

THE IMPACT OF CELEBRITIES VS YOUTUBERS ON  
BRAND TRUST, BRAND LOVE AND BRAND LOYALTY

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## **Acknowledgments**

This dissertation marks the end of my academic life and the beginning of a new chapter. I dedicate this dissertation to my parents and thank them for all the unconditional support in my academic choices and for providing this opportunity.

This was without a doubt a constant challenge with many ups and downs and I only managed to conclude this with the support of my family and friends.

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## **Abstract**

Social media took over the past years and nowadays consumers are more exposed to wider information. This growth provided not only for brands a new way to interact with their consumers and impact their engagement, consumer's retention and brand loyalty, but also, enabled individuals to acquire large audiences of several people on these platforms, creating a new phenomenon called influencers, who reached fame through online media usage. Therefore, the concept of celebrity has changed slightly in the last years, celebrities nowadays are not only actors, athletes or models, it can also be Bloggers, Instagrammers and YouTubers. These new influencers have shown a potential for the brands, especially YouTubers because of YouTube videos as not seen by the consumers as a source of advertisement, which consumers generally view those content without guarding suspicious making marketing in YouTube content more effective than traditional marketing. Additionally, once in while they substitute celebrities in the company advertising.

This dissertation investigates the difference between the use of YouTuber to a Celebrity in consumer behaviour, more specifically, in terms of brand trust, brand love and brand loyalty. This study was aimed at the Portuguese population and conducted through a focus group and an online questionnaire. This study revealed that YouTubers have a positive influence on brand trust, brand love and brand loyalty. However, Celebrities showed a more significant influence on the consumer in terms of brand trust and love. Thus, celebrities as endorsers are still more efficient and a better strategy than YouTubers.

**Keywords:** YouTube, Brand Trust, Brand Love, Brand Loyalty.

**JEL Classification System:** M31 Marketing, M37 Advertising

## **Resumo**

O uso de redes sociais tem vindo a crescer e os consumidores estão expostos a mais informação. Este crescimento proporcionou à marca uma nova maneira de interagir com seus consumidores e impactar seu engajamento, retenção pela marca e lealdade, mas também permitiu que os indivíduos adquirissem grandes audiências nessas plataformas, criando um novo fenômeno chamado influenciadores, que alcançaram a fama através das redes sociais. Portanto, o conceito de celebridade mudou nos últimos anos, hoje em dia as celebridades não são apenas atores, atletas ou modelos, mas também podem ser Bloggers, Instagrammers e YouTubers. Esses novos influenciadores mostram um potencial para a marca, especialmente os YouTubers, uma vez que os vídeos do YouTube não são vistos pelos consumidores como uma fonte de propaganda, pois os consumidores vêem esse conteúdo sem grandes suspeitas, tornando o marketing do YouTube mais eficaz do que o marketing tradicional. Por vezes, os YouTubers substituem as celebridades na publicidade.

Esta dissertação investiga a diferença entre o uso de um YouTuber e uma celebridade no comportamento do consumidor, mais especificamente na confiança na marca, amor à marca e lealdade. Este estudo foi direcionado à população portuguesa, através de um *focus group* e de um questionário online. Este estudo revelou que os YouTubers têm influência na confiança, no amor e na lealdade à marca. No entanto, as celebridades mostraram uma influência maior no consumidor em termos de confiança e amor à marca. Assim, as celebridades como patrocinadores são mais eficientes e uma estratégia melhor do que os YouTubers.

**Palavras-chave:** YouTube, Confiança na Marca, Amor à Marca, Lealdade à Marca

**JEL Classification System:** M31 Marketing, M37 Advertising

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# 1 Introduction

Nowadays consumers are more exposed to wider information and use it to their advantage for searching recommendations about products, services and brands. According to Nielsen (2013), 84% of consumers would take action after receiving recommendations from family or friends. Additionally, 70% would take action after searching for opinions online. This represents an increase compared to the traditional media, television and magazine advertisements in the 2000s.

Social media marketing took over past years, with an exponential growth recently that provide brands with a new way to interact and different methods to attract consumers. Macy and Thompson (2011) recognize if companies integrate social media into their communication strategies, it will boost their brand power and impact their engagement, consumer's retention and brand loyalty.

This is an opportunity for the marketing area in firms, which estimated spending on digital advertising 34,5% in social media ads in 2017. (Statista, 2015a). According to Statista (2015b), the digital marketing spending forecast for 2019 in the USA is 45.39 billion dollars. Moreover, in 2017, 31% of the 501 responding marketers of USA indicated dedicating between 11 and 20 percent of their digital marketing budgets exclusivity to social media marketing.

YouTube is the second largest social network after Facebook, with 1.9 billion monthly active users (Statista, 2019). Based on LYFE Marketing (2018), which is a digital marketing agency, 61% of users said that their opinion about a brand has been influenced by the YouTube creator opinion. Furthermore, 70% of respondents watch Youtubers videos weekly and 40% will watch their favourite YouTuber latest video within 24 hours of its release. Burgess (2011) sees this sustained attention from the loyal Youtube audience demonstrating value to advertisers.

Considering all aspects, there is an opportunity for brands to reach an active, interested and engaged audience using a YouTuber influencer. These influencers acquire large audiences of several million people, and because of that companies are starting to perceive the potential for younger target groups, and sign up with these influencers as endorsers in social media. Due to their power of establishing a closer relationship between their followers and a certain

brand. For this reason, the concept of celebrity has changed slightly in the last past years, celebrities nowadays are not only actors, athletes or models, it can also be Bloggers, Instagrammers and YouTubers.

The use of Celebrities as endorsers in the brand advertisements has been a preference over the years, more precisely, since the late nineteenth century. Such representation from these early days was Queen Victoria in association with Cadbury's Cocoa (Erdogan, 1999; Sherman, 1985). Previous studies and researchers showed that there is a positive impact using celebrities, which also lead to building a stronger relationship with the consumer and purchase intentions.

However, brands are starting to notice the power of YouTubers due to the fact is a platform that is still growing, and YouTubers are attracting more audiences and retaining them compared to traditional celebrities. In fact, once in while they substitute celebrities in the company advertising (Gräve, 2017).

Prior studies have researched the effects of social media marketing, but it was never applied to YouTube. Moreover, researches about how brands select celebrities for their campaigns, taking into consideration their characteristics (e.g., expertise, attractiveness, likability, trustworthiness) or the financial effects, the celebrity persuasion and purchase intentions (Atkin and Block, 1983; Bergkvist and Zhou, 2016; Erdogan, 1999).

Furthermore, research about the effects of social media marketing in consumer behaviour have been studied over the years, however, was not applied in the context of YouTube. Besides, previous studies revealed that celebrities have a positive impact on consumers but there is no scientific evidence that YouTubers have equivalent influence. Therefore, it is crucial to understand how the relationship between brands and consumers have changed through the use of influencers in their advertising.

Moreover, customers are becoming less loyal and more demanding due to the abundance of choices, offers and information (Singh and Sirdeshmukh, 2000). Thus, companies are adopting strategies to relate with their customers by creating bonds and focus on achieving a long-term relationship by developing their loyalty and maintaining it (Aghara, Christian, and Obianuju, 2017; Küster and Vila, 2006; Ravald and Grönroos, 1996).

A consumer that trust in the brand will be inclined to stay loyal, it will be willing to pay the premium price and buy new products from that brand. Additionally, will share the information about the product/brand to his/her pairs (Chaudhuri and Holbrook, 2001).

Brand love has also positive effects on the consumer, which are, the willingness to pay a price premium and even forgive a brand when makes a mistake. Furthermore, leads to brand commitment and encourages positive word-of-mouth as well (Heinrich, Albrecht, and Hans, 2012).

Therefore, this thesis is going to focus on the influence of these two types of endorser on consumer behaviour in terms of brand trust, brand love and loyalty, which are concepts that are crucial for firms today to establish with their customers.

Hence, the topic of seeking and evaluate which endorser have more influence on the customer is extremely relevant, because brands can choose the endorser that is more efficient for their marketing strategies and benefits the company.

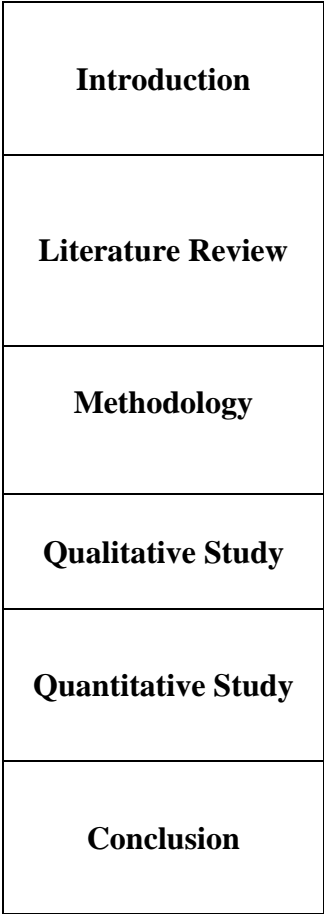
The main question of this study is the following: Which endorser, a Celebrity or a YouTuber, have more impact on the consumer?

With these in mind, the purpose of this dissertation is to evaluate and compare the impact of a Celebrity or a YouTuber on brand trust, brand love and brand loyalty. Thus, the following hypotheses were defined:

- Hypothesis 1: Celebrity Credibility positively influences Brand Trust
- Hypotheses 2: Celebrity Credibility positively influences Brand Love
- Hypothesis 3: Celebrity Credibility positively influences Brand Loyalty
- Hypothesis 4: YouTuber Credibility positively influences Brand Trust
- Hypothesis 5: YouTuber Credibility positively influences Brand Love
- Hypothesis 6: YouTuber Credibility positively influences Brand Loyalty

This thesis will consist of two parts. The first stage, in the literature review chapter, it will explain the main concepts with a theoretical background. The second part consists of the research design with the empirical research of the qualitative method (focus group) and a quantitative method (questionnaire) to assess the evidence if YouTubers have the same or no impact on the advertising instead of a celebrity. Lastly, the conclusions and implications and future research will be drawn.

**Figure 1 Dissertation Structure**



Source: Own elaboration

## 2 Literature Review

### 2.1 Celebrity Concept

Celebrities are people that are linked to a broad range of roles accessible to man, usually, they are movie stars, models, singers, politicians, athletes and business people (Hsu and McDonald, 2002). This concept differs in the earlier constructions of fame that used to rely on church and court patronage (Rublack, 2011). The celebrity endorsement is not a recent phenomenon, such an example from the late nineteenth century of these type involved was Queen Victoria in association with Cadbury's Cocoa (Sherman, 1985).

Celebrity endorsers are highly regarded as attractive, and dynamic with engaging personal qualities. In fact, the consumer may trust the opinion and even perceived the celebrity as skilled to discuss the product (Atkin & Block, 1983).

McCracken (1989:310) defines a celebrity endorser as *“any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement”*. Furthermore, celebrity endorsements are established on an agreement in which the brand has permission to use their name and/or physical appearance. Therefore, Bergkvist and Zhou (2016:3) update the definition for *“a celebrity endorsement is an agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity for the purpose of promoting the entity”*.

The modern advertising objective is to inform the customer about a specific brand, but also to persuade the audience psychologically to start using it or keep using it. The third function is to give on regular basis ads and brand promotional reminders in order to reinforce the overall brand equity (McCormick, 2016). Therefore, companies use celebrities' endorsers to create and maintain a strong personality in the minds of the target audiences (Kang and Choi, 2016).

Celebrity endorsements appear in different forms of communication, for instance, celebrities can make a post on their Twitter mentioning a brand name or a picture of brands (Wood and Burkhalter, 2014). Additionally, celebrities' endorsements cannot be limited to consumer goods, it can be business-to-business products and services, non-profit organizations, non-commercial entities such as political parties (Bergkvist and Zhou, 2016).

Brands invest a lot of money to associate their brands with endorsers, due to fact endorsers have a dynamic role with likeable and attractive qualities (Atkin and Block, 1983). Therefore, companies plan that these qualities and positive aspects are transferred to their products (Langmeyer and Walker, 1991; McCracken, 1989; Walker, Langmeyer, and Langmeyer, 1993).

Moreover, celebrities do not only serve to create and maintain attention but also to obtain high recall rates of the communication strategies in today's tremendous cluttered environments, in other words, they help the ad stand out and cut the excessive noise in a communication process. In fact, people that are interested in a particular celebrity will direct their attention to the celebrity ad, and consumers will be more interested in the advertised object compared with a non-endorsed (Wei & Lu, 2013). Considering that celebrities carry inherent news value by their celebrity status since they are generally cherished by the public and usually consumers are more persuaded to acquire the product a celebrity is endorsing (Corbett and Mori, 1999; Knoll and Matthes, 2017).

Besides, hiring a popular celebrity is a potential solution if the company image has been damaged, (Sherman, 1985). Due to the fact when a celebrity endorser a product, the images of the celebrity and the product will occupy the memory of the consumer and gradually will be established a connection through the process of endorsement. Additionally, the attitudes and feelings toward the celebrity are transferred to the endorsed product due to the repeated exposure.

Grant McCracken (1989) describe this meaning movement and the endorsement process into three stages, the first stage resides in the celebrities themselves. In other words, celebrities add values to the meaning transfer process through their personality and lifestyle. Celebrities can evoke meanings in their persona with greater distinctness and precision due to their roles they assume in the public eye, such as in their movie, television, athletic, and others.

In the second stage, the meaning is transferred when the celebrity makes the advertisement with a product. Afterwards choosing the celebrity it is crucial to identify and select the meanings should be transferred to the product during the advertising campaign, it is essential to capture all the meanings the brand wishes to obtain from the celebrity. Furthermore, the ad must be constructed in order to emphasize the similarity between the celebrity and the product so that the consumer will be able to take the final step in the meaning transfer process.

In the final step, the meanings are relocated from the product to the consumer. This stage is difficult and complicated considering it is not enough for the consumer to buy the product in order to take possession of its meanings or to integrate into the self. Therefore, it is crucial for the consumer to claim the meanings and work with them.

The celebrity endorsement can influence the meaning of the endorsed object, inclusive their perception about their price, the risk of the purchase, its taste level or the perceived information value of the endorsement. For instance, the consumer assumes a specific attribute about the product when it is paired with a celebrity known for a specific aspect, for example, premium price with a high-class celebrity. Thus, a celebrity has the means to influence consumer's perceptions in conjunction with their attention, interest and awareness (Biswas, Biswas, and Das, 2006; Dean and Biswas, 2001; Freiden, 1982; Friedman, Termini, and Washington, 1976; Knoll & Matthes, 2017; Miller and Allen, 2012).

Furthermore, celebrities have a positive impact on the attitude towards advertising and brand, intentions to purchase and actual sales. Occasionally, a new product is designed around the endorser, since this strategy can lead to tremendous dividends, besides companies can hire celebrities that have the means to influence to establish a new positioning for products that failed on obtaining the interest from consumers (Erdogan, 1999).

The effectiveness of celebrity endorsers is the conjugation of several aspects such as their credibility, attractiveness, the level of compatibility between the product and celebrity, the level of involvement, the target receiver profile, and overall substance (e.g. values, personality, standards) connected to celebrity (Erdogan, 1999).

The studies focus on celebrity credibility defined two source models, which are, the source of credibility model and the attractiveness model (Mishra, 2015). The source of credibility is defined by Hovland and Weiss (1951) as the expertise of source about the communication topic, that also can trust their opinion on the topic. In the case of the celebrity endorser, their effectiveness depends on their level of expertise and trustworthiness (Ohanian, 1991). The author Erdogan (1999) refers to the endorser's expertise the extent the endorser is perceived as a reliable source of information. These aspects are important because the target audience must perceive the endorser as having a satisfactory level of knowledge and experience that makes the product/brand credible. Additionally, information from a credible source can impact the beliefs, behaviour, attitudes of the receivers. The second source, the attractiveness model shows that the facial and physical attractiveness is an important aspect of the initial



judgement of another individual (Ohanian, 1991). However, Bower and Landreth, (2001) showed that “normal-looking” celebrity endorser evoke more favourable reactions compared to the highly attractive ones, even when is advertise for products to enhance the physical appearance. These indicate that normal-looking celebrities may be perceived as more trustworthy and more honest, resulting in more effective endorsements. Therefore, the advertisement efficiency is measure through these three dimensions, which are, expertise, trustworthiness and attractiveness (Ohanian, 1990).

Moreover is crucial the celebrity endorser be “similar” to the target audience (e.g. same age, same gender) in order to the target audience relate to the ad and obtain a long-lasting attitude or behaviour change (Wells, Burnett, Moriarty, and William,1989; Basil, 1996). Thus, an efficient strategy is using a mix of celebrity endorsers for one product to appeal to various audiences to which the product is aimed. Nonetheless, the use of multiple celebrities might confuse consumers about the brand’s identity and it should be guaranty each and every celebrity is consistent with the meanings of the brand.

However, the potential benefits of utilising celebrity endorsers are significant so are the costs and risk. For example, the endorser can overshadow the brand, or get caught in a public controversy, their image can change and loss of public recognition, also the overexposure by advertising for other brands (Erdogan, 1999).

A common concern is a possibility that consumers will focus their attention on the celebrity and fail to acknowledge the brand being promoted, this is called the “vampire effect” where the “celebrity dominates the video part of the commercial and viewers pay insufficient attention to the brand’s package, logo, or name” (Rossiter and Percy, 1987:261). Additionally, it has been found that negative information about the celebrity or when their spokesperson his involved in controversy it will affect consumers’ perception and the endorsed product, especially when there is a strong associative link between the brand/product and the celebrity (Kim and Sung, 2013; Till and Shimp, 1998). The overexposure is another risk that brand might encounter, when a celebrity becomes an endorser for many diverse brands, the impact of the celebrity on each brand may adulterate and the tie between the celebrity and the brand is no longer distinctive (Mowen and Brown, 1984).

Moreover, when a celebrity endorses a product the consumer might question whether the endorser recommends the product because they actually believe in the product or just they are being paid to endorse it (Hsu and McDonald, 2002).

A study by Kim and Sung (2013) showed that there is a higher risk using a celebrity endorser for a new or unfamiliar brand than an established one. Considering is a new brand the consumer does not know, they are going to rely mainly on the celebrity endorser's image to create an associative memory link between the celebrity and the brand. Therefore, the celebrity is the only attribute on which the audience form their attitudes and evaluations towards the brand.

Research showed that the effectiveness of spokespersons was gender-specific, in other words, male spokespersons were more effective for males audiences and female spokespersons for females (Tom *et al.*, 1992).

Some studies have argued that there is no difference using a celebrity and non-celebrity endorsers' influence on advertising attitudes, brand attitudes and purchase intention (Keel and Nataraanjan, 2017; Mehta, 1994). As a matter of fact, some researchers demonstrated that non-celebrity can be more persuasive on establishing a link between the products than celebrity endorsers (Keel and Nataraanjan, 2017; Tom *et al.*, 1992).

However, the majority of the researchers and marketers believe that if a celebrity endorsement is used properly, it can be an effective communication strategy to promote a product/brand and influence consumers purchase intentions (Yang, 2018).

## **2.2 YouTubers**

Over the past decade, social media took over and enabled companies to create value by exploiting the power of social influence to convey their advertising messages via word of mouth. Social advertising focuses on finding the right influential endorsers to propagate the campaign more efficiently (Lin, Li, and Wu, 2015). With this rising trend, individuals are able to acquire large audiences of several people on these platforms, creating a new phenomenon called influencers, in other words, "micro-celebrities" or non-traditional celebrities who reach fame through online media usage (Kutthakaphan and Chokesamritpol, 2013).

Gräve (2017:1) defined an influencer as "*an opinion leader in digital social media, who communicates to an unknown mass audience. Most importantly, this audience is acquired*

*directly without any institutional mediation like the entertainment or sports industry*". These influencers are seen as normal everyday people that are known to the public and identified by several aspects such as association, aspiration, admiration, or recognition (Kutthakaphan and Chokesamritpol, 2013). Therefore, consumers are no longer limited to traditional celebrities, categorized as actors, models, musicians, to influence their opinions about what they desire and their lifestyle habits (Nouri, 2018).

The most popular influencers have followers of several million people on platforms such as Facebook, YouTube and Instagram, which can be compared with known celebrities from the entertainment or sports industry (Ault, 2014). With the rise of YouTube in 2005, the online video platform was a personal stage for any ordinary person to upload any user-generated content, such as memorable moments in life, homemade comical shorts, personal thoughts or rants, anything imaginable. The most common type of YouTube channels is Beauty and Fashion, Comedy/Short Film, Cooking and Gaming. This platform enabled the content creator, in other words, YouTubers rose to fame with a large subscriber/follower base. There are several reasons and motives for people to watch a video on YouTube, the most common is for entertainment purposes, while others resort to tutorials on YouTube to learn something new. Additionally, the viewer often searches for a product review on YouTube before purchasing it (Wu, 2016).

Although, being a star requires some kind of charisma, the skill to perform, being funny and attractive. These are not enough for YouTube world, the key qualities for online success according to internet creators are working hard, deliver fresh content and unique, having an authentic voice and engage with a virtual audience (Spangler, 2014).

However, it is ambiguous to what extension these individuals can be considered celebrities. In other words, in the case of the self-proclaimed "beauty gurus" on YouTube are only celebrities to those who know them and are interested in their videos and makeup. For the people that are outside of the beauty community, it might be a bit ludicrous to label a self-proclaimed "beauty gurus" as a celebrity (Keel and Nataraanjan, 2017).

Despite that, brands are starting to recognize this potential and hire them as a type of endorser, where companies usually pay these influencers to integrate and promote their products into their own social media platform in order to bring attention to their products, minimize marketing costs and attract more audiences to their brand. (Gräve, 2017; Halzack, 2016; Nouri, 2018).

YouTube is a platform that boosts intimacy, providing bonds through visual and communicative elements of its interface (Berryman and Kavka, 2017). In fact, YouTube is a platform that encourages user interaction, not only through comments but also the like and dislike button, this way is provided to the content creator feedback from their viewers in the form of questions, praise, concerns and overall reactions. This engagement creates a sense of connection to the content creator, resulting in the formation of interpersonal relationships with the YouTuber (Nouri, 2018).

There are four stakeholders in the context of YouTuber marketing, which are, the YouTube content creator (YouTuber), the YouTube as a company, the viewer/consumer, and the companies pursuing to promote their products. The YouTube endorsement marketing sometimes is disguised as native advertising, which is a form of advertisement that is incorporated seamlessly into the video content. The research by Wu (2016:3) has shown that this form of endorsement can be categorized into three forms, which are:

*“(1) explicit sponsorship where the sponsoring company pays the YouTuber a flat fee, or a specified amount per number of views on a video specifically created to market a brand or product, (2) affiliated links where purchases made through the link, or coupon code provided by the YouTuber will help the YouTuber earn a commission on the sale, and (3) free product sampling where companies send products to YouTubers with the hope that they will create product reviews, advertorials, and just general exposure of the product.”*

The first type of sponsorship consists of the YouTuber making a video promoting the brand or product, in exchange for a flat fee, or specific amount per number of views on the video or a percentage of sales resulting from the video.

The YouTube videos with affiliate links work differently from the first type of sponsorship, in these case, the YouTuber does not need to partner with the company for the purpose of creating a specific video. In fact, the YouTuber is part of the company's affiliate program, where purchases made through a specific URL or coupon code that is associated to the YouTuber, the content creator receive a commission on the sale.

The last type of endorsement is free product sampling, where companies send free products to YouTubers to increase brand exposure. The more established YouTube beauty channels receive free products from companies from time to time in hopes it will be a feature such products in the video.

These type of endorsements and the specific terms of the agreement are usually not open to discussion of sponsorship details, due to the confidentiality constraints of the contract between the brand and the YouTuber.

As previously mentioned, YouTubers can receive free products from the companies or be directly contacted to be paid for featuring the product in their video. However, in certain cases, the YouTuber does not get paid unless the viewer uses the coupon code linked by the YouTuber in their purchase. This provides an opportunity for companies to exploit the YouTubers because the content creator gets paid close to nothing of the affiliate marketing. Benefiting the company with effective and inexpensive marketing and YouTubers are not compensated accordingly creating an unbalance of power (Wu, 2016).

In the perspective of the YouTuber, Kristi (2019) content creator of the RawBeautyKristi channel, currently with 759K subscribers, in the video titled as “The truth about sponsored videos” answered some questions that subscribers had about the subject. The YouTuber revealed that brands usually reach them or the management business team (agency) in case the YouTube has one, telling they are interested in working on a video to promote their product and describing what they are looking for, the budget, etc. Afterwards, the negotiation for the price and the details of the endorsement proceeds. Usually, brands do not want an exclusive video but a feature in the video, this means in case the Youtuber likes the product it can be used in the video with some conditions, Kristi give an example of “it needs to be down within the first 3 minutes of the video, it is a 60 seconds mention and there are a few key talking points that she has to hit” (4:53). In fact, brands generally do not give a script to the YouTuber, the company request it to mention the characteristics of the product, the price, where is sold and other aspects. Moreover, the YouTuber admits that “for me personally, I will not even accept a brand deal/sponsorship or anything like that if I have thoroughly tried the product first to know if I even like it or if it’s worth talking to you guys about it and if any brand tries to tell me what I need to say for my opinion, I have never done so, I will not say or make claims about the products that I do not feel are true.” (5:38).

Consumers tend to trust user-generated content over the producer generated content due to the cynicism and scepticism of the producer generated content have, on showing only the positive aspects of products in order to preserve commercial interests. Contrary, YouTubers are more reasonable to communicate positive and negative experiences about products, assuming that the YouTuber is sharing their opinions in full disclosure and without financial driven intention (Cheong and Morrison, 2008; Mackinnon, 2012). If a YouTuber

recommends a product and gives their stamp of approval on the product, viewers are going to trust in their opinion. This aspect of trust is exposed in the comment sections of the video, where viewers state they have purchased a product mainly based on the creator recommendation (Wu, 2016).

Companies see the potential in this avenue of marketing by engaging in marketing using YouTube channels which allows brands to select the desired target segments based on the YouTuber audience (Wu, 2016). Youtube defend that creator are fundamentally celebrities for the next generation and to reach younger consumers is crucial to brands to be on Youtube (Castaldo, 2015). Moreover, the use of social media platforms as a marketing source can provide many advantages, such as, consumer's willingness to purchase, brand awareness and increase their level of loyalty (Castronovo and Huang, 2012; Dehghani, Niaki, Ramezani, and Sali, 2016; Hoffman and Fodor, 2010; Labrecque *et al.*, 2013).

With this in mind, YouTube videos as not seen by the consumers as a source of advertisement, which consumers generally view those content without guarding suspicious making it marketing in YouTube content more effective than traditional marketing. The same author stated that is the type of marketing is more value for the consumer compared to traditional ads, for example, it has more entertainment value watching a YouTuber personality or educational value from a review or tutorial of products. However, the value-added to consumers can compromise their trust opinion on maintaining a financial tie with sponsors and advertisers (Wu, 2016).

Now that some YouTubers are taking the path of traditional celebrities, their intentions may be questioned as well (Lieber, 2019).

### **2.3 Brand Trust**

The conceptual background about trust is based on social psychology, sociology, management and marketing.

Brand trust is conceptualised as “*Feeling of security held by the consumer in his/her interaction with the brand, that it is based on the perceptions that the brand is reliable and responsible for the interests and welfare of the consumer*” (Ballester, 2011:1) and “*the willingness of the average consumer to rely on the ability of the brand to perform its stated function*” (Chaudhuri and Holbrook, 2001:82). Agustin and Singh, (2005:97) define trust “*as a consumer's confident beliefs that he or she can rely on the seller to deliver promised*

*services, whereas we define “relational value” as the consumer’s perceptions of the benefits enjoyed versus the cost incurred in the maintenance of an ongoing exchange relationship.”*

In the consumer brand aspect, consumers develop trust based on the positive beliefs of their expectations of the performance of the product and the behaviour of the company (Ashley and Leonard, 2009). The idea implies that the brand is an active member relational partner, which means that consumers believe the brand will perform an action that results in positive outcomes for the relational partner (Delgado-Ballester, Munuera-Alemán, and Yague-Guillén, 2003). In other words, brand trust is an expectancy that is established on the attributions of the relational partner about his/her intentions, behaviours and qualities.

More explicitly, Barber (1983), considers these attributions are the obligation and responsibility that the partner carries by putting others interests above of their own and the partner’s capabilities related to his/her role performance. Hence, the definition of brand trust has two divergent pillars, which are brand reliability and brand intentions.

The first concept is based on the consumer believe that the brand carries out its value promise, this means that brand fulfils or satisfies the consumer needs by providing new products to the consumer or delivering consistent quality level (Andaleeb 1992; Deighton, 1992; Doney and Cannon, 1997; Morgan and Hunt, 1994). For this reason, brand reliability is crucial for trusting a brand, because achieving what was promised leads to the consumer to be secure about future satisfaction and repurchase intentions.

Brand intentions are more complex, considering their affective and emotional background (Michell, Reast, and Lynch, 1998). This dimension consists of the customer believe that the brand has the best interest when unpredictable problems with the consumption of the product emerge. In other words, the customer relies on that brand is driven by positive intentions towards the consumer well-being and interest, as well as, is not going to take advantage of the consumer’s vulnerability in the event problematic circumstances with the consumption of the product (Andaleeb, 1992).

An individual develops a trusted image of the brand based on his/her experience with the brand, therefore the experience aspect will be influenced by the consumer direct contact (trial, satisfaction in the consumption, usage) or indirect contact (word of mouth, advertising or brand reputation) with the company (Keller, 1993; Krishnan, 1996).

Hence, the overall satisfaction of the consumer generates trust because the brand is consistent in fulfilling what it is promised in the product and the brand takes in consideration of the consumer interest and welfare (Ganesan, 1994; Selnes, 1998).

According to Doney and Cannon (1997), the construct of trust involves a calculative process based on the capacity of a brand to meet its obligations and comparison between the cost to the rewards of staying in the relationship. Additionally, the same author's stated that trust involves the benevolence of the company to serve the best interests of the customer based on shared goals and values. Hence, beliefs about safety, honesty and reliability are all important aspects of trust that consumers incorporate in their foundation of trust (Chaudhuri and Holbrook, 2001).

Moreover, brand trust consists of the willingness of the consumer put their self at risk, for the promise of value the brand represents. Which involves a general expectancy due to the possibility of being an error and related to the positive or non-negative outcomes, the feelings of confidence and security (Ballester, 2011).

#### **2.4 Brand Love**

Brand Love is characterized by Carroll and Ahuvia (2006:81) as “*degree of passionate emotional attachment a satisfied consumer has for a particular trade name*”. The concept of the love prototype is based on the passion for the brand, positive emotion in response to the brand, attachment to the brand, positive evaluation of the brand and declarations of love for the brand (Ahuvia, 2005). The brand love relationship is profound and enduring, that a loved brand is considered irreplaceable, hence the consumer suffers when is deprived of the brand for an extended period of time (Albert and Merunka, 2015).

Brand love can evolve based on experience with a brand or through uncontrolled (worth-of-mouth) or controlled (firm-sponsored) communication about a brand (Berry, 2000). Brand experience consists of sensory, affective, behavioural and intellectual dimensions, which are evoked by brand-related stimuli and can lead to strong emotional bonding between the brand and the consumer (Brakus, Schmitt, and Zarantonello, 2009). Additionally, the consumer love for a brand depends on brand identification and identification with other customers, which means, it is crucial to be a fit between the brand and consumer personality or values (Batra, Ahuvia, & Bagozzi, 2012; Carroll & Ahuvia, 2006).

The study of love conceptualized by Sternberg, (1986) showed that a love relationship can be defined as triangular of intimacy, passion, and commitment.



The intimacy element is the bond, connection and closeness in a loving relationship that gives an experience of warmth in a relationship. The passion element refers to the romance, physical attraction and other forms of arousal that lead to the experience of passion in a loving relationship. The commitment element, in the short term, means a person decides that loves somebody, and in the long term, the promise to maintain that love. This includes the cognitive elements that are affected in decision making regarding the existence and potential long-term commitment to a loving relationship. Therefore, the intimacy component can be viewed, generally, deriving from emotional investment in the relationship. The passion component is from motivational involvement and the commitment is from the cognitive decision and commitment to the relationship.

The concept model of consumer-object love was pioneered by Shimp and Madden (1988) based on the Sternberg (1986) triangular theory of love. These model consisted that the nature of a consumer relationship with an object, for example, a brand, is based on three components, which are, liking, yearning, and decision commitment. The liking in the consumer-object relationship is similar to the feelings of attachment described in the Sternberg (1986) intimacy. This means, that consumers develop strong feelings of connection and closeness with consumption objects. The passion component is more restricted to person-person in terms of physical attractions and romance. However, Sternberg argues that other needs, such as affiliation, dominance, self-esteem, submission, etc., may also contribute to the experience of passion. For example, people can resort to cherished consumption objects during periods of anxiety, sadness, depression or fear. Moreover, products and brands reflect as symbols for consumer dominance, affiliation and self-actualization needs (Shimp & Madden, 1988). Therefore, yearning is a substitute of passion, which is defined as “*having an earnest or strong desire for something*” (p.164), sometimes consumers go through phases where they just can’t consume enough of certain products. The commitment component in the consumer-object relationship, in short-term means the consumer decided they like a certain product/brand, due to the compatibility of what the consumer is searching for and the benefits/attributes of the product. In the long-term, consumers become devoted to the brand as a form of loyalty or other elements leading to repeat purchase behaviour.

Additionally, Shimp and Madden identified eight consumer-object relationships: nonliking, liking, infatuation, functionalism, inhibited desire, utilitarianism, succumbed desire, and loyalty.

There is a difference in the constructs between brand love and satisfaction, brand love is an emotional and passionate relationship between the consumer and the brand (Carroll and Ahuvia, 2006). Fournier and Mick, (1999) argue that brand love is a mode of satisfaction, in other words, brand love is a consequence of satisfaction, but not all, satisfied consumers can have that outcome. The reason is satisfaction usually is conceptualized as a cognitive judgement and reflected as a transaction-specific outcome, whereas brand love is the much stronger affective focus and is a result of a customer long-term relationship with the brand. This includes a willingness to declare love and integrate the brand into the consumer identity, which is not a condition in satisfaction.

A study by Carroll and Ahuvia (2006) showed that the hedonic products (i.e., the consumer perception of the primary benefits offered by the product are pleasure, fun or enjoyment compared with utilitarian benefits) and/or the self-expressive brands (i.e., the consumer perception of the degree to which a specific brand manifest the consumer inner self and/or reinforce one's social self) tend to be more loved. Thus, brands may reinforce these aspects of their products, in order to increase the emotional response in consumers and the consumer's love and desired post-consumption behaviour. Other antecedents of brand love are brand quality (Batra, Ahuvia and Bagozzi, 2012) brand identification (Bergkvist and Bech-Larsen, 2010). Research by Albert and Merunka (2013) showed that the consumer attribution of fair motivations (honesty) and expertise (reliability) enhance brand love, however, brand trust does not affect brand love though.

The exploratory study of Albert, Merunka, and Valette-Florence (2008) establish eleven dimensions of brand love, which are, passion, duration of the relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, declaration of affect and trust. However, they did not develop and provide a measurement scale for brand love.

The Heinrich, Albrecht, and Hans (2012) measurement of brand love contain nine items, which brand intimacy, brand passion and brand commitment are the three first-order factors that correspond to the higher-order construct of brand love.

Research by Batra, Ahuvia and Bagozzi (2012) identify seven dimensions of brand love, the passion-driven behaviour, positive emotional connection, long-term relationship, anticipated separation distress, self-brand integration, overall attitude valence and attitude strength.

Brand love has strong positive effects on consumers' willingness to pay a price premium and that consumer can "look the other way" to the beloved brand when makes a mistake

(Heinrich, Albrecht and Bauer, 2012). Additionally, contributes to brand commitment, but also encourages positive word-of-mouth about the brand and maintain their relationship. Therefore, brand love influences both attitudinal and behavioural loyalty (Albert and Merunka, 2013).

## **2.5 Brand Loyalty**

The relevance of brand loyalty has been recognized in the marketing literature almost half a century (Howard and Sheth, 1969). Brand loyalty can be defined “*as a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour*” (Oliver, 1999:34).

According to (Pearson, 1996:147) loyalty is defined by six principles:

- 1) Loyalty is about customers, not brands, which means some consumers can be loyal, but others may be restricted by the price regulation, therefore, they will never be loyal.
- 2) Loyalty cannot be the result solely of lower prices, consumer restricted only to buy on the price will switch to a new lower-priced competitor. However, special prices for the best customer can be a crucial aspect of a relationship programme that promotes loyalty.
- 3) Loyalty requires the positive involvement of the customer and not simply regular purchase, customer loyalty involves more than consumer satisfaction, despite satisfaction can be a substantial condition for future loyalty.
- 4) Loyalty develops over time and is a two-way exchange between company and customer, the company must be loyal to its consumers and recognising and rewarding their custom before consumers become loyal to a company.
- 5) Loyalty is the overall experience of the brand and is not just an aim of advertising or communication to customers, every component of the company business is an aspect of loyalty.
- 6) Loyalty is a result of the total relationship between company and customer, and the loyalty of the company employees is the crucial factor in developing the loyalty of their consumers.

The Oliver (1999) framework follows four loyalty phases, where the consumer becomes loyal at each attitudinal phase to different elements, based on the attitude development structure. The first phase of loyalty is cognitive loyalty, which consists the brand attribute information available to the consumer, shows that one brand is more distinct than the alternatives, these phase of loyalty is based on the brand belief only due to the information available (attribute performance levels). Thus, if the satisfaction is succeeded, it becomes part of the customer experience and begins to take on affective overtones. Therefore, the second phase of loyalty is affective loyalty, where liking or attitude toward the brand has developed as a result of the accumulated satisfaction usage, which is reflected in the pleasure dimension of the satisfaction. Commitment at this phase is designated as affective loyalty and is connected to the consumer mind as cognition and affect. The next phase is the conative loyalty (behavioural intention), that is influenced by frequent positive affects towards the brand. These imply a deeply held commitment to the intention of rebuy the brand. Lastly, the action loyalty the final stage where the intentions are transformed to actions, which in the previous loyalty phase the motivation intention is converted to readiness to act. Moreover, these action controls propose the additional need to overcome an obstacle that might prohibit the act.

Brand Loyalty comprises three dimensions, each one determines the type of loyalty a consumer will show towards a brand. For instance, a consumer could still purchase the brand even if his adverse to the brand. This type of loyalty is likely to convert to a switching behaviour when the customer is no longer forced to keep purchasing the brand. Therefore, brand loyalty can have four types which are: no loyalty, inertia loyalty, covetous loyalty and premium loyalty (Gounaris and Stathakopoulos, 2004).

The no loyalty as expected the consumer have a lack of attachment to the brand and does not purchase at all. The inertia loyalty is an individual that out of habit keeps buying the brand by convenience, and not because is driven by an emotional attachment, a social motive or a brand commitment. The covetous loyalty customer does not purchase at all, however, the individual shows high levels of attachment likewise a strong positive tendency towards the brand that is established from the social environment. The premium loyalty is a consumer with a high degree of attachment to the brand that purchases constantly and shows to be highly influenced by social pressure. Therefore, premium loyalty is the finest degree of customer attachment to the brand because the consumer seeks to purchase the product while overcoming obstacles in their path. According to Amine, (1998) the definition of the true brand loyalty is “*an effective buying behaviour of a particular brand (and not only an*

*intention to buy it), repeated over time (its buying proportion exceeding 50% of the purchases made within a product category) and reinforced with a strong commitment to that brand”*

According to Amine (1998), brand-loyal behaviour consists of the purchase decision, which is the result of a process of comparing the alternative brands and evaluating on certain criteria and the ideal brand or brands is selected. The brand loyal implies the repeat purchasing behaviour based on cognitive, affective-evaluative, and predisposition factors, which is the primary components of an attitude. In matter of fact, repeat brand purchasing can have different sources, for example, brand commitment, limited offer of brand on the customary retail store, lowest/highest brand prices, store loyalty and absence of promotions on competitive brands, besides, it can be a short-cut to reduce or avoid search efforts due to the perceived low involving of the product. Therefore, it is crucial to the brand to know if the consistent purchasing behaviour is due to a true loyalty or it will be stopped once they change the store assortment or the selling conditions (new brand launching, price increasing or brand out of stock). However, repeat purchasing behaviour is necessary but not a sufficient condition for brand loyalty (Dick and Basu, 1994; Jacoby, 1971).

Brand Loyalty emerges as a mechanism to reduce the complexity and uncertainty of the purchase decision as a result of the subtle and obvious variations in brand performance, in terms of the risk perception connected with the choice task. Despite this, the brand is a source of consistency by the perceived risk, the commitment to the brand is more influenced by cognitive (brand attributes) or psychological (social consequences) reasons than by affective motives, for example, brand attachment/liking.

The research of Gounaris and Stathakopoulos (2004) showed that brand loyalty is dependent on three factors, which are: the consumer emotional attachment to the brand, purchasing behaviour and normative influences (recommendations from social peers). The findings of the study demonstrate that the progress of the company varies depending on the type of loyalty (no loyalty, inertia loyalty, covetous loyalty and premium loyalty), hence the consumer retention can be obtained through fostering premium loyalty by building a normative and emotional attachment between the brand and the consumer.

The role of loyalty in the brand equity process leads to marketing advantages, for example, reduces marketing costs, acquires new consumers due to a favourable word of mouth and good trade leverage as a result of greater resistance among loyal consumers to competitive strategies (Aaker, 1991; Dick and Basu, 1994).

Additionally, brand-loyal customers are less expensive since they necessity for marketing cost of the business is reduced, also the brand extensions are less risky for brands that have high loyalty. Furthermore, brand-loyal consumers have no reasons to engage and search for other alternatives, hence reducing the probability of switching brands. Moreover, brand-loyal consumers, when they do not have their favourite brand available, it is expected they buy nothing or visit another store that carries the brand they are loyal to, considering it is very unlikely that they will buy an alternative brand (Gounaris and Stathakopoulos, 2004; Jensen and Hansen, 2006).

### **3. Methodology**

A research design lays the foundation for conducting the research project, which details the procedures fundamental to obtain the information required to structure or solve the research problem. According to Malhotra (2010), research involves the following phases:

1. Design the exploratory, descriptive of the research
2. Define the information needed
3. Establish the scale and measurement procedures
4. Construct a suitable form for data collection
5. Define the sampling size and process
6. Define the tools for data analysis

The first stage is to explore or search through a problem in order to provide insights to define the problem and developing an approach using one or more of the following methods, which are: a survey of experts, pilot survey, case studies, and secondary data analysed in qualitative and qualitative research. Furthermore, this data is analysed in order to draw conclusions about the problem. Therefore, the methods selected for this research are a qualitative method (focus group) and a quantitative method (questionnaire), in order to have more data to draw the conclusions.

This study is based on descriptive research design because it is more appropriate to describe and measure certain behaviours by individuals. Moreover, this research design is used when the investigator uses the hypothesis as a form of measurement to study the problem. Therefore, it is more suitable due to the objective of this study is to appraise consumer behaviour relatively in the advertisement.

The descriptive research can have two different formats, which are, cross-sectional or longitudinal, in this case, it was used the cross-sectional that consist of a single cross-sectional descriptive research, where the data collected was made from a single non-repeated sample. This means that the information for this research comes from one singular sample.

This study will also have empirical research, where the final conclusions will be conceptualized from the existent data, in other words, every conclusion/theory made from this research will be based mainly on observation/experimentation (Malhotra, 2010).

## **4. Qualitative Study - Focus Group**

### **4.1 Universe and Sample**

A universe of the study is the data collected from the individuals when the investigator is conducting descriptive research, which is used to draw conclusions (Malhotra, 2010). Thus, the universe considered for this study is individuals that watch YouTube because it is important these individuals are familiarized with this platform and aware of the type of content. Additionally, the target group for this study is the Portuguese population due to the lack of studies regarding YouTube in Portugal and is also taking the first steps of the use of Portuguese YouTubers in the advertising.

### **4.2 Method Construction and Data Collection**

The methods selected for the first phase of the data collection was a focus group in order to gather more detailed information about the topic and the concepts were going to be study on the research.

Focus group are defined as a search technique to collect data through a group interaction about a specific topic (Morgan, 1996). The group interviews usually have five characteristics, which are, a small group of people with certain characteristics to provide qualitative data in a focused discussion to help understand the topic of interest (Krueger and Casey, 2015).

Additionally, focus groups when are combined with other methods during different phases of the research project, such as initial phase (generating questions for a questionnaire), or intermediate phase (helping to interpret the results obtained in a questionnaire), or the final phase (discussing with participants the results obtained) which can lead to new insights (Krueger and Casey, 2015).

Several authors discuss the ideal group size for a focus group. According to Krueger and Casey (2015), each group should be conducted with 5 to 10 people, Kitzinger (2014) contradict this suggestion and defend it should be between 4 and 8 people. Other researchers recommend 4-6 (Breen, 2007) or 4-12 (Barbour & Kitzinger, 1999). Therefore the group must be small enough for everyone to have the opportunity to share their opinion and yet large enough to provide a diversity of insights.

For this research, were selected 8 individuals, 5 were females and 4 were males, with the ages between 20 and 23. These participants were chosen mainly on the reason they watch



YouTube and are subscribed to YouTubers. It was given a context of the research problem and it was showed two types of advertisements of the same brand and product, the only difference was the endorser. One video the endorser was a celebrity and it was produced by the brand. The second video was a user-generated video made by a YouTuber in partnership with that brand.

### **4.3 Data Analysis and Findings**

The focus group was composed of 8 participants, 5 are females and 4 are males, between the ages of 20-23, and were selected mainly on the reason they watch YouTube and are subscribed to YouTubers [Appendix 1 and 2].

It was given a small introduction of context and the main objective of the study. “Nowadays society is becoming more digital, and brands resort to social media to expose their products, along with collabing with influencers in order to reach the target more efficiently. The main objective of this research is to compare the influence of a celebrity with a YouTuber and their impact on a brand.” Additionally, a set of questions were made to understand how and why the group use YouTube.

The main reason they use YouTube is for entertainment/ educational proposes, as well as to research information about a certain product.

Afterwards, it was shown to the group a video of L’Oréal advertisement for a hairspray with a known actress, Cláudia Vieira. In this video, Cláudia with the assistance of hairdresser teaches the audience how to do the perfect ponytail.

The group recognized the celebrity and agreed that with these brands they would obtain what they are looking for in a hairspray, fixing their hair but not giving a heavy feel. The group believe that the celebrity is being honest about their concerns and can be trusted.

The participants liked the video and considered the brand attractive and captivating, person B thinks the video is interesting, not for the choice of celebrity, but for the way, the video was made. However, person H did not find the video attractive. Even though, the positive response from the video the group did not feel more connected with the brand.

Afterwards, was requested to the participants to imagine the following scenario, they had bought the product and was asked if the next time they would go to the supermarket, they would buy the product again. The group said if the product would work perfectly, they would buy again. Moreover, the participants would recommend the product to other people.

Regarding, a situation where they would look for a similar product but from another brand, person H said would try another cheaper product and if it did not work, she would repurchase the product of L'Oréal. The rest of the respondents would not consider looking for another alternative.

The next video introduced to the group was a user-generated video made by Rita Serrano, a Portuguese YouTuber, where she shows how to achieve the perfect ponytail by yourself using the same hairspray from L'Oréal. Only two participants knew the YouTuber, participant C and H.

The group believes they would attain the results they are looking for in the product, mainly because the video shows better results and seems more credible compared to the celebrity. The participants A, B and G agreed that the video with the celebrity looks more staged and the YouTuber is more natural. Besides, the group thinks she is being honest about their concerns, since the YouTuber mention a small problem they can have throughout the day, where a hair or two lifts off and compared with the video of the celebrity, they say the hair stays all night perfectly. Therefore, the respondents agreed that can trust the brand to resolve their problem.

The group finds the brand attractive, however, the participant F prefers the other video because is shorter and concise about the message, compared to the video from the YouTuber which was longer. Regarding if the brand is captivating, everyone preferred the video from the YouTuber, except participant B that favoured the advertisement with the celebrity mainly for the reason she did not know the YouTuber, and the celebrity catches her attention and it was easier to comprehend since she recognizes the actress. However, the group did not feel more connected to the brand.

Concerning the scenario, if the next time they would go to the supermarket, they would buy the product again, the response was positive, as well as, if they would recommend to a friend, the answer was positive.

Additionally, when the respondents were questioned if they would stop using a product if a YouTuber talked badly about it, the response was negative. The participant D commented if the product works great for him, he would not stop using just because did not work with a YouTuber. The person A reveal that she searches for videos about hair products for her hair type and if the YouTuber does not recommend the product, she will not buy.

Regarding of which video would convince them to buy the product, participant B argues that would depend on the type of celebrity or YouTuber, in this case, she would prefer the celebrity advertisement because she recognizes the person.

Therefore, was requested to the group assume they already know the celebrity and the YouTuber. The majority responded the YouTuber, person G commented that the YouTuber video is more detailed, credible, personal and real compared with the celebrity that is more staged. The rest of the group agreed to, expect participant D which claim that people know the celebrity is being paid to do the advertisement, however, YouTubers are also being paid. Besides, what they say can be true or not.

In terms of personal preference between the celebrity and the YouTuber, everyone responded to the YouTuber. The person B argue even if the YouTuber is being paid, they are more selective about the products and they would not talk about a product they do not trust because if they did that, they would lose their credibility and subscribers from that. Moreover, participant C and G added that YouTubers are more aware when they make this type of sponsorships because they would lose a lot more if they advertise in the wrong way featuring products they do not trust. The rest of the group agreed with their opinion.

All things considered, the impact of the celebrity and the YouTuber on the brand trust is positive, however, YouTube has a slight advantage on the consumers due to the fact they seem more natural, detailed in terms of information and not script compared to the celebrity. In term of brand love, the correspondents find the brand attractive and captivating, but they did not feel more connected with the brand. Concerning, the brand loyalty aspect the group did not become loyal to the brand mainly for the reason would depend if the product will correspond to their expectations, in other words, if the product would work or not. However, the respondents would consider buying again the product if correspondent positively to their expectations.

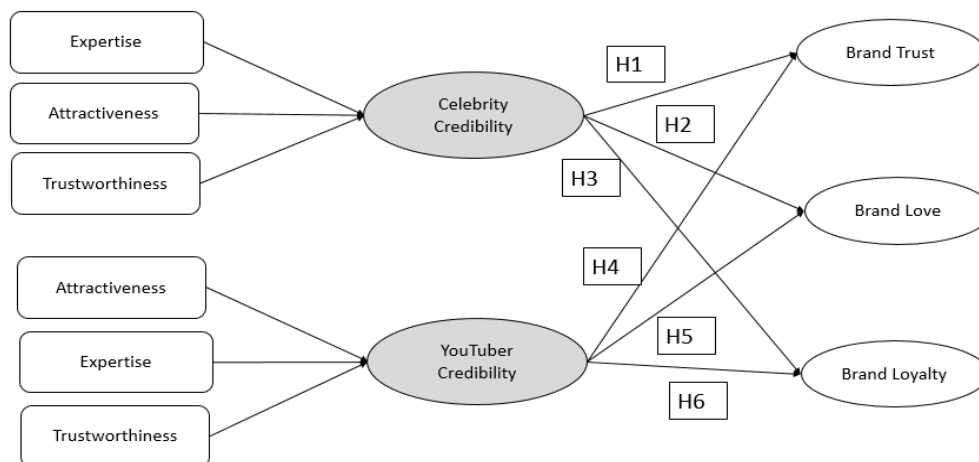
## 5. Quantitative Study

### 5.1 Research Conceptual Model

Over the past years, several studies have been conducted regarding the effects of using influencers/celebrities on consumer behaviour. Concerning their characteristics (e.g., expertise, attractiveness, likability, and trustworthiness), the financial effects, the celebrity persuasion and purchase intentions (Atkin and Block, 1983; Bergkvist and Zhou, 2016; Erdogan, 1999). Nonetheless, there are no studies focus on the influence of digital endorsers such as YouTubers. Furthermore, there is no specific scientific proof of comparison between the effect on the consumer regarding the use of traditional celebrities or a digital influencer.

With this in mind, the framework was constructed in order to study the endorser credibility, as well as, their influence on three dimensions of the consumer behaviour, which are, brand trust, brand love and brand loyalty. This framework was applied to the two types of endorsers.

**Figure 2 Framework and Conceptual Map**



Source: Own elaboration

#### **H1: Celebrity Credibility positively influences Brand Trust**

The consumer creates a trusted image of a brand based on his/her experience, which can be influenced by direct contact, such as trials, satisfaction in the consumption, usage or through indirect contact, for example, word of mouth, advertising or brand reputation (Keller, 1993; Krishnan, 1996). Therefore, hypothesis 1 will evaluate if the celebrity credibility has influence in the consumer in terms of brand trust, through the use of indirect contact, which in this case is advertising.

## **H2: Celebrity Credibility positively influences Brand Love**

Brand love can emerge from the experience with a brand or through word-of-mouth or firm-sponsored communication about the brand (Berry, 2000). It is important to understand if celebrities are able to have positive effects in terms of brand love through the use of them as endorsers in the advertisement. Hence, hypothesis 2 was defined to determine if celebrities can generate brand love in consumers.

## **H3: Celebrity Credibility positively influences Brand Loyalty**

According to Oliver (1999), the initial phases of loyalty is cognitive loyalty this means the loyalty of the consumer is only based on the brand belief due to the information available, showing that one brand is more distinct than others. Moreover, brand loyalty can be an outcome through the use of endorsement strategies (Chaudhuri and Holbrook, 2001). Thus, hypothesis 3 assess if celebrities lead to consumer fidelity.

## **H4: YouTuber Credibility positively influences Brand Trust**

A YouTuber when recommends a product and gives their approval, viewers are going to trust in their opinion. This aspect of trust can be verified in the comment section of the video, where viewers state they bought the product by cause of the YouTuber recommendation (Wu, 2016). With this in mind, hypothesis 4 is going to evaluate if the YouTuber has the power to influence consumer behaviour in terms of brand trust.

## **H5: YouTuber Credibility positively influence Brand Love**

Similar to hypothesis 2, it is crucial to verify if the YouTuber can persuade brand love on consumers through the use of word-of-mouth and an advertisement that is more disguised for the viewer. According to a report from Nielsen (2013), digital influencers are more persuasive than endorsements in traditional media. Therefore, hypothesis 5 will assess the influence of YouTuber credibility on brand love.

## **H6: YouTuber Credibility positively influence Brand Loyalty**

A study showed that brand loyalty is dependent on three factors, which are, emotional attachment to the brand, purchasing behaviour and normative influences (recommendations from social peers). Additionally, the use of social media platforms as a marketing source enables companies to increase brand awareness, purchase intentions and their level of loyalty (Castronovo and Huang, 2012; Dehghani, Niaki, Ramezani and Sali, 2016; Hoffman and

Fodor, 2010; Labrecque *et al*, 2013). Hence, hypothesis 6 was developed in order to study if YouTubers are more powerful in establishing consumer loyalty to the brand.

All hypothesis was developed in order to able the comparison of these two types of endorsers and their impact on brand trust, brand love and brand loyalty. The table below summarizes all defined hypothesis.

**Table 1 Research Hypothesis Summary**

<b>Research Hypothesis</b>
<b>H1:</b> Celebrity Credibility positively influences Brand Trust
<b>H2:</b> Celebrity Credibility positively influences Brand Love
<b>H3:</b> Celebrity Credibility positively influences Brand Loyalty
<b>H4:</b> YouTuber Credibility positively influences Brand Trust
<b>H5:</b> YouTuber Credibility positively influences Brand Love
<b>H6:</b> YouTuber Credibility positively influences Brand Loyalty

Source: Own elaboration

## **5.2. Questionnaire**

### **5.2.1 Universe and Sample**

The universe considered for this study is the same compared to the focus groups, this means, for the questionnaire was only selected Portuguese respondents that watch YouTube.

The sampling method used for this study was the non-probability type with a conventional approach. This means in trusting the decision of the investigator in choosing the right individuals, therefore the individuals are chosen randomly to answer the research method (Malhotra, 2010). The sample size considered was a minimum of 300 respondents, the final sample was 517. However, some individuals did not finish the questionnaire, hence only 229 were valid.

### **5.2.2 Method Construction and Data Collection**

The survey method consists of gathering information by questioning the respondents, with a variety of questions regarding their intentions, attitudes, behaviour, motivations, awareness, demographics and lifestyle characteristics. This study used a structured-direct data collection, which a formal questionnaire is prepared and the questions are prearranged order, hence the process is also direct. This mean, the purpose of the project is disclosed to the participants and the question are fixed-alternative questions that require the responded to select from a predetermined set of responses (Malhotra, 2010).

The questionnaire was constructed in Qualtrics, which is an online platform to create surveys. The survey is in the Portuguese language due to the universe of this study is the Portuguese

population. The questionnaire was shared in different online platforms, such as Facebook, LinkedIn, Instagram, WhatsApp, and others.

The questionnaire had a small introduction explaining that the purpose was for a master dissertation with the main goal of studying the influence of a Celebrity versus a YouTuber in advertising. At the beginning, it was asked if the respondent watched YouTube in order to see if the profile was suited for the main objective of the investigation.

The survey was constructed into two parts, the first part was shown a video of a Celebrity, in this case, actress Cláudia Vieira with a hairstylist explaining how to achieve the perfect hair ponytail. Thus, set questions of different constructs were being analysed, such as endorser credibility, brand trust, brand love and brand loyalty. The second part of the survey, it was shown a YouTube video made from a YouTuber, Rita Serrano, where she explained how to do a ponytail and then asked a set of questions regarding the endorser credibility, brand trust, brand love and brand loyalty.

The variables used in this study were based and adapted from existent published studies in order to measure the constructs. Some alterations had to be made so that the variables would be adapted and valid for the research context.

The development of the Celebrity and YouTuber Credibility scale was based on the study of Dwivedi and Johnson (2013) that measured using three items, attractiveness, expertise and trustworthiness as dimensions, which are based on the research of Ohanian (1990).

The scale of Brand Trust is based on two main concepts which are reliability and validity, this scale was developed by Delgado-Ballester, Munuera-Alemán, and Yague-Guillén (2003).

The measurement of Brand Love is evaluated by the study of Carroll and Ahuvia (2006) which is conceptualised in the variables of hedonic product and self-expressive brand.

The concept of brand loyalty was measured with four statements related with the purchase-related or attitudinal aspects of brand commitment (Jacoby & Chestnut, 1978), this study was conducted by Chaudhuri and Holbrook (2001).

These items were measured based on a 7 Point Likert Scale (1=Strongly Disagree, 2 = Disagree, 3 = Partly Disagree, 4 = Neither Agree, nor Disagree, 5 = Partly Agree, 6 = Agree, 7 = Strongly Agree) (Sullivan & Artino, 2013). The following table demonstrates the scales and sources used [Appendix 3 and 4].

**Table 2 - Measurement Constructs**

Article	Construct	Scales	Celebrity Code	YouTube Code
<p><b>Trust-commitment as a mediator of the celebrity endorser-brand equity relationship in a service context</b></p> <p>(Dwivedi &amp; Johnson, 2013)</p>	<p><b>Endorser Credibility</b></p>	<b>Expertise</b>		
		The Celebrity/YouTuber is an expert in beauty/cosmetics	CCE1	YCE1
		The Celebrity/YouTuber possess experience in beauty/cosmetics	CCE2	YCE2
		The Celebrity/YouTuber is knowledgeable about beauty/cosmetics	CCE3	YCE3
		<b>Attractiveness</b>		
		The Celebrity/YouTuber is attractive	CCA1	YCA1
		The Celebrity/YouTuber is good looking	CCA2	YCA2
		The Celebrity/YouTuber is classy	CCA3	YCA3
		<b>Trustworthiness</b>		
		The Celebrity/YouTuber is trustworthy	CCT1	YCT1
		The Celebrity/YouTuber is honest	CCT2	YCT2
The Celebrity/YouTuber is reliable	CCT3	YCT3		
<p><b>Development and validation of a brand trust scale</b></p> <p>(Delgado-Ballester, Munuera-Alemán, and Yague-Guillén, 2003)</p>	<p><b>Brand Trust</b></p>	This brand meets my expectations	CBT1	YBT1
		I feel confident in this brand	CBT2	YBT2
		This brand never disappoints me	CBT3	YBT3
		This brand guarantees my satisfaction	CBT4	YBT4
		This brand would be honest and sincere in addressing my concerns	CBT5	YBT5
		I could rely on this brand to solve my problem	CBT6	YBT6
		This brand would make any effort to satisfy me	CBT7	YBT7
		This brand would compensate me in some way for the problem with the product	CBT8	YBT8
<p><b>Some antecedents and outcomes of brand love</b></p> <p>(Carroll and Ahuvia, 2006)</p>	<p><b>Brand Love</b></p>	This is a wonderful brand	CBL1	YBL1
		This brand makes me feel good	CBL2	YBL2
		This brand is totally awesome	CBL3	YBL3
		This brand makes me very happy	CBL4	YBL4
		This brand is pure delight	CBL5	YBL5
		I am passionate about this brand	CBL6	YBL6
		I'm very attached to this brand	CBL7	YBL7
<p><b>The Chain and to Brand Performance : The Role of Brand Loyalty</b></p> <p>(Chaudhuri and Holbrook, 2001)</p>	<p><b>Brand Loyalty</b></p>	I will buy this brand the next time I buy [product name]	CBLY1	YBLY1
		I intend to keep purchasing this brand	CBLY2	YBLY2
		I am committed to this brand	CBLY3	YBLY3
		I would be willing to pay a higher price for this brand over other brands	CBLY4	YBLY4

Source: Own elaboration



### **5.2.3 Data Analysis and Findings**

The questionnaire was created on Qualtrics Survey Software and the results were exported to Excel for treatment of the data. From the 517 answers collected 288 were incomplete, remaining with 229 valid answers. The data was imported into the program IBM SPSS Statistics 26 in order to perform the following tests, which are: descriptive statistics, reliability, Simple Regression Analysis.

It was crucial to classify the type of the variable used for each item evaluated. The variables of Gender, Education and Occupation are classified as nominal variables and Age is ordinal since is organized in groups within a range. For the remaining items, because they were constructed based on a 7 Point Likert Scale (Sullivan & Artino, 2013), they are defined as scale variables.

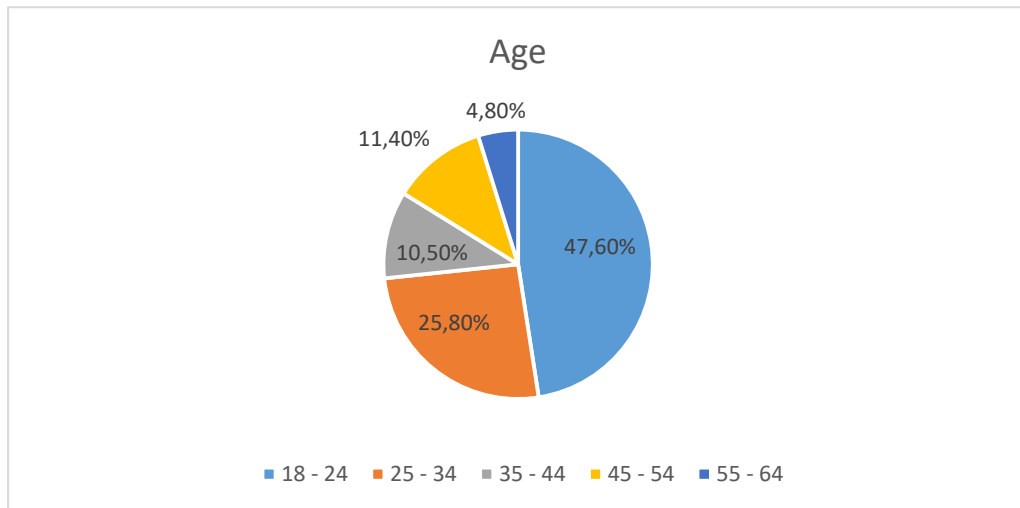
#### **Respondent Profile**

Taking into account only 229 were valid answers, the respondent profile was analysed regarding their gender, age, occupation and education. The results are influenced by the demographics of Facebook, due to the majority of the answers came through from that platform and it was mainly shared on students groups.

The majority of the correspondents were 160 female respondents and 69 males, this corresponds to 69,9% and 30,1%.

Concerning the age of the respondents, the bigger group is between 18 and 24 years old with 109 correspondents, representing a percentage of 47,6%. Following up with 59 respondents with ages from 25 to 34, with a percentage of 25,8%. The ages between 35 to 44 and 45 to 54, registered 24 and 26 correspondents with a percentage of 10,5% and 11,4%. Lastly, the elderly group from 55 and 64 years old represents 4,8% with only 11 correspondents. There were no respondents over the age of 65.

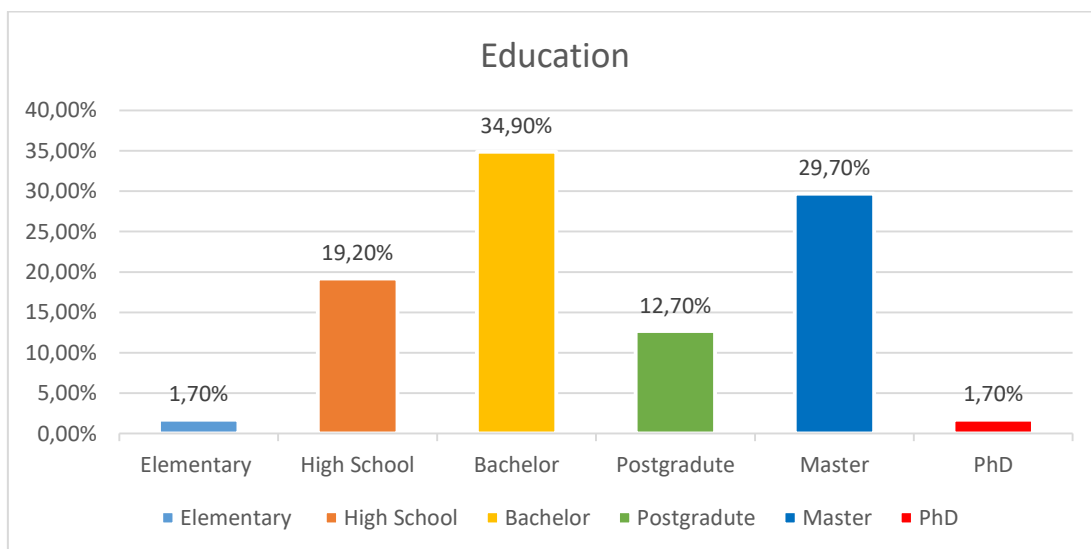
**Figure 3 Age Distribution**



Source: Own elaboration

Regarding the education of respondent profiles, about 80 correspondents have a bachelor degree which represents 34,9%. Following up 68 people, corresponding a percentage of 29,2% with a master's degree. The percentage of respondents with a PhD or elementary school was 1,7%. In terms of postgraduates, 29 people had a postgraduate education which represents a percentage of 12,7%. Finally, 44 of the correspondents were from high school with a percentage of 19,2%.

**Figure 4 Education Distribution**



Source: Own elaboration

## 5.3 Results

### Descriptive Statistics

The following analyses of the descriptive statistics were done for every variable studied. In terms of the question, if people knew the celebrity, 219 recognized Claudia Vieira in the ad. Which compared to the YouTuber, only 57 of the 229 respondents, knew who Rita Serrano was.

Regarding the recognition of the celebrity with the age of the correspondents, the group who recognized more was the ages between 18 and 24. Furthermore, is the same age group that knew the YouTuber. However, it is also the higher percentage that did not who it was.

Concerning, the celebrity credibility variables. The item the celebrity is an expert in beauty/cosmetics the large part of the correspondent's disagreed (23,1%), also when it comes if the celebrity possesses experience in beauty/cosmetics and if the celebrity is knowledgeable about beauty/cosmetics, in both items people answer partly agree (28,4%). In terms of the celebrity is attractive (56,8%), is good looking (51,5%) and classy (50,7%) respondents agreed with it. In relation, if the celebrity is trustworthy (34,9%), is honest (46,3%) and is reliable (52,0%), people neither agree nor disagree [Appendix 5].

Regarding, the YouTuber credibility variables, there was a tie in the answer if the YouTuber is an expert in beauty/cosmetics, 31% of the respondents neither agree, nor disagree and 31% partly agree. In terms of the YouTuber possess experience in beauty/cosmetics (33,6%) and the YouTuber is knowledgeable about beauty/cosmetics (30,6%), people answer neither agree nor disagree. Concerning if the endorser is attractive (34,1%), if she is good looking (43,2%) and if the YouTuber is classy (39,7%), the respondents agreed on. The variables if the YouTuber is trustworthy (49,3%), if she is honest (54,6%) and if she is reliable (52,4%) the majority answer neither agree, nor disagree [Appendix 6].

The brand trust was evaluated by 8 variables, based on the video of the celebrity the correspondents neither agree, nor disagree if the brand meets their expectations (49,8%). The item, I feel confident in this brand the respondents partly agreed on (31,9%). In terms of this brand never disappoints me (52,8%), this brand guarantees my satisfaction (44,1%) and this brand would be honest and sincere in addressing my concerns (46,3%) the respondents neither agree, nor disagree. With regard to, if they could rely on this brand to solve their problems the majority answered partly agree (34,1%). The correspondents neither agree, nor disagree about if the brand would make an effort to satisfy them (38,9%) or if the brand

would compensate them in some way for the problem with the product (42,4%) [Appendix 7].

On the other hand, the evaluation of brand trust regarding the YouTuber video the results are identical, respondents could not agree, nor disagree on the following statements, which are, this brand meets my expectations (47,6%), I feel confident in this brand (41,5%), this brand never disappoints me (62,4%), this brand guarantees my satisfaction (50,7%), this brand would be honest and sincere in addressing my concerns (52,0%), I could rely on this brand to solve my problem (41,5%), this brand would make an effort to satisfy me (48%) and this brand would compensate me in some way for the problem with the product (50,2%) [Appendix 8].

Brand love was constructed by 7 variables, the respondents neither agree nor disagree with the following statements regarding the Celebrity video, which are, this brand is a wonderful brand (45,9%), this brand makes me feel good (46,7%), this brand is totally awesome (46,7%), this brand makes me very happy (46,3%), this brand is pure delight (45,9%), I am passionate about this brand (43,2%), I am very attached to this brand (31,9%) [Appendix 9].

Similar results were registered about the YouTuber video, people could not agree or disagree with the following items, this is a wonderful brand (45,9%), this brand makes me feel good (46,7%), this brand is totally awesome (46,7%), this brand makes me very happy (46,3%), this brand is pure delight (45,9%), I am passionate about this brand (43,2%), I am very attached to this brand (31,9%) [Appendix 10].

Regarding Brand Loyalty, the correspondents were requested to imagine the following scenario, that consists of, they bought the product and it met their expectations positively. In the case, if the respondent would buy that brand the next time, they would buy hairspray the majority answer agrees (26,6%). In terms, if they intend to keep purchasing that brand, 29,7% partly agree on. However, 26,6% neither agree, nor disagree if they are committed to the brand. Lastly, 22,7% partly agree they would be willing to pay a higher price for that brand over other brands [Appendix 11].

Relatively the statements of brand loyalty based on the YouTuber video, respondents could not agree, nor disagree if they will buy that brand the next time they buy hairspray (28,8%), if they intend to keep purchasing that brand (32,8%), if they are committed to the brand (38,4%) or they would be willing to pay a higher price for the brand over other brands (28,4%) [Appendix 12].

## Reliability

The test of the reliability of the variables is crucial in order to enhance the assessment and verify which items are more appropriate for the models. To conduct this analysis the Cronbach's alpha test was performed. The internal reliability determines what the degree all items measure the same concept, in other words, evaluates the interrelatedness between items within the same test (Tavakol and Dennick, 2011). The Coefficient alpha has a range between 0 and 1, and is accepted when its value is above 0.7, and preferred when is bigger than 0.8 (Cortina, 1993; Cronbach, 1951). This reliability test is crucial to determine the internal validation of the scales used in Likert Scales analysis. The Cronbach's Alpha was conducted for every item studied as is shown in Table 3. Moreover, the individual item that did not provide sufficient value of reliability, should not be used in the test. Furthermore, the data is going to be evaluated with summated scales (Gliem & Gliem, 2003)

**Table 3 - Cronbach's Alpha for Items of Celebrity**

Construct	Cronbach's Alpha	Items	Cronbach Alpha if Item Deleted
Celebrity Credibility	0,834	CCE1	0,834
		CCE2	0,822
		CCE3	0,812
		CCA1	0,826
		CCA2	0,832
		CCA3	0,824
		CCT1	0,802
		CCT2	0,801
		CCT3	0,800
Brand Trust	0,922	CBT1	0,845
		CBT2	0,838
		CBT3	0,848
		CBT4	0,833
		CBT5	0,849
		CBT6	0,838
		CBT7	0,862
		CBT8	0,874
Brand Love	0,940	CBL1	0,934
		CBL2	0,932
		CBL3	0,928
		CBL4	0,927
		CBL5	0,926
		CBL6	0,933
		CBL7	0,939
Brand Loyalty	0,868	CBLY1	0,818
		CBLY2	0,822
		CBLY3	0,837
		CBLY4	0,836

Source: Own elaboration

Taking into consideration the results, all items presented have a high value of Cronbach's Alpha, which proves all the measurement have reliability for the study. The value of Alpha

for the constructs of Celebrity Credibility is 0,834. Regarding brand trust, the value of Cronbach's Alpha is 0,922. The highest alpha is from Brand Love with 0,940 and brand loyalty with 0,868. There is not a specific case concerning the hypothesis, if a certain item were deleted would influence the increase of the value of Cronbach's Alpha [Appendix 13, 14,15,16].

**Table 4 - Cronbach's Alpha for Items of YouTuber**

<b>Construct</b>	<b>Cronbach's Alpha</b>	<b>Items</b>	<b>Cronbach's Alpha if Item Deleted</b>
<b>YouTuber Credibility</b>	0,909	YCE1	0,905
		YCE2	0,897
		YCE3	0,897
		YCA1	0,903
		YCA2	0,903
		YCA3	0,903
		YCT1	0,892
		YCT2	0,892
		YCT3	0,892
<b>Brand Trust</b>	0,922	YBT1	0,913
		YBT2	0,910
		YBT3	0,912
		YBT4	0,909
		YBT5	0,906
		YBT6	0,908
		YBT7	0,914
		YBT8	0,923
<b>Brand Love</b>	0,952	YBL1	0,947
		YBL2	0,943
		YBL3	0,947
		YBL4	0,939
		YBL5	0,939
		YBL6	0,945
		YBL7	0,948
<b>Brand Loyalty</b>	0,883	YBLY1	0,832
		YBLY2	0,828
		YBLY3	0,845
		YBLY4	0,893

Source: Own elaboration

Similar results were obtained about the measurement of YouTuber items, in terms of the Credibility the Cronbach's Alpha is 0,909. Following up with brand trust with a value of 0,922 and brand love with the highest value of 0,952. Finally, the lowest value is brand loyalty with a Cronbach's alpha of 0.883. There are two specific cases where if a certain item were deleted would increase the value of Cronbach's Alpha. The first one is the removal of YBT8 would influence the value of alpha of Brand Trust for 0,923. The second case is the elimination of YBLY4 item for the measurement of brand loyalty, which would raise the

value of alpha for 0,893. Despite these two cases, both items were kept since there is not a tremendous impact and the reliability is already valid [Appendix 17,18,19,20].

### Simple Linear Regression

The simple linear regression analysis was conducted, in order to evaluate the relationship between the influence of the Celebrity credibility on brand trust, brand love and brand loyalty. The same test was conducted with the variable of YouTube credibility.

### Brand Trust

The first test performed was the ANOVA test in order to verify if the independent variable, which in this case is Celebrity Credibility, can explain the dependant one, in this case, Brand Trust.

**Table 5 ANOVA - Dependent Variable Brand Trust (Celebrity)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3263,972	1	3263,972	107,425	,000 <sup>b</sup>
	Residual	6897,137	227	30,384		
	Total	10161,109	228			
a. Dependent Variable: CelebrityBrandTrustScore						
b. Predictors: (Constant), CelebrityScore						

Source: Own elaboration

The significance, in this case, is 0,000 (sig. value in the table) so the assumption that the variable will explain the dependent variable holds because the sig value is less than 0,05.

**Table 6 Model Summary - Dependent Variable Brand Trust (Celebrity)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,567 <sup>a</sup>	,321	,318	5,51216
a. Predictors: (Constant), CelebrityScore				

Source: Own elaboration

In order to understand how much the influence of the variable of Celebrity Creditability is, the value R Square explains how much the independent variable explains the variability of Brand Trust.

In this case, the value of the model is 32,1%, in other words, the variable Brand Trust is only explained by 32,1% of the variability of Celebrity Credibility.

**Table 7 Coefficients - Dependent Variable Brand Trust (Celebrity)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,041	2,277		5,288	,000
	CelebrityScore	,525	,051	,567	10,365	,000

a. Dependent Variable: CelebrityBrandTrustScore

Source: Own elaboration

The sig value of the constant and the variable is 0,000, which is minor than 0,05. Therefore, there is statistical evidence that the constant term and that Celebrity Credibility should be included in the equation model. The value of unstandardized coefficient beta shows the magnitude of influence of the variable which translates into this simple regression model:

$$\text{Brand Trust} = 12,041 + 0,525 * \text{Celebrity Credibility}$$

This means a unit increase of Celebrity Credibility leads to an increase of 0,525 on brand trust. Therefore, hypothesis 1 which is Celebrity Credibility influences brand trust is valid.

Regarding the simple regression model with the variable YouTuber Credibility. The test ANOVA showed the independent variable, which in this case the YouTuber Credibility, can explain the dependant one, Brand Trust. The significance was also 0,000 (sig. value in the table) so the assumption that the variable will explain the dependent variable holds because the sig value is less than 0,05.

**Table 8 ANOVA - Dependent Variable Brand Trust (YouTuber)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2720,119	1	2720,119	64,404	,000 <sup>b</sup>
	Residual	9587,470	227	42,236		
	Total	12307,590	228			

a. Dependent Variable: YouTuberBrandTrustScore

b. Predictors: (Constant), YouTuberScore

Source: Own elaboration



The value R Square explains how much the independent variable explains the variability of Brand Trust. In this case, the value of the model is 22,1%, in other words, the variable Brand Trust is only explained by 22,1% of the variability of YouTuber Credibility.

**Table 9 Model Summary - Dependent Variable Brand Trust (YouTuber)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,470 <sup>a</sup>	,221	,218	6,49889
a. Predictors: (Constant), YouTuberScore				

Source: Own elaboration

**Table 10 Coefficients - Dependent Variable Brand Trust (YouTuber)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	16,238	2,305		7,044	,000
	YouTuberScore	,418	,052	,470	8,025	,000
a. Dependent Variable: YouTuberBrandTrustScore						

Source: Own elaboration

The sig value of the constant and the variable is 0,000, which is minor than 0,05. Therefore, there is statistical evidence that the constant term and that YouTuber Credibility should be included in the equation model. The value of unstandardized coefficient beta shows the magnitude of influence of the variable which translates into this simple regression model:

$$\text{Brand Trust} = 16,238 + 0,418 * \text{YouTuber Credibility}$$

This indicates an increase in the unit of YouTuber Credibility has an impact of 0,418 on brand trust. This mean, that YouTuber Credibility is important to explain Brand Trust so hypothesis 4 is validated.

In order to evaluate which model is the best fit to explain brand trust with different explanatory values, it is crucial to observe the value of adjusted R Square, which in this case the value is 0,318 and 0,218 for Celebrity Credibility and YouTuber Credibility, respectively. In other words, Celebrity Credibility is more important explaining the dependent variable.

### **Brand Love**

The test ANOVA proof the independent variable, which in this case is Celebrity Credibility, can explain the dependant one, in this case, Brand Love. The significance was also 0,000

(sig. value in the table) so the assumption that the variable will explain the dependent variable holds because the sig value is less than 0,05.

**Table 11 ANOVA - Dependent Variable Brand Love (Celebrity)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3808,734	1	3808,734	80,792	,000 <sup>b</sup>
	Residual	10701,380	227	47,143		
	Total	14510,114	228			
a. Dependent Variable: CelebrityBrandLoveScore						
b. Predictors: (Constant), CelebrityScore						

Source: Own elaboration

The value R Square explains how much the independent variable explains the variability of Brand Love. In this case, the value of the model is 26,2%, in other words, the variable Brand Love is only explained by 26,2% of the variability of Celebrity Credibility.

**Table 12 Model Summary - Dependent Variable Brand Love (Celebrity)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,512 <sup>a</sup>	,262	,259	6,86605
a. Predictors: (Constant), CelebrityScore				

Source: Own elaboration

**Table 13 Coefficients - Dependent Variable Brand Love (Celebrity)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,556	2,836		,549	,584
	CelebrityScore	,568	,063	,512	8,988	,000
a. Dependent Variable: CelebrityBrandLoveScore						

Source: Own elaboration

The sig value of the constant and the variable is 0,000, which is minor than 0,05. Hence, there is statistical evidence that the constant term and that Celebrity Credibility should be included in the equation model. The value of unstandardized coefficient beta shows the magnitude of influence of the variable which translates into this simple regression model:

$$\text{Brand Love} = 1,556 + 0,568 * \text{Celebrity Credibility}$$

This means a unit increase of Celebrity Credibility leads to an increase of 0,568 on Brand Love. Moreover, this means the hypothesis 2 is valid and Celebrity credibility influences positively brand love.

Concerning, if the variable YouTuber Credibility will explain the dependent variable, which this case is Brand Love, it is crucial to conduct the ANOVA test to verify that condition.

**Table 14 ANOVA - Dependent Variable Brand Love (YouTuber)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1660,046	1	1660,046	33,112	,000 <sup>b</sup>
	Residual	11380,469	227	50,134		
	Total	13040,515	228			
a. Dependent Variable: YouTuberBrandLoveScore						
b. Predictors: (Constant), YouTuberScore						

Source: Own elaboration

The significance, in this case, is 0,000 (sig. value in the table) so the assumption that the variable will explain the dependent variable holds because the sig value is less than 0,05.

**Table 15 Model Summary - Dependent Variable Brand Love (YouTuber)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,357 <sup>a</sup>	,127	,123	7,08055
a. Predictors: (Constant), YouTuberScore				

Source: Own elaboration

In order to understand how much the influence of the variable of YouTuber Credibility is, the value R Square explains how much the independent variable explains the variability of Brand Love. In this case, the value of the model is 12,7%, in other words, the variable Brand Love is only explained by 12,7% of the variability of YouTuber Credibility.

**Table 16 Coefficients - Dependent Variable Brand Love (YouTuber)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13,014	2,512		5,181	,000
	YouTuberScore	,327	,057	,357	5,754	,000

a. Dependent Variable: YouTuberBrandLoveScore

Source: Own elaboration

The sig value of the constant and the variable is 0,000, which is minor than 0,05. Therefore, there is statistical evidence that the constant term and that YouTuber Credibility should be included in the equation model. The value of unstandardized coefficient beta shows the magnitude of influence of the variable which translates into this simple regression model:

$$\text{Brand Love} = 13,014 + 0,327 * \text{YouTuber Credibility}$$

This indicates an increase in the unit of YouTuber Credibility has an impact of 0,327 on Brand Love. This proof, there is the influence of YouTuber Credibility on Brand Love, thus hypothesis 5 is proven.

In order to evaluate which model is the best fit to explain Brand Love using distinctive explanatory variables, it is essential to observe the value of adjusted R Square, which in this case the value is 0,259 and 0,123, corresponding respectively, to Celebrity Credibility and YouTuber Credibility. Therefore, Celebrity Credibility is more important explaining the dependent variable Brand Love.

### **Brand Loyalty**

The ANOVA test verifies if the independent variable, which in this case is Celebrity Credibility, can explain the dependant one, in this case Brand Loyalty. The significance, in this case, is 0,000 (sig. value in the table) so the assumption that the variable will explain the dependent variable holds because the sig value is less than 0,05.

**Table 17 ANOVA - Dependent Variable Brand Loyalty (Celebrity)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	390,921	1	390,921	13,330	,000 <sup>b</sup>
	Residual	6657,018	227	29,326		
	Total	7047,939	228			
a. Dependent Variable: CelebrityBrandLoyaltyScore						
b. Predictors: (Constant), CelebrityScore						

Source: Own elaboration

**Table 18 Model Summary - Dependent Variable Brand Loyalty (Celebrity)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,236 <sup>a</sup>	,055	,051	5,41536
a. Predictors: (Constant), CelebrityScore				

Source: Own elaboration

The value R Square explains how much the independent variable explains the variability of Brand Loyalty. In this case, the value of the model is 5,5%, in other words, the variable Brand Loyalty is only explained by 5,5% of the variability of Celebrity Credibility.

**Table 19 Coefficients - Dependent Variable Brand Loyalty (Celebrity)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,148	2,237		3,642	,000
	CelebrityScore	,182	,050	,236	3,651	,000
a. Dependent Variable: CelebrityBrandLoyaltyScore						

Source: Own elaboration

The sig value of the constant and the variable is 0,000, which is minor than 0,05. Therefore, there is statistical evidence that the constant term and that YouTuber Credibility should be included in the equation model. The value of unstandardized coefficient beta shows the magnitude of influence of the variable which translates into this simple regression model:

$$\text{Brand Loyalty} = 8,148 + 0,182 * \text{Celebrity Credibility}$$

This means a unit increase of Celebrity Credibility leads to an increase of 0,182 on brand loyalty and Celebrity Credibility positively influences brand loyalty. Consequently, hypothesis 3 is proven.

Regarding, if the variable YouTuber Credibility will explain the dependent variable, which this case is Brand Loyalty, the conduct the ANOVA test to verify that condition.

**Table 10 ANOVA - Dependent Variable Brand Loyalty (YouTuber)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	527,058	1	527,058	21,913	,000 <sup>b</sup>
	Residual	5459,868	227	24,052		
	Total	5986,926	228			
a. Dependent Variable: YouTuberBrandLoyaltyScore						
b. Predictors: (Constant), YouTuberScore						

Source: Own elaboration

The significance, in this case, is 0,000 (sig. value in the table) so the assumption that the variable will explain the dependent variable holds because the sig value is less than 0,05.

**Table 11 Model Summary - Dependent Variable Brand Loyalty (YouTuber)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,297 <sup>a</sup>	,088	,084	4,90431
a. Predictors: (Constant), YouTuberScore				

Source: Own elaboration

In order to understand how much the influence of the variable of YouTuber Credibility is, the value R Square explains how much the independent variable explains the variability of Brand Loyalty.

In this case, the value of the model is 8,8%, in other words, the variable Brand Loyalty is only explained by 8,8% of the variability of YouTuber Credibility.

**Table 12 Coefficients - Dependent Variable Brand Loyalty (YouTuber)**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,811	1,740		5,065	,000
	YouTuberScore	,184	,039	,297	4,681	,000

a. Dependent Variable: YouTuber Brand Loyalty Score

Source: Own elaboration

The sig value of the constant and the variable is 0,000, which is minor than 0,05. Therefore, there is statistical evidence that the constant term and that YouTuber Credibility should be included in the equation model. The value of unstandardized coefficient beta shows the magnitude of influence of the variable which translates into this simple regression model:

$$\text{Brand Loyalty} = 8,811 + 0,184 * \text{YouTuber Credibility}$$

This demonstrates if there is an increase of the unit YouTuber Credibility, Brand Loyalty it is going to have an impact of 0,184. With this in mind, YouTuber Credibility positively influences Brand Loyalty and hypothesis 6 is validated.

In order to evaluate which model is the best fit to explain brand loyalty using distinctive explanatory variables, it is necessary to observe the value of adjusted R Square, in this case, Celebrity Credibility has a value of 0,051 and YouTuber Credibility value of 0,084. Hence, YouTuber Credibility is more important in explaining the dependent variable.

**Table 23 Hypothesis Validation Summary**

Research Hypothesis	Conclusion
<b>H1:</b> Celebrity Credibility positively influences Brand Trust	Validated
<b>H2:</b> Celebrity Credibility positively influences Brand Love	Validated
<b>H3:</b> Celebrity Credibility positively influences Brand Loyalty	Validated
<b>H4:</b> YouTuber Credibility positively influences Brand Trust	Validated
<b>H5:</b> YouTuber Credibility positively influences Brand Love	Validated
<b>H6:</b> YouTuber Credibility positively influences Brand Loyalty	Validated

Source: Own elaboration

## **6 Conclusion**

### **6.1 Theoretical contributions**

The effectiveness of social media marketing is a current topic discussed in the literature. Several studies have proved the positive impacts on the consumer. Prior researchers have studied the impact of celebrities' endorsements, however, it was never applied in term of YouTubers and made a direct comparison between these two types of endorsers. Therefore, the aim of this study was to investigate the influence of YouTuber in terms of brand trust, brand love and brand loyalty and compared the results with a celebrity endorser.

This thesis approached the research problematic through the use of quantitative and qualitative methods in order to have more detailed results. Therefore, the conduction of a focus group and questionnaires was crucial.

This section will summarize the findings of the literature review and the data collected and connected with the previous hypothesis.

Regarding, the research hypothesis analysis. The first proposition is Celebrity credibility influences brand trust. According to Keller (1993) and Krishnan (1996) the consumer develops a trusted image based on their experience, which can be formed through direct contact (trials, usage, and satisfaction consumption) or indirect contact (word-of-mouth, brand reputation or advertising).

With this in mind, the interrelation between the Celebrity credibility and brand trust was proposed (H1). This hypothesis was validated, which there is a positive influence of celebrity credibility on brand trust, it was proven on the focus group that people felt the endorser was being honest about their concerns and could be trusted. Additionally, the result of the questionnaire showed that brand trust is explained by Celebrity credibility.

Regarding, the effects of YouTuber credibility similar results were obtained. The respondents in the focus agreed also agreed that the YouTuber is being honest, and they can trust in their opinion. Besides, the data from the questionnaire proof that in fact, YouTuber credibility has an influence on brand trust. However, Celebrity credibility has more impact on brand trust of the consumer that the use of YouTuber as an endorser.

The hypothesis, if a celebrity has positive effects in terms of brand love through the use of them in advertisement. The focus group showed that correspondents find the brand attractive



and captivating but did not feel more connected. This lack of connection can be justified due to the main concept of brand love, which requires a profound and enduring relationship, a deeper connection and attachment (Ahuvia, 2005). Additionally, brand love is also a consequence of satisfaction, which requests the consumer to try the product. Therefore, this connection cannot be solely created by watching one advertisement. However, the data from the questionnaire contradict the results from the focus group. There is an interrelation between Celebrity credibility and brand love, which proves there is a positive influence and brand love can be explained by Celebrity credibility.

In terms of use of the YouTubers as endorsers for brand love through the power of word-of-mouth and advertisement, the results from the focus group showed that the correspondents find also the brand captivating and attractive but did not feel more connected to the brand. Moreover, this theory was proven by the regression model, which showed there is an influence of YouTubers on brand love. Even so, celebrity advertisement has more impact on the consumer in terms of brand love.

Concerning, the brand loyalty focused more in the first phase, which is described from Oliver (1999) that the consumer creates his/her brand beliefs merely on the information available about the brand. Moreover, it is an outcome of the endorsement strategies (Chaudhuri and Holbrook, 2001). Proposed that the celebrity credibility would influence brand loyalty, the findings from focus where it was requested the individuals to imagine that the product corresponded positively to their expectations, it was asked if the next time they would go to the supermarket, they would buy the product again, the respondents answer positively, as well as, recommend to other people.

Likewise, the YouTuber video has a positive impact on brand loyalty. However, when it is considered the results from the questionnaire, the YouTuber credibility has more impact on brand loyalty compared to the celebrity advertisement. Even though the celebrity has also positive impact on brand loyalty, the YouTuber credibility has slightly higher influence on the consumer fidelity.

All thing considered, the results proved that the use of the celebrity has endorser has more impact on brand trust and love. Regarding brand loyalty, the YouTuber video has more impact on it. However, it is important to take in consideration that only 57 of 229 of the respondents knew the YouTuber. In the same way, only 2 from the focus group recognize the YouTuber. In fact, it important to take in consideration that YouTubers is something

recently to the Portuguese Population, which the condition of not knowing the YouTuber definitely influence the results. Considering YouTubers are only celebrities to those who know them and are interested in them (Keel & Nataraanjan, 2017).

Also, the Grant McCracken (1989) describe the first step on the initial meaning movement resides in the celebrities themselves. This means the celebrity, in this case, the YouTuber, add value to the meaning transfer process through their personality and lifestyle which later this meaning is transferred to the product/brand. The fact the consumer does not know the YouTuber, they cannot transfer the values of the YouTuber to the product, therefore the meaning process isn't processed.

Additionally, in the focus group when it was asked which video would convince them to buy the product, the group said it would depend if they know the endorser or not. Therefore, it was requested to imagine they recognize both endorsers, the celebrity and the YouTuber, the majority answer they would prefer the YouTuber due to the video seems more detailed, credible and personal compared to the celebrity seems more staged. For that matter, consumers tend to trust user-generated content over the producer generated content due to the cynicism and scepticism of the producer generated content have, on showing only the positive aspects of products to preserve commercial interests (Mackinnon, 2012).

From this analysis, this research shows that both endorsers have an impact on the consumer in terms of brand trust, brand love and loyalty. However, celebrities have a bigger advantage because they have a bigger influence on the consumer in terms of brand trust and love, also it is crucial to take in consideration that the public recognizes more a celebrity than a YouTuber.

## **6.2 Managerial Implications**

This thesis provides findings for academic and professionals areas of marketing and business. The results of this study help to fill the gap of understanding the influence of YouTubers in consumer behaviour and comparison between celebrities' endorsers.

Regarding the Portuguese population, the findings of this research show that YouTubers have the power to influence in terms of brand trust, brand love and brand loyalty. However, brands have to be careful when they choose a YouTuber for their advertisement because the public, in general, is not going to recognize that endorser compared to the traditional celebrity. As a

result, if brands want to increase the brand trust, brand love and brand loyalty the right strategy is to use the Celebrity for their advertisement because they are more recognisable.

The use of YouTubers for endorsements is advice for more specific target groups because YouTubers have more personal and intimate connection with their audiences which helps brands to reach their target group more easily. Moreover, companies need to take in consideration that YouTubers like to have some control of the message of the video since the content is generated from them and their reputation is at stake.

### **6.3 Limitations**

Taking into consideration that every study presents its own limitations, this thesis is no exception.

Considering, YouTube is a recent topic and poorly explored by researchers, there was not that many scientific studies regarding the effects of YouTubers, especially applied to consumer behaviour. Several data regarding this topic had to be extracted from non-scientific resources such as online articles, reports from agencies or even a YouTube video.

Furthermore, the sampling method was not the ideal representative of the universe taking into consideration that 229 were valid answers, and 160 of the respondents were females and 69 males. Moreover, the majority were from the ages of 18 and 24 and the second biggest group was from 25 to 34 years old lacking more diversity of the mature audience.

Additionally, it needs to take in consideration when the researcher chooses an online survey is taking the risk that the correspondent can have problems with the interpretation of the question or the concepts. Also, incorporating videos in the survey the investigator cannot assure if the correspondent did watch the video entirely or even watched. In the qualitative analysis perspective, more focus group could be conducted to have more enrich information.

Lastly, the choice of the videos exposed in the focus group and questionnaire could be more focus for genders, taking in consideration it was gender-specific commercial, which in this case, was a hairspray that usually the target group are females. More type of different products with different Celebrities and YouTubers the results would be different. Yet, it was a challenge to find an advertisement for the same product and the same brand with different endorsers, which in this case, with a Celebrity and a YouTuber.

#### **6.4 Future Research**

The effects of YouTubers endorsements are a topic with a lot to research for it and explore. One future research that could be conducted is a comparison of each type of YouTubers category on advertising with the same type of Celebrity category, for example, which endorser have more influence, a YouTuber that is a cooker or a Celebrity Chef. Other approaches could be for different types of product categories or market/target segments.

Another investigation could be researching on different consumer behaviour concepts, such as brand image, perceived quality, and brand reputation.

Moreover, this study could be applied to different countries. This would provide different insight from different cultures. As well as applied to different ages groups in order to understand, which endorser is better fit regarding the brand target.

Lastly, this study could be applied to type influencers from different platforms, such as Instagram or Bloggers.

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## **Appendix**

### **Appendix 1 – Focus Group Script**

#### **Focus Group Script**

Thank you for being here present, this session will be recorded for analysis only and everything that is said in the discussion is confidential. I will be the moderator of this session, which will last about 45 minutes.

Nowadays society is becoming more digital, and brands resort to social media to expose their products, along with collabing with influencers in order to reach the target more efficiently. The main objective of this research is to compare the influence of a celebrity with a YouTuber and their impact on a brand.

#### **General Questions**

- Who is subscribed to YouTubers?
- Do you often use YouTube to get information about a product?
- Would you buy a product if they had a celebrity in the ad?

#### **Imagine the following scenario**

You are looking for hairspray and you see the following videos.

##### **L'oreal video**

Do you recognize the celebrity?

#### **Brand Trust**

- Do you believe with this brand you would obtain what are you looking for on the product?
- Do you think the brand is being honest and sincere about your concerns?
- Can you trust this brand to solve your problem?

### **Brand Love**

- Do you find this brand attractive?
- Does the brand captivate you?
- Do you feel connected to the brand?

### **Brand Loyalty**

(Assuming that you bought the hairspray)

- Would you buy the product the next time you go to the supermarket?
- Do you recommend this brand to other people?
- Would you have the need to look for the same product in other brand?

### **YouTuber Video**

(Same questions)

### **Discussion Questions**

- Would you stop buying a product that you regularly buy if a YouTuber said something negative about it?
- Which video would make you buy the product?
- As a consumer what video do you feel you can trust?
- Do you prefer the celebrity video or the YouTuber? Why?

## Appendix 2 – Personal Sheet of Respondents

### Personal Sheet

<b>Person A</b>	
<b>Age</b>	23
<b>Gender</b>	Female
<b>City</b>	Lisbon
<b>Highest degree or level of school you have completed</b>	Bachelor
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	7/8 hours
<b>How much time do you spend on YouTube daily</b>	3 hours
<b>How many YouTubers are you subscribed</b>	334

<b>Person B</b>	
<b>Age</b>	21
<b>Gender</b>	Female
<b>City</b>	Torres Novas
<b>Highest degree or level of school you have completed</b>	High School
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	12 hours
<b>How much time do you spend on YouTube daily</b>	2 hours
<b>How many YouTubers are you subscribed</b>	86

<b>Person C</b>	
<b>Age</b>	20
<b>Gender</b>	Female
<b>City</b>	Lisbon
<b>Highest degree or level of school you have completed</b>	High School
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	8 hours
<b>How much time do you spend on YouTube daily</b>	2 hours
<b>How many YouTubers are you subscribed</b>	30

<b>Person D</b>	
<b>Age</b>	20
<b>Gender</b>	Male
<b>City</b>	Lisbon
<b>Highest degree or level of school you have completed</b>	High School
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	8 hours
<b>How much time do you spend on YouTube daily</b>	2 hours
<b>How many YouTubers are you subscribed</b>	19

<b>Person E</b>	
<b>Age</b>	21
<b>Gender</b>	Male
<b>City</b>	Amadora
<b>Highest degree or level of school you have completed</b>	High School
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	4 hours
<b>How much time do you spend on YouTube daily</b>	2 hours
<b>How many YouTubers are you subscribed</b>	15

<b>Person F</b>	
<b>Age</b>	22
<b>Gender</b>	Male
<b>City</b>	Moita
<b>Highest degree or level of school you have completed</b>	Bachelor
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	8 hours
<b>How much time do you spend on YouTube daily</b>	2 hours
<b>How many YouTubers are you subscribed</b>	16

<b>Person G</b>	
<b>Age</b>	22
<b>Gender</b>	Female
<b>City</b>	Moita
<b>Highest degree or level of school you have completed</b>	Bachelor
<b>Current Occupation</b>	Student
<b>How much time do you spend on the internet daily</b>	9-10 hours
<b>How much time do you spend on YouTube daily</b>	2 hours
<b>How many YouTubers are you subscribed</b>	86

<b>Person H</b>	
<b>Age</b>	22
<b>Gender</b>	Female
<b>City</b>	Póvoa
<b>Highest degree or level of school you have completed</b>	Bachelor
<b>Current Occupation</b>	Student/ Part-time Worker
<b>How much time do you spend on the internet daily</b>	7 hours
<b>How much time do you spend on YouTube daily</b>	1 hours
<b>How many YouTubers are you subscribed</b>	23

### Appendix 3 – 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.

O principal objectivo deste estudo é comparar a influência das Celebidades com os YouTubers, e o seu impacto nas marcas.

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!

Costuma aceder ao YouTuber?

- Sim
- Não

Imagine o seguinte cenário:

Está à procura de uma laca para o cabelo e tendo em conta às suas expectativas sobre o produto, é impactado pelo seguinte anúncio.



Conhece a celebridade?

- Sim
- Não

Tendo em conta ao anúncio que assistiu, selecione para cada frase a opção que melhor descreve a sua opinião.



	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
A celebridade é especialista em beleza/cosmética							
A celebridade possui experiência em beleza/cosmética							
A celebridade está bem informada sobre beleza/cosmética							
A celebridade é atraente							
A celebridade é elegante							
A celebridade é fidedigna							
A celebridade é honesta							
A celebridade é de confiança							

Ainda tendo em conta ao anúncio, selecione para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
A marca corresponde às minhas expectativas							
Sinto confiança nesta marca							
Esta marca nunca me desilude							
Esta marca garante a minha satisfação							
Esta marca seria honesta e sincera ao abordar as minhas preocupações							
Eu poderia confiar nesta marca para resolver o meu problema							
Esta marca faria qualquer esforço para me satisfazer							
Esta marca compensar-me-ia de alguma forma com o problema							

Ainda tendo em conta ao anúncio, seleccione para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
Esta marca é maravilhosa							
Esta marca faz-me bem							
Esta marca é incrível							
Esta marca deixa-me encantado							
Sou apaixonado por esta marca							
Estou conectado a esta marca							

Para a próxima questão considere que após ter assistido o anúncio, comprou o produto e que correspondeu positivamente às suas expectativas. Assinale para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
Vou comprar esta marca na próxima vez que comprar Laca							
Tenciono continuar a comprar esta marca							
Estou comprometido com esta marca							
Estou disposto a pagar um preço mais alto por esta marca do que outras							

Imagine o seguinte cenário:

Está à procura de uma laca para o cabelo e tendo em conta às suas expectativas sobre o produto, é impactado pelo seguinte vídeo no YouTube.



Conhece a YouTuber?

- Sim
- Não

Tendo em conta ao anúncio que assistiu, selecione para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
A YouTuber é especialista em beleza/cosmética							
A YouTuber possui experiência em beleza/cosmética							
A YouTuber está bem informada sobre beleza/cosmética							
A YouTuber é atraente							
A YouTuber é elegante							
A YouTuber é fidedigna							
A YouTuber é honesta							
A YouTuber é de confiança							

Ainda tendo em conta ao anúncio, selecione para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
A marca corresponde às minhas expectativas							
Sinto confiança nesta marca							
Esta marca nunca me desilude							
Esta marca garante a minha satisfação							
Esta marca seria honesta e sincera ao abordar as minhas preocupações							
Eu poderia confiar nesta marca para resolver o meu problema							
Esta marca faria qualquer esforço para me satisfazer							
Esta marca compensar-me-ia de alguma forma com o problema							

Ainda tendo em conta ao anúncio, selecione para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
Esta marca é maravilhosa							
Esta marca faz-me bem							
Esta marca é incrível							
Esta marca deixa-me encantado							
Sou apaixonado por esta marca							
Estou conectado a esta marca							

Para a próxima questão considere que após ter assistido o anúncio, comprou o produto e que correspondeu positivamente às suas expectativas. Assinale para cada frase a opção que melhor descreve a sua opinião.

	Discordo Totalmente	Discordo	Discordo em parte	Não concordo, nem discordo	Concordo em parte	Concordo	Concordo totalmente
Vou comprar esta marca na próxima vez que comprar Laca							
Tenciono continuar a comprar esta marca							
Estou comprometido com esta marca							
Estou disposto a pagar um preço mais alto por esta marca do que outras							

#### Appendix 4 – Research Questionnaire (English)

Welcome!

I am a student of the Master in Marketing at ISCTE-IUL and I am taking this questionnaire for elaboration of my thesis.

The main objective of this study is to compare the influence of celebrities with the YouTubers, and their impact on brands.

All responses provided are anonymous and will not be disclosed for any other purpose.

The estimated time for completing this questionnaire is approximately 5 minutes.

Thank you so much for your collaboration!

Do you use YouTube?

- Yes
- No

Imagine the following scenario:

You are looking for a hairspray and taking consideration your expectations about the product, you are impacted by the following ad.



Do you know the celebrity?

- Yes
- No

Based on the ad you watched, select for each phrase the option that best describes your opinion.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
The celebrity is an expert in beauty/cosmetics							
The celebrity possess experience in beauty/cosmetics							
The celebrity is knowledgeable about beauty/cosmetics							
The celebrity is attractive							
The celebrity is good looking							
The celebrity is classy							
The celebrity is trustworthy							
The celebrity is honest							
The celebrity is reliable							

Still considering the ad, select for each phrase the option that best describes your opinion.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
This brands meets my expectation							
I feel confident in this brand							
This brand never disappoints me							
This brand guarantees my satisfaction							
This brand would be honest and sincere in addressing my concerns							
I could rely on this brand to solve my problem							
This brand would make any effort to satisfy me							
This brand would compensate me in some way for the problem with the product							

Still considering the ad, select for each phrase the option that best describes your opinion.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
This is a wonderful brand							
This brand makes me feel good							
This brand is totally awesome							
This brand makes me very happy							
This brand is pure delight							
I am passionate about this brand							
I'm very attached to this brand							

For the next question consider that after watching the ad, you bought the product and it met your expectations positively. Select the option that best describes your opinion for each sentence.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
I will buy this brand the next time I buy hairspray							
I intend to keep purchasing this brand							
I am committed to this brand							
I would be willing to pay a higher price for this brand over other brands							



Imagine the following scenario:

You are looking for a hairspray and taking consideration your expectations about the product, you are impacted by the following of video from a YouTuber.



Do you know the YouTuber?

- Yes
- No

Based on the ad you watched, select for each phrase the option that best describes your opinion.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
The YouTuber is an expert in beauty/cosmetics							
The YouTuber possess experience in beauty/cosmetics							
The YouTuber is knowledgeable about beauty/cosmetics							
The YouTuber is attractive							
The YouTuber is good looking							
The YouTuber is classy							
The YouTuber is trustworthy							
The YouTuber is honest							
The YouTuber is reliable							

Still considering the ad, select for each phrase the option that best describes your opinion.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
This brands meets my expectation							
I feel confident in this brand							
This brand never disappoints me							
This brand guarantees my satisfaction							
This brand would be honest and sincere in addressing my concerns							
I could rely on this brand to solve my problem							
This brand would make any effort to satisfy me							
This brand would compensate me in some way for the problem with the product							

Still considering the ad, select for each phrase the option that best describes your opinion.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
This is a wonderful brand							
This brand makes me feel good							
This brand is totally awesome							
This brand makes me very happy							
This brand is pure delight							
I am passionate about this brand							
I'm very attached to this brand							

For the next question consider that after watching the ad, you bought the product and it met your expectations positively. Select the option that best describes your opinion for each sentence.

	Strongly Disagree	Disagree	Partly Disagree	Neither Agree, nor Disagree	Partly Agree	Agree	Strongly Agree
I will buy this brand the next time I buy hairspray							
I intend to keep purchasing this brand							
I am committed to this brand							
I would be willing to pay a higher price for this brand over other brands							

## Appendix 5 – Descriptive Frequencies of Celebrity Credibility

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>The celebrity is an expert in beauty/cosmetics</b>	16,6%	23,1%	16,6%	16,2%	20,1%	7,0%	0,4%	100,0%
<b>The celebrity possess experience in beauty/cosmetics</b>	6,1%	14,4%	13,1%	17,9%	28,4%	19,2%	0,9%	100,0%
<b>The celebrity is knowledgeable about beauty/cosmetics</b>	3,5%	7,0%	12,2%	23,1%	28,4%	23,6%	2,2%	100,0%
<b>The celebrity is attractive</b>	0,0%	0,9%	1,3%	3,9%	12,2%	56,8%	24,9%	100,0%
<b>The celebrity is good looking</b>	0,0%	0,9%	1,3%	1,3%	7,4%	51,5%	37,6%	100,0%
<b>The celebrity is classy</b>	0,0%	0,0%	0,4%	4,4%	7,0%	50,7%	37,6%	100,0%
<b>The celebrity is trustworthy</b>	0,4%	2,6%	6,6%	34,9%	14,8%	31,4%	9,2%	100,0%
<b>The celebrity is honest</b>	1,3%	2,6%	4,4%	46,3%	14,8%	25,8%	4,8%	100,0%
<b>The celebrity is reliable</b>	1,3%	2,6%	3,9%	52,0%	13,5%	21,4%	5,2%	100,0%

Source: SPSS Statistic Output

### Appendix 6 – Descriptive Frequencies of YouTuber Credibility

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>The YouTuber is an expert in beauty/cosmetics</b>	4,4%	4,4%	6,6%	31,0%	31,0%	18,8%	3,9%	100,0%
<b>The YouTuber possess experience in beauty/cosmetics</b>	2,2%	2,6%	5,2%	33,6%	25,8%	24,5%	6,1%	100,0%
<b>The YouTuber is knowledgeable about beauty/cosmetics</b>	1,7%	2,6%	2,6%	30,6%	27,9%	27,5%	7,0%	100,0%
<b>The YouTuber is attractive</b>	2,2%	2,6%	8,7%	16,2%	28,8%	34,1%	7,4%	100,0%
<b>The YouTuber is good looking</b>	0,9%	0,4%	3,5%	9,2%	30,6%	43,2%	12,2%	100,0%
<b>The YouTuber is classy</b>	0,9%	2,2%	5,2%	20,1%	24,5%	39,7%	7,4%	100,0%
<b>The YouTuber is trustworthy</b>	1,7%	3,9%	2,6%	49,3%	21,0%	15,3%	6,1%	100,0%
<b>The YouTuber is honest</b>	0,9%	2,6%	2,2%	54,6%	18,8%	14,8%	6,1%	100,0%
<b>The YouTuber is reliable</b>	0,9%	3,5%	3,5%	52,4%	15,3%	18,8%	5,7%	100,0%

Source: SPSS Statistic Output

### Appendix 7 – Descriptive Frequencies of Brand Trust (Celebrity)

<b>Celebrity</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>This brands meets my expectation</b>	0,9%	2,2%	2,2%	49,8%	23,6%	18,8%	2,6%	100,0%
<b>I feel confident in this brand</b>	0,9%	2,6%	4,8%	29,7%	31,9%	26,2%	3,9%	100,0%
<b>This brand never disappoints me</b>	0,4%	3,5%	9,6%	52,8%	20,1%	12,7%	0,9%	100,0%
<b>This brand guarantees my satisfaction</b>	2,2%	2,6%	5,2%	44,1%	25,3%	18,3%	2,2%	100,0%
<b>This brand would be honest and sincere in addressing my concerns</b>	1,7%	2,6%	6,1%	46,3%	22,3%	20,1%	0,9%	100,0%
<b>I could rely on this brand to solve my problem</b>	2,6%	3,5%	6,1%	31,9%	34,1%	19,7%	2,2%	100,0%
<b>This brand would make any effort to satisfy me</b>	5,2%	11,4%	9,2%	38,9%	21,0%	13,5%	0,9%	100,0%
<b>This brand would compensate me in some way for the problem with the product</b>	5,7%	8,7%	12,7%	42,4%	17,9%	10,5%	2,2%	100,0%

Source: SPSS Statistic Output

### Appendix 8 – Descriptive Frequencies of Brand Trust (YouTuber)

<b>YouTuber</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>This brands meets my expectation</b>	1,7%	1,7%	1,7%	47,6%	26,2%	17,5%	3,5%	100,0%
<b>I feel confident in this brand</b>	2,2%	2,6%	3,1%	41,5%	30,6%	17,5%	2,6%	100,0%
<b>This brand never disappoints me</b>	1,7%	5,2%	3,9%	62,4%	14,4%	10,5%	1,7%	100,0%
<b>This brand guarantees my satisfaction</b>	1,3%	4,4%	3,5%	50,7%	24,5%	14,0%	1,7%	100,0%
<b>This brand would be honest and sincere in addressing my concerns</b>	2,2%	3,5%	7,4%	52,0%	21,0%	11,4%	2,6%	100,0%
<b>I could rely on this brand to solve my problem</b>	2,6%	4,4%	6,1%	41,5%	29,3%	14,4%	1,7%	100,0%
<b>This brand would make any effort to satisfy me</b>	4,8%	10,9%	9,6%	48,0%	15,3%	9,6%	1,7%	100,0%
<b>This brand would compensate me in some way for the problem with the product</b>	6,1%	7,4%	10,5%	50,2%	14,8%	9,6%	1,3%	100,0%

Source: SPSS Statistic Output



### Appendix 9 – Descriptive Frequencies of Brand Love (Celebrity)

<b>Celebrity</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>This is a wonderful brand</b>	2,2%	8,3%	7,0%	45,9%	21,4%	14,0%	1,3%	100,0%
<b>This brand makes me feel good</b>	3,5%	11,8%	7,0%	46,7%	17,0%	12,7%	1,3%	100,0%
<b>This brand is totally awesome</b>	3,5%	10,5%	8,7%	46,7%	21,0%	8,3%	1,3%	100,0%
<b>This brand makes me very happy</b>	7,0%	12,2%	7,9%	46,3%	19,2%	7,0%	0,4%	100,0%
<b>This brand is pure delight</b>	7,0%	11,4%	9,6%	45,9%	17,9%	7,0%	1,3%	100,0%
<b>I am passionate about this brand</b>	14,4%	18,3%	7,9%	43,2%	10,2%	4,4%	0,9%	100,0%
<b>I'm very attached to this brand</b>	12,2%	21,8%	9,2%	31,9%	17,5%	6,1%	1,3%	100,0%

Source: SPSS Statistic Output

### Appendix 10 – Descriptive Frequencies of Brand Love (YouTuber)

<b>YouTuber</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>This is a wonderful brand</b>	2,6%	6,6%	7,4%	53,3%	18,8%	10,0%	1,3%	100,0%
<b>This brand makes me feel good</b>	3,1%	10,0%	3,5%	55,0%	17,5%	9,6%	1,3%	100,0%
<b>This brand is totally awesome</b>	3,1%	7,0%	4,4%	62,0%	13,1%	9,6%	0,9%	100,0%
<b>This brand makes me very happy</b>	6,1%	9,6%	6,6%	56,3%	12,2%	7,9%	1,3%	100,0%
<b>This brand is pure delight</b>	6,1%	10,0%	6,6%	55,5%	14,0%	6,1%	1,7%	100,0%
<b>I am passionate about this brand</b>	8,7%	15,7%	8,3%	52,0%	8,3%	6,1%	0,9%	100,0%
<b>I'm very attached to this brand</b>	8,3%	17,5%	10,5%	41,0%	15,3%	7,0%	0,4%	100,0%

Source: SPSS Statistic Output

### Appendix 11 – Descriptive Frequencies of Brand Loyalty (Celebrity)

<b>Celebrity</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>I will buy this brand the next time I buy hairspray</b>	9,6%	7,9%	7,4%	22,3%	19,2%	26,6%	7,0%	100,0%
<b>I intend to keep purchasing this brand</b>	5,2%	6,1%	1,7%	24,0%	29,7%	27,5%	5,7%	100,0%
<b>I am committed to this brand</b>	15,7%	18,3%	7,9%	26,6%	16,6%	13,5%	1,3%	100,0%
<b>I would be willing to pay a higher price for this brand over other brands</b>	15,7%	18,3%	14,4%	15,7%	22,7%	12,2%	0,9%	100,0%

Source: SPSS Statistic Output

### Appendix 12 – Descriptive Frequencies of Brand Loyalty (YouTuber)

<b>YouTuber</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Partly Disagree</b>	<b>Neither Agree, nor Disagree</b>	<b>Partly Agree</b>	<b>Agree</b>	<b>Strongly Agree</b>	<b>Total</b>
<b>I will buy this brand the next time I buy hairspray</b>	4,4%	7,4%	6,1%	28,8%	21,8%	26,2%	5,2%	100,0%
<b>I intend to keep purchasing this brand</b>	3,9%	6,1%	3,5%	32,8%	22,7%	26,2%	4,8%	100,0%
<b>I am committed to this brand</b>	8,7%	12,7%	7,4%	38,4%	17,9%	12,7%	2,2%	100,0%
<b>I would be willing to pay a higher price for this brand over other brands</b>	10,9%	14,0%	14,4%	28,4%	20,1%	9,2%	3,1%	100,0%

Source: SPSS Statistic Output

### Appendix 13 – Cronbach’s Alpha for Item of Celebrity Credibility

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,834	,847	9

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The celebrity is an expert in beauty/cosmetics	41,11	40,282	,450	,379	,834
The celebrity possess experience in beauty/cosmetics	40,24	39,221	,529	,515	,822
The celebrity is knowledgeable about beauty/cosmetics	39,88	39,569	,590	,475	,812
The celebrity is attractive	38,36	45,416	,472	,595	,826
The celebrity is good looking	38,14	46,521	,398	,585	,832
The celebrity is classy	38,13	45,799	,510	,641	,824
The celebrity is trustworthy	39,41	39,533	,674	,676	,802
The celebrity is honest	39,66	39,987	,690	,828	,801
The celebrity is reliable	39,75	40,058	,699	,816	,800

Source: SPSS Statistic Output

### Appendix 14 – Cronbach’s Alpha for Item of Brand Trust (Celebrity)

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,865	,872	8

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This brand meets my expectations	30,74	35,475	,656	,551	,845
I feel confident in this brand	30,50	34,005	,710	,584	,838
This brand never disappoints me	31,03	36,078	,634	,523	,848
This brand guarantees my satisfaction	30,82	33,437	,754	,711	,833
This brand would be honest and sincere in addressing my concerns	30,85	35,399	,612	,412	,849
I could rely on this brand to solve my problem	30,75	33,374	,710	,559	,838
This brand would make any effort to satisfy me	31,31	34,362	,523	,333	,862
This brand would compensate me in some way for the problem with the product	31,35	36,098	,416	,203	,874

Source: SPSS Statistic Output

### Appendix 15 – Cronbach’s Alpha for Item of Brand Love (Celebrity)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,940	,942	7

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This is a wonderful brand	22,49	49,137	,776	,691	,934
This brand makes me feel good	22,67	47,854	,794	,720	,932
This brand is totally awesome	22,71	47,839	,849	,769	,928
This brand makes me very happy	22,91	46,891	,849	,805	,927
This brand is pure delight	22,90	46,480	,860	,817	,926
I am passionate about this brand	23,38	46,244	,788	,712	,933
I am very attached to this brand	23,28	46,106	,740	,650	,939

Source: SPSS Statistic Output

### Appendix 16 – Cronbach’s Alpha for Item of Brand Loyalty (Celebrity)

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,865	,868	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I will buy this brand the next time I buy hairspray	11,79	17,295	,741	,619	,818
I intend to keep purchasing this brand	11,49	19,295	,739	,609	,822
I am committed to this brand	12,65	18,044	,695	,502	,837
I would be willing to pay a higher price for this brand over other brands	12,69	18,038	,696	,504	,836

Source: SPSS Statistic Output



## Appendix 17 – Cronbach’s Alpha for Item of YouTuber Credibility

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,909	,910	9

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
The YouTuber is an expert in beauty/cosmetics	38,94	54,382	,610	,617	,905
The YouTuber possess experience in beauty/cosmetics	38,70	53,685	,705	,770	,897
The YouTuber is knowledgeable about beauty/cosmetics	38,55	54,056	,708	,773	,897
The YouTuber is attractive	38,47	54,268	,627	,668	,903
The YouTuber is good looking	37,99	57,202	,617	,720	,903
The YouTuber is classy	38,32	55,727	,619	,650	,903
The YouTuber is trustworthy	38,92	53,287	,774	,768	,892
The YouTuber is honest	38,89	54,308	,778	,853	,892
The YouTuber is reliable	38,89	53,580	,779	,842	,892

Source: SPSS Statistic Output

### Appendix 18 – Cronbach’s Alpha for Item of Brand Trust (YouTuber)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,922	,925	8

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This brand meets my expectations	29,80	42,632	,728	,677	,913
I feel confident in this brand	29,83	41,738	,767	,714	,910
This brand never disappoints me	30,21	42,760	,743	,624	,912
This brand guarantees my satisfaction	30,00	42,193	,775	,698	,909
This brand would be honest and sincere in addressing my concerns	30,11	41,238	,811	,691	,906
I could rely on this brand to solve my problem	30,01	40,965	,788	,667	,908
This brand would make any effort to satisfy me	30,48	40,496	,720	,610	,914
This brand would compensate me in some way for the problem with the product	30,47	42,285	,612	,496	,923

Source: SPSS Statistic Output

### Appendix 19 – Cronbach’s Alpha for Item of Brand Love (YouTuber)

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,952	,953	7

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
This is a wonderful brand	23,07	44,013	,799	,725	,947
This brand makes me feel good	23,14	42,653	,855	,765	,943
This brand is totally awesome	23,14	44,296	,806	,762	,947
This brand makes me very happy	23,34	41,294	,898	,865	,939
This brand is pure delight	23,35	41,395	,890	,857	,939
I am passionate about this brand	23,64	41,520	,823	,767	,945
I am very attached to this brand	23,61	41,344	,794	,715	,948

Source: SPSS Statistic Output

**Appendix 20 – Cronbach’s Alpha for Item of Brand Loyalty (YouTuber)**

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,883	,885	4

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I will buy this brand the next time I buy hairspray	12,25	15,006	,791	,759	,832
I intend to keep purchasing this brand	12,19	15,393	,809	,766	,828
I am committed to this brand	12,90	15,157	,758	,576	,845
I would be willing to pay a higher price for this brand over other brands	13,09	15,826	,638	,437	,893

Source: SPSS Statistic Output