ISCTE ◎ Business School
Instituto Universitário de Lisboa

CONTRAST BETWEEN YOUTUBERS AND TRADITIONAL CELEBRITIES: IMPACT IN BRAND AWARENESS, PURCHASE INTENTION AND BRAND LOYALTY

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Abstract

Social media platforms have been increasing in terms of usage and now, more than ever, consumers are using these type of websites as a way of receiving product information. Taking this into consideration, it has become strategic for brands to gain presence on these social sites as a way of connecting with their consumers and as a strategy to obtain new ones. Through the growth of these platforms, new opinion leaders started to emerge and celebrities are not just the ones we see in television or in movies. Social media stars, commonly known as digital influencers, are now being endorsed by multiple brands. These stars are believed to be more relatable and to have a bigger influential power over consumers. With *YouTube* being the second most used website in the world, these digital celebrities have been gaining voice. Hence brands are currently integrating *YouTubers* as endorsers in their marketing strategies.

This dissertation studied the different impact in consumer behavior caused by endorsements featuring *YouTubers* in comparison to traditional celebrities. The research was made to portuguese individuals through an online survey. The findings suggest that *YouTubers* are seen as a more credible, trustworthy and attractive source of product information than traditional celebrities. Additionally, it was also attained that endorsements with *YouTubers* have a more positive influence over consumers' brand awareness and purchase intention than endorsements with traditional celebrities. Overall, this research concluded that using *YouTubers* over traditional celebrities as brand endorsers is currently an efficient strategy that companies can implement.

Keywords: *YouTubers*, Brand Awareness, Purchase Intention, Brand Loyalty.

JEL Classification System: M31- Marketing, M37-Advertising

Resumo

A utilização das redes sociais tem vindo a crescer exponencialmente de dia para dia. Consequentemente, os consumidores têm vindo a utilizar este tipo de plataformas como meio de obter informação de produto, tornando-se assim estratégico para as marcas ganhar presença nestes *websites*. Através do crescimento deste tipo de plataformas, novos tipos de celebridades emergiram. São conhecidos por influenciadores digitais e estabelecem neste momento parcerias com inúmeras marcas. Este novo tipo de celebridade é conhecido por ter uma componente influenciadora forte junto dos consumidores, devido à proximidade e semelhança com os mesmos. O *YouTube*, segundo *site* mais visitado do mundo, tem vindo a dar voz a inúmeros influenciadores digitais, conhecidos como *YouTubers*. Estas estrelas da plataforma do *YouTube* contam com inúmeros casos de sucesso de parcerias com as mais diversas marcas.

Esta dissertação estuda o impacto no comportamento do consumidor no que diz respeito a patrocínios com *YouTubers* face celebridades tradicionais. O estudo foi realizado a indivíduos portugueses através de um questionário *online*. As principais conclusões retiradas do estudo foram que os *YouTubers* são reconhecidos como uma fonte de informação de produto mais credível, de confiança e atrativa face às celebridades tradicionais. Adicionalmente foi concluído que, comparativamente a anúncios com celebridades tradicionais, os anúncios com *YouTubers* surtem maior efeito no consumidor ao nível de reconhecimento da marca e de intenção de compra. Em suma, a utilização de *YouTubers* como influenciadores constituí uma estratégia de marketing eficiente a ser implementada pelas marcas.

Palavras-chave: *YouTubers*, Reconhecimento da Marca, Intenção de Compra, Lealdade da Marca

JEL Classification System: M31- Marketing, M37-Advertising

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1. Introduction of the Topic

Over the years multiple factors have influenced shifts in consumer behavior. Brands are constantly challenged to try to find a new and effective way of connecting and establishing deep relationships with consumers. With the growth of social media in our daily lives, brands started to use these platforms as a new way of communicating. In other words, they are integrating these type of websites in their current marketing strategies. More than a few strategies can be adopted when using these social media websites, however using influencers has been proven to be particularly effective.

Celebrities have been used as brand endorsers for a long time. Numerous scholars studied the positive effect this has in building a stronger bond with the consumer and in leading into purchasing actions. However, the concept of celebrities has been evolving and with this celebrities are no longer just the ones we see on TV or in movies. Celebrities now come in different formats, and social media influencers are believed to be the future of sponsorship marketing. Furthermore comes the concept of influencer marketing, which consists of converging marketing activities around an individual that will potentially stimulate future consumers to purchase the brand's products.

Prior studies have investigated the effects of social media marketing in consumer behavior, but not specifically applied to *YouTube*. With *YouTube* being the second-largest search engine in the world and one of the current most used social media platforms, the purpose of this Master Thesis is to study in depth the power of using influencers in this social media platform, more specifically, proving the relevance and impact of brands endorsing *YouTubers*. Celebrities have always been vital for brands in their marketing strategies, however there is no scientific evidence that *YouTubers* are as equally influential. With the growth of *YouTube* as a platform, this topic becomes extremely relevant as a way of assessing the efficiency this new kind of influencers have in attracting and retaining customers *versus* traditional celebrities.

In order to support this theory, the thesis will consist of a dissertation with two parts. The first part, the literature review, will address key concepts with a theoretical background that will be explained in depth. The second part will contain an empirical research, where the main objective is to arrive at a final conclusion of whether or not brands should be investing in this new type of influencers as a marketing strategy to attract and retain customers.

2. Research Question and Objectives

Social media marketing has been registering an exponential growth over the last years and correspondingly different methods of attracting consumers through these platforms have also increased. With this, it is extremely relevant to understand how the relationship between brands and consumers has changed from traditional media to digital platforms.

Furthermore, opinion leaders have always been used to establish a closer relationship between the brand and the consumer, however their effects may differ when using social media platforms rather than using traditional media. With the projection of social media platforms, new kind of celebrities emerged and have gathered their own audience. The concept of celebrity has become broader and with this, celebrities now are not just the ones we see in television or movies. Celebrities now come in different formats, such as *Bloggers*, *Instagrammers* and *YouTubers*. Hence it became relevant to understand the impact of endorsing these new social media celebrities and in what way can brands use them as a way to reach consumers in comparison to traditional celebrities. Correspondingly, it is also important to understand if consumers view these new type of endorsers as a trusted source of product information and recommendation.

This study will mainly focus on the impact of endorsing *YouTubers* opposed to traditional celebrities and its impact in three consumer behavior dimensions: brand awareness, purchase intention and brand loyalty.

For that reason the main objectives of this dissertation are to:

- Comprehend the impact of using *YouTube* as a marketing platform *versus* traditional media;
- Understand if *YouTubers* are viewed by consumers as a source of product information just as traditional celebrities;
- Evaluate if there is a different impact on consumer behavior when using a *YouTuber* in contrast with a traditional celebrity;
- Identify the potential outcomes a brand can achieve from using *YouTubers* in their marketing strategies.
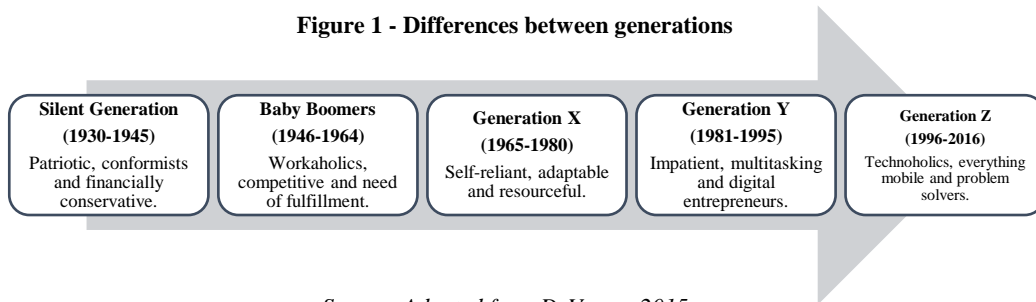
The main purpose of this study is to answer the following question: **How can brands benefit from using YouTubers as endorsers instead of traditional celebrities?**

3. Literature Review

3.1 *Consumers and Social Media*

With the constant evolution of society and technology, shifts in personality, attitudes and behavior are expected to arise. Taking common behavioral traits into consideration, the formation of new groups of individuals and consumers are highly expected. As recognized by DeVaney (2015), a generation can be defined as a group of individuals who have similar life experiences and events that result in mutual long-term attitudes and behaviors. Over the years, social scientists have been studying these group of people and have defined them according to different characteristics (Figure 1). All of this generations are daily consumers of products and services. They all have different characteristics and distinct behaviors, which makes it challenging for brands to manage all of their attention and ultimately retain them as loyal customers.

Figure 1 - Differences between generations

Silent Generation (1930-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981-1995)	Generation Z (1996-2016)
Patriotic, conformists and financially conservative.	Workaholics, competitive and need of fulfillment.	Self-reliant, adaptable and resourceful.	Impatient, multitasking and digital entrepreneurs.	Technoholics, everything mobile and problem solvers.

Source: Adapted from DeVaney, 2015

According to Cantallops and Salvi (as cited in Bom, 2016), a major aspect that influenced these shifts in consumer's personality and buying patterns was the evolution of technology. In fact, it is believed that the main determinant that changed everything when it comes to consumer behavior was the arrival of social media platforms (Lin *et al.*, 2011). Social media changed not only the way consumers communicate with each other but also the way they communicate with brands. According to Dionísio *et al.* (2009), consumers' communication with brands has progressed from a monologue to a dialogue. Similarly, with the appearance of the internet and these type of websites, consumers began to have access to unlimited product information allowing them to research before making a purchase (Labrecque *et al.,* 2013). Research by Statista (2016) emphasizes that the number of social media users has been increasing over the last ten years and it is predicted to keep growing exponentially. This growth justifies the different behavioral traits in generations since they now have more access to information from all over the world and consequently have become more connected with each other. This results not only in a closer consumer-brand relationship (Labrecque *et al.,* 2013), since brands now

have a new way of communicating with their target audience, but also in a new way of consumers to communicate among themselves (Hennig-Thurau *et al.*, 2004).

Another research made by Statista (2016) concluded that the daily usage of this new platforms is different between all age groups. Accordingly, the ages between 16-24, 25-34 and 35-44 are the ones that spend the most time in social media platforms. This age groups correspond approximately to Generation X, Y and Z which can be justified by the fact that these generations grew up surrounded with the evolution of technology and the arrival of the internet.

Companies used to communicate in a unilateral manner with consumers, but with the emergence of these new type of media platforms, the old methods became obsolete (Dionísio *et al.* 2009). Accordingly, this resulted in a decreasing effectiveness towards consumers of traditional media marketing strategies (Teixeira, 2010; Augusto, 2013 cited in Bom, 2016).

With the high usage of this type of websites, consumers gained voice power due to its network and user generated content capability (Hennig-Thurau *et al.,* 2013). User Generated Content is commonly used to describe the multiple types of media content that is created by individuals on social media and is publicly available for everyone. This may include comments, likes, shares, views and others. This means that with the appearance of *Web 2.0*, consumers now have a more proactive role in creating content and getting involved in conversations as opposed to their preceding passive roles in *Web 1.0* (Labrecque *et al.,* 2013).

Furthermore, when using each social media platform, users feel socially connected with each other and in most cases, communities based on common interests and aspirations tend to arise. Some of these communities are likely to be created based on attitudes and relations towards brands. These are commonly known as brand communities (Hajli *et al.*, 2017; Popp *et al.*, 2017). These type of communities are of increase value for companies to communicate effectively with its customers and attaining valuable information from them. As defined by some authors, it is an opportunity to co-create value from closely interacting with customers (Schau *et al.*, 2009).

Considering all of this aspects, brands should start integrating their social media practices into their marketing communication strategies, especially as a way of effectively communicating with hard-to-reach consumers, or in other words, those who are less likely to consume traditional media. Nevertheless, it is important for marketers to comprehend that each social media platform has different key strategies that can be adopted according to the audience and content that can be found on each website.

3.1.1 Types of Social Media Platforms

There are plenty different kinds of social media platforms throughout the internet, where each type of user can fulfil their needs and interact in many different ways. Social interaction is believed to be one of the main drivers for consumers to engage in online content generation platforms (Hennig-Thurau *et al.,* 2004). According to Kaplan and Haenlein (2010), there are six types of social media sites that aim to satisfy and entertain different type of users: Collaborative Projects, Blogs, Content Communities, Social Networking Sites, Virtual Game Worlds and lastly Virtual Social Worlds (Table 1).

Table 1 - Types of Social Media Platforms

Type	Description
Collaborative Projects	▪ Joint and simultaneous creation of content by multiple users.
Blogs	▪ Display of date-stamped entries in reverse chronological order.
Content Communities	▪ Sharing of different types of media content among users.
Social Networking Sites	▪ Creation of a profile that contains personal information and connection with friends and colleagues.
Virtual Game Worlds	▪ Users create a personalized avatar and behave according to strict rules in a context of a multiplayer online role-playing game.
Virtual Social Worlds	▪ Users create a personalized avatar and choose their behavior more freely and essentially live a virtual life similar to their real life.

Source: Adapted from Kaplan and Haenlein, 2010

Social networking sites (like *Facebook*, *Instagram* and *Twitter*) are the ones that have been growing in terms of popularity over the last decade (Kaplan and Haenlein, 2010). Moreover, it is important to refer that *YouTube*, considered by the Kaplan and Haenlein, a Content Community, contains some characteristics from social networking sites, such as the profile creation, social interaction between users and others.

Social networks have been growing in terms of popularity over the last decade, however online video streaming sites have been registering a significant growth when it comes to a number of views and daily users (Dehghani et al., 2016). According to *Cisco* (cited in Dreier, 2016), online video made up 68% percent of consumer internet traffic in 2015, and it will rise to 82% in 2020. *Nielsen* (cited in Timble, 2014) also claims that 64% of marketers are expecting video to dictate their strategies in the near future. Consequently, over the last couple of years, a lot of social media websites like *Facebook* and *Instagram* have been following this trend by adding video streaming features to their platforms. Taking this into account it is of extreme relevance to study in depth the potential of using *YouTube* as a social marketing tool since it is the main video streaming platform that currently exists.

3.2 *YouTube*

Founded by three *PayPal* employees in 2005, *YouTube* enables users to view, upload and share video content (Turner, 2011). In 2006 the company was bought by *Google* and since then, has become the second most visited website in the world (Alexa, 2017). This platform has many different purposes, from entertainment to social interaction, where users can adopt multiple actions such as liking, disliking, commenting, sharing and uploading. Users can be either regular individuals or companies who can create channels and upload their content so other users can watch and subscribe. Being a subscriber of a specific *YouTube* channel results in receiving notifications from that channel's activity, such as posting a new video, comments, likes and others.

Since its creation, *YouTube* has registered an exponential growth and recent statistics reflect why brands should consider including this channel in their marketing strategies. Research by Dehghani *et al*. (2016) indicates that this platform registers 1 billion users who watch 6 billion hours of videos per month. Additionally, 5 billion of videos are being watched every day and 300 hours of videos are uploaded each minute. The success can also be justified by its compatibility with other social media sites. Nowadays social media users consume a lot of video content (Dehghani et al., 2016), so it is common to find *YouTube* videos in other social media platforms, such as *Facebook* or *Twitter*. Correspondingly, every minute 323 days' worth of *YouTube* videos are viewed on *Facebook* (Wong, 2015).

In Portugal, *YouTube* has also been registering a progressive impact and growth among online users. According to Almeida (2015), users have been increasing exponentially and they spend about 14 hours per month watching videos. Moreover, the author also indicates that the number of interactions, such as likes and shares, has also been increasing expressively.

In some cases, *YouTube* can be perceived as an alternative to traditional media channels (such as television, radio and newspapers), which leads brands into wanting to build a strong presence on this platform. Hence marketers progressively rely on this platform not only for promotional circumstances but also for receiving customer feedback (Smith *et al*., 2012).

According to Susan Wojcicki, CEO of *YouTube* (cited in Luscombe, 2015), there are two very different kinds of users, the first kind comes to the website for a specific video by for example clicking someone else's link. The second kind, comes for content that they cannot find on TV.

As stated by Danielle Tiedt, *YouTube*'*s* CMO, one of biggest challenges since its creation has been stepping away from the association to *"grainy user-generated content like showing*

dogs on skateboards" (cited in Vizard, 2016). According to her, the change in this kind of associations can be explained by one main thing: the rise of *YouTube* stars. She states that *"now we almost have to remind people that 'dogs on skateboards' are still there"*. Moreover, she states that companies used to be the ones defining their brands, but now the people who use the products are the ones defining it, since they are the ones talking about it, reading about it and sharing it.

3.2.1 User Profile

The platform reaches about 95% of Internet users and it is available in in more than 88 countries (YouTube, 2017). Since the users are the ones that are consuming branded video content, it is extremely relevant to comprehend their demographic characteristics. According to a research made by Global Web Index (2015), 57% of the users of this platform are Generation Y and Generation Z, ages between 16 and 34. Moreover, the same research reflects that Generation X, ages between 35 and 44, represents about 20% of the total global users. Subsequently, it can be assumed that as a platform, *YouTube* can come in advantage for brands to target consumers from these three generations, ages from 16 to 44 years old. Regarding gender differences, the same study argues that there is no significant difference between males and females in terms of usage. Having this in mind, there is space for both content targeted towards men and women.

In terms of usage, it is known that 50% of the viewers access videos on a mobile device and spend about 40 minutes on the platform (Gaille, 2016). Moreover, according to Global Web Index (2016), 25% of the users watch content made by brands every month. This last statistic along with the increasing trend of online video platforms reflects a growth opportunity for brands to start creating engaging content to target consumers via *YouTube*.

3.2.2 Shift in Advertisements

When it comes to advertising on this platform, over the last couple of years there's been a shift in the strategies. *YouTube* started by offering four different advertising options for brands (Pashkevich *et al.,* 2012). Firstly there were the in-stream pre-rolls and the overlays, which consist of short skippable video advertisements that appear at the beginning or halfway through the video. Subsequently came the advertisements that appear on the right side of the video watch page. Moreover, the third type of advertisements are the ones that appear in the search results that are mainly related to whatever the user types in the search box. The last advertising type

offered are the ones that appear on *YouTube's* homepage as a highlight when a user accesses the website.

Even though brands have been using these type of advertisements for years, they have been losing their impact throughout the years, due to all the recent ad-blocking technologies that are added to browsers and result in users not viewing the ads (Pashkevich *et al.*, 2012). Besides, users also find this kind of ads irritating and it often influences their website experience negatively (Dehghani *et al.,* 2016).

Taking this into consideration, brands have been trying new ways to reach their consumers through *YouTube*. One of the methods consists in brands having their own account on the platform and sharing exclusive brand content through their channel. However, managing this kind of channels is extremely challenging for brands, since they have to not only invest in the creation of specific content to target particular consumers but also lead them into interacting and engage inside each video (Dehghani et al., 2016; Khan, M., 2017).

With the rise of *YouTube* stars and their visibility among society, the presence of products and brands in their videos became extremely valuable. As an alternative for the traditional type of advertisements inside the platform that were previously mentioned, brands decided to start using *YouTubers* as endorsers for their products in plenty of different ways, that will be exposed onward.

3.2.3 Endorsing YouTubers

There are currently three different types of endorsements that brands can choose from when it comes to working with *YouTubers*: explicit sponsorship, affiliated links, and free product sampling (Wu, 2016). In explicit sponsorships, the *YouTuber* associates directly with the company to create videos with the main purpose of promoting the brand or product. The sponsoring company is expected to pay the *YouTuber* a remuneration, which can vary from a percentage of sales or a specified amount per number of views the video gets. Regarding endorsements with affiliated links, the *YouTuber* doesn't necessarily have to make a specific video about a product or a brand. It mainly consists of a specific URL or coupon code that is attributed to the *YouTuber* and results in a compensation, like for example, a commission on the sale. Moreover, there is free product sampling, where companies send free products to *YouTubers* for testing and to increase brand exposure. The main aim for the companies is to encourage the *YouTuber* to mention their product in one of their videos. This practice is extremely common in beauty related videos, where beauty brands try to encourage the *YouTubers* to feature their products in their videos in order to increase brand exposure. The

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companies not only uses *YouTubers* for publicity but also to receive product feedback when they are launching new products in the market.

Ultimately there are plenty of different paths brands can take to obtain a more powerful and significant presence on *YouTube*. The most important thing to keep in mind is that the management of the generated content is crucial when using social media and when it comes to *YouTube*, having a defined strategy will result in high customer return (Springer, 2015). This type of sponsorships, in comparison to endorsements in traditional media, is usually beneficial for brands, since the *YouTuber* is in charge of producing and managing the content on their own channels and the brand only has to provide products (Woods, 2016). Hence it has become fundamental for brands to build some kind of relationship with these influencers in order to achieve some sort of positive outcome from the consumer.

3.2.4 Success Stories

These type of endorsements have been frequently used over the last couple of years and there have been plenty of successful partnerships between brands and *YouTubers*. Brands from all product categories have been endorsing *YouTubers* as influencers as a way of reaching to consumers who are less likely to consume traditional media (Wu, 2016).

As an example, the *YouTube* comedy channel *TheFineBros* made an explicit sponsorship with the brand *Friskies*, creating a series of comical videos featuring kittens and the brand's products. One of the videos, "*Cats react to Viral Videos*", generated more than nine million views (Wu, 2016) and it mainly involved cat reactions to online viral videos where, towards the end, the cat devours a plate of *Friskies*. This is believed to generate more brand acknowledgement among their viewers, who will probably remember the brand next time they have to buy cat food.

Another example of an explicit sponsorship is the partnership between *Tresemmé* and the Portuguese *YouTubers Maria Vaidosa*, *Mia Rose* and *Alice Trewinnard*. The brand invited the three influencers to create videos about hair styling and hair products for an exclusive channel named *Love the Hair* (NiT, 2016). This partnership has become a reference for hair related product recommendations since the channel has around 50 thousand subscribers and accounts for a total of 5 million views (Social Blade, 2017).

In terms of affiliated links *Jen Chae*, *YouTuber* dedicated towards beauty and fashion, partnered with *Too Faced Cosmetics* and created a video on her channel entitled "*Holiday Gift Guide*". In the video, she recommends a makeup set by the brand and in the description box of the video, she has an URL link that redirects viewers towards the brand's website where they

can purchase the product. As a result, the influencer received a commission for every sale that was originated from that link (Wu, 2016).

The most common type of endorsement, especially in beauty related videos, is free product sampling. The brand *Urban Decay*, a makeup brand owned by *L'Oréal*, often provides several products before launching to different *YouTubers* in more than one country (Wu, 2016). Similarly, the travel company *Contiki* annually invites 10 *YouTubers* to try out their travel packages for free. In exchange, the brand gets free promotion and reviews from the *YouTubers'* video diaries of the trip (Contiki, 2017).

The success of using these influencers as endorsers has also grown to the outside of *YouTube*. Plenty of brands have also been using *YouTubers* instead of traditional celebrities as the voice of their brands in other media channels. In Portugal, one of the first companies to implement a 360º communication strategy with this type of opinion leaders was *NOS*, with the release of their new brand directed to youngsters called *WTF*. In 2013, the brand partnered with eleven *YouTubers* to be the face of their new communication campaign (Almeida, 2015). More recently, in 2017, several brands have also been adopting this strategy. The ice cream brand *Olá* invited the portuguese *YouTubers D4rkFrame*, *SirKazzio*, *Wuant* and *Olivia Ortiz*, to participate in their communication strategy by creating exclusive videos for their campaign *"#DizOlá"* (Marketeer, 2017). Similarly, *Fanta* has launched a new rebranding campaign based entirely on a strategy with *YouTubers*. The new brand image is being communicated by *Inês Rochinha* and *Nurb*, who are the stars of the *Fanta Challenge*. The campaign is not only on *YouTube*, but also on traditional media, such as outdoors, television and radio (Durães, 2017).

All of these cases are examples of success that can result from a partnership between brands and *YouTubers*. Moreover, it becomes relevant to profoundly understand the concept of influencers and the effects of using them as endorsers for marketing strategies.

3.3 *Influencer Marketing*

Currently, companies are spending a significant amount of money in influencers as endorsers for their brands and products (Rogers, C., 2016; Hulyk, T., 2015; Lee & Thorson, 1994). It is believed that this practice allows brands to become closer to the consumer, by simply using an intermediary. McCracken (1989) defined an endorser as someone who uses their public recognition on behalf of the consumer by appearing with a brand's product in an advertisement. Accordingly, Cooper (1984) indicates that celebrities have the ability to increase awareness and creating an identity or a persona for the product or brand they are endorsing.

Since consumers are becoming more demanding and are less receptive to traditional communication strategies (Dionísio *et al.*, 2009), new types of opinion leaders that consumers are highly engaged with started to emerge. Currently, celebrities are no longer just the ones we see in movies or in television. With the emergence of social media websites, celebrities now come in different formats according to each platform: such as *Bloggers*, *Instagramers* and *YouTubers*. Accordingly, celebrity endorsements faced a shift and a new notion emerged around endorsements with social media stars: influencer marketing.

Influencer marketing is not that different from word-of-mouth recommendations. As stated by Rogers (2016), the main difference is that in word-of-mouth the source can be whoever and in influencer marketing, the source is usually defined as an opinion leader, someone who has an influential effect on a certain amount of individuals. This marketing strategy highlights the importance of using an influencer as an intermediary when communicating with the consumer. Rogers (2016) argues that an influencer can be anyone who has the power of dictating attitudes and behaviors. Moreover, Pophal (2016) defines influencer marketing as a pull strategy rather than a push strategy. This means that if consumers perceive that they are being pushed with brand information the communication may backfire and lead to negative associations towards the brand and the influencer itself (Woods, 2016). Hence the importance of building a natural and solid relationship with the influencer that will ultimately translate into genuine and honest brand content acknowledged by the viewer.

These new type of influencers are often seen as more relatable to their followers and when deciding to collaborate with a brand, their opinions are not only seen as more genuine but also will be taken more seriously by their audience (Waller, 2016). This can be justified by the fact that these type of celebrities are not usually in the spotlight and are commonly seen as being on the same level as an ordinary individual. Besides, the intimacy created with their followers make them feel like they are dealing with a close friend rather than an unapproachable Hollywood celebrity.

The concept of endorsing opinion leaders didn't only begin with the appearance of social media platforms. Celebrities have been used in advertisements for a long time and it is important to comprehend the foundation of this concept and the effects that were triggered in terms of consumer behavior. Several authors have studied these effects and proposed several models. These models will be explained in the following section.

3.3.1 *Models on Celebrity Endorsements*

The first models focused on celebrity endorsements to be defined were the source models. These models gave emphasis to the relationship between the source of the ad (the celebrity) and the consumer. There are two main models: the source credibility model and the source attractiveness model (Mishra, 2015). The source credibility model was firstly defined by Hovland and Weiss in 1951 (cited in Mishra, 2015) and enlightens the extent to which the source of the ad is perceived as having expertise on the product or topic discussed in the advertisement. In other words, it is the extent to which the opinion of the celebrity used in the ad can be trusted or viewed as an "*authentic source of information*" (Erdogan, 2001). Ultimately, this model considered that the main concepts influencing the success of a celebrity endorsement are credibility and trustworthiness of the source (Mishra, 2015).

Contrarily, the source attractiveness model defined in 1968 by McGuire measures the effectiveness of an advertisement measured through three main elements: similarity with consumers, familiarity among consumers, and likeability (cited in Carrilat *et al*., 2013). Opposed to the first model, the source attractiveness highlights the importance of physical and psychological attraction towards the celebrity used in the advertisement. Ohanian (1991) defined that the combination of these two models (combining the three dimensions: credibility, trustworthiness and attractiveness) will allow us to fully measure the ad's efficiency.

Aaker (1997) defined that assigning unique personalities to a brand will also contribute positively in differentiating and making the brand more desirable to consumers. McCracken (1989) explored this matter more in depth and proposed a model that suggests that when a celebrity contains certain attributes, such as personality, age, style and others, he or she will add meaning to the brand and ultimately that meaning will transfer towards the consumer. The Meaning Transfer Model by McCracken is composed by three different stages (Carrilat *et al.,* 2013):

- In the first stage, meanings are combined and the celebrity image is shaped;
- Secondly, these meanings are transferred from the celebrity to the brand/product;
- In the last stage, the same meanings are transferred to the consumer through consumption or usage of the branded product.

This model highlights the importance of selecting the correct celebrity that will transfer the right meanings towards the consumer. Ultimately brands should focus on choosing the correct person that will convey the desired message and who will correctly express their brand identity to the customer. To achieve this, there are several tools, such as agencies specialized

in influencers that can be used by brands in order to choose the personality that will make the perfect fit with the desired target of consumers. According to Taylor Hulyk (2015) *"Working with influencers is never just a matter of finding an online personality with a lot of followers or subscribers, it's a decision filled with strategic considerations"*. Choosing the right opinion leader is key and some brands struggle to do so. Sometimes it becomes easier to find an influencer who already has a connection with the brand since it will lead to a more genuine and mutual beneficial brand-influencer relationship (Rogers, 2016). Brands need to understand that by collaborating with an influencer, they have to be willing to give up control since influencers are the ones who are in direct contact with the targeted consumers and, in this sense, they don't want their followers to look at them as a product or a brand. Besides, as previously stated, followers don't appreciate branded communication and when they feel like there is a brand behind the influencer, their behavioral outcome might be negatively impacted (Waller, 2016). Thus brands need to invest in a close relationship with the influencer since he is the one producing the content and delivering the final message. Ultimately, the main objective is for the brand and the influencer to build a compelling story together that will result in a satisfied loyal customer.

3.4 Impact in Consumer Behavior

Since social media usage has been increasing and registering massive numbers of daily usage, digital influencers such as *YouTubers* have become the perfect opportunity for brands to take a chance on being daily present in consumers' lives. Like any other form of marketing, marketing through social media platforms is expected to have direct effects on consumers' actions. According to several authors, it can bring substantial advantages for brands in terms of building brand awareness (Dehghani *et al*, 2016; Castronovo and Huang, 2012; Hoffman, 2010; Mangold *et al*, 2009), consumer's willingness to create a purchase (Dehghani *et al*, 2016; Castronovo and Huang, 2012; Mangold *et al*, 2009), and lastly to increase their level of loyalty towards the brand (Labrecque, 2014; Castronovo and Huang, 2012).

Having this in mind, it becomes equally important to comprehend what sort of outcome can brands take from using digital influencers in their marketing strategies. Authors have studied the effects of using digital influencers as endorsers in terms of consumer behavior and attitudes towards a brand. Findings suggest that the main dimensions that registered a high influence were also brand awareness, brand loyalty and purchase intention (McCormick, 2016; Mishra, 2015). This enhances the fact that brands are able to generate an outcome on the consumer when using digital influencers in their marketing campaigns. For further interpretation and

measurement of each dimension of consumer behavior, it substantial to analyze the meaning and origin behind the three concepts of Brand Awareness, Purchase Intention and Brand Loyalty.

3.4.1 Brand Awareness

Brand awareness can be defined as the extent to which a brand is recognized by potential customers. Keller (1993: 3) explains it as *"the likelihood that a brand name will come to mind and the ease with which it does so"*. Aaker (1991: 61) describes it as the ability of consumers to "*recognize or recall that a brand is a member of a certain product category*". However, it is believed by others that the concept of brand awareness derives from the antecedent existence of brand knowledge. This means that consumers will initially acquire the knowledge of a particular brand and will after register higher levels of awareness towards that same brand (Valkenburg & Buijzen, 2005; Keller, 1993). Brand awareness is normally combined by two concepts: brand recognition and brand recall (Chi, 2009). Brand recognition concerns consumers' ability to acknowledge a brand when given the brand as a cue. On the other hand, brand recall implies the consumer's ability to recollect the brand from memory when given a product category (Keller, 1993). Commonly associated with brand awareness comes the concept of brand name (Davis *et al.*, 2008). The brand name plays an important role since it is the dimension of brand awareness that stays in the mind of the consumer. In other words, a well-known brand name is directly linked with high brand awareness levels. Macdonald and Sharp (2000) argue that consumers tend to use brand awareness as a heuristic when it comes to the choice of a product. They explain that consumers sense that a well-known brand is more reliable than an unknown brand. Taking that into account, it can be said that there is a strength of brand awareness in directly influencing consumer behavior, meaning that high brand awareness levels will more likely lead the customer into buying the brand's products.

3.4.2 Purchase Intention

Former researchers have disclosed that purchase intention is the most reliable indicator to measure the success of an advertisement (Dehghani *et al*, 2016). According to Spears and Singh (2004: 56), purchase intention can be defined as *"an individual's conscious plan to make an effort to purchase a brand"*. In other words, it is the customer's willingness to buy a product from a brand in the future. A consumer's purchase intention is complex and can be influenced by several factors such as price, perceived quality and value. The most acknowledged purchase decision model was established by Engel, Blackwell and Miniard (1995) and it consists of a

five stage process: problem recognition, information search, evaluation of alternatives, product choice, and post-purchase evaluation. The authors defined that the consumer goes through all of these stages when choosing to buy a product. Even though these stages are commonly adopted by consumers it doesn't mean it applies to all purchasing decisions. When making low-involvement product choices, with low perceived risk, consumers tend to value more basic factors (Solomon & Stuart, 2000). In conclusion, when companies are implementing a marketing strategy the ultimate outcome that they drive for is to increase purchase intention levels since it is the most direct form of income the customer can offer to a brand.

3.4.3 *Brand Loyalty*

Brand loyalty can be defined as a pattern of consumer behavior where the consumer is committed to a specific brand and this commitment will ultimately result in repeat purchases over time (Chaudhuri *et al.*, 2001). As acknowledged by Ryan (1999: 20), only loyal customers will repurchase the same brand over time even when presented with alternative brands from the same market segment. Moreover, brand loyalty is known for having two distinct dimensions: behavioral loyalty and attitudinal loyalty (Dick *et al.*, 1994; Amine, 1998). Behavioral loyalty considers that loyalty towards the brand is directly linked to the action of repeating a purchase, in other words, it only takes into account the behavioral aspect. On the contrary, the dimension of attitudinal loyalty implicates a psychological involvement with the brand, without necessarily existing a repeated purchasing act (Aaker**,** 1996). Hence the presence of both loyalty dimensions is crucial in order to achieve complete brand loyalty. Therefore, focusing only on one of the scopes may result in short-term brand success or in the fewer growth opportunities (Dick *et al.*, 1994). Ultimately loyal customers are the customers that know the brand the best and will more likely recommend it to their close ones, which is an ideal outcome for a brand.

4. Research Framework

It has been proven by several authors that using influencers as endorsers has a direct impact on consumer attitudes towards brands. The main dimensions that were proven to be directly influenced were brand awareness, brand loyalty and purchase intention (McCormick, 2016; Mishra, S. A., 2015). However, there are no specified studies regarding the direct effects in consumer behavior when using specific digital influencers like *YouTubers*. Moreover, there appears to be no scientific comparison between the effects on the consumer when using traditional celebrities *versus* using digital influencers.

Considering this, the framework that was created aims to study the use of *YouTubers* as a source of product information as well as their direct influence in these three consumer behavior dimensions. The main goal is to understand whether or not these new influencers have a higher impact than traditional celebrities in brand endorsements. Taking this into account, it is equally relevant to comprehend the use of traditional celebrities as a source of product information as well as their impact in the same consumer behavior dimensions.

Furthermore, this study is going to be based on a comparison between the two types of endorsements, one being on *YouTube* and the other on television. Television was the chosen traditional platform since, just like *YouTube*, the content is displayed in a video format to its users. This similarity will aim to ensure the validity of the comparison. In order to assist in arriving at final conclusions, several hypothesis were developed as guidelines for the analysis.

Figure 2 - Research Framework
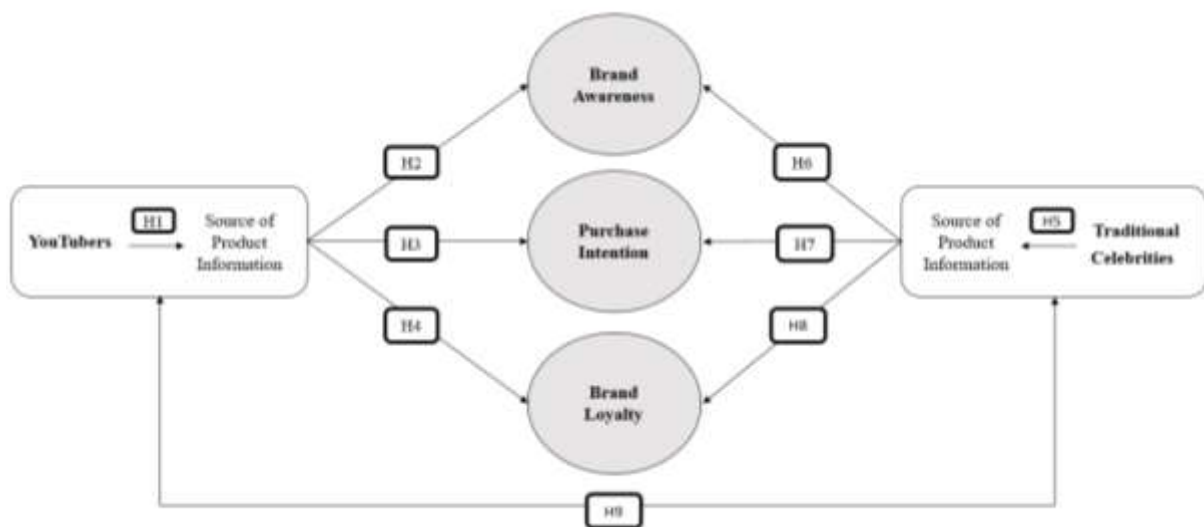
Source: Author's elaboration

Firstly it is relevant to assess whether or not this new type of celebrities are seen as a reliable source of product information. As established by Ohanian (1991) the combination of credibility, trustworthiness and attractiveness towards an endorser will reflect a higher ad efficiency. Therefore, hypothesis 1 (H1) allows us to comprehend if *YouTubers* are recognized as a complete source of product information, or in other words, if they believe they are a reliable source when it comes to their purchasing decisions.

H1: YouTubers are viewed as a credible, trustworthy and attractive source of product information.

When it comes to this type of endorsements and in order to comprehend their success, it becomes fundamental to apply and study several dimensions of consumer behavior. As explained by Keller (1993: 3) the extent to which a brand name comes to mind when a consumer is making a product choice is generally known as brand awareness. Considering the importance of high levels of brand awareness it becomes significant to understand how the public feels after watching a *YouTuber*'s sponsored video. In other words, whether or not their levels of brand awareness change after watching this type of endorsed videos. For that reason hypothesis 2 (H2) was developed.

H2: YouTuber endorsements have a positive effect in brand awareness.

Similarly, it is crucial to comprehend if watching a sponsored video made by a *YouTuber* has a direct impact in the consumers' future purchase decision. Dehghani *et al.* (2016) described that the success of an advertisement is usually measured by the consumers' willingness to purchase the product. Having this in mind, it is substantial to evaluate the impact a sponsored video has on a consumer's purchasing process. For that reason hypothesis 3 (H3) was created and it will allow us to comprehend how does watching a sponsored video during their decision-making process will influence the consumers' purchase decision.

H3: YouTuber endorsements have a positive effect in purchase intention.

Considering the fact that only loyal customers will repurchase the same brand multiple times (Ryan, 1999), it is relevant to assess whether the studied universe feels more committed or not towards a brand when watching a sponsored video made by a *YouTuber*. Hypothesis 4 (H4) was generated with the objective of recognizing the significance of *YouTube* sponsored

videos in terms of generating brand loyalty. In other words, to understand the capability of these type of endorsements have in converting regular customers into loyal customers.

H4: YouTuber endorsements have a positive effect in brand loyalty.

The following hypothesis are directly related with the impact generated by endorsements featuring traditional celebrities. Therefore, and just as established previously for *YouTubers*, it is important to comprehend if traditional celebrities are believed to be a credible, trusted and attractive source of product information. In other words, if consumers resort to them when they are seeking for information regarding products or brands. As defined by Aaker (1997), celebrities are believed to transfer human characteristics towards brands and as a consequence make them more desirable for consumers. Subsequently, hypothesis 5 (H5) was developed as way of attaining if traditional celebrities achieve this result.

H5: Traditional celebrities are viewed as a credible, trustworthy and attractive source of product information.

Moreover, it is equally important to figure out if traditional celebrities have a positive impact in brand awareness, since high brand awareness levels can dictate the consumers' product choice when it comes to a certain product category (Macdonald and Sharp, 2000). Thus, hypothesis 6 (H6) was developed to comprehend the effects that these type of endorsements may generate in the consumers responsiveness towards a brand.

H6: Traditional celebrity endorsements have a positive effect in brand awareness.

According to Spears and Singh (2004), purchase intention determines the consumers' willingness to buy a product. Since this dimension of consumer behavior is commonly used as an indicator of efficiency on and advertisement, hypothesis 7 (H7) was established as a way of understanding if watching an endorsement featuring a traditional celebrity will lead the consumers into purchasing the actual product.

H7: Traditional celebrity endorsements have a positive effect in purchase intention.

Furthermore, just like for *YouTubers*, it is of extreme importance to understand whether endorsements with traditional celebrities are able to generate positive effects in terms of brand loyalty. As stated by Chaudhuri *et al.* (2001), brand loyalty can result in repeat purchases, which

is an outcome brands commonly attain for when developing endorsement strategies. Hence, hypothesis 8 (H8) was defined to assess the impact these traditional celebrity may generate on consumers' fidelity levels.

H8: Traditional celebrity endorsements have a positive effect in brand loyalty.

YouTubers are believed to be seen as a more reliable source of product information than old-fashioned celebrities (Waller, 2016). Additionally, findings state that endorsements with digital influencers are more powerful than endorsements in traditional media (Nielsen, 2013; Kirkpatrick, 2016). Since the main aim is to comprehend whether endorsements with *YouTubers* are more effective than endorsements with traditional celebrities in terms of dictating consumer behavior, hypothesis 9 (H9) was developed. The goal of this premise is to compare both types of influencers, not only as a source of product information, but also the effects in the three dimensions of consumer behavior: brand awareness, purchase intention and brand loyalty.

H9: YouTuber endorsements register higher positive effects in terms of a) credibility, trust and attractiveness, b) brand awareness, c) purchase intention, d) brand loyalty than traditional celebrity endorsements.

All of the hypothesis above were developed with the objective of facilitating the structure and future analysis of this research. The illustration below summarizes all of the research hypothesis that were defined.

Table 2 - Research Hypothesis Summary

Research Hypothesis
H1: *YouTubers* are viewed as a credible, trustworthy and attractive source of product information.
H2: *YouTuber* endorsements have a positive effect in brand awareness.
H3: *YouTuber* endorsements have a positive effect in purchase intention.
H4: *YouTuber* endorsements have a positive effect in brand loyalty.
H5: Traditional celebrities are viewed as a credible, trustworthy and attractive source of product information.
H6: Traditional celebrity endorsements have a positive effect in brand awareness.
H7: Traditional celebrity endorsements have a positive effect in purchase intention.
H8: Traditional celebrity endorsements have a positive effect in brand loyalty.
H9: *YouTuber* endorsements register higher positive effects in terms of **a)** credibility, trust and attractiveness, **b)** brand awareness, **c)** purchase intention, **d)** brand loyalty, than traditional celebrity endorsements.

Source: Author's elaboration

5. Methodoloy

5.1 Research Design

This study was constructed based on a descriptive research design. According to Malhotra and Birks (2006) this type of research is the most appropriate when it comes to describing and measuring certain behaviors adopted by individuals. Also, this design is the most used when the researcher uses hypothesis as a form of measurement. Since the main objective of this study is to assess the importance of sponsored *YouTube* videos on consumer behavior, this type of research becomes the most suitable one to be implemented.

Descriptive research can adopt two different formats: cross-sectional or longitudinal (Malhotra & Birks, 2006). This study consists of a single cross-sectional descriptive research, where the data collection is made once from a single non-repeated sample. In other words, the information for this investigation was collected once from one singular sample.

Furthermore, this research will also have an empirical approach, as the final conclusions will be based in true evidence collected from existent data. This means that every conclusion or theories that may originate from this study will be based on experimentation/observation.

5.2 Universe and Sample

When conducting a descriptive research, data from individuals is usually collected. The group of individuals which it is intended to draw conclusions from is known as the universe of the study (Malhotra & Birks, 2006). Therefore, the universe considered in this study are "Portuguese individuals who use *YouTube* and have watched at least one video about a brand/product made by *YouTuber*". The study is about the effects of branded videos made by *YouTubers*, therefore the studied universe needs to be individuals who use this platform and are aware of this type of videos. Moreover, the study is targeted towards portuguese residents due to the lack of studies regarding sponsored videos on *YouTube* in Portugal.

The sampling method that was used for this research was the non-probability type with a convenience approach. This sampling procedure consists in trusting the decision of the researcher in choosing the right individuals (Malhotra & Birks, 2006). In other words, the respondents are chosen randomly to answer the research instrument. When it comes to the sample size, the main objective was to collect a minimum of 500 individuals as a way of ensuring a considerable amount of opinion variety and distinct points-of-view. The final sample, consisted of 518 individuals. The sample profile characteristics will be explained onward, in the Data Analysis section of the study report.

5.3 *Instrument Construction and Data Collection*

The chosen instrument for the data collection of this research was an online questionnaire (Appendix 1 and 2). The questionnaire was made in *Qualtrics*, an online platform that facilitates the construction of surveys. The questions were written in Portuguese since it is the mother language of the considered universe. The concepts used throughout the questionnaire were based on the literature review and explained to the respondents in each question. The survey was made of both open and closed questions.

Prior to releasing the survey, a pre-test was made with 8 people from diverse backgrounds and age differences. This pre-test was extremely relevant in order to assess if different respondent profiles understood the questions and if some question should be removed or improved. Some adjustments to questions and scales were made bearing in mind some of the received inputs in this pre-test. None of the answers from the pre-test were considered for the final sample.

The final questionnaire was shared and sent in different online platforms (*Facebook*, *LinkedIn*, *Email*, *WhatsApp*, and others). Before starting the online survey respondents were informed that the questionnaire was part of a master dissertation with the main objective of studying the effects of *YouTube* in consumer behavior. A few filter questions were used in the beginning to make sure the respondent profile suited the main objective of the study.

The survey was made of three different parts. The first one was about the individuals' behavior in social media, more specifically on *YouTube* and their attitudes towards branded videos made by *YouTubers*. The second part was about the individuals' behavior regarding traditional media, more specifically television and their attitudes towards celebrity endorsements. Lastly, the third part regarded the respondents' demographic characteristics (age, gender, and others).

The first two parts of the questionnaire had the main objective of comparing the respondents' behavior towards endorsements on the two platforms (*YouTube* and Television). In these two groups, four different constructs were being analysed: credibility, trust and attractiveness; brand awareness; purchase intention; and brand loyalty (Table 3). Items based and adapted from existent published studies were used to measure this constructs. Minor modifications had to be made to the items in order to guarantee their validity in the current research context. These items were measured based on the previous scale adopted by the

preceding authors, in a 5 point Likert scale (1= Strongly disagree; 2= Disagree; 3=Neutral; 4= Agree; 5= Strongly agree). These constructs and items can be found below (Table 3):

Table 3 - Construct and Item Summary

Construct	Item	Adapted from
Source Credibility, Trust and Attractiveness	**A1.** YouTubers/Celebrities are a credible source of product/brand information **A2.** I trust opinions given by YouTubers/Celebrities in respect to products/brands **A3.** I relate with YouTubers/Celebrities because we are similar and share the same interests	Erdogan, (2001). Mishra, (2015). Carrilat *et al.* (2013)
Brand Awareness	**B1.** I have no difficulties to remember the brand and its characteristics **B2.** This brand is the first one that comes to mind among others in the same category **B3.** I can easily recognize the brand among other competitors **B4.** I can quickly recall the symbol or logo of the brand	Long-Chuan, L. *et al.* (2014); Yoo *et al* (2000); Loureiro and Miranda (2011)
Purchase Intention	**C1.** I would consider trying this product/brand **C2.** Next time I'm in a store I will look for this product/brand **C3.** I will purchase the brand next time I need this type of product **C4.** I started using the product after seeing it in a video/advertisement	MacKenzie *et al.* (1986); Putrevu and Lord (1994); Taylor and Baker (1994); Karrh's (1998), Morton & Friedman's (2002);
Brand Loyalty	**D1.** I don't feel the need of switching to other competitors brands **D2.** This brand is my first choice in this product category **D3.** I consider myself to be loyal to this brand **D4.** I intend to keep purchasing products from this brand **D5**. I will recommend this brand to others	Kapferer and Laurent (1983); Yoo and Donthu (2001); Chaudhuri and Holbrook (2001); Jang *et al.* (2008)

Source: Author's elaboration

5.4 *Data Analysis and Procedure*

The initial procedure of the analysis was the coding and submission of all questionnaire answers from *Qualtrics* into the statistics software *SPSS 22*. After all the answers were compiled in a database, an analysis of the respondents was made in order to assess and eliminate invalid answers. The initial questionnaire had 1319 respondents, however because of the filter questions and elimination of incomplete survey submissions, the final sample comprised a total of 518 respondents.

The data analysis section starts with a sample characterization. This part consists of a brief explanation and description of the sample characteristics when it comes to simple demographics, like for example age and gender, to determinant behaviors for this study, like for example *YouTube* usage.

Furthermore, a dimension reduction and scale validity analysis was performed. Firstly, a factorial analysis was performed in order to understand whether the dimensions that were being used were well organized and to assess if the items were representative of each construct. Secondly, an analysis to the validity and reliability of the scale was performed by using the Cronbach's Alpha test. This test has the main objective of determining if the scale that is being used is consistent and reliable to describe a construct (Malhotra & Birks, 2006).

Subsequently, in order to examine profoundly the respondents' answers to specific items, a descriptive analysis was performed. This analysis was conducted with the main goal of measuring the responses item by item for understanding the depth of each construct.

Lastly, the final analysis that was carried out was the hypothesis testing, in order to understand the validity of each premise. Because of their identical formulation, a One Sample Student's T-test was conducted for all 9 hypothesis of this research. The main objective of the test is to measure if the mean of a variable is statistically and significantly higher than the test value that is previously established (Malhotra & Birks, 2006). The hypothesis testing is divided into three groups. The first group is exclusively related with *YouTube*. The test value that was established was 3.5 since the measurement was made through a 5-point Likert Scale, where 3 is the neutral possible answer. The second group is identical to the previous one except it is related with traditional celebrities. The third group contains the hypothesis that comprises the comparison between endorsements with *YouTubers* and traditional celebrities. For this group, the test value that was established for the traditional celebrities was the equivalent mean that was obtained in the *YouTubers* context. This will allow to understand whether or not traditional celebrities have a higher or lower mean than *YouTubers* for each construct.

6. Data Analysis and Results

6.1 Sample Characterization

6.1.1 Demographics

In this part of the sample characterization, some brief demographics are going to be covered. As previously mentioned, the sample size of this research is 518 respondents. When it comes to age distribution (Figure 3) the majority of the respondents belong to the 18 to 24 years old age group with 61%, followed by the age group between 25 to 34 years old with 18.5%. This means that almost 80% of the respondents belong to Generation Y and Z, which are commonly understood to be the ones that consume social media the most. Regarding gender distribution of the sample, the results were considerably uneven, where 72% of the respondents were females and 28% being males.

Age

61,0%   18,5%   6,2%   7,9%   6,4%

18-24   25-34   35-44   45-54   55+
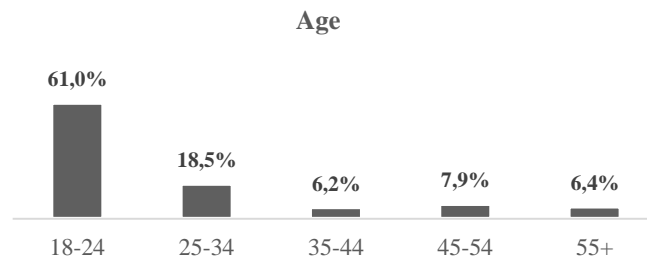
Figure 3 - Age Groups

In respect to the respondents' education level it was quite disperse, having 37.5% a Bachelor degree, followed by Secondary level with 32.8% and then Master degree with 25.5%. Only a few respondents have a Basic education level (3.3%) and a Doctoral degree (1%). Therefore, we can conclude that every level of education is represented by the respondents even though some might be more numerously than others. Regarding their professional situation, most of the respondents are either employed (41%) or students (42%) which can be explained by the high number of young adults responding to this questionnaire. From the remaining, 9% are working students, 5% are unemployed and 3% are retired.

Regarding internet usage behavior (Figure 4), even though there wasn't a significant difference between the other answers, most of the respondents spend more than 4 hours per day online (35.4%). On the contrary, when analysing the results from the same question but in respect to Television (Figure 4), most respondents (47.1%) spend only 1 to 2 hours per day watching television. In conclusion, we can assume that overall the respondents spend more hours per day on *YouTube* than they spend on watching Television.

Average time per day spent on the internet versus television
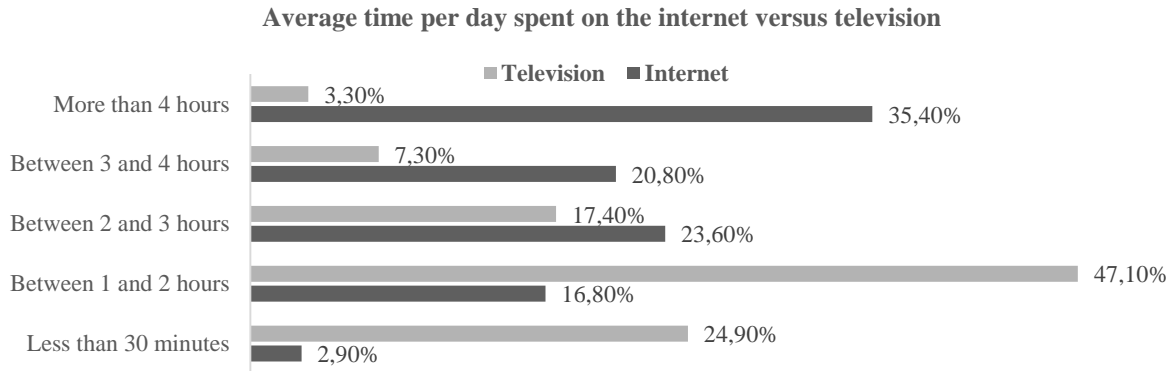
Figure 4 - Average time per day spent on the Internet versus Television

Regarding social media usage, it was important to understand the respondent's behavior. The most used social media platform, among the respondents (Figure 5), is *YouTube* (26.12%) followed by *Facebook* with a minor difference (24.76%). This might seem surprising since *Facebook* is believed by some to be the most used social media platform in the world. Since our sample consists of a younger age group, this might have led into obtaining this result.

Most used Social Media Platforms
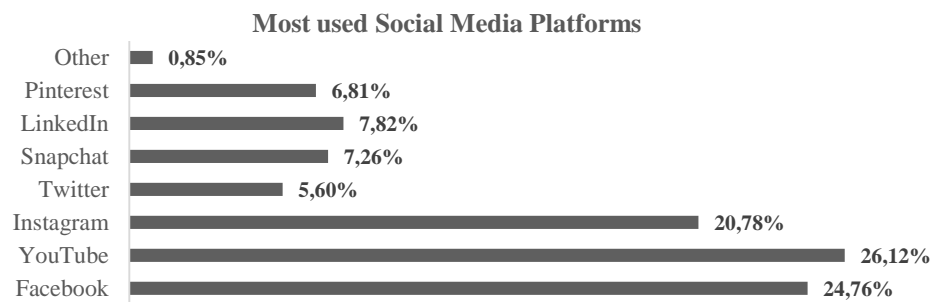
Figure 5 - Most used social media platforms

6.1.2 *YouTube versus Television usage*

Since this research is about the influence *YouTubers* have over consumer behavior, it is important to comprehend beforehand the habits and usage the respondents have when using this platform. As observed below (Figure 6), most of the respondents use this online platform every day (64.7%). Only a few stated that they use *YouTube* less than once per week (2.5%).
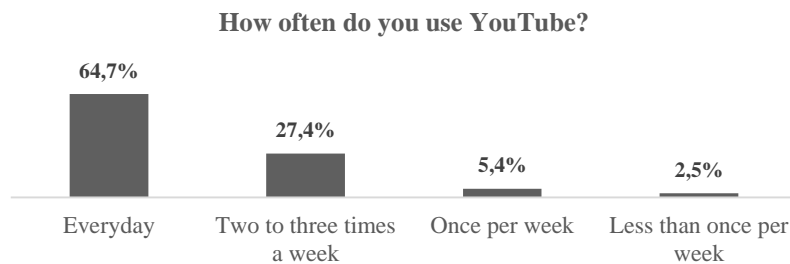
How often do you use YouTube?

Figure 6 - YouTube usage

2

In terms of subscriptions to *YouTube* channels (Figure 7), most of the respondents are subscribed from 10 to 50 channels (39.2%). However, it is also important to highlight that 13.5% of the respondents aren't subscribed to *YouTube* channels at all. This group of respondents weigh more than the ones that are subscribed to more than 100 channels (8.5%). This number doesn't necessarily have to be related to the amount of videos watched since any user can watch as many videos as they desire without subscribing to a specific channel. Subscribing to a channel only implicates having a closer bond with the *YouTuber*, since it implies, for example, receiving notifications every time a new video is uploaded to that channel.

How many YouTube channels are you subscribed to?

More than 100	8,5%
Between 50 and 100	12,2%
Between 10 and 50	39,2%
Less than 10	26,6%
None	13,5%
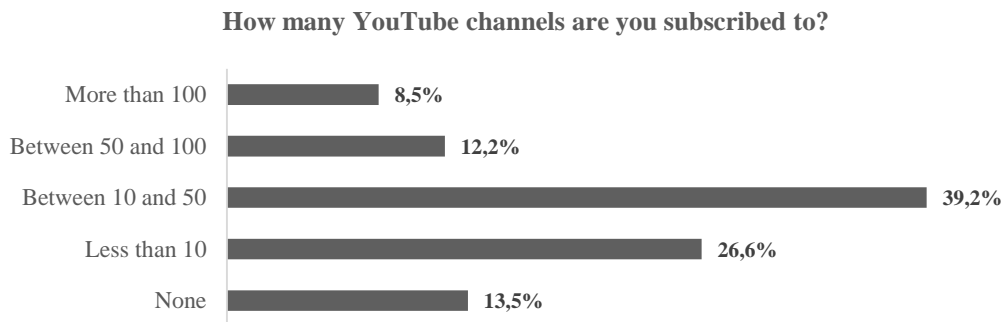
Figure 7 - YouTube channel subscriptions

Since this research involves the presence of products/brands in *YouTube* videos, it is of extreme relevance to assess the interaction between the users and this type of videos. The first question that was asked was if the respondent has ever used *YouTube* to obtain information about a product or brand (Figure 8). Most of the respondents answered "Yes" (89.2%) and only a small percentage answered "No" (10.8%). The same question was asked in terms of television and despite the small difference, the scores were lower. The percentage of respondents that said "Yes" was 88.6% and that said "No" was 11.4%. This means that the respondents receive slightly more product or brand information from *YouTube* than from Television.

Product Information

■ Yes ■ No

89,2%	10,8%	88,6%	11,4%
Have you ever obtained product information from YouTube?		Have you ever obtained product information from Television?	
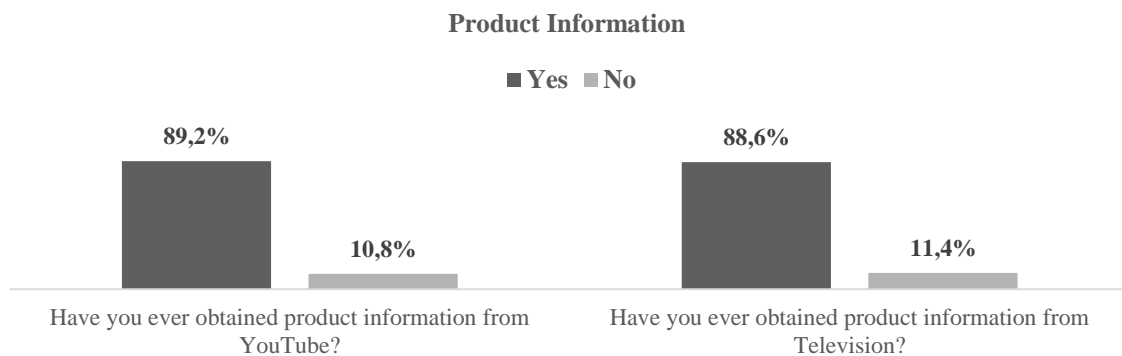
Figure 8 - YouTube versus Television: Product Information

The second question that was asked considering both contexts, was whether the respondents have gotten to know a product or brand through that platform (Figure 9). Regarding *YouTube*, the distribution was similar to the previous question, having 87.8% of the respondents replying with a "Yes" and only 12.2% replying with a "No". In terms of Television, the results were better than the ones on *YouTube*. The respondents that answered with "Yes" were 91.3% and with "No" only 8.7%. Taking this into account, it can be assumed that for the respondents, new products or brand are discovered more frequently in Television than on *YouTube*.

New Brands or Products

■ Yes ■ No

87,8%   91,3%

12,2%   8,7%

Have you ever discovered a brand or product through   Have you ever discovered a brand or product through
YouTube?   Television?
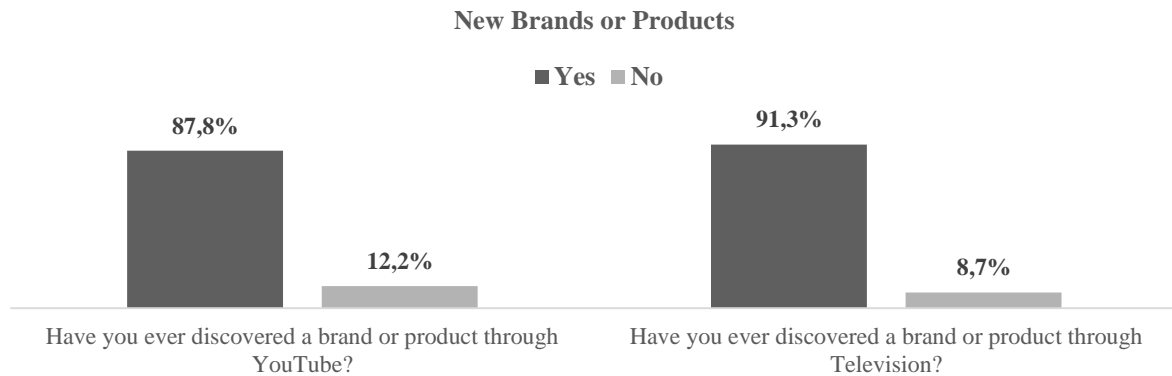
Figure 9 - YouTube versus Television: New Brands and Products

In terms of *YouTube* behavior, it is also relevant to understand in which video categories is more common to watch content about products or brands. For this question, the distribution was quite disperse (Figure 10), but the top three categories were Fashion & Beauty with 21.27%, Technology & Informatics with 15.03% and Music & Entertainment with 13.60%. This information is helpful to approximately obtain the most popular product categories that are being endorsed by *YouTubers* on their channels or the categories that the consumers are more aware of being present on this platform.

In which YouTube categories have you watched a video made by a YouTuber about a product or brand?

Other   1,00%
Videogames   4,93%
Travel & Tourism   9,86%
Fashion & Beauty   21,27%
Music & Entertainment 13,60%
Technology & Informatics 15,03%
Home decor & DYI   9,98%
Fitness & Sports   11,60%
Food & Cooking   12,73%

Figure 10 - YouTube Categories

4

6.2 *Dimension Reduction and Scale Reliability*

This section is dedicated to evaluating the consistency of the chosen scales and how well they are organized in terms of explaining each specific construct. This process was based in a factorial analysis, more specifically in the Principal Components analysis. According to Malhotra and Birks (2006), this type of analysis is normally used for data reduction and summarization. This test will be conducted for the four existing constructs: Source Credibility, Trust and Attractiveness; Brand Awareness; Purchase Intention; and Brand Loyalty. Since in the questionnaire the constructs and respective items were replicated for two contexts (*YouTube* and Television), two Principal Component analysis will be performed according to each situation. Prior to initializing the Principal Component Analysis, two tests must be sustained: the Kaiser-Meyer-Olkin test (KMO) and the Bartlett's test of Sphericity. According to Maroco (2007), in order to proceed with a factorial analysis the KMO test should have a value between 0.5 and 1 and the Barlett's test must not exceed a significance value of 0.1. The conclusions of both tests can be found in the sections ahead as well as all of the conclusions.

For the analysis of the scale reliability, the most common test that is used is the Cronbach's Alpha. This test is generally used when the used scale consists are multi-item, like for example Likert scales. Multiple authors defend that values above 0.6 mean that the scale is considered reliable (Malhotra and Birks, 2006; Maroco, 2007).
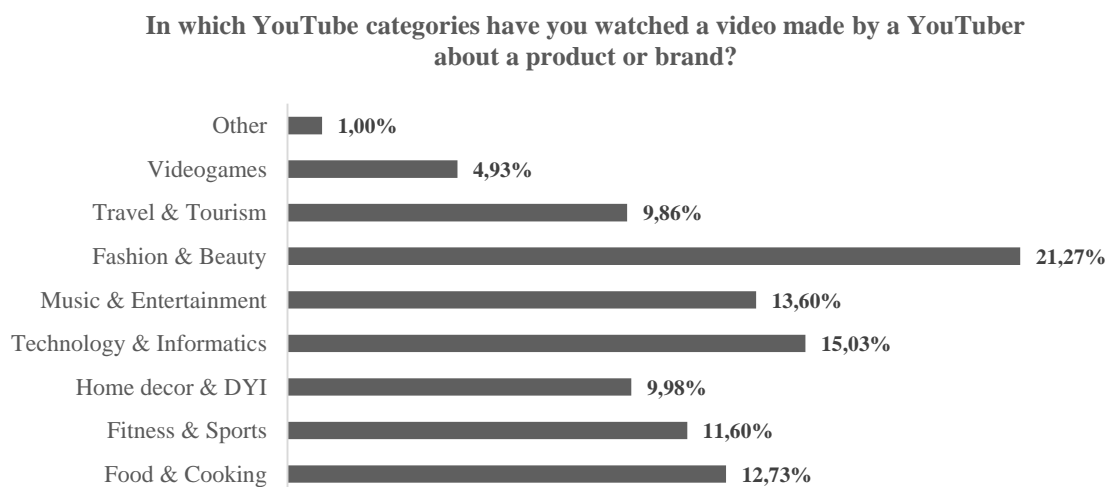
6.2.1 *YouTube Context*

Regarding the context of *YouTube* the KMO test that was obtained was 0.881 which is considered an acceptable value to perform the factorial analysis. In terms of the significance value of the Barlett test, the obtained value was 0.000 which is also considered acceptable (Malhotra and Birks, 2006). Both tests were sustained, therefore the factorial analysis can be performed.

With the application of the factorial analysis, it can be observed (Table 4) that 4 components were extracted. This means that the 16 items formed 4 different dimensions, representing an explained variance of 62.701%, which is considered an adequate value (Malhotra and Birks, 2006; Maroco, 2007). Moreover, the items are all well organised and distributed throughout the components, which means that the pre-established items for each construct are valid. Likewise, the Cronbach's Alpha value is above 0.6 for all constructs which indicates that the scale is reliable.

The Cronbach's Alpha if item deleted was also calculated in order to comprehend if any improvements can be made to the scale in terms of reliability. With the existing values in this

column, a decision about removing certain items can be made. As seen in Table 4, the items that would increase the Cronbach's Alpha value if they were removed, are items A3, C4 and D1. However, according to Hair *et al.* (2006), a construct should have a minimum of three items in order to ensure a minimum coverage of the construct's academic basis. Consequently, item A3 can't be removed or else the Source Credibility, Trust and Attractiveness construct would remain with only two items. As a result, the only removed items to be considered are C4 and D1.

Constructs	Items	Factor Loadings				Cronbach's Alpha	Cronbach's Alpha if item deleted
		1	**2**	**3**	**4**		
Source Credibility, Trust and Attractiveness	A1	0.097	0.126	0.101	**0.826**	0.732	0.61
	A2	0.118	0.123	0.104	**0.835**		0.587
	A3	0.078	0.093	0.167	**0.722**		**0.779**
Brand Awareness	B1	0.113	0.197	**0.637**	0.182	0.663	0.606
	B2	0.174	0.206	**0.549**	-0.037		0.644
	B3	0.161	0.116	**0.654**	0.189		0.576
	B4	0.082	0.024	**0.794**	0.121		0.562
Purchase Intention	C1	0.071	**0.636**	0.458	0.088	0.785	0.758
	C2	0.161	**0.826**	0.249	0.118		0.656
	C3	0.341	**0.655**	0.282	0.069		0.721
	C4	0.18	**0.767**	-0.057	0.183		**0.796**
Brand Loyalty	D1	**0.717**	0.045	0.054	0.087	0.846	**0.851**
	D2	**0.836**	0.181	0.184	0.036		0.79
	D3	**0.851**	0.156	0.11	0.041		0.794
	D4	**0.613**	0.369	0.253	0.243		0.81
	D5	**0.548**	0.352	0.321	0.27		0.823

Table 4 - Principal Components Matrix: YouTube

6.2.2 Television Context

Regarding the context of Television the KMO test that was obtained was 0.893 which is considered an acceptable value to perform the factorial analysis. In terms of significance of the Barlett test, the obtained value was 0.000 which is also satisfactory (Malhotra and Birks, 2006). Both tests were sustained, therefore the factorial analysis can be performed.

With the factorial analysis 4 components were extracted (Table 5), just like in the previous context. This means that the same 16 items used in the two contexts (*YouTube* and Television) formed 4 different dimensions that represent an explained variance of 72.460%, which is considered an adequate value and also a better value than the one obtained in the *YouTube* context. As witnessed in Table 5, the pre-established items for each construct are all well organised and distributed. Equally, the Cronbach's Alpha value is above 0.6 for all constructs which validates the reliability of the scale.

By analysing the obtained values in the Cronbach's Alpha if item deleted, the items that should be deleted to improve the reliability are A3, B2, C4 and D1. Nonetheless, as explained previously, constructs with less than three items are not recommended. Accordingly, item A3 should remain. Similarly, in order to maintain the consistency and comparability of the two contexts, the only items that should be removed are the ones that will increase the Cronbach's Alpha for both contexts. Therefore, item B2 shouldn't be removed either, since this action would reduce the Cronbach Alpha value in the *YouTube* context.

Constructs	Items	Factor Loadings				Cronbach's Alpha	Cronbach's Alpha if item deleted
		1	2	3	4		
Source Credibility, Trust and Attractiveness	A1	.191	.166	**.883**	.091	0.887	0.814
	A2	.187	.168	**.881**	.095		0.809
	A3	.174	.230	**.805**	.090		**0.894**
Brand Awareness	B1	.108	.245	.109	**.727**	0.765	0.699
	B2	.320	.133	.214	**.533**		**0.780**
	B3	.120	.070	.016	**.846**		0.658
	B4	.045	.166	.030	**.807**		0.696
Purchase Intention	C1	.179	**.782**	.108	.314	0.874	0.846
	C2	.268	**.833**	.185	.220		0.790
	C3	.428	**.680**	.188	.266		0.825
	C4	.189	**.703**	.295	.031		**0.887**
Brand Loyalty	D1	**.771**	.061	.219	.111	0.903	**0.904**
	D2	**.884**	.177	.138	.123		0.866
	D3	**.850**	.228	.120	.088		0.871
	D4	**.710**	.432	.122	.134		0.879
	D5	**.669**	.362	.202	.228		0.886

Table 5 - Principal Components Matrix: Television

As a result, the only items that are going to be removed from both contexts are C4 "*I started using the product after seeing it in a video/advertisement*" and D1 "*I don't feel the need of switching to other competitors brands*". These are the only two items that when removed, will increase the Cronbach's Alpha value of the constructs in both Television and *YouTube* contexts.

6.3 Descriptive Statistics

In this section, a deep analysis will be made in respect to the way the respondents replied to each item. Likewise, this segment will allow to comprehend which items have the most impact in the overall construct rating. Additionally, the analysis of several values will enable to understand in depth the comparison of popular personalities on the two platforms (*YouTube*

and Television): *YouTubers versus* traditional celebrities. The main measurements that are going to be analysed to describe each item are the mean, mode and standard deviation.

The first construct to be considered is the source credibility, trust and attractiveness. As observed in table 6, *YouTubers* have the higher scores in all three items. In terms of mean value, *YouTubers* are always above 3, which is considered to be positive since the neutral point of the scale is 3 and above that indicates that the respondents agreed with the affirmation that is presented in the item. In terms of mean, the construct that generated the biggest difference between the two contexts was A2 "*I trust opinions given by YouTubers/Celebrities in respect to products/brands*". This indicates that trust causes the most divergences between *YouTubers* and traditional celebrities. When it comes to the mode, most respondents answered negatively or neutrally towards traditional celebrities, since the most frequent values were 2 (Partially Disagree) and 3 (Neutral). Regarding the standard deviation, the item that generated the overall most disperse responses was A3 "*I relate with YouTubers/Celebrities because we are similar and share the same interests*". Similarly, the context of traditional celebrities generated an overall higher answer disparity compared with *YouTubers*, since it has higher standard deviation values.

Construct	Items	Context	Mean	Mode	Std. Deviation
Source Credibility, Trust and Attractiveness	**A1.** YouTubers/Celebrities are a credible source of product/brand information	YouTubers	3.87	4	0.763
		Celebrities	2.65	2	1.25
	A2. I trust opinions given by YouTubers/Celebrities in respect to products/brands	YouTubers	3.82	4	0.76
		Celebrities	2.54	2	1.149
	A3. I relate with YouTubers/Celebrities because we are similar and share the same interests	YouTubers	3.62	4	1.144
		Celebrities	2.49	3	1.204

Table 6 - Descriptive Statistics: Source Credibility, Trust and Attractiveness

Regarding the construct of brand awareness (Table 7), it can be observed that overall the context of *YouTubers* scored more positive values in all items compared to traditional celebrities. In terms of mean, the values were very close for all four items. Nonetheless, the item that generated the highest mean difference between the two contexts was B2 "*This brand is the first one that comes to mind among others in the same category*". This indicates that remembering the brand in a product category might be the best element to explain the difference between the two contexts in terms of brand awareness. Regarding the mode, both *YouTubers* and traditional celebrities had the same value for each item, which also reflects the proximity between the mean values. Concerning the standard deviation, the item that generated the most

disperse answers in respect to the mean was also item B2 *"This brand is the first one that comes to mind among others in the same category"*.

Construct	Items	Context	Mean	Mode	Std. Deviation
Brand Awareness	**B1.** I have no difficulties to remember the brand and its characteristics	YouTubers	4.05	4	0.916
		Celebrities	3.93	4	0.902
	B2. This brand is the first one that comes to mind among others in the same category	YouTubers	3.63	4	1.197
		Celebrities	3.41	4	1.237
	B3. I can easily recognize the brand among other competitors	YouTubers	4.04	5	1.098
		Celebrities	3.95	5	1.117
	B4. I can quickly recall the symbol or logo of the brand	YouTubers	4.43	5	0.902
		Celebrities	4.23	5	1.001

Table 7 - Descriptive Statistics: Brand Awareness

In respect to the purchase intention construct (Table 8), overall the context of *YouTubers* also registered more positive values that traditional celebrities. When it comes to mean values, the item that scored the biggest difference between the two was C2 *"Next time I'm in a store I will look for this product/brand"*. Thus, searching for a brand or product in a store after seeing it in a video or advertisement might be the best component to explain the difference between the two contexts in terms of purchase intention. Regarding the mode, it can be observed that the respondents answered positively more times regarding *YouTubers* than traditional celebrities. In the context of *YouTubers*, the mode was above 3 (Neutral value) for all items. Contrarily, in the context of traditonal celebrities, the only item that had plenty of value answers above the neutral point was C1 *"I would consider trying this product/brand"*. In terms of standard deviation, the item that generated the most disparity in answers between the two contexts was item C2 *"Next time I'm in a store I will look for this product/brand"*.

Construct	Items	Context	Mean	Mode	Std. Deviation
Purchase Intention	**C1.** I would consider trying this product/brand	YouTubers	4.29	5	0.843
		Celebrities	3.61	4	1.209
	C2. Next time I'm in a store I will look for this product/brand	YouTubers	3.93	5	1.078
		Celebrities	3.16	3	1.281
	C3. I will purchase the brand next time I need this type of product	YouTubers	3.81	4	1.025
		Celebrities	3.13	3	1.257

Table 8 - Descriptive Statistics: Purchase Intention

Concerning the construct of brand loyalty (Table 9), the context of *YouTubers* also appears to generate values than traditional celebrities. In terms of mean value, the item that registered a bigger difference of values between the two contexts was D3 *"I consider myself to be loyal to this brand"*. Therefore, this item is determinant to explain the mean difference

between the *YouTubers* and traditional celebrities when it comes to purchase intention. Regarding the mode, the context of *YouTubers* only registered a higher repeated value in construct D2 "*This brand is my first choice in this product category*". The mode from the two contexts in the remaining items was always equal, which indicates that there is no major difference in terms of the value that was chosen to reply to each item. The values of the standard deviation were higher in construct D3, which indicates that this item had the most disparity among respondents in terms of values that were used to reply to the item affirmation.

Construct	Items	Context	Mean	Mode	Std. Deviation
Brand Loyalty	**D2.** This brand is my first choice in this product category	YouTubers	3.34	4	1.187
		Celebrities	2.77	3	1.252
	D3. I consider myself to be loyal to this brand	YouTubers	3.96	3	1.206
		Celebrities	2.6	3	1.214
	D4. I intend to keep purchasing products from this brand	YouTubers	3.7	4	1.093
		Celebrities	3.18	4	1.243
	D5. I will recommend this brand to others	YouTubers	4.05	4	0.922
		Celebrities	3.41	4	1.204

Table 9 - Descriptive Statistics: Brand Loyalty

Even though this analysis appears to confirm the validation of most research hypothesis, measuring each item individually isn't statistically representative. Therefore, all items were aggregated to build each construct in order to fully investigate and measure the validation of each research hypothesis. This analysis will be conducted in the following section.

6.4 *Hypothesis Tests*

In this section, all of the previously defined research hypothesis were tested with an expected validation outcome. The main objective was to assess the confirmation of each premise that is presented in each hypothesis. Thus, the parametric test that was chosen was the One Sample Student's T-test. In the One Sample Student's T-test, the null hypothesis states that the variable mean is equal to the chosen test value (Maroco, 2007). The main goal of this research is to reject the null hypothesis to prove that the variables have a higher mean than the chosen test value. In order to do so, the t value of the test must be positive and the sig, (1-tailed) must be below 0.05, assuming a 95% confidence level (Malhotra & Birks, 2006). Moreover, if the lower and upper limit of the confidence interval is positive, it indicates that the variable mean is higher than the test value (Laureano, 2011). As previously explained, the hypothesis testing was divided into three parts. The first part aims to verify the hypothesis concerning endorsements with *YouTubers*. The second part concerns the hypothesis related with endorsements featuring traditional celebrities. Finally, the third part intends to evaluate if

endorsements with *YouTubers* have a greater impact on the consumer than endorsements with traditional celebrities.

The first section is aimed towards H1, H2, H3 and H4. For those hypothesis, the tested variables (constructs) were source credibility, trust and attractiveness; brand awareness; purchase intention; and brand loyalty. Since the measurement of each item was made through a five-point Likert scale (1= Strongly disagree; 2= Disagree; 3=Neither agree nor disagree; 4= Agree; 5= Strongly agree), the chosen test value was 3.5. This test value was selected because it is above the neutral scale point, representing a positive value which is what we are aiming for in each hypothesis.

YouTuber Endorsements	Test Value = 3.5						
	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of Difference	
						Lower	Upper
Source Credibility, Trust and Attractiveness	3.7696	8.384	517	0.000	0.26963	0.2064	0.3328
Brand Awareness	4.0367	16.720	517	0.000	0.53668	0.4736	0.5997
Purchase Intention	4.0109	13.978	517	0.000	0.51094	0.4391	0.5828
Brand Loyalty	3.5376	0.931	517	0.353	0.03764	-0.0418	0.1171

Table 10 - Student's T-test: YouTuber Endorsements

In table 10, the t values of the test can be observed for each variable, which allows to make the conclusion of whether or not each hypothesis was validated. Likewise, the significance level and confidence interval can be found, which enables more conclusions to be made.

H1: YouTubers are viewed as a credible, trustworthy and attractive source of product information (Validated)

The first research hypothesis (H1) aims to verify if *YouTubers* are recognized as a credible, trustworthy and attractive source in respect to product information. By analysing the t test value of the variable "Source Credibility, Trust and Attractiveness" (Table 10), it can be concluded that the null hypothesis is rejected since the t value is positive (8.384) and the significance level (0.000) is below 0.05. Similarly, the values of the lower and upper limit of the confidence interval are positive, which indicates that the variable mean is significantly above the established test value. Consequently, H1 is validated and it can be concluded that *YouTubers* are considered to be a credible, trustworthy and attractive source regarding product information.

H2: YouTuber endorsements have a positive effect in brand awareness (Validated)

The second hypothesis (H2) intends to prove that endorsements with *YouTubers* have a favorable effect in consumer behavior, especially regarding brand awareness. In order to comprehend these effects, the variable that was tested was "Brand Awareness". As observed in table 10, the t test value for "Brand Awareness" was positive (16.720) and the significance level (0.000) is below 0.05. Correspondingly, the variable mean is above the established test value since the lower and upper limit of the confidence interval is positive. Therefore H2 is validated and it can be concluded that endorsements featuring *YouTubers* appear to have a positive impact on consumers' brand awareness.

H3: YouTuber endorsements have a positive effect in purchase intention (Validated)

The third hypothesis (H3) proposes that endorsements with *YouTubers* benefits consumers' purchase intention levels. Through the analysis of the variable "Purchase Intention" in table 10. It can be observed that the t test value that was obtained is 13.978 and the significance value is 0.000. Thus, this means the null hypothesis is rejected and therefore the mean of the variable is different from the established test value (3.5). Also, as the lower and upper limit of the confidence interval are positive, it can be assumed that the mean value of the variable "Purchase Intention" is superior to the test value. For that reason, it can be established that endorsements containing *YouTubers* will encourage the consumers to purchase products or brands.

H4: YouTuber endorsements have a positive effect in brand loyalty (Rejected)

The fourth hypothesis (H4) states that endorsements with *YouTubers* positively impact consumers' loyalty towards a brand. The variable that was tested to evaluate this premise was the variable "Brand Loyalty". As observed in table 10, this variable obtained a t test value of 0.931. Moreover, the significance value that was obtained is 0.353, which is above the minimum of 0.05. This means that the null hypothesis cannot be rejected since there is lack of significance value to do so. Therefore, it cannot be assumed the means of the variable and the test value are significantly different. Concluding, H4 is rejected since there isn't a sufficient and significant difference of means to sustain the premise. So, it cannot be assumed that endorsements featuring *YouTubers* will certainly have a positive impact on consumers' loyalty towards brands.

The second section contains the testing of H5, H6, H7 and H8 which are based on endorsements featuring traditional celebrities. The constructs that were used were the same as the ones used in the previous context as well as the scale measurement. The same statistical test was used: One Sample Student's T-test. The chosen test value was 3.5, since it is above the neutral scale point, representing a positive value towards the presented item. The t-test values along with the significance level and confidence interval for each variable can be observed in table 11, which allows us to comprehend whether or not each hypothesis was validated.

Traditional Celebrity Endorsements	Test Value = 3.5						
	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of Difference	
						Lower	Upper
Source Credibility, Trust and Attractiveness	2.5618	-19.670	517	0.000	-0.93822	-1.0319	-0.8445
Brand Awareness	3.8822	10.297	517	0.000	0.38224	0.3093	0.4552
Purchase Intention	3.2992	-4.051	517	0.000	-0.20077	-0.2981	-0.1034
Brand Loyalty	2.9903	-10.722	517	0.000	-0.50965	-0.6030	-0.4163

Table 11 - Student's T-Test: Traditional Celebrities

H5: Traditional celebrities are viewed as a credible, trustworthy and attractive source of product information (Rejected)

The fifth research hypothesis (H5) aims to verify if traditional celebrities are seen as a credible, trustworthy and attractive source in respect to product information. By analysing the t test value of the variable "Source Credibility, Trust and Attractiveness" (Table 11), it can be concluded that the null hypothesis isn't rejected since the t value is negative (-19.670). Similarly, the values of the lower and upper limit of the confidence interval are negative, which indicates that the variable mean is significantly below the established test value. Consequently, H5 is rejected and it can be concluded that traditional celebrities cannot be considered a credible, trustworthy and attractive source regarding product information.

H6: Traditional celebrity endorsements have a positive effect in brand awareness (Validated)

The following hypothesis (H6) intends to prove that endorsements with traditional celebrities have a satisfactory outcome in consumers' brand awareness levels. In order to comprehend this effects, the variable that was tested was "Brand Awareness". As observed in table 11, the t test value was positive (10.297) and the significance level (0.000) which is below

0.05. Correspondingly, the variable mean is above the established test value since the lower and upper limit of the confidence interval are positive. Therefore, H6 is validated and it can be concluded that these type of endorsements have a positive impact on consumers' brand awareness.

H7: Traditional celebrity endorsements have a positive effect in purchase intention (Rejected)

Hypothesis 7 (H7) suggests that these type of endorsements favors consumers' purchase intention levels. Through the analysis of the variable "Purchase Intention" in table 11 it can be observed that the t test value that was obtained is negative (-4.051). Therefore, this means the null hypothesis cannot be rejected and consequently the mean of the variable is inferior to the established test value (3.5). Also, the lower and upper limit of the confidence interval are negative, which accentuates the fact that the variable "Purchase Intention" is below the test value. For that reason, it can be established that endorsements with traditional celebrities do not encourage the consumers to purchase products or brands.

H8: Traditional celebrity endorsements have a positive effect in brand loyalty (Rejected)

The last hypothesis to be tested regarding traditional celebrity endorsements is hypothesis 8 (H8), which states these type of endorsements positively impact consumers' loyalty towards a brand. The variable that was tested to evaluate this premise was the variable "Brand Loyalty". As observed in table 11, the studied variable obtained a negative t-test value (-10.722). Moreover, the lower and upper limit of the confidence interval are also negative, which accentuates the fact that the variable "Brand Loyalty" is below the test value. This means that the null hypothesis cannot be rejected. Therefore, it can be assumed that the means of the variable are below the test value. Concluding, H8 is rejected and it cannot be assumed that endorsements featuring traditional celebrities will certainly have a positive impact on consumers' loyalty towards brands.

Lastly, comes the analysis of hypothesis 9 (H9) which consists in a comparison between the effects of endorsements with *YouTubers* and traditional celebrities. Even though it can be assumed by the rejection of some of the hypothesis that *YouTubers* register higher effects in some of the dimensions, it is also important to comprehend the depth of the difference of means between the two contexts. Thus, the chosen test was also the One Sample Student's T-test.

Since the hypothesis are based on a comparison between two different contexts, the chosen test value was different for each variable of the comparison. For each variable in the traditional celebrities context, the chosen test value was the obtained mean in the context of *YouTuber* endorsements, as the aim of the research is to evaluate if *YouTuber* endorsements have a superior mean than traditional celebrity endorsements.

YouTubers versus Traditional Celebrities	Test Value = 3.7696						
	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of Difference	
						Lower	Upper
Source Credibility, Trust and Attractiveness	2.5618	-25.322	517	.000	-1.20782	-1.3015	-1.1141

Table 12 - Student's T-test: YouTubers versus Traditional Celebrities

The first premise of the ninth hypothesis (H9a) states that *YouTubers* are known as a more reliable source of product information than celebrities. The variable that was tested was "Source Credibility, Trust and Attractiveness" applied to the context of celebrity endorsements in television. As observed in table 12 the test value that was chosen was 3.7696 which is the mean that was obtained for the "Source Credibility, Trust and Attractiveness" in the context of endorsements featuring *YouTubers*. Therefore, the goal is to assess if the mean of celebrity endorsements in television is superior to the mean of endorsements with *YouTubers*. Through analysing table 12, the t test value that was obtained is negative (-25.322), but the significance value was small enough (0.000) to reject the null hypothesis of the means being equal. Furthermore, by examining the values that were obtained in the lower and upper limit of the confidence interval, it can be concluded that the mean is inferior to the test value since both limits are negative. This information can be confirmed by the mean value that was obtained (2.5618), which is below the established test value (3.7696). Concluding H9a) is validated, which indicates that *YouTubers* are seen as a more credible, trustworthy and attractive source than traditional celebrities when it comes to seeking for product or brand information.

The following premises of the hypothesis 9 aim to prove that endorsements with *YouTubers* have a greater impact on consumer behavior than endorsements featuring traditional celebrities. Three dimensions of consumer behavior were being tested: brand awareness (H9b), purchase intention (H9c) and brand loyalty (H9d). All of these dimensions of consumer behavior were tested in the context of *YouTuber* endorsements. The current goal is to assess if the obtained means for each dimension in the context of traditional celebrity endorsements are inferior to the ones obtained previously in the context of *YouTube*.

YouTubers versus Traditional Celebrities	Test Value	Mean	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of Difference	
							Lower	Upper
Brand Awareness	4.0367	3.8822	-4.161	517	.000	-0.15446	-0.2274	-0.0815
Purchase Intention	4.0109	3.2992	-14.360	517	.000	-0.71167	-0.8090	-0.6143
Brand Loyalty	3.5376	2.9903	-11.513	517	.000	-0.54725	-0.6406	-0.4539

Table 13 - Student's T-test: YouTubers versus Traditional Celebrities

As seen in table 13 the test value that was defined for the variable "Brand Awareness" was 4.0367, for the variable "Purchase Intention" was 4.0109 and for the variable "Brand Loyalty" was 3.5376. The obtained t test value for all variables was negative. However, the significance value was small enough for all variables ($0.000 < 0.05$), which indicates that the null hypothesis of the equality of the means is rejected. By analysing the lower and upper limit of the confidence interval it can be concluded that the means of all three variables are inferior to the test value means, since the interval limits are all negative.

As a conclusion, it can be assumed that endorsements featuring *YouTubers* have higher effects on the three consumer behavior dimensions when compared to endorsements on television featuring traditional celebrities. However, since both *YouTuber* and traditional celebrity endorsements failed to prove to have a concrete positive effect on consumers' brand loyalty (rejection of H4 and H8), the comparison between the two becomes inconclusive. Still, the registered values when it comes to the effects on brand loyalty in *YouTuber* endorsements are superior to the ones on endorsements with traditional celebrities. Thus, the confirmation of hypothesis 9d cannot be sustained (H9d).

H9: YouTuber endorsements register positive higher effects in terms of a) credibility, trust and attractiveness, b) brand awareness, c) purchase intention, d) brand loyalty than traditional celebrity endorsements. (Partially Validated)

As a conclusion of the hypothesis testing, the following table (Table 14) aims to illustrate and summarize the outcomes of all tests that were performed for each hypothesis.

Hypothesis	Conclusion
H1: YouTubers are viewed as a credible, trustworthy and attractive source of product information.	**Validated**
H2: YouTuber endorsements have a positive effect in brand awareness.	**Validated**
H3: YouTuber endorsements have a positive effect in purchase intention.	**Validated**
H4: YouTuber endorsements have a positive effect in brand loyalty.	**Rejected**
H5: Traditional celebrities are viewed as a credible, trustworthy and attractive source of product information.	**Validated**
H6: Traditional celebrity endorsements have a positive effect in brand awareness.	**Validated**
H7: Traditional celebrity endorsements have a positive effect in purchase intention.	**Rejected**
H8: Traditional celebrity endorsements have a positive effect in brand loyalty.	**Rejected**
H9: YouTuber endorsements register higher positive effects in terms of **a)** credibility, trust and attractiveness, **b)** brand awareness, **c)** purchase intention, **d)** brand loyalty, than traditional celebrity endorsements.	**Partially Validated**

Table 14 - Hypothesis Validation Summary

7. Conclusions

7.1 Main Conclusions

This research focuses on comparing the impact of endorsing *YouTubers versus* traditional celebrities and its impact in the three consumer behavior dimensions: brand awareness, purchase intention and brand loyalty. The main objective of this section is to gather and analyze the conclusions that were obtained through the outcomes of the research.

Beforehand, it is important to comprehend what conclusions can be taken from the demographics and characterization of the population. On average, most people spend more time on the internet than watching television. Similarly, when navigating through the internet, *YouTube* is one of their favorite social media platforms and it is being used on a daily basis. Another curiosity that was discovered is that people obtain about the same amount of product information from *YouTube* than they do from television. Likewise, they discover approximately the same amount of new brands on both platforms. The most common video category that encloses content about brands or products is fashion & beauty. Additionally, other categories also have a significant amount of this type of videos, such as technology & informatics or music & entertainment.

Regarding the research hypothesis analysis, the first conclusion that can be taken is that *YouTubers* are not only a reliable source of product information but are also considered to be more credible, trustworthy and attractive than traditional celebrities (Validation of H1 *"YouTuber endorsements have a positive effect in brand awareness"* and H9a *"YouTubers are viewed as a more credible, trustworthy and attractive source of product information than traditional celebrities"*). In other words and just as established by Waller (2006), *YouTubers'* opinions about brands and products are seen as more genuine and are taken more seriously by their audience.

Furthermore, several conclusions can also be attained in terms of impact in consumer behavior when using *YouTubers* in endorsements. Primarily, it was proven that endorsements featuring *YouTubers* significantly increase brand awareness levels (Validation of H2 *"YouTuber endorsements have a positive effect on brand awareness"*). Thus, consumers will become more aware of the existence of a brand after seeing an endorsement on a *YouTube* channel. This confirms the ideology defined by several authors (Dehghani *et al*, 2016; Castronovo and Huang, 2012; Hoffman, 2010; Mangold *et al*, 2009), that digital influencers are able to positively increase the degree of a consumers' brand awareness. Additionally, it was observed that brand awareness levels increase more when using *YouTubers* rather than when

using traditional celebrities in television endorsements (Validation of H9b *"YouTuber endorsements register higher positive effects in brand awareness than celebrity endorsements on television"*).

Regarding the consumers' purchase intention, it was concluded that endorsements with *YouTubers* will positively influence consumers to acquire products or brands (Validation of H3 *"YouTuber endorsements have a positive effect on purchase intention"*). Thus, the proposed theory that digital influencers have the capability of converting consumers' into purchasers of a product or brand after seeing it online is confirmed (Dehghani *et al*, 2016; Castronovo and Huang, 2012; Mangold *et al*, 2009). Moreover, it was also proven that television endorsements with traditional celebrities have less influence in the consumer's purchase intention than endorsements featuring *YouTubers* (Validation of H9c *"YouTuber endorsements register higher positive effects purchase intention than celebrity endorsements on television"*). In other words, consumers are more likely to buy a product or brand after watching a video about it on *YouTube* than after watching television advertisement featuring a celebrity.

In terms of consumer brand loyalty, it couldn't be proven that endorsements on *YouTube* have a direct positive effect in brand loyalty (Rejection of H4 "*YouTuber endorsements have a positive effect in brand loyalty*"). Similarly, endorsements featuring traditional celebrities also don't seem to have a significant positive impact in brand loyalty (Rejection of H8 "*Traditional Celebrity endorsements have a positive effect in brand loyalty*"). However, endorsements featuring *YouTubers* have a higher effects than the ones caused by celebrity endorsements on television. Consequently, in terms of brand loyalty, the effects of using endorsements on *YouTube* are not exact and further research should be explored in order to assess more in depth its efficacy.

7.2 Academic, Marketing and Management Implications

This research study allowed the achievement of valuable findings for academics and professionals in the areas of business and marketing management. The conclusions of the study aims to fill in the gap in past researches of measuring and comprehending the power *YouTube* has as a platform of influencing and dictating consumer behavior.

Regarding the portuguese market and population, findings suggest that the usage of social media platforms is significantly higher than the consumption of traditional media, like for example television. This implicates that brands, now more than ever, are willing to invest and engage in digital platforms as a way of reaching consumers. Additionally, the outcomes reflect that *YouTube* has reached its peak in terms of usage, especially when compared with

other platforms, such as *Facebook* and *Instagram*. This impacts companies since they should be investing in building strategies around this platform, as it is where consumers spend most of their time navigating. Accordingly, traditional celebrities no longer have the same influential impact on consumers, since they are no longer perceived as the most believable source of product or brand information. New types of celebrities emerged with the rise of social media and currently, *YouTubers*' opinions are perceived as more genuine, authentic and convincing. Hence companies should consider endorsing these new type of celebrities over traditional ones, as not only the investment is lower but also the expected outcome will be more optimistic.

The findings of this research also indicate that endorsements featuring *YouTubers* have the capability of dictating consumer behavior concerning products and brands, especially in terms of brand awareness and purchase intention. In terms of brand loyalty, the expected outcome of this type of endorsements is not certain, but it is believed to be positive. As a result, when a brands' main goal is to increase brand awareness levels, stimulate purchase or retain loyal customers, investing in a strategy involving *YouTubers* as endorsers appears to be the right solution to achieve the expected results.

Endorsements on *YouTube* are no longer just the ones we familiarized in past, such as skippable ads before watching the chosen video. Companies now have at their disposition miscellaneous types of endorsements they can implement on *YouTube*, such as explicit sponsorships, affiliated links, and free product sampling. Their possibilities are endless, they only need to account for what type of audience they want to target and in choosing the right *YouTube* personality to do so. Thus there are several ways at a brand's disposition, such as agencies, who mainly specialize in hiring the right influencer for the company's specific needs. Several brands from multiple market segments, such as *L'Oréal* or *Friskies*, are already adopting this approach in their marketing strategies. The most important factor to keep in mind is to choose the influencer whose audience comprises the target consumers you want to attain. Lastly, brands should also keep in mind that by partnering with *YouTubers* they must give up some of the control of the final message since the content is being created and delivered by a third party on their own platform.

7.3 Limitations

As any other research, this study presents its own limitations. All of the constraints and restrictions are going to be clarified below.

Firstly, due to the fact of *YouTube* being a recent subject explored by researchers, there aren't many scientific based studies regarding the effects of endorsements on this platform.

Thus most of the extracted notions and models were obtained through non-scientific platforms such as websites and online articles.

Furthermore, the sampling method that was adopted was the non-probability type with a convenience approach, whose main constraints are that the results and findings might not be representative of the Universe and may only be considered in the context of the studied sample. The sample of this research might not be entirely representative of the Universe since it is mainly constituted of females (72%) and youngsters from 18 to 24 years old (61%). Likewise, the research was only applied to the portuguese context, which might not be illustrative since the same study in another country might achieve different results.

Another limitation of the study is the research design that was adopted. The research was based on an online survey which might have conditioned some of the answers due to a bad interpretation of the questions or concepts presented. Additionally, the analysis was mainly quantitative. A qualitative analysis, such as using focus groups or interviews, would have facilitated the comprehension of certain behaviors in a more practical and experimental context.

Lastly, the chosen platform for comparison may have represented another constriction. Television was the chosen traditional media to be compared with *YouTube*. The results of this study were all based on this comparison. Perhaps, if another platform were to be used the results might have been distinct.

7.4 *Future Research*

Several conclusions of the effects *YouTuber* endorsements have in consumer behavior were made. Throughout the research, several topics and questions were raised that could possibly serve for further investigation.

Primarily, it would be extremely relevant to comprehend which type of *YouTuber* endorsement has the most effect in each dimension of consumer behavior. This would allow brands to understand which endorsement is the best for their specific needs.

Moreover, the same investigation could be extended to additional consumer behavior dimensions, such as brand trust or perceived quality. With this, a more in depth measurement of the endorsements' impact would be achieved.

Correspondingly, there is also pertinence in comprehending whether there is any type of goods that register higher effects than others. Like for example utilitarian (used to fulfil consumer's basic needs) *versus* hedonic goods (used to fulfil luxurious and pleasure-related needs). Another interesting approach would be to assess in which product categories or market segments these type of endorsements have a higher influence in consumer behavior.

Additionally, this study could be expanded to other countries. This would allow to perceive other aspects that might be present in other cultures. Likewise, applying this research to specific age groups would be relevant to understand which generation is more influenced by these type of endorsements.

In conclusion, using the same approach applied to other digital influencers would lead into achieving conclusions of which type of influencer holds more power over the consumer. Examples of other digital influencers to apply this research to are *Instagrammers* or *Bloggers*.

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Appendix 1 – Research Questionnaire (Portuguese)

Bem-vindo/a!
Sou aluna do mestrado em Marketing no ISCTE-IUL e estou a realizar este questionário para a elaboração da minha tese final. O principal objetivo deste estudo é analisar o impacto da utilização de YouTubers e Celebridades em diferentes meios. Todas as respostas fornecidas são anónimas e não serão divulgadas para nenhum outro fim. O tempo previsto para a conclusão deste questionário é de cerca de 5 minutos.
Muito obrigada pela colaboração!
Inês Menezes

Esta parte do questionário destina-se a apurar os hábitos de utilização e interação com marcas nas redes sociais.

1. Em média, quanto tempo passa por dia na Internet?
   - ☐ Menos de 30 minutos
   - ☐ Entre 1 e 2 horas
   - ☐ Entre 2 e 3 horas
   - ☐ Entre 3 e 4 horas
   - ☐ Mais de 4 horas

2. Em que dispositivo costuma aceder?
   - ☐ Computador
   - ☐ Telemóvel
   - ☐ Tablet
   - ☐ Outro: _____

3. Assinale abaixo as redes sociais que costuma utilizar:
   - ☐ Facebook
   - ☐ Instagram
   - ☐ YouTube
   - ☐ Twitter
   - ☐ Snapchat
   - ☐ LinkedIn
   - ☐ Pinterest
   - ☐ Outro: _____

4. Com que regularidade costuma aceder ao YouTube?
   - ☐ Todos os dias
   - ☐ 2 a 3 vezes por semana
   - ☐ 1 vez por semana
   - ☐ Menos de 1 vez por semana

5. Aproximadamente quantos canais segue/está subscrito no YouTube?
   - ☐ Nenhum
   - ☐ Menos de 10
   - ☐ Entre 10 e 50
   - ☐ Entre 50 a 100
   - ☐ Mais de 100

6. Já alguma vez recorreu ao YouTube para obter informações acerca de um produto?
   - ☐ Sim
   - ☐ Não

7. Já descobriu um produto/marca novo através do YouTube?
- ☐ Sim
- ☐ Não

8. Já alguma vez assistiu a um vídeo feito por um YouTuber acerca de um produto/marca?
Nota: Entenda-se por YouTuber uma pessoa que tem o seu próprio canal no YouTube e faz upload de vídeos para os seus subscritores.
- ☐ Sim
- ☐ Não

9. Se sim, em que categoria de vídeos?
- ☐ Alimentação e cozinha
- ☐ Fitness e desporto
- ☐ Tecnologia e informática
- ☐ Decoração e bricolage
- ☐ Música e entretenimento
- ☐ Moda e beleza
- ☐ Turismo e viagens
- ☐ Videojogos
- ☐ Outro: _____

10. Indique abaixo o seu nível de concordância face às seguintes afirmações:

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Considero os YouTubers uma fonte credível de informação sobre produtos/marcas					
Confio nas opiniões dadas por YouTubers no que respeita a produtos/marcas					
Identifico-me com YouTubers por serem parecidos comigo e termos interesses em comum					

11, Indique o nome de uma marca da qual se recorda ter visto um vídeo de recomendação feito por um YouTuber:

12. Tendo em conta o vídeo da marca que mencionou previamente, indique o seu nível de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Lembro-me facilmente da marca e das suas características					
Esta marca é a primeira que me vem à cabeça nesta categoria de produtos					
Tenho facilidade em distinguir esta marca de outras marcas concorrentes					
Reconheço sem dificuldade o símbolo ou logotipo da marca					

13. Ainda em relação ao vídeo da marca que mencionou previamente, indique o seu nível de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Estou disposto/a a experimentar este produto/marca					
Vou procurar este produto/marca numa próxima visita a uma loja					
Quando necessitar deste tipo de produto, vou comprar esta marca					
Comecei a usar este produto depois de o ver no vídeo					

Para a próxima questão assinale o seu nível de concordância face às afirmações, tendo em conta um produto/marca que tenha comprado após assistir a um vídeo feito por um YouTuber.

Caso nunca o tenha feito, considere um produto/marca que possui e que já tenha assistido a um vídeo sobre a mesma feito por um YouTuber.

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Não sinto necessidade de utilizar marcas concorrentes					
Esta marca é a minha primeira escolha nesta categoria de produtos					
Considero-me leal a esta marca					
Tenciono continuar a comprar produtos desta marca					
Recomendo esta marca a outras pessoas					

A próxima parte do questionário destina-se a apurar os hábitos de utilização e interação com marcas na televisão.

16. Em média, quanto tempo passa por dia a ver televisão?

☐ Menos de 30 minutos

☐ Entre 1 a 2 horas

☐ Entre 2 a 3 horas

☐ Entre 3 a 4 horas

☐ Mais de 4 horas

17. Já alguma vez obteve informações acerca de produto/marcas atraves da televisão?

☐ Sim

☐ Não

33

18. Já descobriu um produto/marca novo através da televisão?

  ☐ Sim

  ☐ Não

19. Já alguma vez assistiu a um anúncio de um produto/marca com uma celebridade?
 Nota: Entenda-se por celebridade, pessoa reconhecida publicamente pelo seu trabalho.

  ☐ Sim

  ☐ Não

20. Indique abaixo o seu nível de concordância face às seguintes afirmações:

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Considero as celebridades como uma fonte credível de informação sobre produtos/marcas					
Confio nas opiniões dadas por celebridades no que respeita a marcas/produtos					
Identifico-me com as celebridades por serem parecidas comigo e por termos interesses em comum					

21. Indique o nome de uma marca da qual se recorde ter visto um anúncio feito por uma celebridade:

_____

22. Tendo em conta o anúncio da marca que mencionou previamente, indique o seu nível de concordância face às seguintes afirmações:

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Lembro-me facilmente da marca e das suas características					
Esta marca é a primeira que me vem à cabeça nesta categoria de produtos					
Tenho facilidade em distinguir esta marca de outras marcas concorrentes					
Reconheço o símbolo ou logotipo da marca sem dificuldade					

23. Ainda em relação ao anúncio da marca que mencionou previamente, indique o seu nível de concordância com as seguintes afirmações:

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Estou disposto/a a experimentar este produto/marca					
Vou procurar este produto/marca numa próxima visita a uma loja					
Quando necessitar deste tipo de produto, vou comprar esta marca					
Comecei a usar este produto depois de o ver no anúncio					

24. Para a próxima questão assinale o seu nível de concordância face às afirmações, tendo em conta um produto/marca que tenha comprado após assistir a um anúncio feito por uma celebridade.

Caso nunca o tenha feito, considere um produto/marca que possui e que já tenha assistido a um anúncio sobre a mesma feito por uma celebridade.

	Discordo totalmente	Discordo parcialmente	Não concordo nem discordo	Concordo parcialmente	Concordo totalmente
Não sinto necessidade de utilizar marcas concorrentes					
Esta marca é a minha primeira escolha nesta categoria de produtos					
Considero-me leal a esta marca					
Tenciono continuar a comprar produtos desta marca					
Recomendo esta marca a outras pessoas					

Esta parte final do questionário destina-se a traçar o perfil do respondente.

25. Idade:

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ +65

26. Género:

- ☐ Masculino
- ☐ Feminino

27. Grau de escolaridade:

- ☐ Ensino básico (até ao 9º ano)
- ☐ Ensino secundário (até ao 12º ano)
- ☐ Licenciatura
- ☐ Mestrado
- ☐ Doutoramento

28. Situação profissional:

- ☐ Desempregado
- ☐ Trabalhador
- ☐ Trabalhador estudante
- ☐ Estudante
- ☐ Reformado

Appendix 2 – Research Questionnaire (English)

Welcome!
I'm currently doing my master degree in Marketing at ISCTE-IUL and I need your help in filling this questionnaire for my final dissertation. The main goal of the study is to analyse the impact of using YouTubers and Celebrities in different platforms. All of the answers will remain anonymous and will not be put to any other use. The average time spent to answer the survey is 5 minutes.
Thank you for your collaboration!
Inês Menezes

This part of the questionnaire has the main objective of assessing the behavior of brands and consumers in social media.

1. On average, how much time do you spend on social media per day?
   - ☐ Less than 30 minutes
   - ☐ 1 to 2 hours
   - ☐ 2 to 3 hours
   - ☐ 3 to 4 hours
   - ☐ More than 4 hours

2. From what device do you usually access?
   - ☐ Computer
   - ☐ Mobile phone
   - ☐ Tablet
   - ☐ Other: _____

3. Select below the social media platforms you normally use:
   - ☐ Facebook
   - ☐ Instagram
   - ☐ YouTube
   - ☐ Twitter
   - ☐ Snapchat
   - ☐ LinkedIn
   - ☐ Pinterest
   - ☐ Other: _____

4. How often do you access YouTube?
   - ☐ Everyday
   - ☐ 2 to 3 times a week
   - ☐ Once a week
   - ☐ Less than once a week

5. On average, how many YouTube channels are you subscribed to?
   - ☐ None
   - ☐ Less than 10
   - ☐ 10 to 50
   - ☐ 50 to 100
   - ☐ More than 100

6. Have you ever used YouTube to obtain information about a product?
   - ☐ Yes
   - ☐ No

7. Have you ever discovered a new product/brand through YouTube?
- ☐ Yes
- ☐ No

8. Have you ever watched a video made by a YouTuber about a product/brand?
Observation: YouTuber being a person with his own channel who frequently uploads videos for his subscribers
- ☐ Yes
- ☐ No

9. If so, in what video category?
- ☐ Cooking and food
- ☐ Fitness and sports
- ☐ IT
- ☐ Home decor and DYI
- ☐ Music and entertainment
- ☐ Fashion and beauty
- ☐ Travel and tourism
- ☐ Gaming
- ☐ Other: _____

10. Select below your level of agreement to the following affirmations:

	Completely disagree	Disagree	Neutral	Agree	Completely agree
YouTubers are a credible source of product/brand information					
I trust opinions given by YouTubers in respect to products/brands					
I relate with YouTubers because we are similar and share the same interests					

11. Write below the name of a brand you remember seeing a recommendation video made by a YouTuber:

12. Having in mind the video of the brand you previously mentioned, please select your level of agreement to the following affirmations:

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I have no difficulties in remembering the brand and its characteristics					
This brand is the first one that comes to mind among others in the same category					
I can easily recognize the brand among other competitors					
I can quickly recall the symbol or logo of the brand					

13. Still keeping in mind the branded video you previously mentioned, please select your level of agreement to the following affirmations:

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I would consider trying this product/brand					
Next time I'm in a store I will look for this product/brand					
I will purchase the brand next time I need this type of product					
I started using the product after seeing it in a video/advertisement					

For the next question, please indicate your agreement level to the following affirmations, keeping in mind a product/brand you've bought in the past after seeing it in a video made by a YouTuber.

If you've never seen one, please have in mind a product/brand you own and have seen a video made by a YouTuber about it.

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I don't feel the need of switching to other competitors brands					
This brand is my first choice in this product category					
I consider myself to be loyal to this brand					
I intend to keep purchasing products from this brand					
I will recommend this brand to others					

The next part of the questionnaire has the objective of assessing the behavior of brands and consumers in television.

16. On average, how much time do you spend watching television every day?

    ☐   Less 30 minutes

    ☐   1 to 2 hours

    ☐   2 to 3 hours

    ☐   3 to 4 hours

    ☐   More than 4 hours

17. Have you ever obtained product/brand information through television?

    ☐   Yes

    ☐   No

18. Have you ever discovered a new product/brand through television?

    ☐   Yes

    ☐   No

19. Have you ever watched a television ad featuring a celebrity?
Observation: Celebrity as a well-known and recognized public figure.

    ☐   Yes

    ☐   No

20. Please indicate below your agreement level with the following affirmations:

	Completely disagree	Disagree	Neutral	Agree	Completely agree
Celebrities are a credible source of product/brand information					
I trust opinions given by Celebrities in respect to products/brands					
I relate with Celebrities because we are similar and share the same interests					

21. Write below the name of a brand you remember seeing an advertisement on television featuring celebrity:

_____

22. Having in mind the ad of the brand you previously mentioned, please select your level of agreement to the following affirmations:

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I have no difficulties in remembering the brand and its characteristics					
This brand is the first one that comes to mind among others in the same category					
I can easily recognize the brand among other competitors					
I can quickly recall the symbol or logo of the brand					

23. Still keeping in mind the advertisement you previously mentioned, please select your level of agreement to the following affirmations:

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I would consider trying this product/brand					
Next time I'm in a store I will look for this product/brand					
I will purchase the brand next time I need this type of product					
I started using the product after seeing it in a video/advertisement					

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24. For the next question, please indicate your agreement level to the following affirmations, keeping in mind a product/brand you've bought in the past after seeing it in a television ad featuring a celebrity.

If you've never seen one, please have in mind a product/brand you own and have seen a television ad with a celebrity about it.

	Completely disagree	Disagree	Neutral	Agree	Completely agree
I don't feel the need of switching to other competitors brands					
This brand is my first choice in this product category					
I consider myself to be loyal to this brand					
I intend to keep purchasing products from this brand					
I will recommend this brand to others					

This part the questionnaire has the goal of defining the respondent's profile.

25. Age:
   - ☐ 18-24
   - ☐ 25-34
   - ☐ 35-44
   - ☐ 45-54
   - ☐ 55-64
   - ☐ +65

26. Gender:
   - ☐ Male
   - ☐ Female

27. Education level:
   - ☐ Basic (9th grade)
   - ☐ Secondary (12th grade)
   - ☐ Bachelor degree
   - ☐ Master degree
   - ☐ Doctoral degree

28. Professional situation:

- ☐ Unemployed
- ☐ Employed
- ☐ Working student
- ☐ Student
- ☐ Retired