

CONSUMERS' PERCEPTION ON MULTIPLE PRODUCT ENDORSEMENTS BY CELEBRITY IN INSTAGRAM STUDY CASE

Maria Eka Kurniawati

Marketing Communication, London School of Public Relation Jakarta

me.kurniawati@gmail.com

ABSTRACT

Internet had made important changes in economic and social life. It provides interaction and a lot of information that create connection for marketers to reach out and touch their customers especially through Social Media. For present, Instagram is the most popular social media sites in Indonesia. Instagram provide an opportunity for one of the marketing strategies by using celebrity endorser to share their visual contents. Unique post and related content can engage consumers in a personal way and affect people on an emotional level. Celebrity Endorsement according to McCracken (1989) is a transfer process of value perception of the endorser to the product and then from product to consumer. The promotion in Instagram happens in simple manner when the celebrities share post in their Instagram feed. Previous study by Tripp (1994) found that multiple product endorsements by celebrities negatively influence consumer perceptions of the endorser and the product. However, in present day, many endorsement activities come from one celebrity endorser with different kind of products posted every day. Multiple product endorsements is imminent and unavoidable otherwise company may need to compensate the celebrity with a huge amount of endorser fee to make one celebrity exclusive only for their product, yet the impact for exclusive endorser has not been proven. This study focuses on Multiple Product Endorsements by Celebrities that happen in Instagram, researcher choose Nikita Willy, Joanna Alexandra and Karin Novilda as the celebrity endorsees. Qualitative approach has been used to explore and generate understanding on consumers' perspective toward multiple product endorsements by celebrity. Literature review revealed there were lack of study on multiple product endorsements in Instagram. Hence, interviews were done among 10 respondents of active Instagram user during May 2018 to June 2018. It was found most of respondents favor multiple product endorsements as long as the products endorsed match with the endorser image, the type of contents shared by the endorser has impact on the product endorsed and multiple product endorsements by celebrities can benefit other products promote by the endorser. In general, it can be concluded that multiple product endorsements in Instagram is acceptable and may become part of the marketing communication strategy.

Keywords: multiple product endorsement, celebrity endorsement

INTRODUCTION

Internet had made important changes in economic and social life. It provides interaction and a lot of information that create opportunities for marketers to reach out and touch their customers. For the past years, internet have been used as part of marketing tools and recognized by many scholars and marketers. More than 2 decades ago, most large companies treat internet only as publishing medium (Dutta, 1999). However, a decade later, internet become a medium to communicate easier and massive at the same time (Ivanov, 2012). The medium we know nowadays as social media. Social media is online communication channels, where people interact, exchange information, messages, ideas, and photos and also to keep in touch with other people at different part of the world through internet.

Indonesia growth on social media user increase 23% from 2017 as reported in we are social and hoot suite Digital on 2017 report. 23% increment is approximately 24 Million new users, that amount is more than twice of Jakarta population on 2017 based on Badan Pusat Statistik Indonesia projection. This growth show Indonesia welcome digital era and we can catch up with new technology. Also reported in we are social and hoot suite Digital 2017 report, half of Indonesia population for 132,7 Million people are internet user and 49% of it are active mobile social media users and spent averagely 3 hour 23 minutes every day on those social media. These data shown social media really have a place in Indonesian' heart.

One of the popular social media that focus on the visual is Instagram. Instagram is an online mobile application photo-sharing, video-sharing, and social networking service for its users to capture pictures and videos, and share them on the app, or through other social networking platforms, such as Facebook and Twitter.

For present, Instagram is the most popular social media sites in Indonesia. Instagram claimed to have more than 45 million users active every month in Indonesia and was the largest Instagram community in Asia Pacific, as said by Sri Widowati, Facebook Indonesia's country director. In April 2017, Jakpat have conducted a survey of mobile phone users in Indonesia. The survey involves 1.969 smartphone users with age range between 16 to 45. The survey shows that 70.2% have Instagram application installed in their mobile phone.

There are various e-commerce platforms in Indonesia, but Instagram is one of the most mainstream portal for buy and sell and attract many brands and products owner to promote their brands and product through Instagram. According to Keller (1993), positive brand image recognition can be achieved by combining the unique and strong brand association with consumers' memories about the brand through marketing communication program. With many brands in the market, consumers make their

purchase decisions by their perception of positive brand image rather than the product itself.

Celebrity Endorsement according to McCracken (1989) is a transfer process of value perception of the endorser to the product and then from product to consumer. The promotion happens in simple manner in Instagram. Post update in Instagram is the communication media for endorsements. The process begins when endorser show their picture with the product and write some caption to show their experience of using the product or tell how they feel about the product.

Instagram provide an opportunity for one of the marketing strategies by using celebrity endorser to share their visual contents. Unique post and related content can engage consumers in a personal way and affect people on an emotional level. Previous study has indicated that social media has significant impact on loyalty (Laroche, 2013) and loyalty influence significantly on consumer buying decision (Akkucuk, 2016).

Previous study by Tripp (1994) found that multiple product endorsements by celebrities negatively influence consumer perceptions of the endorser and the product. However, in present day, many endorsement activities come from one celebrity endorser with different kind of products posted every day. Multiple product endorsements is imminent and unavoidable otherwise company may need to compensate the celebrity with a huge amount of endorser fee to make one celebrity exclusive only for their product, yet the impact for exclusive endorser has not been proven. This study focuses on Multiple Product Endorsements by Celebrities that happen in Instagram, researcher choose Nikita Willy, Joanna Alexandra and Karin Novilda as the celebrity endorsers.

LITERATURE REVIEW

Celebrity endorser widely use in modern marketing. Extensive study for this communication strategy still lacks, resulting modest and imperfect practice. McCracken define Celebrity endorser as any individual who enjoys public recognition and use the recognition on behalf of a consumer good by appearing with it in an advertisement (McCracken 1989).

The source credibility model and the source attractiveness models was used for celebrity endorser research. The source credibility model previously used in social psychology (Hovland and Weiss 1951; Hovland, Janis, and Kelley 1953). The hovland version argue an effective message depends on source expertness and trustworthiness (Hovlan et al.1953). Expertness is source ability to make assertion. Trustworthiness is source perceived to make a valid assertion. The hovland model show a source is persuasive if they credible and exhibiting expertness and trustworthiness. The source attractiveness

model argues an effective message depends on familiarity, likability and similarity of the source. Familiarity is existing through repeated exposures, likability is affection of the physical appearance and behavior, and similarity is a resemblance between the source and message receiver.

The source model as the source credibility model and the source attractiveness model called together, have been confirmed by research and it can be said that celebrity use their credibility and attractiveness as marketing tools through endorsement activity.

Meaning transfer model first introduced by McCracken, explain from celebrity endorsement is a general process of meaning transfer, a conventional path for the movement of cultural meaning in consumer societies (McCracken 1989). Meaning, later called on value in celebrity image is established first, and then transfer to product, and then finally from product to consumer.

The source models criticized that it's not sufficient, credibility and attractiveness is not enough to make endorsement process work. The meaning transfers model show that the celebrity endorsement process is depend on the cultural perspective.

Celebrity endorsers are used for promotion regularly and many celebrities endorse more than one product, this situation raise question, whether the multiple product endorsements will reduce celebrity influence. And whether the multiple endorsers will affect the product promotion.

Mowen and Brown (1981) using Balance Theory and Attribution Theory to analyze factors affecting the effectiveness of celebrity endorsers. Balance theory used to define the relationship among the consumer (C), Endorser (E), and Product (P). Novas, et al analyzed the endorser in consumer's perceptions and sentiment form the product as effective relations. The relationship between the endorser and product is a unit connection. Attribution theory conceptualize consumers as the reasons to choose celebrity as an endorser.

The result of the experiment support on the effects of distinctiveness information as derived from attribution theory. When the celebrity endorses only one product, it was seen more favorably and indicate greater purchase intention. However, the distinctiveness information failed to support balance theory, as the perceptions of the product are hypothesized to change correspond to the highly positive endorser.

Mowen and Brown study provide a clearer answer to the question of whether an integration of balance theory and attribution theory adequately explain the effects of celebrity endorsers than the earlier study by Mowen, Brown, and Schulman (1979).

Previous studies suggest that multiple product endorsements trigger differences in consumers' perception of the endorser. Tripp, Jensen, Carlson (1992) was researched on the differences in consumers' attitude toward the ad, the brand and the purchase intention when consumer is exposed to multiple product endorsements by the same endorser.

Shimp estimate 25% of American commercials used Celebrity Endorser (Shimp, 2000), research indicated favorable advertisement ratings and product evaluation can be achieve from celebrity endorsement (Dean and Biswas, 2001). Those researches support the use of celebrity endorsers; however, the effectiveness may vary depend on other factor like the match value between the celebrity and the advertise product (Till and Shimp, 1998).

Silver and Austad using Attribution theory to test the correspondent inferences are a direct measure of celebrity's credibility in the advertisement, observe the correspondence bias (from receiving endorser fee) perception as liking the product better than average person, perceived positive product image related to endorser, attractiveness of endorser associated with the product endorse. The result was positive attitude toward the endorser interfere the endorser in predicting attitudes toward the product. Possible mechanisms exist that positive feeling about the endorsers can move to the products after consumers expose to the advertising. Attitude toward the product is associated with attitude toward the endorser and consistent with source attractive model.

Erdogan (2010) using Social Influence Theory which argues that various characteristics of perceived communication source may have beneficial effect on message receptivity. This theory using Source credibility model and source attractiveness model to research on celebrity endorsement process. The source credibility model argues that information from credible source can influence people when through internalization process on their beliefs, opinions, attitudes or behaviors (Erdogan, 2010). The source attractiveness model show endorser uses their attractiveness to influence other people. Previous research has shown physically attractive communicators are more successful at changing beliefs (Baker and Churchill 1977; Chaiken 1979; Debevec and Kernan 1984). Celebrity endorsement strategy can be an effective strategy if using correct celebrity that match with product or brand image that create differentiation from competitor in the market.

Marketer has familiar with the concept of Word of Mouth in influencing consumers' decision. The emerge of modern technology such as social networking sites in online interaction gradually transform social interactions among people through social media. More people spend more time in social media. This rapid development raised the interest of marketer that want to advertise their products. Katona, Zubcsek and Sarvary (2011) found that individual social connection influences their decision.

Social Media Influencer represent the new type of third party endorser that shape audience attitude through their opinions through social media. Freberg et al. mention their research is to get better understanding of social media influencer personality and how audience perceived it. The result confirmed that social media influencers usually like to give advice to other people, they take pleasure on it and they perceived as characteristic and salient.

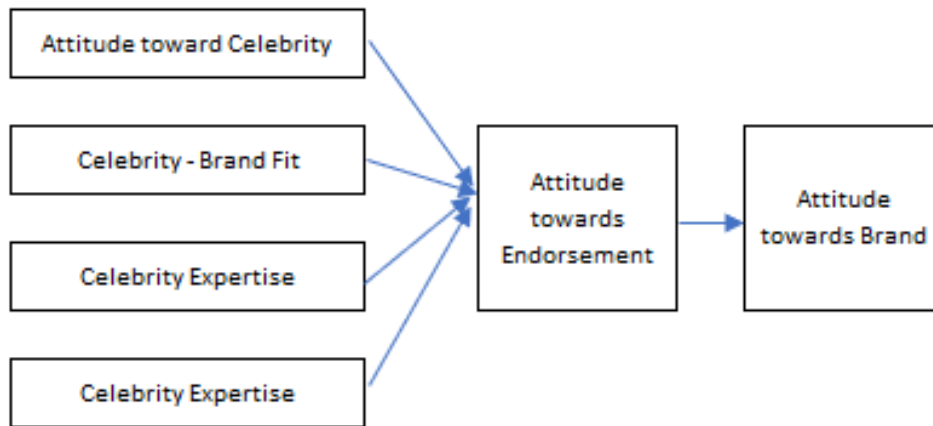
In highly competitive market, company need to link their brands to people, places, things, to improve their brand equity. Consumer brand knowledge relates to the cognitive representation of the brand (Peter and Olson 2001). Understanding deeply on brand knowledge is important because marketing activity create multiple dimensions of brand knowledge in which influencing consumers' perspective (Keller, 2003). Understanding consumer behavior effects is important to create optimal positioning in consumers' mind. The challenge is to develop brand knowledge map in order to get accurate consumers' perception.

Social media are digital platforms that change the way people interact and communicate. Social media are not simply technology but actually one of new way to communicate in digital era.

According McCracken (1989), celebrity endorsements comprehend as a marketing technique using an individual whose enjoying public recognition on using consumer good as an advertisement. Advertising provide influence to three basic psychological dimensions: the cognitive, the affective, and the conative (Grewal et al. 1997). Cognitive function of advertising grant information and facts for the purpose of making consumers aware and knowledgeable about the product. Affective function of advertising establishes liking and preference toward the product – preference refers to more favorable attitudes. Affective function of advertising is a persuasion. Then, conative function of advertising is to activate desire and motivate consumers to buy the product (Grewal et al. 1997). However, those outcomes not necessarily take place in a particular sequence (i.e., cognition => affect => behavior). Following the research, the researcher asserts that each of the outcomes may be influenced by celebrity endorsements.

The aim of this research is to find whether Multiple product endorsement activity done by the celebrities in Instagram is accepted by consumer and what is their perception and attitude toward the product endorsed. This research model adapted from Bergkvist, Hjalmarson and Mägi (2016) that propose attitude towards the endorsement as a mediator function between attitude towards a brand and celebrity endorser.

Figure 1.
Effects of celebrity and endorsement factors on brand attitude



Source: Adapted from Bergkvist et al. (2016, p. 172)

METHOD

Qualitative approach using case study methodology has been used to explore and generate understanding on this research of consumers' perspective toward multiple product endorsements by celebrity. Case study methodology is an explanatory and described as a "bounded system" (Creswell, 1997). The purpose of case study is to get comprehensive understanding of individuals under this research. Case study research gave an opportunity for investigating complex situations with a great potential to understanding the phenomenon. Case study plays a valuable role in adding to the existing knowledge base, especially in the field of education (Merriam, 1988).

The researcher uses primary data for this research. Primary data can be obtained by observation result, individual interviews and group interviews. The researcher collected the data by individual interviews. Individual interview fits the research when the respondents are selected based on some criteria and it is interesting to see how respondent react to specific phenomenon which is the main objective of the research itself.

Interview characterize as a "purposeful conversation" by Bogdan and Biklen (1982). The purpose of interview is to obtain descriptive data of the respondents' own words so the researcher can do observation based on the data provided (Bogdan & Biklen, 1992).

The researcher selected respondent using convenience sample. Convenience sample is the most practical method of sample selection. It is the most efficient method for time and resources. Even though convenience sample not able to illustrate the population, convenience sample may help to gather useful data that may not possible obtained by probability sampling techniques. Respondents was selected from researcher close

friends and work colleagues whose an active Instagram user who are following Nikita Willy, Joanna Alexandra and Karin Novilda. Before the interview start, the respondents were informed about the purpose and the interview structure and they would be reported anonymously.

Data analysis for qualitative approach is done with words. The collected words are processed and analyzed by data reduction, data display and conclusion. Data reduction is the analyzing process that sort and sharpen the data and make it possible to get conclusions. Data displayed after the reduction is done and outline in an organized structure to make it easier to describe conclusion. At the end, conclusion drawing and verification is done when the researcher explains the meanings, patterns and interpretation of the research (Miles & Huberman, 1994).

Validity and reliability must be linked and has great coherence to each other in order to get desired research result (Patel & Davidson, 2003). According to Jacobsen (2002), validity means that measurement really measures the object intends to measure. He also mentions interviews help to get high validity in qualitative approach. Yin (1994) mention in order to construct validity, there is a process of establishing appropriate operational measures for the concept that have been studied. To construct validity in this research, the interview result was asked to the respondent for confirmation if the answer were correct or misunderstood.

RESULTS AND DISCUSSION

The researcher conducted interviews with 7 female respondents and 3 male respondents. All the respondents are active Instagram users for more than 1 year, followed many Indonesian celebrities including Nikita Willy, Joanna Alexandra and Karin Novilda and age between 20-35 years old.

Attitude towards Celebrity

Respondents was shown Instagram account of Nikita Willy, Joanna Alexandra and Karin Novilda. Nikita Willy admired by her youth beauty and elegance, Joanna Alexandra known as loving and gentle mother and Karin Novilda perceived as adventurous and energetic young woman.

Celebrity-Brand fit

The researcher shown the list of products each celebrity has endorsed for the past 3 months. The respondents requested to describe how they perceive each Celebrity based on the various products they endorsed.

Nikita Willy endorsed various products, such as beauty product, smartphone brand, photography session, healthy food product and coffee product. Most of the respondents agreed Nikita Willy represent the product well enough and fit as the endorser.

Joanna Alexandra endorsed more on baby products and family necessity products. Female respondents have better perception toward Joanna Alexandra and easily correlate the advertisement to their daily necessity product, therefore she is appeared fit for the product she endorsed.

Karin Novilda well-known as “awkarin” as her Instagram ID name endorsed the most numerous products in this research. Karin has endorsed more than 50 different products within three months. Most of the respondent perceived most of the products she endorsed unfit with her and sometimes contradictory with her personality.

Celebrity Expertise

The respondent was asked whether the Celebrities perceived of having specific knowledge about the product their endorsed. Nikita Willy and Joanna Alexandra apprehend as having expertise of the products they endorsed by the respondents. Karin Novilda doesn't recognize as endorser that has expertise on the products she endorsed by the respondents.

Celebrity Motive

The respondents were asked for their opinion what is the motive the celebrity agreed to endorse those products. The respondents also asked from their point of view, what is the motive the product owners want to endorse them.

All the respondents thought that money is the main motive for the celebrities to agree on the product endorsement. Some of the respondents thought the celebrities want to extend their fame by endorsing various products, so more people in different generation know about them. Some of the respondents reckon “maybe the celebrities want to help promote their friends' product or service”.

The most motive explanation of product owners chooses the celebrities is they want to increase awareness of their product and associate their product with certain standard or quality match with the endorser's image. Nikita Willy expected to associate her beauty to the beauty product she endorsed and Joanna Alexandra expected to associate her persona as loving mother to safe baby product. Karin Novilda give impression that she has chosen as the endorser so the product she endorsed is known exist.

Attitude towards Endorsement

The respondents were asked for their perception of the endorsement itself. Most of the respondents favor the endorsements from Nikita Willy and Joanna Alexandra, the common description for them was they are good endorser for the endorsement. The

respondents also mention they interested on other product endorsed by the celebrity and will check the product when they need the same type of product as reference. Negative attitude appears for endorsements from Karin Novilda as her endorsement mostly unknown brands and she may appear endorse the same type of product with different brands.

Attitude towards Brand

The respondents were asked how they perceived the products endorsed by the celebrities. Most of the respondents develop positive attitude toward Brands from Nikita Willy and Joanna Alexandra. Some of the respondents develop awareness to the new products or brands endorsed by Karin Novilda and they may share to their friends about the new products, even though they think that Karin may not have expertise on the product she endorsed.

The interviews show that having celebrity seen as authentic and brand-fit do have positive impact on endorsement activity. However, it may not crucial anymore to have relevant celebrity if the objective of the advertising is to increase product awareness. Monetary motive is normal practice in Instagram endorsement activity and can be seen as standard procedure.

CONCLUSION

Consumers' perception of the endorsement is affected by consumers' attitude to the celebrity (Erdogan, 2010). However, celebrity-brand fit, celebrity motive and celebrity expertise may not crucial to attitude toward the endorsement as mention by Bergkvist et al. (2016).

The findings from the interviews can be summarize as below:

1. Consumer perception toward Celebrities is important to associate product's value
2. Celebrity-Brand Fit somehow is not crucial to advertising effectiveness
3. Celebrity Expertise may not need in endorsement activity
4. Money motive for endorsement activity is widely accepted by consumers.
5. Consumers accepted various products endorsed by one celebrity.
6. Positive attitude toward celebrity and product may not the only reason to increase brand or product awareness.

Implication for company

This research concluded important remarks for company in advertising activity involving celebrity endorser in Instagram:

1. Celebrity endorser with many followers may increase product awareness faster than less followers even though the product is not relevant with the endorser.

2. Celebrity with multiple product endorsement may beneficial to product awareness.
3. Advertising in Instagram by using celebrity endorsement is effective to increase awareness.

Implication for further research

Celebrity endorsement in Instagram is interesting area to explore, more research on consumers' perception could be done to pursue more understanding on company perspective and celebrity perspective. More research on advertising cost on single product endorsement vs multiple product endorsement is fascinating topic to be explore.

Limitation

The respondents came from convenience sampling and may not accurately represent the population, further quantitative research may need to be done in future research. The interviews were not recorded and therefore there are probability notes and important opinion might be missing.

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