as purchase

intentions and attitude towards the product endorsed (Atkin & Block, 1983). Yet, when celebrities endorse multiple products or brands, it might affect consumers' perceptions of them. As the number of endorsement grow, consumers' attitude and purchase intentions toward the brand decreases. For instance, a celebrity who endorses four distinct products has lower perceived trustworthiness, expertise, and likeability than only one product (Tripp et al., 1994).

Regarding influencer endorsement, marketing managers tend to avoid collaborations with influencers who promote various products, on the grounds that their brands would be overshadowed by several influencer endorsements. (Borchers et al., 2022).

However, there is still a gap concerning the impact of influencers endorsing multiple brands that demands further research (Borchers et al., 2021; Taylor, 2020). So It is now worth to analyze the effect of the number of endorsements on purchase intention and attitude towards the brand for Generation Z. Hence, hypothesis 1 was developed stating that when an influencer is endorsing multiple brands or products from the same category, consumers' attitude and purchase intentions towards them might decrease.

Hypothesis 1: "An increase in the number of brand endorsements leads to negative attitudes towards the product promoted and decreases the purchase intention."

2.6. Source Credibility

Source Credibility represents the positive characteristics that a communicator has that affect the approval of their message by an audience (Ohanian, 1990).

Through literature, dimensions of source credibility were determined differently from one researcher to another. Ohanian (1990) defined the concept of source credibility using a three-dimensional model enclosing "Attractiveness," "Trustworthiness," and "Expertise," (Ohanian, 1990) (Lou; Yuan, 2019), offering a more reliable and accurate understanding of the dimensions of Source Credibility. Thus, this study will be based on the three sources developed by Ohanian.

Expertise:

Expertise refers to the degree to which a communicator is seen as a source of valid assertion; it encompasses the set of knowledge, experience, and skills the endorsers have (Erdogan, 1999, p.

298). Regarding perceived expertise, Ohanian explains that the audience's perception of an endorser as an expert is more important than their actual expertise.

Trustworthiness:

Ohanian defines trustworthiness as "the degree of confidence consumers place in a communicator's intent to convey the assertions s/he considers most valid" (Ohanian, 1990).

This degree of confidence can be achieved when the endorser is perceived as "honest", "reliable", "trustworthy".

Attractiveness:

According to Erdogan (1999), attractiveness not only illustrates flattering physical traits, but also includes any positive characteristics that the consumer perceives in the endorser, such as intellectual aptitudes and personality properties (Erdogan, 1999). In addition, consumers who perceive the endorsers as similar tend to find them more attractive (Amos, 2008).

While some consider that the dimension of attractiveness is still uncertain and needs additional attention and research (Amos, 2008). Others like Pornpitakpan, suggest that higher source credibility leads to higher persuasion in attitude toward the brands endorsed and purchase intention. (Pornpitakpan, 2004). In the same way, Ohanian found that all three dimensions were positively correlated with purchase intentions. Yet, he reported that the extent of the relationship between trustworthiness and purchase intentions was moderately smaller. Still, it is statistically significant (Ohanian, 1990).

More specifically, regarding celebrities, endorsing a product or brand has become a standard marketing strategy in marketing communication. Indeed, companies try to associate their brand's image with celebrities' positive attributes, such as attractiveness, likeability, and trustworthiness. It highlights the significant investment firms make in associating their brands with celebrity qualities, seeking to transmit these qualities to their campaigns (Erdogan, 1999).

Regarding influencers, the study from Torres & al. (2019) showed that attractiveness is a key to influencers' effectiveness. Since the brand attitude and purchase intentions are influenced by the digital influencer's attractiveness (Torres et al., 2019).

Even though the effect of dimension attractiveness might improve the attitude toward brands and products, its impact on whether it increases or decreases consumers' purchase intention is still ambiguous (Erdogan, 1999).

A study from Tripp, Jensen, and Carlson (1994), suggests that when a celebrity is endorsing multiple products, their perceived credibility and likability decreases (Tripp et al., 1994). However, the impact of multiple brand endorsements by influencers still needs further research (Borchers et al., 2022). Thus, in this study we want to assess how influencers are perceived from Gen Z when they promote multiple brand and when they promote only one brand. Finally, results from a study by Wiedmann and Von Mettenheim (2021), revealed that for hedonic products the characteristics trustworthiness and attractiveness are crucial. However, the expertise dimension is not (Wiedmann & Von Mettenheim, 2021). So it is important to investigate how Generation Z's individuals perceive influencers whether they promoting utilitarian or hedonic products. In this way, two hypotheses were developed regarding influencers

Hypothesis 2a: ““Influencers endorsing single brand will be perceived as more attractive, trustworthy, and expert than influencers endorsing multiple brands.”

Hypothesis 2b: “Influencers endorsing utilitarian products will be perceived as more attractive, trustworthy, and expert than the hedonic product endorsement, regardless of the number of products endorsed.”

2.7. Hedonic vs Utilitarian products

Generally, products are categorized into two types: hedonic and utilitarian products (Lim & Ang, 2008). However, Crowley et al. (1992) state that products can also be at the same time hedonic and utilitarian. They can have both hedonic and utilitarian features.

Hedonic products are defined as products that give the user "experiential consumption, fun, pleasure, and excitement," such as luxury watches and sports cars (Dhar & Wertenbroch, 2000). In contrast, utilitarian products "are mainly related to functional attributes" (Baltas et al., 2017), such as microwaves, minivans, and personal computers (Dhar & Wertenbroch, 2000).

In marketing, when endorsing a product that is utilitarian, aligning corresponding arguments with the type of product is essential. The message communicated should focus on the utilitarian features of the product, like the functionality and efficiency of the latter. On the contrary, when advertising a hedonic product, matching arguments practically do not affect consumers' behaviors (Klein & Melnyk, 2014).

In this study, we want to better understand the impact of influencers who endorse hedonic and utilitarian products on consumers' purchase intention, through the lens of Source Credibility. So, the hypothesis 3 was developed:

Hypothesis 3: "Higher perceptions of influencer expertise, trustworthiness, and attractiveness will lead to higher purchase intentions for both the hedonic and utilitarian products."

2.8. Product influencer fit.

Fleck, and al (2007) simplify the meaning of "Congruence" by explaining that the old saying "birds of a feather flock together" is at the root of what congruence conveys in marketing (Fleck & Quester, 2007). So by definition, in the brand endorsement, a celebrity or influencer is assessed as appropriate only if there is an explicit purpose of why they support a brand or product such as expertise in a specific area (Fleck et al., 2012)

To make the most of influencer marketing and maximize profits, marketers need to meticulously choose influencers who fit in with their brand values and the message they want to get across. Therefore, marketers must ensure that the digital influencer communicates the right meaning (Torres & al., 2019). A good influencer product fit is a necessary marketing strategy to make the message look smoother and more personal for the consumers. As a result, it might decrease the feeling of being faced with an advertisement. (Kim & Kim, 2021).

2.9. Social Proximity

Magee and Smith (2013) define social proximity as "a subjective perception or experience of distance from another person or other persons" (Magee & Smith, 2013).

In the matter of celebrity endorsement, Centeno and Wang demonstrate that when a celebrity's social distance is low, the attitude toward the advertisement is positive. This means that when consumers perceive celebrities as close friends or family members, it positively impacts their attitude toward the ad (Centeno & Wang, 2020). Moreover, consumers' perceive more similarities with influencers rather than with celebrities (Schouten & al., 2018).

Social proximity theory explains that when an individual identifies with a group of people, he or she will feel to have more similarities with individuals from that group than individuals from

outside the group. As a result, this will create stronger feelings and attitudes toward the persons we feel more similar to (Centeno & Wang, 2020).

Based on this theory, we can hypothetically suppose that social proximity depends on what the consumer look for in a product or wishes to buy. When the consumer is seeking hedonic product, he will feel more close to an influencer promoting pleasure related products. On the contrary, when a consumer wants to buy a utilitarian product he will feel closer to the influencer endorsing efficiency related products.

This led to the conceptualization of the final hypothesis:

Hypothesis 4: " Influencers' endorsing utilitarian products have same level of social proximity than those who endorse hedonic products."

2.10. Summary of the literature review

The purpose of this study is to examine how the number of products endorsed (single vs multiple) by influencers impacts consumer behavior, particularly in terms of purchase intentions and attitudes toward the brands being endorsed. It also revolves around these endorsements when the promoted products are hedonic or utilitarian.

Addressing missing information from past literature will bring advancement in the area of marketing, especially after the pandemic, where digital influence has become powerful (Charles, 2020).

To summarize the objective of this study, the research questions presented in the first part and the hypothesis formulated based on the literature review will be suggested below again:

Research question 1: "How does the exposure to multiple endorsements by a single influencer impact consumer purchase intentions and their attitudes towards the advertised brands?"

Hypothesis 1: "An increase in the number of brand endorsements leads to negative attitudes towards the product and decreases the purchase intention."

Research question 2: “According to the Source Credibility Model, how do people perceive Influencers when they are promoting multiple brands vs when promoting only one brand?”

Hypothesis 2a: “Influencers endorsing single brand will be perceived as more attractive, trustworthy, and expert than influencers endorsing multiple brands.”

Hypothesis 2b: “Influencers endorsing utilitarian products will be perceived as more attractive, trustworthy, and expert than the hedonic product endorsement, regardless of the number of products endorsed.”

Research question 3: “How do the Source Credibility dimensions affect purchase intentions?”

Hypothesis 3: “Higher perceptions of influencer expertise, trustworthiness, and attractiveness will lead to higher purchase intentions for both the hedonic and utilitarian products.”

Research question 4: "How does the product type endorsement affect consumers' perceived social proximity?"

Hypothesis 4:” Influencers' endorsing utilitarian products have same level of social proximity than those who endorse hedonic products.”

3. Methodology:

3.1. Pre-test:

Before conducting the main study, a pre-test was performed for the following reasons.

To avoid biased answer, the pre-test helped to know whether the participants knew any of the chosen brands. In order to assess their familiarity with the selected brands, they were asked whether they know any of the brands proposed to them using a seven-point semantic scale where 1 is Not familiar at all and 7 is Very familiar. Second, the pretest helped understand whether the shampoo brands chosen for being hedonic or utilitarian were perceived in the same way by participants. Participants were asked to rate the shampoo brands from the pictures presented to

them according to characteristics perceived aesthetic, luxury, and functionality using 7-point semantic scale where 1 Not at all and 7 Very much.

The research wanted to use shampoo brands completely unfamiliar shampoo brands for the participants, ensuring that their responses would not be influenced by pre-existing brand awareness or perceptions. In addition, to know the number of followers that participants consider enough to follow influencers' recommendations, the participants were presented with five options: Less than 10K, between 10K -50K, between 50K - 100K, 100K -500K, and more than 500K.

The survey was developed using Qualtrics and was distributed via social media platforms to 33 participants. The demographics of participants was diverse with 39.3% identified as male, 60.7% as female, and 15.2% did not specify their gender. Age-wise, 14.3% were under 18 years, 75% were between 18 and 25 years, 7.1% fell into the 26-34 year bracket, and 3.6% were between 35 and 44 years old. In terms of nationality, the majority 64.3% were Tunisian, followed by 10.7% German, 7.1% French, 3.6% Portuguese, and 14.3% from various other nationalities (All details are in the Appendix H).

3.2. Participants

The survey was built using Qualtrics and distributed via three social media platforms: WhatsApp, Facebook, and Instagram. This choice of distribution was based on the efficiency, high accessibility of Generation Z, and time-saving capabilities of these platforms. The survey mainly targeted Generation Z individuals, men, and women, born between (1997 and 2010), without putting any constraints regarding nationality. A total of 155 participants participated in the study. The sample is composed of 71% of females and 28.4% of males and only 0.6% identified as others. Regarding age, 93.5% of participants were between 19- 26 years old, followed by 6.5% under 18 years old. Nationalities were diversified with 98% of Tunisians, followed by 19% Germans, 10% French, 7% Portuguese, and 21% belonged to other nationalities. The adoption of these specific demographics was selected because of this group's unique consumption of social media as well as their consumer behavior habits. As digital natives, members of Gen Z were born in a digital world and have been growing up in a world where social media is omnipresent in every aspect of their lives. Moreover, they are highly familiar with the influencer's culture. These characteristics make them a perfect focus for the purpose of this study.

3.3. Materials

Independent variables

For this study, the independent variables include product type and the number of promoted brands by the influencers.

There were two conditions of product type, in condition “Hedonic”, participants were presented with stimuli related to pleasure oriented, aesthetic, and luxurious products (Instagram posts promoting hedonic products); in condition “Utilitarian”, participants were exposed to functionality, effectiveness and budget-friendly products (Instagram posts promoting utilitarian products).

Also, there were two conditions concerning the number of promoted brands by influencers: in condition “Single Brand”, influencers were shown promoting a single brand; in condition 'Multiple Brands', influencers were exposed endorsing multiple brands.

Dependent variables

All the survey questions were adapted from previous literature, and all the items were measured following 7-point semantic differentials.

The survey will be developed to measure four dependent variables: consumers' purchase intentions of shampoo brands, their attitudes towards these brands, their perceptions of the influencers' credibility and honesty, and their sense of social proximity with these influencers.

To measure consumer’s purchase intentions, following Spear and Singh (2004), participants were asked three different questions using 7-point semantic scales, gauging the likelihood of buying the shampoo, the intent of buying the shampoo, and the probability of buying the shampoo endorsed by the social media influencer.

Second, we also measured the attitude towards the brands, with a scale adapted from Spear and Singh (2004), participants were asked to what extent they experienced the following feelings about the brand after seeing the advertisement: Unappealing/appealing, bad/good, unpleasant/pleasant, unlikable/likable. Second, to assess the purchase intention,

Third, to assess the influencers’ credibility, participants were asked to describe the influencer they were exposed to, by rating them according to different attributes. These attributes

were assessed using a 7-point semantic differential scale adopted from the methodology developed by Ohanian (1990). In his study, the researcher designed a source Credibility Scale where attributes are used to measure three dimensions of Source Credibility. The items to measure Expertise in this study were not expert/ expert, inexperienced/ experienced, knowledgeable/knowledgeable, and unskilled/skilled. The items measuring Trustworthiness were dishonest/honest, unreliable/ reliable, insincere/ sincere, and Untrustworthy/ Trustworthy. Finally, the items showing attractiveness were not classy/classy, ugly/beautiful, plain/elegant, and not sexy/sexy. All these attributes were randomized in the survey to ensure uniformity.

Regarding Social Proximity with the influencer, there was no explicit and precise scale measuring it across the literature. Thus, for this study's purposes, four questions were created: "To what extent you feel this influencer's recommendation feels like a recommendation from a friend?", "To what extent you feel close to the influencer?" "To what extent do you see this influencer as a friend?" "To what extent do you identify yourself with this influencer?" Participants were asked to think about the influencer they were exposed to and answer the different questions using a 7-point differential scale where 1- Not at all and 7- Completely.

3.4. Procedure

To start, participants were provided with a link to enter the survey via social media: Facebook, Instagram, and WhatsApp. That link was used as a randomizer of the two main conditions of the study: Multiple promotions vs. single promotions. They were randomly assigned to one of these two conditions by clicking the link.

The first page of the survey encompassed a welcome paragraph followed by general information about the researcher, a brief explanation of the purpose of the study, and the duration of the questionnaire. In addition, they were informed that there are no correct or wrong answers and that honesty is highly appreciated for the seamless study execution. The researcher also guaranteed anonymity and confidentiality for participants and apprised them that the data would only be used for academic purposes. Finally, they were thanked for their time and participation.

After the introductory part, participants discovered a first block presenting a hypothetical scenario. In this scenario, they were asked to visualize themselves wanting to purchase shampoo. Moreover, they were asked to imagine themselves exploring available options by seeking advice

from social media influencers who are niched in beauty, skincare routines, and haircare. This simulation was designed to immerse the participants in the most realistic decision-making process.

After that, half of the participants were assigned to the condition “Multiple promotions,” and the other half were exposed to the circumstance “Single promotion,” and all of them were exposed to two sub-conditions, “Hedonic shampoo” and “Utilitarian shampoo,” under which they were directed to view stimuli posts.

For the participants assigned to the condition “Multiple promotions,” they started with the circumstance “Hedonic shampoo” with the influencer @laurafrank, who has about 500K followers on Instagram and is known for mainly promoting luxurious beauty products.

The first stimuli were three Instagram post advertisements from @laurafrank promoting and expressing her opinion about three different hedonic shampoo brands in each Instagram post, accompanied by a brief description of the influencer’s name, background, and number of followers. After evaluating the ad, they were asked to answer a couple of questions.

First, about their attitude towards the brands. They were asked four questions about how appealing, good, pleasant, and likable the brands were. Second, their purchase intentions regarding the advertisement. For instance, if they would buy the product. Moreover, they were asked about the influencer’s Source Credibility by rating her with features provided to them. Next, they were asked about their social proximity with the endorser. They had to rate to what extent they feel close to the influencer and consider her a friend. Finally, manipulation check questions. Participants were asked to rate to what extent they perceive the influencer and the brand are promoting a single brand. In addition, they were asked to rate the focus of the product endorsed based on a range of specified features. With these two questions, the researcher was able to assess whether the participants perceived the type of product and the number of endorsements according to each condition or not.

After a page break, the survey proceeded with the second sub-condition: “Utilitarian shampoo”, where another influencer, @lenaspencer, who also has approximately 500K on Instagram and who is known for mainly promoting beauty products that are budget friendly that focus on efficiency more than the aesthetic or the experience. For this second stimulus, three Instagram post advertisements from the influencer were also displayed, where she was promoting and expressing her opinion about three distinct utilitarian shampoo brands in each Instagram post,

accompanied by a brief description of her name, background, and number of followers. Then, they answered the same questions again regarding their attitude, purchase intention, influencer’s Source Credibility, social proximity with her, and manipulation check, but this time for the utilitarian shampoos category.

The last block collected participants’ demographics: gender, age, and origin. Finally, a thank you message appeared upon completion, indicating to the participants that they had finished the survey.

Regarding participants assigned to the condition “single,” they encountered precisely the same type of products (hedonic & utilitarian) with the same influencers, respectively, and the same questions. However, this time, the stimuli showed only one Instagram post from an influencer under each sub-condition.

The choice of including fictitious influencers was made to minimize familiarity effect. Moreover, a descriptive paragraph was displayed in front of each influencer to introduce them.

The descriptive paragraphs were as the following:

| | |
|--|--|
| Multiple: Hedonic shampoo brands | Laura Frank has about 500K followers on Instagram and she is known for mostly promoting beauty products that show a sense of luxury, opulence, and place a strong emphasis on the pleasurable aspects of their usage. she usually endorses these different brands. |
| Multiple: Utilitarian shampoo brands | Lena Spencer has about 500K followers on Instagram and she is known for mostly promoting beauty products that are budget friendly that focus on the efficiency more than the aesthetic or the experience. she usually endorses these multiple brands. |
| | Laura Frank has about 500K followers on Instagram and she is known for mostly promoting beauty products that exude a sense of luxury, opulence, |

| | |
|-----------------------------------|---|
| Single: Hedonic shampoo brand | and place a strong emphasis on the pleasurable aspects of their usage. She usually endorses the shampoo brand Oribe. |
| Single: Utilitarian shampoo brand | Lena Spencer has about 500K followers on Instagram and she is known for mostly promoting beauty products that are budget friendly that focus on the efficiency more than the aesthetic or the experience. She usually endorses the shampoo brand Vo5. |

For the multiple endorsements, the following Instagram posts were presented:

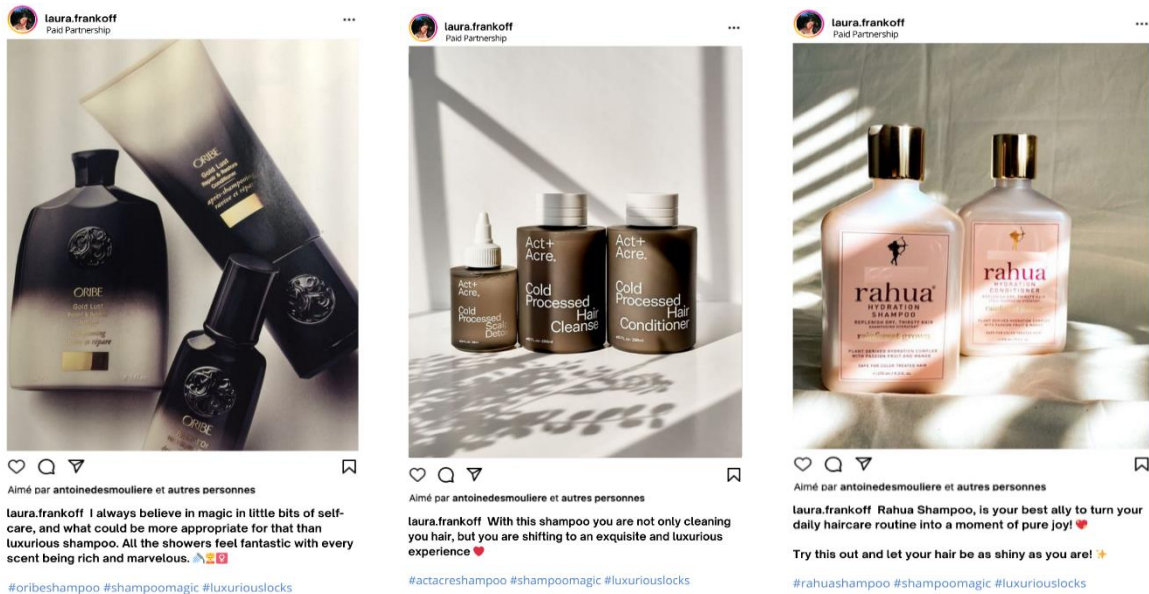


Figure 1: Instagram posts: Fictional influencer @laurafrank promoting 3 hedonic shampoo brands (Rahua, Oribe and Act+Are).



lenaspencer
Paid Partnership

Aimé par antoinedesmouliere et autres personnes

lenaspencer 🌿 Simplicity is key 🌿!
The shampoo is ensuring my hair stays healthy on an everyday basis. That's simply getting the work done! 🌿

#ichikamishampoo #simplicity #haircarelovers



lenaspencer
Paid Partnership

Aimé par antoinedesmouliere et autres personnes

lenaspencer 🌿 Simple, effective, and proven results!
With @vo5 your hair will be clean in a heartbeat 🌿

#vo5shampoo #simplicity #haircarelovers



lenaspencer
Paid Partnership

Aimé par antoinedesmouliere et autres personnes

lenaspencer Prell shampoo cleans, hydrate and strengthen my hair on a daily basis! it makes the job and we love it! 🌿

#prell #simplicity #haircarelovers

Figure 2: Instagram posts: Fictional influencer @lenaspencer promoting 3 utilitarian shampoo brands (Prell, Ichikami and Vo5)

For the single endorsement, the following Instagram posts were presented:



lenaspencer
Paid Partnership

Aimé par antoinedesmouliere et autres personnes

lenaspencer 🌿 Simple, effective, and proven results!
With @vo5 your hair will be clean in a heartbeat 🌿

#vo5shampoo #simplicity #haircarelovers

Figure 3: Instagram posts: Fictional influencer @lenaspencer promoting single utilitarian shampoo brand (Vo5)



Figure 4: Instagram posts: Fictional influencer @laurafrank promoting single hedonic shampoo brand (Oribe)

3.5. Design:

The experiment followed a mixed design, combining 2x2 factors: Product Type (Hedonic vs. Utilitarian) and Brand Promotion (Single vs. Multiple). The Between-Subjects Factor was the type of promotion, distinguishing between “Multiple Promotions” and “Single Promotion”. Participants were randomly assigned to one of these two conditions, ensuring that each individual was only exposed to one promotion type. This setup constitutes a between-subjects factor as it involves comparing responses from different groups of participants, each exposed to a distinct level of the promotion variable. The study also employed a Repeated Measures Factor, which was the type of product, categorized as either “Hedonic” or “Utilitarian”. Regardless of their assigned promotion type, participants were exposed to both product types in a sequential manner, initially viewing advertisements for hedonic shampoos then by utilitarian shampoos. This aspect of the design is a repeated measures factor, as it required the same group of participants to experience and respond to both conditions of the product type variable.

This mixed method approach allowed a better understanding analysis of how promotion type and product type independently and interactively influence participant answers.

3.6. Manipulation check

To check if the participants understood the number of sponsorships manipulated, they were asked to answer two questions about how many promotions the advertisement and the influencer showed on a 7-point differential scale where 1- Endorses a single brand and 7- Multiple brands. In addition, to ensure that the participants accurately perceived the products endorsed in the advertisement, they were asked to identify each shampoo brand's focus. To do so, characteristics like "Aesthetic" and "Functionality" were provided, and a 7-point semantic differential scale was used.

4. **Result analysis**

4.1. Data collection and data cleaning

Before starting with the analysis of the data collected, the results obtained from the survey were subject to data cleaning. From an initial total of 425 participants who initiated the survey, only 155 responses were retained. The participants with a completion rate below 90% (247 participants) and participants who didn't fit in the target group were excluded from the study (10 participants). Furthermore, participants who didn't answer at least correctly to two of the four manipulation check questions and participants over 26 years old were excluded (13 participants).

Of 155 total eligible answers, 85 were assigned to the condition of multiple promotions, and 70 were assigned to the state of one single promotion.

4.2. Basic Demographics

Using IBM SPSS for data analysis, the demographic composition of the 155 participants was examined. Descriptive analysis revealed that the sample included 71% females (110 out of 155), 28.4% males (44 out of 155), and 0.6% identifying as others. Regarding age, the sample was composed only of Generation Z participants aged ($M= 1.93$, $SD=.26$) between 17 and 26 years old. The highest percentage of answers recorded was 93.5% from participants between 19 and 26 years old. However, only 6.5% are under 18 years old. Concerning nationality, the sample was very diversified, with 98% Tunisians, 19% German, 10% French, 7% Portuguese, and 21% distributed between other nationalities such as Colombian, Brazilian, Mexican, Austrian, Ukrainian,

Palestinian, Russian, Swedish, Italian, Turkish, Swiss, Swedish, and British (All details about demographic in Appendix I).

4.3. Reliability test

Even though the scales of this study were adapted from pre-existing valid constructs, a Cronbach's Alpha test needed to be conducted to ensure the reliability of all scales used in the questionnaires.

According to Peterson (1994), Cronbach's Alpha higher than .7 is acceptable for preliminary research, and higher than .9 is recommended for applied research. All the scales and sets of questions used for brand attitude, purchase intention, Source Credibility, and Social Proximity were reliable since every Cronbach's Alpha value ranged between 0.7 and 0.9, as shown in the table Cronbach's Alpha below. In Appendix B, it is possible to see more detailed SPSS outputs.

4.4. Main Dependent Variables

Purchase intention

To answer the first hypothesis, a Repeated Measures ANOVA was conducted to detect significant differences between the purchase intentions' mean (Appendix C).

The ANOVA revealed a significant main effect of the number of endorsements on purchase intentions ($F(1.54) = 11.86, p < .001$) indicating that participants who were exposed to the condition multiple endorsements showed a higher purchase intention ($M = 3.47, SD = 1.69$) compared to those exposed to the condition single endorsement ($M = 2.78, SD = 1.84$). Also, a significant main effect was found for the product type ($F = 27.92, p < .001$), indicating that purchase intentions differed between hedonic and utilitarian products. Participants showed higher purchase intentions for hedonic products ($M = 3.57, SD = 1.73$) compared to utilitarian products ($M = 2.67, SD = 1.54$). Yet, the interaction effect between product type and number of endorsements was not significant ($F = 0.912, p = .341$), suggesting that the difference in purchase intentions between hedonic and utilitarian products does not depend on the number of endorsements.

These findings indicate that while the type of product and the number of endorsements independently affect purchase intentions, their combined effect does not significantly influence Generation Z's purchase intention.

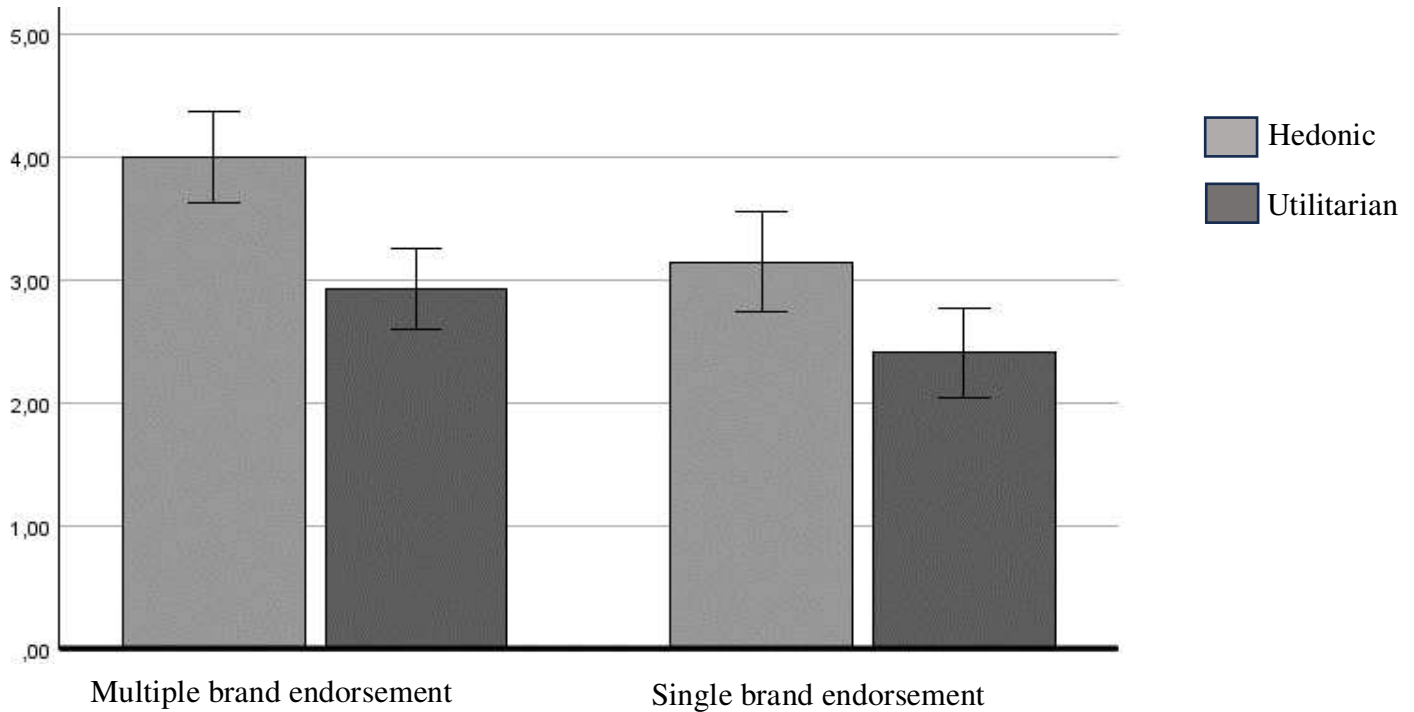


Figure 5: Estimated Marginal Means for Purchase Intention

Brand Attitude:

The ANOVA revealed a significant main effect of the number of endorsements on Brand Attitude ($F= 4.6, p= .034$) indicating that participants who were exposed to the condition multiple endorsements showed a more positive attitude toward the brand ($M= 4.114, SD = 1.46$) compared to those exposed to the condition single endorsement ($M =3.74, SD= 1.60$). Also, a significant main effect was found for the product type ($F= 180.4, p < .001$), indicating that Brand Attitude significantly differed between hedonic and utilitarian products. Participants showed more positive Attitude for hedonic products ($M = 4.73, SD =1.3$) compared to utilitarian products ($M = 3.13, SD =1.33$). Also, the interaction effect between product type and number of endorsements was marginally significant ($F = 2.88, p =.092$).

To further deepen the understanding, we conducted a T-test comparing brand attitudes for both hedonic and utilitarian products between the multiple brand endorsement and single brand endorsement. The results revealed that for hedonic products, consumers' brand attitude increased when influencers are promoting multiple brands ($M= 5.02, SD= 1.16$) compared to when they are promoting one single brand ($M= 4.44, SD= 1.41; t=2.78, p= .003$). However, for utilitarian products, whether influencers are promoting multiple ($M=3.21, SD=1.39$) or single brands ($M=3.04, SD=1.24; t=.79, p=.216$), it does not significantly impact brand attitude (Appendix C) .

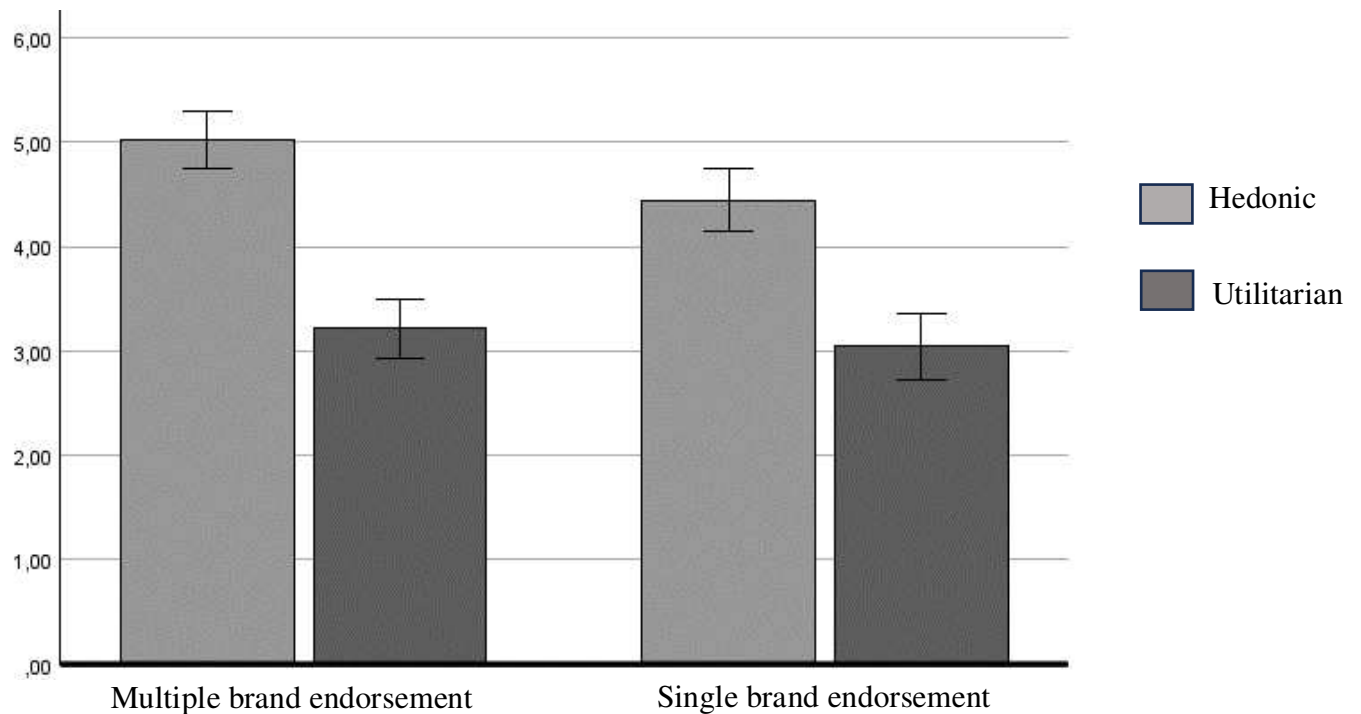


Figure 6: Estimated Marginal Means for Brand Attitude

Research question 1: “Do multiple promotions a single influencer showcases influence consumer purchase intention and attitude towards brands?”

Hypothesis 1: “An increase in the number of brand endorsements leads to negative attitudes towards the product and decreases the purchase intention.”

To conclude, Hypothesis 1 is not supported. Instead of decreasing the purchase intentions, an increase in the number of brand endorsements leads to a higher purchase intention.

Source Credibility Dimensions

To answer the second hypothesis, a Repeated Measures ANOVA was conducted (Appendix D).

Expertise

The ANOVA revealed a significant main effect of the number of endorsements on Perceived Expertise of the influencer ($F= 8.21, p= .005$) indicating that participants who were exposed to the condition multiple endorsements perceived the influencer as more expert than ($M= 4.14, SD = 1.38$) compared to those exposed to the condition single endorsement ($M =3.66, SD= 1.53$). Also, a significant main effect was found for the product type ($F= 34.78, p < .001$), indicating that Perceived Expertise significantly differed between hedonic and utilitarian products. Influencers promoting hedonic products were perceived as more experts ($M = 4.25, SD =1.3$) compared to utilitarian products ($M = 3.55, SD = 1.26$). Yet, the interaction effect between product type and number of endorsements was not significant ($F = 2.28, p = .13$).

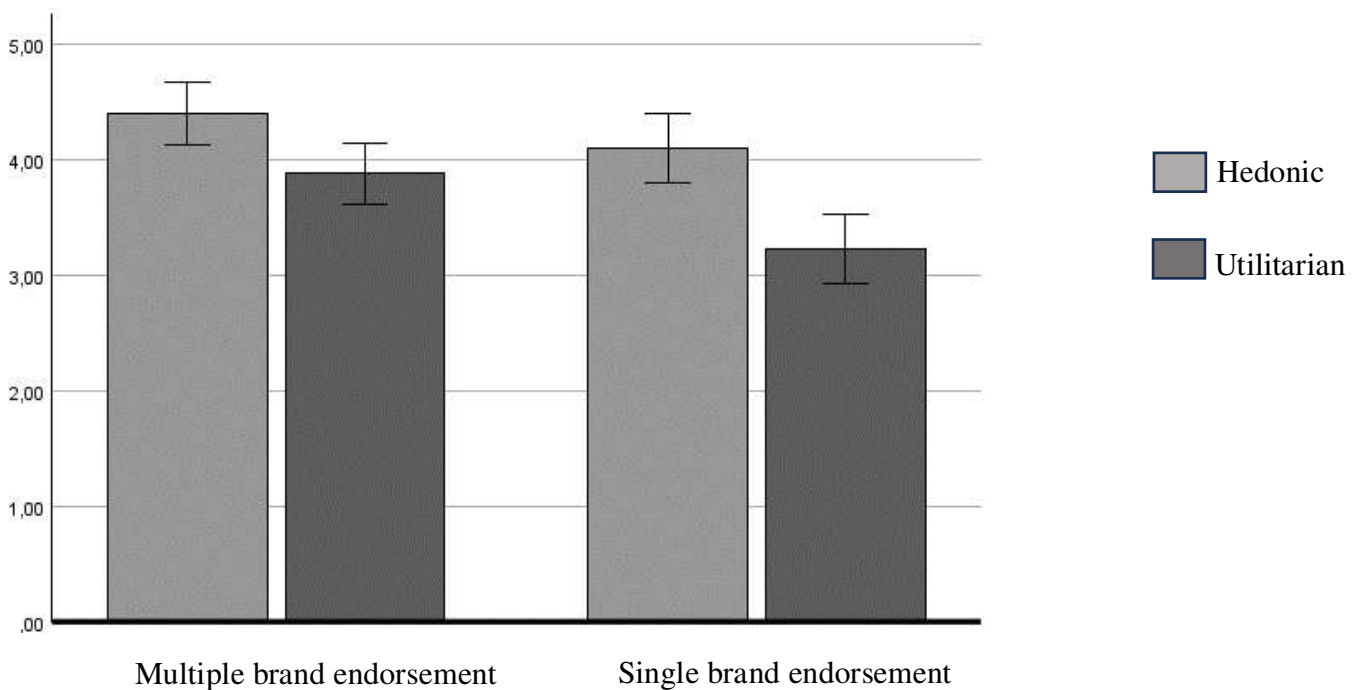


Figure 7: Estimated Marginal Means for Expertise

Attractiveness

The ANOVA revealed a significant main effect of the number of endorsements on Perceived Attractiveness of the influencer ($F= 4.88, p= .029$) indicating that participants who were exposed to the condition multiple endorsements perceived the influencer as more attractive than ($M= 4.43, SD = 1.47$) compared to those exposed to the condition single endorsement ($M =4.05, SD= 1.62$). Also, a significant main effect was found for the product type ($F= 92.47, p < .001$), indicating that Perceived Attractiveness significantly differed between hedonic and utilitarian products. Influencer for hedonic products were perceived as more attractive ($M = 4.88, SD =1.31$) compared to utilitarian products ($M = 3.60, SD = 1.43$). Yet, the interaction effect between product type and number of endorsements was not significant ($F(1.54) = .071, p = .791$).

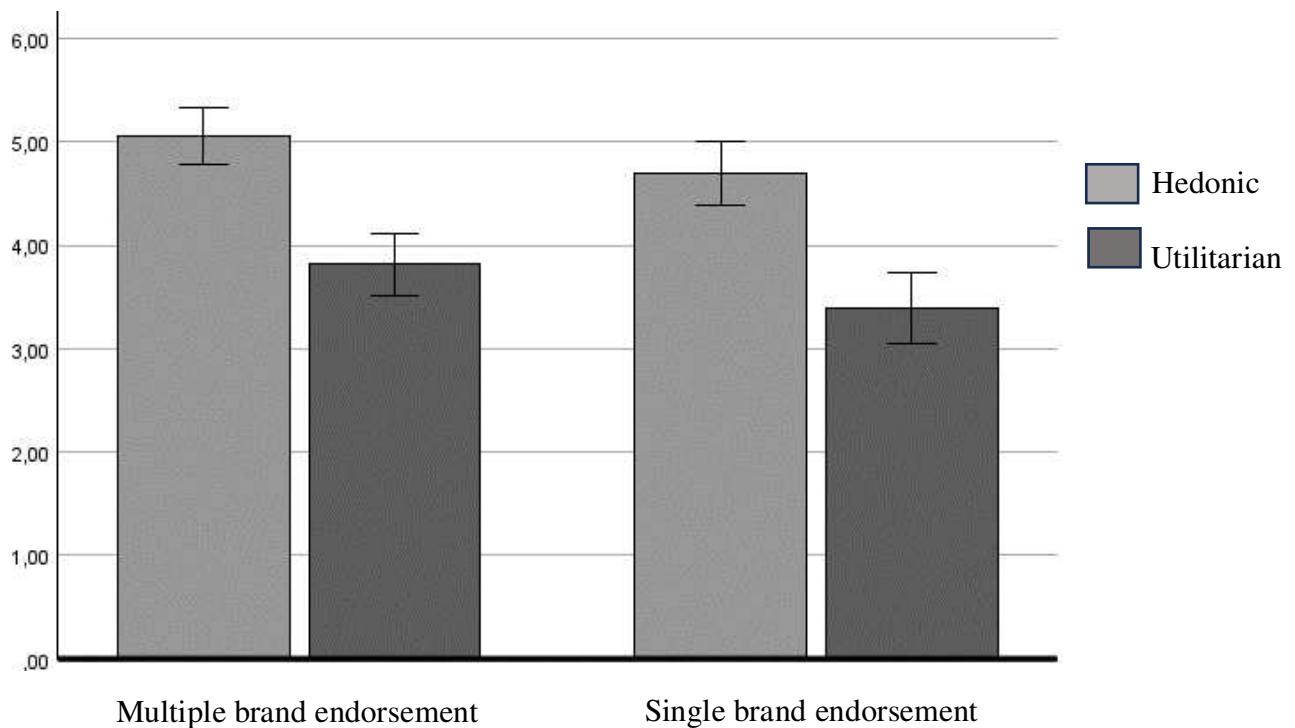


Figure 8: Estimated Marginal Means for Attractiveness

Trustworthiness

The ANOVA revealed that there is a significant main effect of the number of endorsements on Perceived Trustworthiness of the influencer ($F(1.54)= 4.88, p= .029$) indicating that participants who were exposed to the condition multiple endorsements perceived the influencer as more expert than ($M= 4.43, SD = 1.47$) compared to those exposed to the condition single endorsement ($M =4.05, SD= 1.62$). We did not find a significant main effect for the product type ($F(1.54)= .012, p= .913$). Also, the interaction effect between product type and number of endorsements was not significant ($F(1.54) = .458, p = .500$).

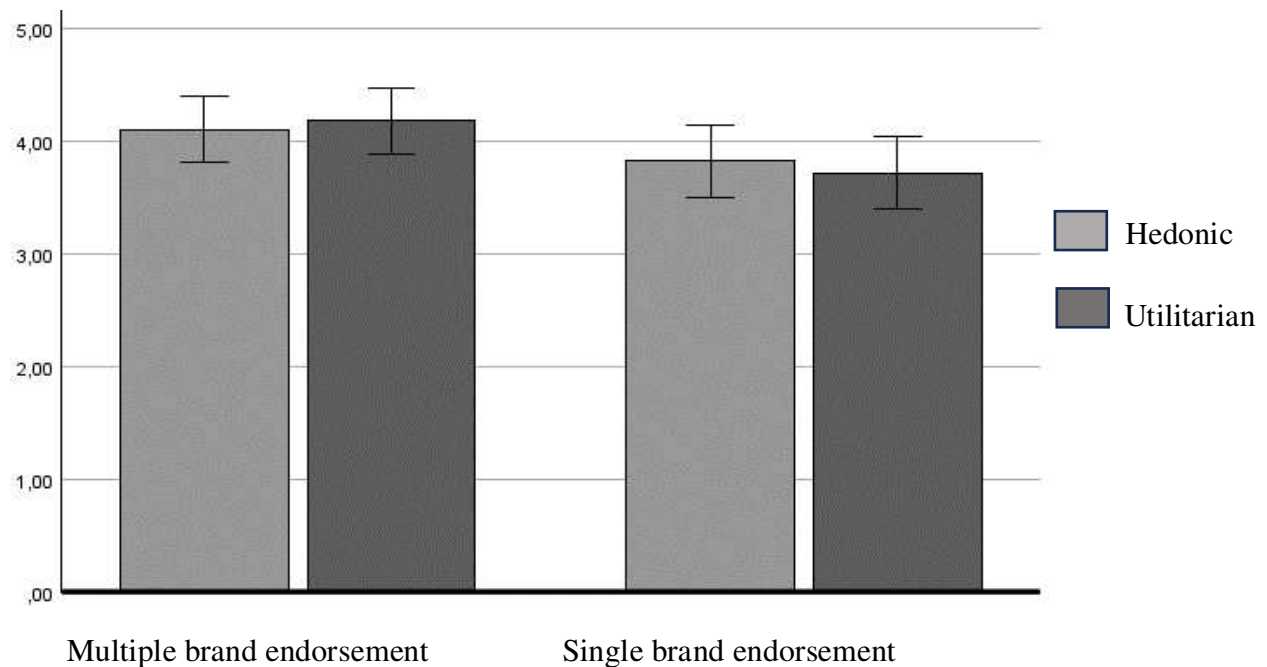


Figure 9: Estimated Marginal Means for Trustworthiness

Research question 2: “According to the Source Credibility Model, how do people perceive Influencers when they are promoting multiple brands vs when promoting only one brand?”

Hypothesis 2a: “Influencers endorsing single brand will be perceived as more attractive, trustworthy, and expert than influencers endorsing multiple brands.”

To conclude, hypothesis 2a is partially supported. On the one hand, the Repeated Measure ANOVA tests showed that influencers who endorse a single product are perceived less expert and attractive compared to those who endorse multiple products. On the other hand, there was no significant difference between groups in their perception of trustworthiness.

Hypothesis 2b: “Influencers endorsing utilitarian products will be perceived as more attractive, trustworthy, and expert than the hedonic product endorsement, regardless of the number of products endorsed.”

For Expertise, the mean difference between perceived expertise for influencers who promote hedonic products and those who endorse Utilitarian products is .682, with a significant t-test result ($t= 5.754, p < .001$). For Attractiveness, the mean difference between perceived attractiveness for influencers who promote hedonic products and those promote utilitarian products is 1.3, also with a significant t-test result ($t= 9.67, p < .001$). These results indicate significant differences in perceived expertise and attractiveness between hedonic and utilitarian products (Appendix E).

Research question 3: “How do the Source Credibility dimensions affect purchase intentions?”

Hypothesis 3: “Higher perceptions of influencer expertise, trustworthiness, and attractiveness will lead to higher purchase intentions for both the hedonic and utilitarian products.”

To answer hypothesis 3, two regressions were run. One for Regression Analysis for perceived Expertise, Attractiveness, Trustworthiness for hedonic products, and one Regression Analysis for perceived Expertise, Attractiveness, Trustworthiness for utilitarian products.

For hedonic products (Appendix F):

In the ANOVA table, the model is statistically significant, showing that the predictors reliably impact purchase intention for hedonic products.

From the Coefficients table, we observe that trustworthiness for hedonic products significantly and positively impacts purchase ($\beta = .575, p < .001$). However, Expertise ($\beta = 0.090$,

p- value= 0.363) and Attractiveness ($\beta = 0.014$, p- value= 0.855) does not significantly impact purchase intentions for hedonic products

For utilitarian products (Appendix G):

In the ANOVA table, the model is statistically significant, showing that the predictors reliably impact purchase intentions for utilitarian products.

From the Coefficient table, we find that all of the Source Credibility Dimensions, significantly and positively impact purchase intentions for utilitarian products. Perceived Expertise ($\beta = .259$, $t = 2.480$, $p = .014$), Attractiveness ($\beta = .244$, $t = 2.869$, $p = .005$), and Trustworthiness ($\beta = .210$, $t = 2.263$, $p = .025$).

To conclude, hypothesis 3 is partially supported. For hedonic products, only trustworthiness appeared as a significant dimension that influence purchase intention. However, for utilitarian products, all three Source Credibility Model dimensions significantly impact purchase intentions.

5. Generation Discussion

5.1. Main findings

The study's primary purpose was to understand the influencer marketing effectiveness and how the different aspects, such as the number of brands endorsed, and type of product, influence consumers' attitudes and purchase intentions in Instagram. The study involved manipulating two key variables, product type and number of endorsements. Moreover, we compared group of participants who were exposed to multiple brands with a group that was exposed to a single brand endorsement. These manipulations and comparison allowed the researcher to understand how it will impact Generation Z's purchase intentions and attitude towards the brands.

For the first research question and hypothesis 1, the analysis refutes that an increase in the number of product endorsements leads to a negative attitude toward the brands and decreases purchase intentions of the products. On the contrary, participants who were exposed to multiple promoted brands showed a higher purchase intention and a more positive attitude.

Regarding the second research question and hypotheses 2a and 2b, the results suggest that influencers who promoted multiple brands were perceived as more credible (expert, attractive, trustworthy) than those who promoted one single product. Moreover, the findings showed that influencers who endorsed hedonic products were perceived as more expert and attractive than those who endorsed utilitarian products.

Finally, for the third research question and hypothesis 3, findings showed that perceived trustworthiness impacts purchase intentions for both types of products and that expertise and attractiveness influence purchase intention only for utilitarian products.

5.2. Discussion

On the contrary of conventional concerns (Borchers et al, 2022; Taylor, 2020), The results and finding of this study showed that an increase in the number of brand promoted, leads to a higher purchase intention and attitude towards the brand from the consumer. On the counterpart of another research paper that revealed that when the number of endorsements grow, the purchase intentions and brand attitude towards the brands decrease (Tripp et al., 1994) This differences in results could be explained by the fact that this study is investigating influencers' endorsement and that the other study is focusing on celebrities' endorsement. In addition, these unexpected findings could be explained by the sample characteristics investigated in this study that differ from the demographics of previous studies. Indeed, This study is diving into Generation Z's consumption behavior and perception towards brands and influencers. This cohort might have different mindset than the other cohorts like Millennials for example. Also, these differences in the findings could be due to the rapid change and evolution of the influencer marketing world and the new trends emerging on a daily basis. Finally, this study focuses mainly on the Social Media Platform: Instagram, so that could explain these differences in results.

From a managerial perspective, these findings can provide relevant insights for marketing managers to help them in their influencer marketing strategies and campaigns.

The findings of this study showed the potential that influencers who promote multiple brands can have among Generation Z. So instead of avoiding collaborating with them (Borchers et al., 2022), managers should endorse the right influencer regardless of the number of brands they are promoting. Moreover, influencers promoting multiple brands were perceived as more experts and attractive than those promoting only one single brand. Consequently, managers whose

marketing strategy consists of attracting more individuals from Generation Z should consider collaborating more with influencers who promote multiple brands.

In addition, the findings could benefit companies that are selling hedonic products such as (luxury watches and bags). Managers in this way, should collaborate with influencers who are perceived as trustworthy among Generation Z

Meanwhile, companies that sell utilitarian products such as microwaves and laptops for work should collaborate with influencers perceived as trustworthy, experts, and attractive.

5.3. Limitations and Future research

Even though this study gave practical insights regarding the effectiveness of influencer endorsements in marketing, some significant limitations need to be discussed for future research.

First, the research was conducted on Generation Z. Future research could explore other generations to investigate if the conclusions hold through different demographics, improving the generalizability.

Second, this study focuses only on product type (hedonic & utilitarian); future research could dive deeper and analyze if the impact of the Source Credibility dimensions and multiple endorsements changes with high/ low involvement.

Moreover, the results of this study only apply to the social media platform: Instagram. It would be interesting to examine the impact of these multiple endorsements on other social media platforms like YouTube, Facebook, or Snapchat and compare them to these results.

Finally, this study was aiming to analyze the impact of social proximity, but due to time constraints, the researcher was not able to do. So for future research, It could be interesting to analyze it.

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Appendix:

Appendix A: Survey Transcript

Condition Randomization

By clicking on the link, participants were randomly assigned to one of the two conditions: Multiple VS Single.

Block 1 – Introduction

Dear participant,

Welcome and thank you for participating in this survey!

My name is Chahnez Chouchane and this survey is conducted as part of my Master's thesis at Catolica Lisbon School of Business and Economics. The following study aims at understanding consumer's behavior and attitude towards shampoo brands promoted by influencers. The survey will take you approximately 7 minutes to complete it.

Please remember that there are no right or wrong answers and that all the data will be collected anonymously and will only be used for research purposes. So please try to answer honestly and spontaneously.

If you have any questions, don't hesitate to contact me: s-cchouchane@ucp.pt

Thank you for your time.

Please pay close attention and read carefully for greater immersion.

Imagine you want to purchase a new shampoo. Before that, you have decided to explore different shampoo brands and consider the options available. So you checked social media influencers who talk about haircare routines, fashion and beauty.

Block 2 : Multiple or Single endorsement condition: Hedonic product – Block 3: Multiple or Single endorsement condition: Utilitarian product

(Participants are presented with the Instagram post(s) of the fictional influencer and a small description in front of the influencer's advertisement)

Please describe your overall feelings about the brand described in the ad you just saw.

To what extent did you experience the following feelings?

Q1/Q12: How appealing?

Unappealing 1 2 3 4 5 6 7 Appealing

Q2/Q13: How good?

Bad 1 2 3 4 5 6 7 Good

Q3/Q14: How pleasant?

Unpleasant 1 2 3 4 5 6 7 Pleasant

Q4/Q15: How likable?

Unlikable 1 2 3 4 5 6 7 Likable

Q5/Q16: To what extent would you buy the shampoo?

Definitely not buy it 1 2 3 4 5 6 7 definitely buy it

Q6/Q17: The intent of buying the shampoo?

Definitely do not intend to buy 1 2 3 4 5 6 7 definitely intend

Q7/Q18: The probability of buying the shampoo?

Probably not 1 2 3 4 5 6 7 probably buy it

Q8/Q19: Regarding the ad you just saw, on a scale from 1 to 7 (1= Not at all, 7= Completely).

To what extent you think the influencer is...?

| | | | | | | | | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------|
| Non expert | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Expert |
| Inexperienced | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Experienced |
| Unknowledgeable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Knowledgeable |
| Unskilled | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Skilled |
| Dishonest | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Honest |
| Unreliable | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Reliable |
| Insincere | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sincere |
| Untrustworthy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Trustworthy |
| Not classy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Classy |
| Ugly | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Beautiful |
| Plain | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Elegant |
| Not sexy | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sexy |

Q9/Q20: Please answer these questions.

Think about the influencer that you just saw.

| | Not at all | 1 | 2 | 3 | 4 | 5 | 6 | Completely |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 7 |
| To what extent you feel this influencer's recommendation feels like a recommendation from a friend? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To what extent you feel close to the influencer? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To what extent you see this influencer as a friend? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| To what extent do you identify yourself with this influencer? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q10/Q21: To what extent you think that the influencer endorses products that are focusing on:

| | Not at all | 1 | 2 | 3 | 4 | 5 | 6 | Very much |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 7 |
| Aesthetic | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Beauty | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Luxury | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Senses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Efficiency | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Effectiveness | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Functionality | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q11/Q22: To what extent you think...?

| | Definitely endorses a single brand | 1 | 2 | 3 | 4 | 5 | 6 | Several brands |
|--|------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 7 |
| Laura Frank promotes a single brand? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The advertisement is promoting a single brand? | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Block 4: Demographics

Q23: How do you identify yourself?

- Female
- Male
- Other
- Prefer not to say

Q24: How old are you?

- <18
- 19 - 26
- 27 - 36
- 37 - 46
- > 47

Q25: What is your nationality?

- Tunisian
- Portuguese
- German
- French
- Other, please specify.

Appendix B: Reliability test

Table of Cronbach's Alpha

| | Cronbach's Alpha | N of items |
|---|-------------------------|-------------------|
| Purchase Intention for Hedonic Product | .946 | 3 |
| Purchase Intention for Utilitarian Product | .930 | 3 |
| Attitude towards Hedonic Product | .896 | 4 |
| Attitude towards Utilitarian Product | .911 | 4 |
| Social Proximity with Influencer: Hedonic | .924 | 4 |
| Social Proximity with Influencer: Utilitarian | .881 | 4 |
| Expertise of the influencer: Hedonic | .833 | 4 |
| Expertise of the influencer: Utilitarian | .847 | 4 |
| Attractiveness of the influencer: Hedonic | .815 | 4 |
| Attractiveness of the influencer: Utilitarian | .846 | 4 |
| Trustworthiness of the influencer: Hedonic | .889 | 4 |
| Trustworthiness of the influencer: Utilitarian | .876 | 4 |

Appendix C: Hypothesis 1

Table of Within-Subject Effects: Purchase Intention

| Source | | df | F | Sig. | Partial Eta Squared |
|---|---------------------------|----------------|---------------|------------------|---------------------|
| Purchase Intention H&U | Greenhouse-Geisser | 1.000 | 27.918 | <0.001 | 0.154 |
| Purchase Intention H&U * Group | Greenhouse-Geisser | 1.000 | 0.912 | 0.341 | 0.006 |
| Error (Purchase intention H&U) | Greenhouse-Geisser | 153.000 | | | |

Table of Between-Subjects Effects: Purchase Intention

| Source | Type III Sum of Squares | Df | Mean Square | F | sig |
|-----------------------|-------------------------|------------|-----------------|----------------|------------------|
| Intercept | 2990.262 | 1 | 2990.262 | 974.352 | <0.001 |
| GROUP (M vs U) | 36.395 | 1 | 36.395 | 11.859 | <0.001 |
| Error | 469.553 | 153 | 3.069 | | |

Table of Estimated Marginal Means: Purchase Intention

| GROUP | Mean | Std. Error | 95% Confidence Interval | |
|--------------------------|--------------|--------------|-------------------------|--------------|
| | | | Lower Bound | Upper Bound |
| GROUP A: Multiple | 3.465 | 0.134 | 3.199 | 3.730 |
| GROUP B: Single | 2.776 | 0.148 | 2.484 | 3.069 |

Table of Within-subject Effect: Brand attitude

| Source | | df | F | Sig. | Partial Eta Squared |
|---------------------------------------|---------------------------|----------------|----------------|------------------|---------------------|
| Brand Attitude H&U | Greenhouse-Geisser | 1.000 | 180.399 | <0.001 | 0.540 |
| Brand Attitude H&U * Group | Greenhouse-Geisser | 1.000 | 2.879 | 0.092 | 0.018 |
| Error (Brand Attitude H&U) | Greenhouse-Geisser | 153.000 | | | |

Table of Between-Subjects Effects: Brand Attitude

| Source | Type III Sum of Squares | Df | Mean Square | F | sig |
|-----------------------|-------------------------|------------|-----------------|-----------------|------------------|
| Intercept | 4739.547 | 1 | 4739.547 | 2051.421 | <0.001 |
| GROUP (M vs U) | 10.588 | 1 | 10.588 | 4.583 | 0.034 |
| Error | 353.487 | 153 | 2.310 | | |

Table of Estimated Marginal Means: Brand Attitude

| GROUP | Mean | Std. Error | 95% Confidence Interval | |
|--------------------------|--------------|--------------|-------------------------|--------------|
| | | | Lower Bound | Upper Bound |
| GROUP A: Multiple | 4.114 | 0.117 | 3.884 | 4.345 |
| GROUP B: Single | 3.743 | 0.128 | 3.489 | 3.997 |

Table of Group Statistics for T-test

| | Group | N | Mean | Std. Deviation | Std. Error Mean |
|------------------------------------|--|-----------|---------------|----------------|-----------------|
| Brand Attitude: Hedonic | Group A: Multiple brand endorsement | 85 | 5.0167 | 1.16424 | .12628 |
| | Group B: Single brand endorsement | 70 | 4.4429 | 1.40919 | .16843 |
| Brand Attitude: Utilitarian | Group A: Multiple brand endorsement | 85 | 3.2118 | 1.39381 | .15118 |
| | Group B: Single brand endorsement | 70 | 3.0429 | 1.24308 | .14858 |

Table of Independent Samples Test

| | | F | Sig. | T | Df | One-Sided P | Two-Sided P |
|-------------------------------------|-----------------------------------|--------------|-------------|--------------|----------------|-------------|-------------|
| Brand Attitude: Hedonic | Equal variances assumed | 4.805 | .030 | 2.776 | 153 | .003 | .006 |
| | Equal variances not asumed | | | 2.726 | 133.678 | .004 | .007 |
| Brand Attitude: Utilitariaan | Equal variances assumed | 2.785 | .097 | .788 | 153 | .216 | .432 |
| | Equal variances not asumed | | | .797 | 152.001 | .213 | .427 |

Appendix D: Hypothesis 2a

Table of Within-Subjects Effects: Expertise

| Source | | df | F | Sig. | Partial Eta Squared |
|-----------------------|--------------------|---------|--------|--------|---------------------|
| Expertise H&U | Greenhouse-Geisser | 1.000 | 34.776 | <0.001 | 0.185 |
| Expertise H&U * Group | Greenhouse-Geisser | 1.000 | 2.277 | 0.133 | 0.015 |
| Error (Expertise H&U) | Greenhouse-Geisser | 153.000 | | | |

Table of Between-Subjects Effects: Expertise

| Source | Type III Sum of Squares | df | Mean Square | F | sig |
|----------------|-------------------------|-----|-------------|----------|--------|
| Intercept | 4675.724 | 1 | 4675.724 | 2213.123 | <0.001 |
| GROUP (M vs U) | 17.353 | 1 | 17.353 | 8.213 | 0.005 |
| Error | 323.247 | 153 | 2.113 | | |

Table of Estimated Marginal Means: Expertise

| GROUP | Mean | Std. Error | 95% Confidence Interval | |
|-------------------|-------|------------|-------------------------|-------------|
| | | | Lower Bound | Upper Bound |
| GROUP A: Multiple | 4.140 | 0.111 | 3.919 | 4.360 |
| GROUP B: Single | 3.664 | 0.123 | 3.422 | 3.907 |

Table of Within-Subjects Effects: Attractiveness

| Source | df | F | Sig. | Partial Eta Squared |
|--------|----|---|------|---------------------|
|--------|----|---|------|---------------------|

| | | | | | |
|---|--------------------------------|----------------|---------------|------------------|--------------|
| Attractiveness H&U | Greenhouse- Geisser | 1.000 | 92.474 | <0.001 | 0.377 |
| Attractiveness H&U * Group | Greenhouse- Geisser | 1.000 | 0.071 | 0.791 | 0.000 |
| Error (Attractiveness H&U) | Greenhouse- Geisser | 153.000 | | | |

Table of Between-Subjects Effects: Attractiveness

| Source | Type III Sum of Squares | df | Mean Square | F | sig |
|---------------------------|--|------------|------------------------|-----------------|------------------|
| Intercept | 5521.693 | 1 | 5521.693 | 2318.295 | <0.001 |
| GROUP (M vs U) | 11.616 | 1 | 11.616 | 4.877 | 0.029 |
| Error | 364.414 | 153 | 2.382 | | |

Table of Estimated Marginal Means: Attractiveness

| | | | 95% Confidence Interval | |
|------------------------------|--------------|-------------------|------------------------------------|------------------------|
| GROUP | Mean | Std. Error | Lower Bound | Upper Bound |
| GROUP A: Multiple | 4.435 | 0.118 | 4.201 | 4.669 |
| GROUP B: Single | 4.046 | 0.130 | 3.788 | 4.304 |

Table of Within-Subjects Effects: Trustworthiness

| Source | | df | F | Sig. | Partial Eta Squared |
|---|--------------------------------|----------------|--------------|--------------|--------------------------------|
| Attractiveness H&U | Greenhouse- Geisser | 1.000 | 0.012 | 0.913 | 0.000 |
| Attractiveness H&U * Group | Greenhouse- Geisser | 1.000 | 0.458 | 0.500 | 0.003 |
| Error (Attractiveness H&U) | Greenhouse- Geisser | 153.000 | | | |

Table of Between-Subjects Effects: Trustworthiness

| Source | Type III Sum of Squares | df | Mean Square | F | sig |
|----------------|-------------------------|-----|-------------|----------|--------|
| Intercept | 4804.866 | 1 | 4804.866 | 2013.420 | <0.001 |
| GROUP (M vs U) | 10.474 | 1 | 10.474 | 4.389 | 0.038 |
| Error | 364.122 | 153 | 2.386 | | |

Table of Estimated Marginal Means: Trustworthiness

| GROUP | Mean | Std. Error | 95% Confidence Interval | |
|-------------------|-------|------------|-------------------------|-------------|
| | | | Lower Bound | Upper Bound |
| GROUP A: Multiple | 4.140 | 0.118 | 3.906 | 4.374 |
| GROUP B: Single | 3.771 | 0.131 | 3.513 | 4.029 |

Appendix E: Hypothesis 2b

Table of Paired Sample Correlations: Expertise/ Attractiveness Significance

| N | Correlation | One-Sided P | Two-Sided P |
|---|-------------|-------------|-------------|
| Pair 1 ExpertiseH & ExpertiseU | 0.340 | <0.001 | <0.001 |
| Pair 2 Attractiveness H & AttractivenessU | 0.292 | <0.001 | <0.001 |

Appendix F: Hypothesis 3: Hedonic product

Table ANOVA: Hedonic Products

| | Model | Sum Square | df | Mean Square | F | Sig |
|---|------------|------------|----|-------------|-------|-------|
| 1 | Regression | 27.890 | 1 | 27.890 | 9.364 | 0.003 |

| | | | | | | |
|----------|-------------------|----------------|------------|---------------|---------------|------------------|
| 2 | Residual | 455.697 | 153 | 2.978 | | |
| | Total | 483.587 | 154 | | | |
| | Regression | 233.173 | 4 | 58.293 | 34.918 | <0.001 |
| | Residual | 250.414 | 150 | 1.669 | | |
| | Total | 483.578 | 154 | | | |

Table of Excluded Variables: Hedonic Products

| 1 | Model | Beta In | t | Sig. | Partial Correlation | Tolerance | VIF | Minimum Tolerance |
|----------|--------------------------|----------------|---------------|------------------|----------------------------|------------------|--------------|--------------------------|
| | ExpertiseH | 0.539 | 8.146 | <0.001 | 0.551 | 0.987 | 1.014 | 0.987 |
| | AttractivenessH | 0.398 | 5.478 | <0.001 | 0.406 | 0.982 | 1.018 | 0.982 |
| | Trustworthiness H | 0.652 | 11.069 | <0.001 | 0.668 | 0.990 | 1.010 | 0.990 |

Appendix G: Hypothesis 3: Utilitarian product

Table of ANOVA: Utilitarian Product

| | Model | Sum Square | df | Mean Square | F | Sig |
|----------|-------------------|-------------------|------------|--------------------|---------------|------------------|
| 1 | Regression | 10.566 | 1 | 10.566 | 4.494 | 0.036 |
| | Residual | 359.775 | 153 | 2.351 | | |
| | Total | 370.341 | 154 | | | |
| 2 | Regression | 147.651 | 4 | 36.913 | 24.864 | <0.001 |
| | Residual | 222.690 | 150 | 1.485 | | |
| | Total | 370.341 | 154 | | | |

Table of Excluded Variables: Utilitarian Products

| 1 | Model | Beta In | t | Sig. | Partial Correlation | Tolerance | VIF | Minimum Tolerance |
|----------|--------------------------|----------------|--------------|------------------|----------------------------|------------------|--------------|--------------------------|
| | Expertise U | 0.573 | 8.392 | <0.001 | 0.563 | 0.936 | 1.068 | 0.936 |
| | Attractiveness U | 0.521 | 7.565 | <0.001 | 0.523 | 0.978 | 1.022 | 0.978 |
| | Trustworthiness U | 0.524 | 7.587 | <0.001 | 0.524 | 0.973 | 1.028 | 0.973 |

Appendix H: Demographics Pretest

Table of Gender for Pretest

| Valid | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|---------------|------------------|----------------|----------------------|---------------------------|
| | Female | 17 | 51.5 | 60.7 | 60.7 |
| | Male | 11 | 33.3 | 39.3 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| Total | | 33 | 100.0 | | |

Table of Nationality for Pretest

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-------------------------------------|------------------|----------------|----------------------|---------------------------|
| Valid | Tunisian | 18 | 54,5 | 64,3 | 64,3 |
| | Portuguese | 1 | 3,0 | 3,6 | 67,9 |
| | German | 3 | 9,1 | 10,7 | 78,6 |
| | French | 2 | 6,1 | 7,1 | 85,7 |
| | Other please specify | 4 | 12,1 | 14,3 | 100,0 |
| | Total | 28 | 84,8 | 100,0 | |
| | Missing | System | 5 | 15,2 | |
| Total | | 33 | 100,0 | | |

Table of Descriptive Statistics

| | N | Mean | Std. Deviation |
|-------------------------|-----------|-------------|-----------------------|
| How old are you? | 70 | 1.93 | .26 |
| Valid N | 70 | | |

Table of age for Pretest

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|---------------|------------------|----------------|--------------------------|-------------------------------|
| Valid | <18 | 4 | 21.1 | 14.3 | 14.3 |
| | 18-25 | 21 | 63.6 | 75.0 | 89.3 |
| | 26-34 | 2 | 6.1 | 7.1 | 96.4 |
| | 35-44 | 1 | 3.0 | 3.6 | 100.0 |
| | Total | 28 | 84.8 | 100.0 | |
| Missing | System | 5 | 15.2 | | |
| Total | | 33 | 100.0 | | |

Appendix I: Basic Demographics

Table of age

| | | Frequency | Percent | Valid percent | Cumulative Percent |
|--------------|---------------|------------------|----------------|----------------------|---------------------------|
| Valid | <18 | 10 | 6.5 | 6.5 | 6.5 |
| | 19-26 | 145 | 93.5 | 93.5 | 100.0 |
| | Total | 155 | 100.0 | 100.0 | |

GROUP

| | | Frequency | Percent | Valid percent | Cumulative Percent |
|--------------|----------------|------------------|----------------|----------------------|---------------------------|
| Valid | GROUP A | 85 | 54.8 | 54.8 | 54.8 |
| | GROUP B | 70 | 45.2 | 45.2 | 100.0 |
| | Total | 155 | 100.0 | 100.0 | |

Table of Nationality

| | | Frequency | Percent | Valid percent | Cumulative Percent |
|--------------|------------------------------|------------------|----------------|----------------------|---------------------------|
| Valid | Tunisian | 98 | 63.2 | 63.2 | 63.2 |
| | Portuguese | 7 | 4.5 | 4.5 | 67.7 |
| | German | 19 | 12.3 | 12.3 | 80.0 |
| | French | 10 | 6.5 | 6.5 | 86.5 |
| | Other, please specify | 21 | 13.5 | 13.5 | 100.0 |
| | Total | 155 | 100.0 | 100.0 | |

Table of other Nationalities

| | | Frequency | Percent | Valid percent | Cumulative Percent |
|--------------|-----------------|------------------|----------------|----------------------|---------------------------|
| Valid | | 134 | 86.5 | 86.5 | 86.5 |
| | Austrian | 2 | 1.3 | 1.3 | 87.7 |

| | | | | |
|----------------------|------------|--------------|--------------|--------------|
| Belgian | 1 | .6 | .6 | 88.4 |
| Brazilian | 3 | 1.9 | 1.9 | 90.3 |
| British | 1 | .6 | .6 | 91.0 |
| Colombian | 3 | 1.9 | 1.9 | 92.9 |
| French | 1 | .6 | .6 | 93.5 |
| Italian | 1 | .6 | .6 | 94.2 |
| Luxembourgish | 1 | .6 | .6 | 94.8 |
| Mexican | 1 | .6 | .6 | 95.5 |
| Palestinian | 1 | .6 | .6 | 96.1 |
| Russian | 1 | .6 | .6 | 96.8 |
| Swedish | 1 | .6 | .6 | 97.4 |
| Swiss | 1 | .6 | .6 | 98.1 |
| Tunisian | 1 | .6 | .6 | 98.7 |
| Turkish | 1 | .6 | .6 | 99.4 |
| Ukrainian | 1 | .6 | .6 | 100.0 |
| Total | 155 | 100.0 | 100.0 | |