

The effect of macro celebrity and micro influencer endorsements on consumer-brand engagement in Instagram

Inês Rios Marques
IPAM Porto, Portugal

Beatriz Casais
University of Minho, Portugal
BCasais@eeg.uminho.pt

Mark Anthony Camilleri
University of Malta, Malta
Mark.A.Camilleri@um.edu.mt

This is a prepublication version.

<p>How to Cite: Rios Marques, I., Casais, B. & Camilleri, M.A. (2020). The effect of macro celebrity and micro influencer endorsements on consumer-brand engagement on Instagram. In Camilleri, M.A. (Ed.) Strategic Corporate Communication in the Digital Age, Emerald, Bingley, UK.</p>

Abstract

Several brands are striving in their endeavors to find new ways to improve their consumer engagement through social media. They are using different tools including influencer marketing through social networking sites (SNSs). Therefore, this chapter addresses a gap in the academic literature as it distinguishes between two types of online influencers. The researchers investigate the effects of celebrity endorsers' and of micro influencers' posts on a brand's page on Instagram. They examine the number of followers, clicks, comments and likes that are generated following their influencer marketing. The results suggest that both influencers have generated varying levels and types of interactions. In sum, this exploratory study revealed that the chosen celebrity's posts attracted more followers to the brand's Instagram page, when compared to the micro influencer's publications. However, the latter has garnered more clicks, comments and likes, thereby increasing the consumer-brand engagement through social media. In conclusion, this contribution identifies future research avenues relating to influencer marketing.

Keywords: *Digital Influencers, Celebrity Endorsements, Micro Influencers, Luxury Brand Engagement, Social Media Marketing, Instagram.*

1. Introduction

The advances in technology have changed the role of customers, as they have become more active and participative, not only in the process of purchasing products and services, but also in the activities that are promoted by the brands (Verhoef, Reinartz & Krafft, 2010). It is through consumer involvement that brands can create emotions and relationships with customers (Barger, Peltier & Schultz, 2016). Therefore, it is vital for companies to understand how they can improve their interactions with their online community and to identify what factors influence online consumer engagement (Cheng, Wu & Chen, 2018). For a brand to be successful, it has to build relationships with customers. Social network sites (SNSs) have increased the brands' presence in many people's daily lives. They have created a whole new range of opportunities for companies to enhance their business (Dwivedi, Johnson, Wilkie & De Araujo-Gil, 2019). This is also true in the case of luxury brands, which are increasingly using social media marketing to increase their brand equity (Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito & Singh, 2016).

The Internet has become the most widely used media. Many individuals are benefiting of its online channels and SNSs to communicate their content among larger audiences (Jiménez-Castillo & Sánchez-Fernández, 2019). In a similar vein, businesses are also using the Internet to increase their impact on their consumers. Very often, they partner with social media opinion leaders, who are also called digital influencers, to promote their products and services (Lin, Bruning & Swarna, 2018). Several luxury brands have decided to incorporate digital media into their communication strategies with the aim of updating and improving their online presence (Balasyan & Casais, 2018; Kapferer & Valette-Florence, 2016). Unlike commodities, luxury brands are special, rare and exclusive. The prestige brands are utilizing the videos to engage with their online followers (Lee & Watkins, 2016). Their social networking enables them to build relationships with consumers (Arrigo, 2018). For example, YouTube users who watch luxury

product vlogs are more likely to purchase from luxury brands than other online users (Lee & Watkins, 2016).

Currently, there is a gap in the academic knowledge about what type of digital influencer is best suited to increase awareness of luxury brand. The endorsers' image ought to be consistent with the brands' positioning (Carrilat, O'Rourke & Plourde, 2019). Therefore, the aim of this study is to explore whether it is more appropriate to use micro influencers and/or celebrities to promote a luxury jewelry company. This research identifies two types of digital influencers: the micro influencers and the macro-influencers. These two types of influencers have different characteristics and have a different impact on consumers. For example, consumers identify with micro influencers as they are similar to common people and are often perceived as authentic and genuine, while celebrities represent aspirational social models with distinct lifestyles that distinguish them from normal individuals (Bernazzani, 2017). Micro influencers are online opinion leaders with a small number of followers. They may usually maintain a real relationship with their audience and express themselves in a personal way (Chen, 2016). On the other hand, celebrities are well known and are considered as endorsers who are capable of drawing large online audiences because of their work and elusive lifestyles. Celebrities are considered powerful influencers and can motivate the consumers' attitudes and may have an impact on their buying behaviors (Vaghela, 2012).

2. Literature Review

2.1 Celebrity endorsements

The celebrity endorsement is one of the most important tools in corporate marketing and communication strategies (Arshad, Ikram, Yahya & Nisar, 2017). Most brands today are

committed to associate themselves with famous personalities. They may consider sport personalities, athletes and celebrities from the movie industry (Vaghela, 2012), because they are trusted by their followers when they promote products (Schimmelpfennig & Hollensen, 2013) and/or social causes (Casais & Proença, 2012). It is also important to understand that the use of celebrity endorsement enhances the consumers' attitudes toward the brand, fosters credibility in the brand, and can ultimately increase their purchase intention (Wang & Scheinbaum, 2018). The celebrity endorsement is recognized as a theoretically powerful communication tool for brand marketers (Carroll, 2009). The public are fascinated by famous people and celebrities. They may consider them as role models. Therefore, brands are using popular celebrities to advertise their products. The celebrities' endorsements are improving the brands' return on investment as well as the success rates of their marketing campaigns (Pringle & Binet, 2005).

Several studies have concluded that celebrity endorsements influence the consumers' buying decisions (Bergkvist & Zhou, 2016). Those studies stress that online users recall those products that are promoted by the celebrity endorsers. The credible endorsers can influence their followers' perceptions about the quality of the brands' products as they may associate the endorsed products with the image of the celebrities' images (Hollensen & Schimmelpfennig, 2013). They can also be branded because they can be professionally managed and they possess the attributes and particularities of a brand (Schimmelpfennig & Hollensen, 2013).

Macro-celebrities are reference people who attract the public. They are considered influential as they can entice the consumers' buying attitudes and trigger behavioral changes (Chung & Cho, 2017). The credibility of the source depends on three factors: expertise, reliability and friendliness. Expertise evidences the communicator's ability to support that content that is transmitted through advertising. Reliability is related to the communicator's objectivity and

honesty, and friendliness describes the attractiveness of the source (Vaghela, 2012). To gain a broad and loyal following, macro celebrities create interesting and engaging content. As a result, they became very popular, particularly among younger individuals who are increasingly following them through different social media.

2.2 Micro influencers in the digital environment

Individuals including micro influencers are accessing SNSs through their mobile devices. They are using them as their main platform to raise their profile among other social media users. Very often, these micro influencers are considered more important in the digital environment than popular celebrities (Dunkley, 2017). The digital influencers are sources of inspiration and advice for other digital consumers. The originality and the uniqueness of their posts are key factors for their effective content marketing. The micro influencers are often considered as online opinion leaders. Hence, they can influence consumer intentions and behaviors (Casaló, Flavián & Ibáñez-Sánchez, 2018). They use their online profile to connect with other social media users and to raise awareness about the brands' products. These influencers are considered important in the online community (Khamis, Ang & Welling, 2017). Therefore, many companies are increasingly approaching influential bloggers to promote their products and services. Very often, they are expected to create new marketing content, including texts and images on behalf of their sponsor (Gustafsson & Khan, 2017).

SNSs have provided a platform for ordinary online users as it enabled them to share their personal stories and content with other individuals (Casaló et al., 2018). The strategic and targeted development of social media content can improve the digital influencers' (including the micro celebrities' or micro influencers') public visibility and attention (Khamis et al., 2017). The advantage of micro influencers is that they have created 'real' relationships with their audience

and expressed themselves more personally than most conventional celebrities (Djafarova & Rushworth, 2017). Micro celebrities have become very popular through Instagram, but these days they can also be found on YouTube, Twitter and other social platforms. They are benefiting of several lucrative opportunities that were made widely available through different social media (Djafarova & Rushworth, 2017). Hence, more individuals are becoming micro celebrities as they gain popularity among other users through social networks. Micro celebrities would not be in a position to raise their profile and be famous, if the SNSs did not exist. Arguably, individuals can use different social media to become noticeable by maintaining interactive, personal relationships with followers (Camilleri, 2018; Djafarova & Rushworth, 2017). They may be considered as influencers when their followers take heed of their recommendations and referrals (Jin & Phua, 2014).

The online influencers may possess certain traits and characteristics that can appeal to specific brands (Bernazzani, 2017), in terms of identification, credibility and product-endorser fit (Schouten, Janssen & Verspaget, 2020). For example, micro influencers will usually have fewer followers, when compared to macro influencers. However, the former ones tend to engage in synchronous communications with their followers, as opposed to the macro influencers. The micro influencers would also produce relevant content that appeals to online users (Barker, 2016). For this reason, they are increasingly being employed by businesses as their endorsements are perceived as credible and trustworthy by their followers. Hence, they contribute to raise awareness about the brands' products and services. All of this is only possible if marketing managers choose the most appropriate celebrity to represent their brands (Anagnostopoulos, Parganas, Chadwick & Liu, 2016). The brands' partnerships with certain influencers may be based on their individual characteristics. Bernazzani (2017) suggested that the consumers will usually identify themselves with the micro influencers. Therefore, they would follow their advice. However, the author noted

that they would also be affected by the celebrities' endorsements and referrals. In a similar vein, Bergkvist, Hjalmarson & Mägi (2016) reported that the celebrity endorsements are having an impact on the consumers' buying decisions, particularly when they realize that the celebrities are not motivated by the money they receive, but by the quality of the products that they endorse.

The celebrities who have a large follower base are more news-oriented and are usually less social than the micro influencers (Kay, Mulcahy & Parkinson, 2020). They may have a team of collaborators who will help them create their digital advertisements. On the other hand, the bloggers would attract fewer followers than celebrities, but they usually focus on more specific topics and niches (Khamis et al., 2017). Hence, the bloggers may be considered as micro influencers as they attract those followers who are searching for more candid and detailed product content, and/or who may be willing to interact with them (Goodman, Booth & Matic, 2011). In sum, many businesses are partnering with respected digital influencers, including celebrities and/or micro influencers to raise awareness about products, and increase their sales (Hsu, Lin & Chiang, 2013). At the same time, they businesses are using the influencers to improve their customer-brand engagement.

2.3 Online Customer-Brand Engagement

The consumer engagement can be defined as the means to create, build, and enhance the consumer relationships with the brands (Brodie, Ilic, Juric & Hollebeek, 2013; Hollebeek, Glynn & Brodie, 2014). This concept signals a change in marketing research as the brands (as well as the consumers) are constantly looking for new ways to boost their engagement (Harmeling, Moffett, Arnold & Carlson, 2017). Hence, many brands are increasingly using various social networks as communication channels to reach a wide range of prospective customers (Kabadayi & Price, 2014). Very often, the consumers themselves are disseminating information about the brands'

offerings with other consumers, because they post their opinions, reviews and questions about certain products and/or companies. As a result, other customers respond to their comments or user generated content.

The social media has presented new opportunities for consumer-brand engagement (Rather & Camilleri, 2019). The consumers are not only searching for products and services. They are also interacting with their favorite brands and exchanging information. Thus, the consumer-brand engagement is facilitated by the social media (Hollebeek et al., 2014). This new form of engagement involves a wide range of specific activities and behaviors including liking photos, sharing posts, and comments that are posted in the brands' social media profiles. Such social media engagement has become a very popular phenomenon during the last decade (Gummerus, Liljander, Weman & Pihlstrom, 2012). Several SNSs have provided significant opportunities for brands to engage with their consumers. They enable them to receive comments, feedback and suggestions from online followers. Therefore, the brands can respond to the consumers' queries, concerns and/or critical remarks, and can provide them with a better service (Kabadayi & Price, 2014).

Muntinga, Moorman and Smit (2011) contended that there are different levels of consumer-brand engagement. Their consumers' online brand related activities (COBRA) model identified three dimensions namely, consuming, contributing and creating online content through social networks. The authors argued that minimum level of online activity is represented by those social media subscribers who merely read online content. These users do not respond or interact with the digital content that is presented to them. They maintained that the intermediate level is represented by those social media users who are engaging with the brand through their likes and comments. These users would usually contribute to the brand's online content and may communicate with others about the brand. They went on to suggest that the last level of online brand-related activity

involves more engagement as it is represented by those users who create user generated content for the brand. This level consists of social media users who actively produce and publish brand-related content. They may publish articles about the brand, create blogs, publicly review products, create images, videos and music about the brand, et cetera (Chen, 2016).

3. Methodology

Brand managers need to determine whether it is beneficial for their company to interact with a celebrity or micro influencer. The online users may typically relate with those influencers who have fewer followers, as the influencers' popularity is inversely proportional with their interactive engagement (Chen, 2016; Basil & Herr, 2006). On the other hand, the celebrities who have a larger follower base are more visible and recognizable in SNSs (Mackey, 2016). For this reason, this research builds on the extant knowledge about the social media subscribers' engagement with micro influencers and celebrities (Arrigo, 2018). Specifically, it addresses the research gap in digital marketing as it explores online users' engagement with social media influencers in the context of luxury, jewelry brands.

The methodology has followed Mutinga et al. (2011) and Gummerus et al. (2012) research approaches to capture and analyze the online users' involvement through social media. In this case, the data was gathered through Instagram. It is important to note that for the time being, there are just a few studies that have investigated the online users' engagement in Instagram (Sheldon & Bryant, 2016). Hence, this exploratory study sheds light on the individuals' interactions with a brand that is using an Instagram page to showcase its products. The researchers have analyzed the followers, clicks, likes and comments that were posted in the brand's page.

In sum, the number of followers of the jewelry brand Instagram page has grown over the years. At the beginning of 2017 the page had less than 2,500 followers. Over the following 2 years the page has garnered 6,312 followers. This meant that in 2 years the brand's Instagram page grew by about 4,000 followers. The growth in 2017 was virtually stagnant. However, during this year, there was a surge in the number of followers. Since the creation of the Instagram page, the brand has not invested in any online advertising, all the influencers' publications were voluntary, and the brand has never invested in Instagram marketing to increase its followers. The majority of followers were mostly females (75%) who were between 25 and 34 years old (40%). This group was followed by those who were between 35 and 44 years of age (34%).

The brand employed two digital influencers to endorse its jewelry products, namely (i) Raquel Strada, a Portuguese celebrity; and (ii) Michelle Zwaal, a Dutch top model that was considered as a micro influencer. At the time of writing, Raquel Strada had 405k followers while Michelle Zwaal had 51.1k followers. These two digital influencers were chosen because they were associated with the jewelry brand. Raquel Strada joined the brand through a charity project and Michelle Zwaal was one of the models who posed for the brand in one of its communication campaigns. It is important to mention that these two influencers have voluntarily published their photos. They were not paid for endorsing the mentioned brand.

4. Results

4.1 The effect of micro influencer endorsement on social media interactions

The effectiveness of the social media endorsers can be measured by the number of users who will follow the brand's page after they share their post. Michelle Zwaal has published her endorsements through Instagram on May 11, 2018 and on May 15, 2018. In both posts she has

clearly identified the jewelry brand and promoted its products. After her posts, there was an increase in the number of Instagram subscribers who started following the brand's page. The first post has increased the number of followers from 4,948 to 4,966 and with the second publication, the number of followers soared to 5,007. The number of followers remained the same between the 12th and the 14th May. This was due to the fact that in those days the brand was not mentioned in any publication and there was no traffic to the brand's page. The publication of May 15th, 2018 attracted more followers to the brand's page as there was an increase of 41 new followers. The publication of May 11th, 2018 did not attract as many users to the brand's page as much as the May 15th publication, but this post still garnered 18 new Instagram users who started following the brand's page. Overall, the micro influencer has increased the brand's Instagram page by 59 followers.

Other key indicators that were used to analyze online users' engagement on the brand's page included the page clicks, likes, and comments on posts. There is a big difference between the page visits/clicks, likes or comments on posts. Figure 1 illustrates that, in May 2018, the metrics indicated that there was a significant increase in the users' engagement with the brand's Instagram page. This increase may be attributed to the publications of the micro influencer, who shared her photos during the week of May 13-19, 2018. The clicks, comments, and likes for that week were the highest that were registered in May. The comments increased to 36, the number of visitors increased to 1,435, and the number of likes was 1,165. These figures were much higher than those recorded during the previous weeks. Subsequently, between May 20 and May 26, the figures declined but remained higher than what happened in April and in early May. The numbers have dropped again in June (from May) but remained higher in June (when compared to April). These results clearly suggest that Michelle's posts have led to an increase in the number of clicks, likes and comments (when compared to the previous months).

Insert Figure 1 here.

4.2 The effect of celebrity endorsement in social media interactions

Raquel Strada was the personality that represented the celebrity endorser in this study. This celebrity has voluntarily posted a photo (on her Instagram page) that clearly identified the jewelry brand on December 13th, 2018. As a result, the number of followers on the brand's page have increased from 5,756 to 5,910 with only one publication on Instagram. The researchers noted that after the endorsement of Raquel Strada, the number of followers on the brand's Instagram page grew by 154 users.

During the month of the publication, the clicks, likes, and comments have increased significantly, compared to the previous months (as reported in Figure 2). The number of visits, comments and likes were at their highest when the celebrity shared her photo (i.e. during the week of December 9-15, 2018). Over the course of this week, the comments rose to 32, the visits increased to 923, and the likes were 556. As the number of page visits increased, the researchers expected that the number of comments had to increase as well. However, this was not the case. It is also important to mention that there was a large discrepancy between the number of clicks and likes when compared to the number of comments. Notwithstanding, the number of comments were at their lowest averages in January 2019 (i.e. the month after the celebrity's image was published in Instagram). In the weeks following publication, there was less engagement from the part of the brand's followers. For example, the number comments that were registered at the beginning of December was very similar to the number of comments that were recorded in January.

Insert Figure 2 here

5. Discussion

This research has analyzed the difference between a micro influencer and a macro influencer, who have endorsed a jewelry brand through Instagram. Both social media influencers' posts have increased the number of followers and interactions with the brand's page. Therefore, they have communicated the brand's message to a larger audience on Instagram.

The micro influencer has increased 59 new followers in May 2018, whilst macro influencer (i.e. the celebrity) has garnered 154 new followers in December 2018 on the brand's page. These figures have somewhat reflected the number of followers of both endorsers as Raquel Strada (celebrity) had more followers (i.e. 405k) than Michelle Zwaal (i.e. 51.1k). The jewelry brand's Instagram page had 53k followers at the time of this study. The celebrity had more followers than the micro influencer and the jewelry brand, hence she could reach a larger number of Instagram users. In fact, she has attracted new followers to the brand's Instagram page. In this sense, this finding corroborates with the relevant literature on influencer marketing, as the celebrity endorsement was more effective than the micro influencer post, in terms of increased followers for the brand's Instagram page. Nevertheless, both influencers' posts have resulted in more engagement from the part of the Instagram subscribers on the brand's page.

Although, the brand did not invest in advertising, it has benefited from the influencers' endorsements. It is important to remember that a high followership suggests that many individuals are interested in the content that is being disseminated through different SNSs (Graham, 2014). An increase in the number followers on the brands' social media pages can have positive implications for them. The social media are increasing the brands' chances to reach more

individuals (including prospective consumers) and to increase their brand equity through regular interactions with them (Veirman, Cauberghe & Hudders, 2017).

This study shed light on the Instagram users' engagement in terms of visits, likes and comments with the brand's Instagram page posts. The results were surprising because these metrics (excluding new followership) that were generated by the micro influencer were better than the values that were garnered by the celebrity. These results were not expected as the celebrity had a larger audience and had more followers than the micro influencer. This finding is consistent with what was reported in the previous literature review (Bernazzani, 2017). In this case, the audience perceived the micro influencers as more trustworthy, honest and truthful than the celebrities. Evidently, these influencers were respected by the Instagram users. However, Table 1 indicated that the celebrity post had registered better results than the micro influencer posts in terms of new followers for the brand's Instagram page. The celebrity attracted a higher number of Instagram users who started following the brand's page. On the other hand, the micro influencer has increased the number of visits, likes and comments on the brand's page.

Insert Table 1 here

6. Conclusions

There is scope for the brands to collaborate with online influencers to help them increase their engagement with the subscribers of Instagram. The celebrities as well as the micro influencers can support them in reaching wider audiences. The brands will benefit if they increase their number of followers, visits, comments and likes. These online metrics can improve the consumer-brand

engagement. The findings of this study have clearly indicated that the macro and micro influencers' posts have resulted in more Instagram users who have engaged with the jewelry brand. The results have shown that the Instagram users' involvement and interactions depended on the type of influencer that was used.

This study revealed that the celebrity's post attracted more followers, whereas the micro influencer's publication has led to more visits to the brand's Instagram page. The latter has registered a higher increase than the celebrity, in terms of the number of comments and likes. In sum, this contribution proves that both online influencers can increase the consumers' engagement with brands. However, different types of influencers may result in distinct interactions and varying levels and types of engagement.

6.1 Limitations and Future Research

This exploratory study sheds light on the effects of macro and micro endorsements on a luxury brand's page in Instagram. This study ought to be replicated in other contexts. Future studies may include more subjects to ensure rigorous findings. Further research can explore more consistent celebrity and micro influencers' online endorsements of different types of brands. This research has distinguished between the macro (celebrity) endorser and the micro influencer in Instagram. There might be other factors that should also be considered in prospective studies, such as the type of images, written content, hashtags, et cetera that are disseminated through Instagram or other SNSs. Future research may delve into the effect of videos, insta-stories, or boomerangs on consumer engagement. This study has shed light on influencer marketing of a jewelry brand that was carried out via Instagram. However, other brands may use different social media platforms to increase their consumer engagement. Hence, future research can explore whether the same endorsers would have the same effect in other SNSs. The social media platforms, including

Facebook and Snapchat, among others, are also encouraging the use of images and video sharing. Therefore, researchers are encouraged to investigate the online influencers' effect on consumer engagement through different social networks.

Acknowledgement

The authors would like to thank the reviewers of this chapter for their constructive remarks and suggestions.

References

- Anagnostopoulos, C., Parganas, P., Chadwick, S. & Liu, L. (2016). Sports Celebrity Endorsements of Luxury Brands: The Case of Chinese Consumers Consumers. *International Journal of Sport Management Recreation & Tourism*, 25, 45–68.
- Arrigo, E. (2018). Social media marketing in luxury brands: A systematic literature review and implications for management research. *Management Research Review*, 41(6), 657-679.
- Arshad, S., Ikram, M., Yahya, M. & Nisar, Q. A. (2017). Does Celebrity Endorsement Influence the Corporate Loyalty: Mediating Role of Corporate Credibility?. *International Journal of Social Sciences, Humanities and Education*, 1(4), 308-319.
- Balasyan, I. & Casais, B. (2018). Keeping Exclusivity in An E-Commerce Environment: The case of Farfetch.com and the market of luxury clothes. *International Journal of Marketing, Communication and New Media*, (4), 6-27.
- Barger, V., Peltier, J. W. & Schultz, D. E. (2016). Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10, 268-287.
- Barker, S. (2016). Micro vs. Macro: how to get the most bang for your bucks with influencer marketing. *Journal of Social Media and Marketing*, 7, 76-92
- Basil, D.Z. & Herr, P.M. (2006). Attitudinal balance and cause-related marketing: An empirical Application of balance theory. *Journal of Consumer Psychology*, 16(4), 391-403
- Bergkvist, L. & Zhou, K. Q. (2016). Celebrity endorsements: a literature review and research

- agenda. *International Journal of Advertising*, 35(4), 642-663.
- Bergkvist, L., Hjalmarson, H. & Mägi, A. W. (2016). A new model of how celebrity endorsements work: Attitude toward the endorsement as a mediator of celebrity source and endorsement effects. *International Journal of Advertising*, 35(2), 171–184.
- Bernazzani, S. (2017). Micro influencer marketing: a comprehensive guide. *Journal of Emerging Trends in Marketing and Management*, 11, 194-231
- Brodie, R. J., Ilic, A., Juric, B. & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105-114.
- Camilleri, M. A. (2018). The SMEs' technology acceptance of digital media for stakeholder engagement. *Journal of Small Business and Enterprise Development*, 26(4), 504-521.
- Camilleri, M. A. & Rather, R. (2018, October). The Customers' Brand Identification with Luxury Hotels: A Social Identity Perspective. In *2019 AMS World Marketing Congress. University of Edinburgh, Scotland (July, 2019)*. *Academy of Marketing Science*.
- Carrillat, F. A., O'Rourke, A. M. & Plourde, C. (2019). Celebrity endorsement in the world of luxury fashion—when controversy can be beneficial. *Journal of Marketing Management*, 35(13-14), 1193-1213.
- Carroll, A. (2009). Brand communications in fashion categories using celebrity endorsement. *Journal of Brand Management*, 17(2), 146–158.
- Casais, B. & Proença, J. F. (2012). Inhibitions and Implications Associated With Celebrity Participation in Health-Related Social Marketing: An Exploratory Research Focused on HIV Prevention in Portugal. *Health Marketing Quarterly*, 29(3), 206–222.
- Casaló, L. V., Flavián, C. & Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- Chen, Y. (2016). The rise of micro influencers on Instagram. *Journal of Digital and Social Marketing*, 7, 105-121.
- Cheng, F. F., Wu, C. S. & Chen, Y. C. (2018). Creating customer loyalty in online brand communities. *Computers in Human Behavior*, 105752.
- Chung, S. & Cho, H. (2017). Fostering parasocial relationships with celebrities on social media: Implications for celebrity endorsement. *Psychology & Marketing*, 34(4), 481-495.
- Djafarova, E. & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68, 1–7.
- Dunkley, L. (2017). Reaching Generation Z: Harnessing the Power of Digital Influencers in Film Publicity. *Journal of Promotional Communications*, 5(1), 31-39.

- Dwivedi, A., Johnson, L., Wilkie, D. & De Araujo-Gil, L. (2019), "Consumer emotional brand attachment with social media brands and social media brand equity", *European Journal of Marketing*, 53(6), 1176-1204.
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R. & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841.
- Goodman, M. B., Booth, N. & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184–191.
- Graham, G. S. (2014). More Than Friends: Popularity on Facebook and its Role in Impression Formation. *Journal of Computer-Mediated Communication*, 19(3), 358–372.
- Gummerus, J., Liljander, V., Weman, E. & Pihlstrom, M. (2012), Customer engagement in a Facebook brand community, *Management Research Review*, 35(9), 857-877.
- Gustafsson, V. & Khan, M. S. (2017). Monetising blogs: Enterprising behaviour, co-creation of opportunities and social media entrepreneurship. *Journal of Business Venturing Insights*, 7, 26–31.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J. & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312-335.
- Hollebeek, L. D., Glynn, M. S. & Brodie, R. J. (2014). Consumer Brand Engagement in Social Media: Conceptualization, Scale Development and Validation. *Journal of Interactive Marketing*, 28, 149-165.
- Hollensen, S. & Schimmelpfennig, C. (2013). Selection of celebrity endorsers: A case approach to developing an endorser selection process model. *Marketing Intelligence and Planning*, 31(1), 88–102.
- Hsu, C. L., Lin, J. C-C. & Chiang, H. S. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 23(1), 69-88.
- Jiménez-Castillo, D. & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International Journal of Information Management*, 49, 366-376.
- Jin, S. A. A. & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181–195.
- Kabadayi, S. & Price, K. (2014). Consumer–brand engagement on Facebook: liking and commenting behaviors. *Journal of Research in Interactive Marketing*, 8(3), 203-223.

- Kapferer, J. N. & Valette-Florence, P. (2016). Beyond rarity: the paths of luxury desire. How luxury brands grow yet remain desirable. *Journal of Product and Brand Management*, 25(2), 120–133.
- Kay, S., Mulcahy, R. & Parkinson, J. (2020). When less is more: the impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, 1-31.
- Khamis, S., Ang, L. & Welling, R. (2017). Self-branding, 'micro celebrity' and the rise of Social Media Influencers. *Celebrity Studies*, 8(2), 191–208.
- Lee, J. E. & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753–5760.
- Lin, H. C., Bruning, P. F. & Swarna, H. (2018). Using online opinion leaders to promote the hedonic and utilitarian value of products and services. *Business Horizons*, 61(3), 431–442.
- Mackey, B. (2016). Increase brand awareness with the right influencer marketing campaign. *Journal of Direct, Data and Digital Marketing Practice*, 4, 97-113.
- Muntinga, D., Moorman, M. & Smit, E. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46
- Pringle, H. & Binet, L. (2005). How marketers can use celebrities to sell more effectively. *Journal of Consumer Behaviour: An International Research Review*, 4(3), 201-214.
- Schimmelpfennig, C. & Hollensen, S. (2013). Celebrity endorsements: Exploring the processes for finding the right celebrity to endorse a brand. *Journal of Brand Strategy*, 2(4), 366–378.
- Schouten, A. P., Janssen, L. & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258-281.
- Sheldon, P. & Bryant, K. (2016). Instagram: Motives for its use and relationship to narcissism and contextual age. *Computers in Human Behavior*, 58, 89-97.
- Vaghela, P. S. (2012). A Study On Consumer Attitude Perception about Celebrity Endorsement. *International Journal of Marketing and Technology*, 2(12), 150-163.
- Veirman, M., Cauberghe, V. & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Verhoef, P. C., Reinartz, W. J. & Krafft, M. (2010). Customer Engagement as a New Perspective in Customer Management. *Journal of Service Research*, 13, 247- 252.
- Wang, S. W. & Scheinbaum, A. C. (2018). Enhancing brand credibility via celebrity endorsement trustworthiness trumps attractiveness and expertise. *Journal of Advertising Research*, 58(1), 16–32.

