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The effect of online influencers and traditional celebrities on Croatian consumer's brand attitude and purchase intention

Executive summary

Digital marketing has become highly used by consumers and marketers in the last decade. The data shows that in 2019, 335.6 billion US dollars have been spent on digital advertising, and it is expected to reach 645.6 billion US dollars per year in 2024 (Statista, 2021). Thus, digital marketing is a growing field and branch of marketing to invest in. Social media giants like Facebook, Instagram, LinkedIn and Twitter also recorded a large growth in the amount of followers throughout these years as more people are switching to online world (Statista, 2021). According to the marketers from 2018, content marketing and social media marketing are the two digital marketing techniques that are in top four used techniques (Statista, 2021).

Next social media marketing has become one of the most effective tools for marketers to connect with customers. In addition, influencer marketing is on the rise. The data shows that 19% of the marketers have spent 1000 to 10 000 USD per year on influencer marketing, while 18% of marketers spent 100 000-500 000 USD per year (Bigcommerce, 2021). The importance of influencer marketing is also growing, while consumers spend more time online and follow their favorite brand and personas. Influencers can build the niche where they can influence consumer's attitudes, buying decisions and preferences. Also, influencers produce valuable content on social media which attracts followers, who then value their opinion and recommendations. However, influencer marketing is still growing and not fully researched field in marketing.

Thus, this study aims to shed light on the topic of influencers and their effect on consumer's brand attitude and purchase intention in context of Croatia. In addition, in this study online influencers effectiveness will be compared to traditional celebrities who differ from them while they established their fame in offline context and do not have close group of followers that are engaged with their content. In the methodology, this study is viewing reality objectively and adopts positivistic approach. The researcher used quantitative method and online survey on Croatian consumer's and gathered 211 fully complete responses. SPSS software was used to conduct multiple linear regression analysis and also all of the five hypotheses have been accepted.

Furthermore, the contribution of this research to international marketing field is in that international companies that would aim to target Croatian consumer's, may consider digital marketing techniques to opt for. Therefore, this study provides executives with the findings on value of online influencers and traditional celebrities and their influence on Croatian consumer's brand attitude and purchase intention. The findings present that Croatian consumers are more inclined toward traditional celebrities when it comes to effecting their brand attitude. In addition, Croatian consumers are significantly more inclined toward traditional celebrities when it comes to purchase intention of the particular product. Also, Croatian consumer's attitude toward the brand positively corresponds to the Croatian consumer's purchase intention, confirming the previous literature findings in country of Croatia.

Abstract

Purpose- The aim of this study is to examine the effect of online influencer and traditional celebrities on Croatian consumer's brand attitude and purchase intention. To answer this problem formulation, narrative literature review has been conducted and empirical analysis. Conceptual framework and five hypotheses have been created and later testes in the study.

Method- The methods is this study are following quantitative data collection technique of online survey. The online survey has been distributed to the Croatian consumers in Facebook and WhatsApp groups using snowball and self-selection sampling. In total, 211 fully complete responses have been gathered. The data have been analyzed via SPSS software using multiple linear regression analysis and five hypotheses have been tested. The reliability and validity of the findings have been assured via Pearson's correlation test and Cronbach's alpha test.

Findings- Findings indicate that traditional celebrities influence Croatian consumer's brand attitude slightly more than online influencers. Also, traditional celebrities influence Croatian consumer's purchase intention more than online influencers. Next, Croatian consumer's brand attitude influences also Croatian consumer's purchase intention.

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1. Introduction

The interest that stems for influencer marketing comes from their everyday presence on social media in the last few years. Influencer marketing has become popular to use in marketing mix and it is positioned in the context that customers are more likely to purchase a product or service when influenced by the influencer's recommendation (Statista,2021). In addition, COVID-19 pandemic along with youth consumption habits produced even larger expansion and growth of influencer marketing. The research of 1000 influencers indicated that influencers felt increase in social media traffic, increased engagement and that they are producing high value and effective cost per thousand exposures. (Taylor, 2020). Also, the statistical data indicate that influencer marketing is on the rise. The data show that influencer's market between 2019 and 2021 grew from 6.5. billion to 13.8 billion US dollars. In addition, influencer marketing is an effective way to impact purchase decisions of the customers (Statista, 2021). The statistics show that from 2018, 45.4 % of micro influencer followers stated that they tried something that was recommended by the influencer. Moreover, 26.9 % of followers stated that they have made a purchase after they saw an influencer's post (Statista, 2021).

However, influencer marketing can be traced back to 1950s and opinion leaders. These opinion leaders influenced public opinion, motivations, attitudes, beliefs and behaviors and eliminated barriers towards new innovations (Morton, 2020). Along with the opinion leaders, for many years there has been celebrities who also influenced people and made collaborations and promotions with brands (Morton, 2020).

This Master thesis examines the effect of online influencers and traditional celebrities on Croatian consumer's brand attitude and purchase intention. Firstly, it is important to distinguish the terms influencer and celebrity, to put them into context and to outline their meaning for the reader. Schouten, Janssen, and Verspaget (2019) argue that companies are turning to "traditional" celebrities for instance, actors, supermodels and athletes, but also in the recent times, companies are turning often to social media influencers, called "micro-celebrities" to advertise their brands. In this study, researcher used the term "online influencer" used also by Sokolova & Kefi (2019). Online influencer can be described as "individual with at least 1000 followers on a particular social network, blog or other Internet social platform (Gajanova, Majerova & Nadanyiova 2020, p.4). Online influencers are individuals that became popular online, while they have expertise on topics like food, fashion, technology, travel, education, reviews, music, movies, sports and other (Lou & Yuan, 2019).

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Online influencers are also perceived as credible and authentic and the consumer's feel less resistance towards their messages (Torres, Augusto & Matos, 2019). On the other hand, the term for celebrities, namely "traditional celebrities" has been adopted from Schouten et al. (2019) and Fan (2020), while it may better help to distinguish two terms for the reader and also for survey participants in the questionnaire.

Traditional celebrities are oftentimes presented in newspapers, magazines, radio and television, however their audience is not active in the relationship with them (Liu & Zhang, 2018). Traditional celebrities' popularity is drawn from their achievements such as in movie and music industry or sports (Ohanian, 1990). Moreover, the literature about traditional celebrities has outlined the effectiveness of traditional celebrities and their endorsements and their influence on consumer's attitude and behavior. (Torres et al. 2019). Although traditional celebrities are established and researched, recent studies indicate that online influencers are considerably more trustworthy to consumers than traditional celebrities. Also, they are influencing consumer's brand attitudes and purchase intention more than traditional celebrities (Djafarova & Rushworth, 2017).

While online influencers are utilized often by brands, the way how they can be efficiently utilities for marketing and help brands endorsement still lacks scientific background (Schouten et al. 2019). In addition, the Trivedi & Sama (2020), Wolfson (2017) and Hill (2018) argue that opting either for online influencers or traditional celebrity influencers remains a unsolved problem for marketers. Trivedi & Sama (2020) and Schouten et al. (2019) also indicate the gap of comparing efficacy and differences of traditional celebrities and online influencers. Moreover, Trivedi & Sama (2020) have researched the topic of influence and comparative effect of online influencers and traditional celebrity influencers on the millennial consumer's brand attitude and purchase intentions. However, their researcher is only limited to millennial consumers in India.

Thus, this Master thesis attempts to solve this gap building on suggestion of Trivedi & Sama (2020) to research all consumer cohorts of the country on the same topic. Schouten et al. (2019) add the additional importance to the gap by arguing that few studies researched the topic of online influencers and traditional celebrities and tried to compare them. In addition, Vrontis, Makrides, Christofi, Thrassou, (2020) in their future agenda for influencer marketing research recommends expansion of influencer marketing research on non-researched geographical areas in developed and emerging market countries. Since there are no relevant studies on traditional

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celebrities and online influencers influence on brand attitude and purchase intention in context of Croatia, the geographical gap has been solved by investigating Croatian consumers. The intended contribution of this study is to investigate the topic of online influencer and traditional celebrities and to present efficacy of the two endorsers and their effect on Croatian consumer's brand attitude and purchase intention. The study will present how Croatian consumer's perceive the two endorsers and will online influencer and traditional celebrities effect their attitudes and purchase intention. The researcher will use online survey to reach Croatian consumers and quantitative analysis will be conducted.

1.1. Problem formulation and research questions

In the following paragraphs, the problem formulation will be presented. In addition, the components that led to forming of problem formulation will be discussed as well as the research questions that help to answer it.

The main point of this study is to receive insights into traditional celebrities and online influencers and their impact on consumer's brand attitude and purchase intentions. The researched population were Croatian consumers, and the focal point is to examine is there any effect of online influencers and traditional celebrities on Croatian consumers and what are the differences of online influencers and traditional celebrities in their influence on Croatian consumer's attitudes and purchase intentions.

Thus, by including all the factors and elements the problem formulation has been constructed in order to close the gap in the literature.

What is the effect of online influencers and traditional celebrities on Croatian consumer's brand attitude and purchase intention?

In correlation with the problem formulation, three research questions have been constructed to help answer above mentioned problem formulation.

RQ1- What is the effect of online influencers and traditional celebrities on brand attitude?

The first research question seeks to find and answer what are the effect of influencers and celebrities on consumer's brand attitude. The aim is to find is there any influence of online influencers and traditional celebrities on consumers attitude toward the brand and what is the difference between the influence of both endorsers.

RQ2- What is the effect of online influencers on consumers purchase intentions?

The second research question seeks to answer what is the effect and influence that online influencer have on consumers online purchase intentions. The aim is to find what are the influences of online influencers behavior or online influencer's characteristics that can impact consumer's online purchase intention toward the brand that online influencers endorse.

RQ3- What is the effect of traditional celebrities on consumers purchase intentions?

The third research question seeks to answer what is the influence of traditional celebrities on purchase intention. The researcher will attempt to find influences of traditional celebrities and to what extent they influence consumers purchase intention.

1.2. Master thesis structure

In the Figure 1, Master thesis outline has been presented. Firstly, introduction and research questions have been developed and explained in the literature review section. Next, hypotheses have been constructed along with the appropriate conceptual framework. Then, methodology will be presented following with the data analysis. Lastly, the research will provide discussion and conclusion of the Master thesis.

FIGURE 1 MASTER THESIS SUMMARY
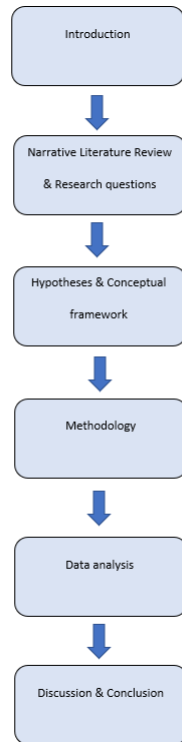
2. Literature review

The following chapters will present theory chapter and literature review for the three research questions.

2.1. Theory of reasoned action

Researchers in the domain of traditional celebrities and online influencers research have all utilized appropriate theories in their work. Vrontis et al. (2020) outlined in their systematic review, theoretical extensions used by researchers. The theories are: theory of reasoned action, social exchange theory, two-step flow of communication and megaphone effect. Next, Vrontis et al. (2020) argue that some researchers even use multiple theories in a study to understand the problem formulation. Moreover, the most commonly utilized theories are source credibility theory, persuasion knowledge model, social comparison theory and attribution theory (Vrontis et al. 2020).

In the following paragraphs, the theories will be briefly presented. Chetioui, Benlafqih & Lebdaoui (2020) argue that theory of reasoned action has its extension namely theory of planned behavior (TPB). TPB outlines that „attitude, subjective norms and behavioral control influence an individual's intention to perform a particular behavior. " (Chetioui, 2020, p.3).

Next, source credibility theory describes „how the percieved level of an influencer's credibility impacts the effectiveness of an influencer endorsement on consumer attitudes and behavioral intentions. " (Vrontis et.al, 2020, p.13). Then, persuasion knowledge model researches the influence of follower's persuasion knowledge when they view sponsorship disclosure on the sponsored posts. Social comparison theory outlines those influencers apply and produce upward social comparison which effects consumers behavior and their brand perception (Vrontis et al. 2020). Attribution theory presents „consumers' explanation of influencers' actions and promotion strategies and subsequently their responses to influencers' persuasive messages. " (Vrontis et.al 2020, p.13).

Theory used for this Master thesis is the theory of reasoned action (TRA). TRA has been one of the leading and most utilized theories in social sciences in the last several decades (Trafimow, 2009). The TRA is based on notion that the closest cause of behavior is the behavioral intention. Next, behavioral intention is set by attitude and subjective norm, which any of can impact the intention the most. In other words, attitude can be viewed as assessment of the behavior and subjective norm can be viewed as what others (that person finds important) think that person should do (Trafimow, 2009). TRA has been firstly proposed by Ajzen and Fishbein (1972). TRA has been used while it can outline the correlation between attitude and behavior. Likewise, in this study the aim is to examine the correlation between brand attitude and Croatian consumers purchase intentions. Moreover, Trivedi & Sama (2019) argue that

research of brand attitude is key in order to predict customers purchase intentions. Thus, theory of reasoned action supports this study while the attitude is the key that determines behavior, in this research purchase intention (Ajzen and Fishbein, 1972). In addition, Trivedi & Sama (2020) argue that attitude is important to consider while it predicts consumer's purchase behavior.

2.2. RQ1

In their research Trivedi & Sama (2020) found out that there is a direct impact of influencers and celebrity endorsers on brand attitude and purchase intentions. Therefore, influencers and celebrities produce positive brand attitude which leads to brand admiration and ultimately to more purchase intentions.

De Veirman, Cauberghe & Hudders (2017) argue that there is a positive correlation between influencer's number of followers and attitudes toward influencers. In other words, the number of followers will increase influencers likability and popularity. Jin (2018) state that if there is a positive consumer's inclination toward a celebrity that they can relate to, it would positively impact brand attitude. Moreover, social comparisons with the influencers or celebrities and self-discrepancy may lead to positive attitudes towards brand and ultimately lead to purchase intentions. In other words, celebrities and influencer might be perceived as a role models which can cause self-discrepancy in consumers. That can result with positive attitude toward the endorser and endorsed brands (Jin & Muqaddam & Ryu, 2018).

Next, Freberg et al. (2011) & Lou & Youan (2019) argue that social media influencers impact customers attitudes via blogs and use of social media. In addition, influencers are collaborating with a brand as a third-party who helps to improve attitude towards the brand. Moreover, Uzunoglu & Klip (2014) & Hermanda, Sumarwan & N. Tinaprilla (2019) confirm the claim by arguing that social media influencers could pose as third party that presents and recommends the brand products via social media which could impact customers' opinions, behaviors and attitudes toward the product and brand. Vien et al. (2017) & Hermanda et. al (2019) argue that brand image is a part of the brand attitude and it can positively impact customer's purchase intentions. Moreover, Hermanda et. al (2019) state in their findings that influencers affect positively brand attitude which leads to more purchase intentions.

Next, Djafarova & Rushworth (2017) argue that influencers have stronger impact on younger consumers brand attitude and purchase intention, than celebrities.

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Moreover, Colliander & Dahlen (2011) & Schouten et al. (2019) argue in their findings that readers feel closer to a fashion blog post by a blogger influencer than to online magazine article. In addition, blogger influencers build stronger attitude toward the brand and influence more purchase intentions than traditional online magazine. Moreover, Reichelt, Sievert & Jacob (2014) & Schouten et al. (2019) argue that the effectiveness of EWOM on consumers attitudes and purchase intentions is correlated with influencers and celebrity endorser's credibility. Moreover, Pradhan, Duraipandian & Sethi (2016) found out that user-brand and brand-celebrity personality congruence have a high influence on brand attitude and customers purchase intentions.

Also, Pradhan et al. (2016) outline the previous research and show that celebrity endorsement popularity influences brand attitude as well as brand recall and customers purchase intentions. Next, Torres et al. (2019) outline that digital influencer's attractiveness (which includes likeability and familiarity) and influencer-brand fit positively impact brand attitude and customers purchase intentions. Also, Amos & Holmes & Strutton (2008) & De Vierman et. al (2017) indicate that there is a positive relationship between attitude toward celebrity and brand attitude. Also, if there is a significant fit between celebrity and product it can positively impact attitude towards the brand (Choi and Rifon, 2012; Torres et al. 2019). In addition, Torres et al. (2019) also state that attitude toward endorsers ad had direct impact on brand attitude. Content and information presented by credible and attractive influencers can positively effect brand attitude (Lim et al.2017). Next, they argue that influencer-product fit has considerable impact on customers attitude and purchase intention (Lim et al.,2017).

In addition, Shan, Chen & Lin (2020) argue that fit between influencer' image and consumer's ideal self-image may lead to positive brand attitude and more customers purchase intentions. Next, when influencers successfully engage their followers with brand-related social media content it can positively impact customers' acceptance to brand attitude and brand message (Shan, Chen & Lin, 2020).

Based on the research question 1, following hypotheses were developed.

H1: Traditional celebrities has positive influence on Croatian consumer's brand attitude.

H2: Online influencers has positive influence on Croatian consumer's brand attitude.

2.3. RQ2

Influencers can be seen as opinion leaders, are utilized to influence consumer decisions. The influence is employed on consumers attitudes and behaviors and is manifested by word of mouth. The reasons for opinion leaders' influential power are their status, social prestige, personal appeal or expertise. (Vrontis et al. 2020) Next, Vrontis et al. (2020) outline the previous research of Katz and Lazarsfeld (1955) who argue that opinion leaders are vital part of customer purchase decision, while they spread their interpretations of information from mass media. Moreover, they argue that consumer final decision is influenced via blend of mass media and opinion leader's informations. In this combination interpersonal communication and influence of opinion leaders are valued more than mass media (Vrontis et al. 2020).

Another important factor that influences consumer's purchase decision is perceived credibility of the influencer. Perceived credibility of the influencer can increase purchase intention of the customers (Vrontis et al. 2020). In addition, Kudeshia and Kumar (2017) & Chetioui et al. (2020) state that it important to consider the quantity of E-WOM, while it is a important factor that impacts customer's purchase intention.

Also, Lou & Youan (2019) argue that posts from influencers and it's informative and credibility value may positively affect their follower's trust in branded posts created by influencers. Thus, this can influence brand awareness and also purchase intentions of the followers. In other words, if influencers create relevant educational content that brings value to the followers, it will increase their trust level and consequently their willingness to purchase. However, entertainment posts of the influencers, did not affect trust of the followers and did not affect purchase intentions. Authors concluded that trust in influencers branded posts impacted purchase intentions the most (Lou & Youan, 2019). Woodroof, Howie, Syrdal. & VanMeter .(2020) examined the impact on influencer's transparency on product efficacy and purchase intentions. Next, Woodroof et al. (2020) state that if consumers become aware that influencer's brand promotion posts are driven by financial benefit for the influencer, consumers will perceive those influencers as less transparent. Thus, customers perceptions of influencer transparency impact customers perceptions of product, which also impact customer's purchase intentions. In addition, they argue that if customers are aware of persuasion attempts, and if influencers are transparent and have a clear disclosure about the product, customers tend to view influencer and product more positively which can result in greater purchase intention (Woodroof et al. 2020).

Moreover, Torres et al. (2019) state that influencer's attractiveness and congruence between influencer-brand positively consumer attitude and purchase intentions. Next, Torres et al. (2019) argue that attractiveness and congruence are two keys of influencer's endorsement effectiveness. In addition, congruence has stronger impact than attractiveness. Moreover, influencers impact customer's attitude towards endorsement and therefore influencers have impact on brand attitude and purchase intentions. Likewise, Saima & Khan (2021) reveal that influencer's trustworthiness, value of informative and entertainment content has considerable effect on their credibility. Also, influencers trustworthiness and credibility have direct effect on customers purchase intentions, while credibility had stronger impact. Saima & Khan (2021) state that trustworthiness findings are in line with source credibility model.

Next, AlFarraj, Alalwan, Obeidat, Baabdullah, Aldmour.& Al-Haddad. (2021) in their study present that attractiveness and expertise of the influencer positively impact online engagement and purchase intentions. Moreover, AlFarraj et al. (2021) state that if customer's perceive influencers as attractive and experts in their field, customers will be more inclined to engage with posted content and thus have stronger purchase intentions. Next, Sokolova & Kefi (2019) argue that credibility of the influencer and para-social interaction display considerable positive relationship to purchase intentions, while credibility having stronger influence. Moreover, study outlines that attached followers are more likely to purchase products endorsed by the influencers.

Next, perceived similarity with an influencer via shared values is related significantly with credibility and para-social interaction. Authors also argue that in cases other than with beauty bloggers, customers value more credibility than attractiveness and beauty of the influencer (Sokolova & Kefi, 2019). Moreover, Gajanova, Majerova & Nadanyiova (2020) researched impact of the influencers on customers decision-making process in the context of Slovakian consumers and presented that Slovakians have still high distrust in influencer marketing. Study presented that Slovakian customers perceived traditional advertising more trustworthy than influencers marketing. Next, Arsenis & Chatzopoulou (2020) in their study argue that influencer's purchase influence on their followers' decisions can successfully promote their advertising messages, however it is not strong enough to build a positioning of the brand. Moreover, they argue that influencers impact opinions and purchase behavior of Instagram users, while they are considered as daily, ordinary people with authentic opinions (Arsenis & Chatzopoulou, 2020).

Arsenis & Chatzopoulou (2020) state that influencers that work with established stores and brands and have already satisfied customers, tend to have more influence over their followers

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than influencer's who are promoting companies that already have bad reviews. This can indicate that higher satisfaction of the followers tends to lead to higher purchase intentions. Moreover, Weismueller, Harrigan, Wang, Soutar (2020) add on saying that there is a connection between purchase intention and credibility. When customers perceive influencer as a credible source, they are more likely to be inclined towards buying their products. Moreover, customers are assessing influencer credibility, in order to assess the value of the advertised product (Weismueller et. al 2020). Next, Weismueller et. al (2020) reveal in their findings that influencer's credibility can lead to higher value of the product endorsement, which can increase customers purchase intention.

Furthermore, Weismueller et. al (2020) outline in their study that factors such as attractiveness, trustworthiness and expertise can increase consumer purchase intention considerably. Moreover, Weismueller et. al (2020) argue that advertising disclosure, being transparent with the advertised and sponsored content, can influence attractiveness. In addition, attractiveness influences consumer purchase intention. Moreover, Weismueller et. al (2020) argue that influencer's number of followers positively impacts attractiveness, trustworthiness, and consumer purchase intention (Weismueller et. al 2020). Moreover, Weismueller et. al (2020) introduce source credibility model which indicates that endorser's perceived attractiveness, trustworthiness and expertise can influence endorsement effectiveness (Weismueller et. al 2020).

For influencer's expertise is more important how audience perceives it, rather than actual expertise (Weismueller et. al 2020). Moreover, they argue that source credibility has a key role in purchase decision making process and it is impacted by disclosure conditions.

Furthermore, Castillo & Fernandez (2019) state that brand which aims to increase sales and market share could opt for online influencers in their social media strategy to increase purchase intentions. Also, companies need to strive to employ influencers that can help raise companies brand value and engagement, which in turn will increase consumers purchase intention behaviors (Castillo & Fernandez, 2019). In addition, Castillo & Fernandez (2019) state that perceived influence of the followers is positively correlated with brand engagement, brand expected value, and behavioral intention. In addition, brand engagement can raise brand expected value and those can forecast intention of customers purchase of recommended brands (Castillo & Fernandez, 2019). It is important to note that brands should strive to create brand value and engagement to influence customers behavioral intention. It is not recommended to launch only persuasive brand messages to influence potential purchase (Castillo & Fernandez, 2019).

Followers utilize influencers and rely on them when they need online sources that can help them to make a purchase decision and direct their personal actions. Nurhandayani, Syarief & Najib (2019) argue that influencers can improve image of the brand, and thus increase sales of the brand, by increasing purchase intentions of the customers. Companies should strive for influencers who are trustworthy, reliable and up-to date. Moreover, Renchen (2020) argues that when influencer fits to the target audience in personality and brand identity, it increases influencers impact on consumers. Next, Renchen (2020) argues that influencers high engagement and social presence can lead to increase in their fame and trust of the followers. In addition, brand attitude of followers is increased by popular and socially engaged influencers (Renchen, 2020).

Influencers are also utilized to build brand awareness of target groups of the brand (Renchen, 2020). When influencers are perceived as trustworthy and experts, consumer tend to build positive brand attitudes towards them. Moreover, E-WOM proposed via trusted influencers can provide to consumers brand knowledge (Lock, 2016 ; Renchen, 2020). Brand image and brand awareness are positively affected when consumers spread positive brand attitudes and evolvement, which in turn can also motivate costumers to buy a product (Renchen, 2020). Lim et al. (2017) in their study over Millennials argue that congruency among social media influencers and endorsed product may strongly influence consumers purchase intention.

Next, Lim et al. (2017) argue that customers who notice brand symbols in the endorsed brand content can transfer brand meaning and recognize the brand more. Thus, this can lead to more brand purchases. Moreover, customers tend to interpret more brand meanings if the brands are endorsed by social media influencers that they admire and have something in common with (Lim et al.,2017). Furthermore, there is a correlation between customer attitude and purchase intention. Lim et al. (2017) support the claim by suggesting that attractiveness of the influencers may have positive effect on consumer attitudes toward a brand and directly influence their purchase intention.

The underlaying intention to purchase the product is highly subjective and depends on individual's belief (Lim et al.,2017). Followers with a positive attitude towards social media influencers would generally have also a favorable purchase intention towards endorsed product (Lim et al.,2017). Chetioui et al. (2020) propose that E-WOM (electronic word of mouth) is more efficient when it is formed by individuals that have powerful influence on online

customer's purchase intentions. In other words, influencers and celebrities have greater impact on customer's purchase intentions while generating E-WOM.

Chetioui et al. (2020) argue that perceived credibility of the influencer is the strongest determinant that affects attitude towards the influencer along with expertise and trust. In other words, if customers view influencer as credible, they will have more purchase intentions toward the products he or she endorses. In addition, Pick (2020) argues that when endorser's have positive evaluation on purchase behavior and attitude towards advertising, it can support source credibility. Pick (2020) continues by stating that credible messages transferred via influencers that have credibility can positively impact consumer purchase behavior (Pick, 2020). Moreover, it is crucial to invest time and effort in influencers and create the right kind of content with them. The results of Pick (2020) study concluded that it is crucial for companies to opt for influencers who are perceived as attractive, competent and trustworthy.

Hermanda et al. (2019) state in their study that there is no considerable relationship between influencers and purchase intentions, but there is an indirect influence via attitudes toward behavioral variables. Influencers may affect customer purchase intentions trough brand image variable. In addition, brand image variable is related to brand attitude variable which has positive impact on purchase intention variable. Moreover, by seeing influencers and by relating to their image, customers can become encouraged to purchase a product. Influencers act as agents between companies and customers (Hermanda, et.al 2019).

Based on the research question 2, following hypothesis has been developed.

H3: Online influencers has positive influence on Croatian consumer's purchase intention.

2.4. RQ3

Liu, Zhang & Zhang (2020) in their study argue that customer's perceived self-congruity along with online celebrities' image and virtual interactivity positively influences online celebrities' brand equity. Then, brand equity of online celebrities positively impacts followers' purchase intentions and the perceived product quality. They refer to study of Schiffman et al. (2012), arguing that online celebrities represent reference groups for the customers, which can guide customers in their purchase decisions (Liu, Zhang & Zhang, 2020). Next, loyal followers will more likely purchase products by online celebrities, and perceived quality of the product has major impact on their purchase decisions (Liu, Zhang & Zhang, 2020).

Next, Tengku & Maznina (2020) show in their study that there is a positive influence of parasocial interaction on the customers purchase intention of celebrity-endorsed products. Tengku & Maznina (2020) also refer to previous studies saying that characteristics of celebrities, namely attractiveness, trustworthiness and credibility are crucial for impacting customers purchase decisions. Moreover, they refer to studies saying that endorser's credibility and likability has positive impact on customers purchase intentions (Tengku & Maznina, 2020). Moreover, if customers can relate to and have perceived similarities with the celebrity, they will more likely purchase an endorsed product (Tengku & Maznina ,2020).

The research also confirmed previous research by outlining that celebrity endorsements, positively impact customers purchase intentions (Tengku & Maznina, 2020). Moreover, Pradhan et al. (2016) in their study outline that user-brand and brand-celebrity personality congruence have a considerable effect on brand attitude and purchase intention. On the other hand, celebrity-user congruence has no effects on purchase intention. Next, celebrities characteristics such as attractiveness and expertise, that are paired with the brand may impact purchase intentions. Also, if customers can relate to celebrities in terms of age and ethnicity it can lead to positive brand attitude which therefore can result with more purchases (Pradahan et. al 2016). In addition, Djafarova & Rushworth (2017) argue that customers need to be attracted to and interested in celebrities life in order to be influenced by celebrities endorsement. Djafarova & Rushworth (2017) outline previous research by arguing that female users are more susceptible to social influence and will be more likely purchase product presented by their favorite celebrity. Findings of the research presented that eWOM is positively linked to customer purchase behavior and it is based on follower's trust. In fact, celebrities endorsements are perceived highly credible in producing positive eWOM, while celebrities produce positive associations with the endorsement and the brand (Djafarova & Rushworth, 2017).

Next, Chung & Cho (2017) found out in their study that parasocial relationships that customers build with celebrities, positively impact trustworthiness with the celebrities. Next, trustworthiness of the celebrities positively impact brand credibility which therefore influences customers purchase intentions. Moreover, exchanges between customers and celebrities on social media directly impacts building of parasocial relationship, which is also mediated by celebrity's self-disclosure (Chung & Cho, 2017). Moroever, Herjanto & Adiwijaya & Wijaya & Semuel (2020) reveal previous research and argue that when customer wants to improve his or her self-image, he will more likely do it by adopting the celebrity endorsed brand. This

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provides customers with better self-identity and sense of relatedness to celebrity and improves attitude towards the brand which results with more connection towards that brand and ultimately more purchase intentions. Herjanto et al. (2020) state that celebrity endorsement (variable) builds strong brand image that leads to high brand trust which results with more purchase intentions. By customers having high brand trust they will perceive a brand as reliable and will tend to build stronger relationship with a brand which results in positive WOM and purchase intentions (Herjanto et al. 2020). Also, celebrity endorsement mediates how strongly will brand image affect brand trust and purchase intention (Herjanto et al. 2020).

Jin & Muqaddam & Ryu (2018) present in their study that customers perceive online celebrities (influencers) more trustworthy, they perceive the brands that they endorse more credible and feel more social presence from them than from traditional celebrities. Study also indicates importance of celebrity endorsement trustworthiness (Jin et al. 2018). Next, Jin et al. (2018) argue that perceived sociability in major reason for customers preferring online influencers than traditional celebrities in an online context.

Satria & Jatipuri & Hartanti & Sanny (2019) confirm in their study that celebrity's credibility has positive impact on brand attitude and customers purchase intentions. Satria et al. (2019) also state that if customers have positive attitude toward advertising they will tend to purchase more. Next, Onu & Nwaulune & Adegbola & Nnorom (2019) argue that celebrity's physical attractiveness and trust of the customers have positive impact on customers purchase intentions. If customers perceive celebrities as attractive and have trust in them, they will tend to have more purchase intentions towards endorsed products (Onu et al. 2019).

Wang & Cheng & Chu (2012) present that celebrity endorsements has considerable positive effect on customers purchase intentions. Wang et al. (2012) argue that celebrity endorsements have deep impressions on customers and that their endorsement can affect customers brand image. Also, positive evaluation of the celebrity leads to more customers purchase intentions. Next, Fan (2020) argues that persuasiveness of traditional celebrities is higher than of online celebrities (influencers). Also, the interviewees viewed traditional celebrity endorsements more effective than of influencers. The findings are limited to Asian market, which can indicate why the findings are contradictory to previous research (Fan, 2020). Schouten et al. (2019) argue that customers trust more and relate more to influencers than traditional celebrities. Also, influencers are perieved as more credible than traditional celebrities (Schouten et al. 2019). Influencer's product reviews have considerable effect on customers product review. Also when celebrities endorse product in an authentic way they are perceived as more credible. Influencers tend to have more credibility and are categorized as exp. Beauty blogger, which can result in

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stronger product-endorser fit than with traditional celebrities. The participants are more likely to buy an endorsed product from influencer than celebrity (Schouten et al. 2019). Influencer's endorsement was also perceived as more relatable than celebrity endorsements.

Frimpong et al. (2019) argue that celebrity's characteristics such as attractiveness, trustworthiness and familiarity have a positive impact on consumers brand quality perception, brand loyalty and purchase intentions.

Bennett, Anaza & Andonova (2021) argue that when customers are exposed to a low-price product that is endorsed by celebrity or influencer, they tend to have higher price-quality perceptions about the product and higher purchase intentions. Furthermore, Trivedi & Sama (2020) examined comparison between celebrities and influencers and their impact on consumer's online purchase intentions. Trivedi & Sama (2020) argue that brands which are admired have also stronger consumer-brand relationships which impacts brand image and leads to continual purchases. Next, results of the study indicate that consumer value more the opinion of expert influencers than celebrities. Trivedi & Sama (2020) also argue that brand admiration of the customers is antecedent of customer's purchase intentions and that brand attitude is antecedent to brand admiration.

Based on the research question 3, following hypothesis has been developed.

H4: Celebrity has positive influence on Croatian consumer's purchase intention.

2.5 Hypotheses

The literature review outlined all the major concepts and findings in the celebrities and influencers literature. The researcher found and presented connections between variables in the form of following hypotheses. Traditional celebrities and online influencers present independent variables, while brand attitude and purchase intention present dependent variables. Although the hypotheses are presented after each research question, this chapter presents all hypotheses.

H1: Traditional celebrities has positive influence on Croatian consumer's brand attitude.

H2: Online influencers has positive influence on Croatian consumer's brand attitude.

H3: Online influencers has positive influence on Croatian consumer's purchase intention.

H4: Celebrity has positive influence on Croatian consumer's purchase intention.

H5: Brand attitude has positive influence on Croatian consumer's purchase intention.

Commented [WAB1]: As these are developed after discussing the relevant literature review, it is best to place each hypothesis after the relevant literature above. Than the conceptual framework can follow.

2.6. Conceptual framework

Conceptual framework represents a visual depiction of the key concepts and findings of the previous literature. McGaghie, Bordage & Shea (2001) state that conceptual framework 'sets the stage' and presents research questions. Next, conceptual framework also presents relationships between key concepts or variables. Variables for this Master thesis are online influencer, traditional celebrity, brand attitude and purchase intention. The problem formulation is investigating the effect of online influencers and traditional celebrities on the Croatian consumer's brand attitude and purchase intention. The conceptual framework in Figure 2 presents those 4 variables and the relationships between them.

FIGURE 2 CONCEPTUAL FRAMEWORK
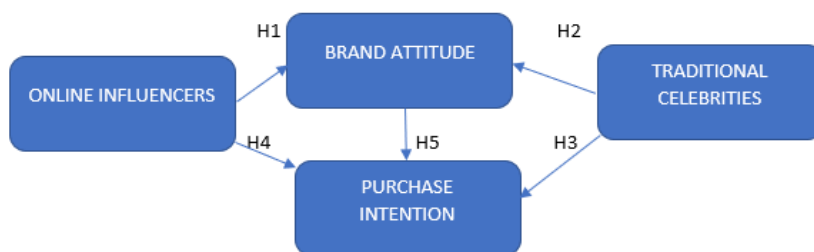
3. Methodology

3.1. Nature of social science

In the following paragraphs, methodology and research design will be presented. Firstly, it it important to outline philosophical approaches utilized in the study. Secondly, four paradigms

and methods utilized in the study will be presented. Thirdly, type of research design and data collection methods will be laid out.

This study is attempting to outline problem statement and research questions that are in the domain of social science. There are three approaches and authors that are outlining the research methodology of social sciences namely, Arbnor and Bjerke (2009) Classification, FISI Classification by Durkheim, Spencer, Parsons and Merton and Burrell and Morgan's RRIF Classification in 1979. which was presented in their book „Sociological Paradigms and Organisational Analysis" (Kuada, 2012). Next, Burrell and Morgan's RRIF Classification (1979) work has been selected to present the research methodology and arguments in this study, while it offers convenient schema and detail synthesis that is known to researcher writing this study.

Burrell and Morgan (1979) offer a presentable scheme or framework of social science in four sets of assumptions. The philosophical assumptions are ontology, epistemology, human nature and methodology. In the next paragraph, objectivist and subjectivist approach to social science will be presented along with arguments for choosing one for this study. In the Figure 3, framework of Burrell and Morgan (1979) offers clear presentation of different approaches that will be outlined in detail in further chapters.

FIGURE 3 BURREL AND MORGAN FRAMEWORK

The subjective-objective dimension

The subjectivist approach to social science		The objectivist approach to social science
Nominalism	ontology	Realism
Anti-positivism	epistemology	Positivism
Voluntarism	human nature	Determinism
Ideographic	methodology	Nomothetic
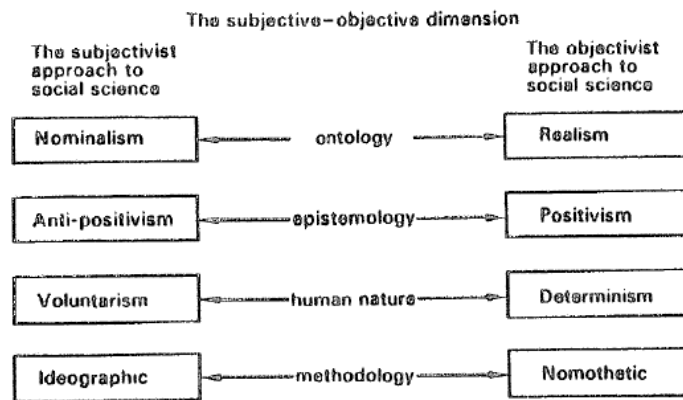
Saunders et al., (2009) presented in their book research onion, Figure 4. Research onion outlines options and matters and helps when researcher is deciding on which data collection method to opt for. Also, research onion has several layers presenting research philosophies, research approaches, researcher strategies, choices, time horizons and techniques and procedures (Saunders et al., 2009). As it can be seen from the research onion, it is important to start from outer layers. Therefore, this study will start with research philosophy. After selecting research philosophy, next step is to select research approach, then research strategy and in the end data collection method and ways of analysis. The research onion helped the research visually present the options and the research design and process.

FIGURE 4 THE RESEARCH ONION

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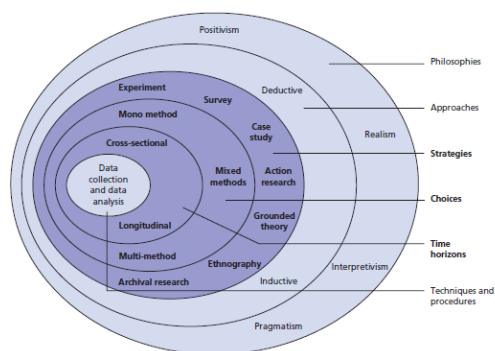
3.2. Ontology

Ontology investigates and outlines „nature of reality"(Saunders et al., 2009, p. 110). Ontology also can be described as „the nature of what researcher seeks to know"(Kuada, 2012, p. 58). The researcher asks the questions on how the world is functioning. There are two main aspects or positions in ontological approach. Firstly, there is objectivist approach. Objectivist approach is a term for a position that argues that reality is external to individuals and exist outside of their consciousness. Secondly, social science scholar also uses subjectivist approach. Subjectivist approach as opposed to objectivist approach, stands for position that every individual has its own world and that environment and individual impact each other (Kuada, 2012). Moreover, ontological perspective outlines „relationship between human beings and their environment. " (Kuada, 2012, p. 59).

Burrell & Morgan (1979) in their work present ontological perspective into two approaches, namely nominalism and realism. On the one hand, nominalist approach builds upon the assumption that the „social world external to individual cognition is made up of nothing more than names, concepts and labels which are used to structure the reality. " (Burrell & Morgan ,1979,p.4) In other words, nominalism stands for that social world cannot be fully described outside and without individuals perspective. On the other hand, realism approach argues that social world outside of individual is tangible, real and fixed structures. In addition, for researcher that applies realism position social world can exist outside of his or her perception and recognition (Burrell & Morgan, 1979).

For this study, objectivistic approach will be applied and used throughout the study. Arguments for selecting objectivistic approach are following. According to Saunders et al. (2009), objectivistic approach stands for position that social reality and entities are standing without social actors. This study is implementing objectivistic approach while researcher does not impact the findings and the results of the study. In addition, quantitative data are less likely to produce bias, unlike the subjective data. The results are independent of individuals perception and cognition. Findings and results are obtained by online survey which implemented rigid set of questions and was based on hypothesis and extracted theory from the literature. Burrell and Morgan (1979) in their framework in Figure 3 outline the realism approach in the ontological position that leans toward objectivism. Thus, ontological position for this study is realism. Moreover, Burrell and Morgan (1979) argue that researchers who are utilizing realism are concerned more with numbers, facts, statistical data and tangible structures.

By the same token, in this study statistical procedures have been done in SPSS software and multiple linear regression analysis applied. Data has been analyzed statistically and objectively observed. Thus, objective approach is used.

3.3. Epistemology

Epistemology is philosophical position that represents what is "acceptable knowledge" for the researcher and the study (Saunders et al. 2009, p. 112). Epistemology also „describes the nature of knowledge" and „how we know what we know" (Kuada, 2012, p. 59). In other words, it is important to note in the study how do we know and what we know is true. Saunders et al., (2009) distinguishes two types of researchers by their tendcy of which topic they choose and which perspective they have. Firstly, the „resources"researcher stands more for tangible proofs, hard fact and objective reality and the data collected by the „resources" researcher are less subjected to bias. In opposition, „feelings" researcher gravitate more toward understanding of feelings, attitudes and perspectives of an individual. „Feelings" researcher cannot measure attitudes and feelings on the same way as „resources" researcher can measure tangible objects via for instance, statistical methods (Saunders et al., 2009). „Resources" researcher lean toward positivism and they work with observable reality producing generalized results. „Feelings" researcher lean toward interpretivism emphasizing understanding of humans as social actors that can give meaning to outside reality (Saunders et al., 2009).

Burrell & Morgan (1979) outline in their framework in Figure 3, two approaches in epistemological position. They are positivist and anti-positivist approach. On the one hand, positivism depicts approach that attempts „to explain and predict what happens in the social world by searching for regularities and causal relationships between its constituent elements." (Burrell & Morgan, 1979, p.5). On the other hand, anti-positivist leans toward interpretivism and states that social world is relative, and it depends of individuals perspectives and viewpoints who are part of that social world (Burrell & Morgan, 1979).

For this study, positivism will be applied as a epistemological approach. In the Burrell & Morgan (1979) framework, positivist epistemological approach that leans toward objective approach. In this study, researcher is seeking for tangible evidence and numerical data which will help to test hypotheses and generalize the findings. As it has been previously outlined, this study utilized online survey and by adopting objective approach, researcher is looking for regularities and causal relationships between variables. Accordingly, it can be argued that researcher belongs to „resources" researcher, while the focus of the study is on objective

reality, facts, numerical and statistical procedures and all the results can be measured and generalized. Thus, this research utilized positivistic approach and researcher searched for regularities.

3.4. Human nature

Human nature revolves around the debate of selecting voluntarist or determinist approach (Burrell & Morgan, 1979). Human nature is presented as „nature of the relationships between man and the society in which he lives. "(Burrell and Morgan ,1979 p.6). Thus, it can be observed that human nature is examining correlations between individual and environment or the outer world. One point of view is determinism, which argues that an individual is completely affected and determined by the environment. On the contrary, voluntarist approach which argues that an individual is entirely "autonomous and free-willed." (Burrell & Morgan, 1979, p.6). Therefore, voluntaristic approach gives individuals an aspect of creativity. However, determinist approach positions individual in the system and it can be examined with cause-and-effect laws. In addition, voluntarism leans toward subjective approach and determinism leans toward objectivistic approach (Burrell & Morgan, 1979). For this study, researcher opted for determinism approach while it is in line with the previously selected philosophies and research approach. The study is based on objectivistic approach where individuals are part of the system and regulation and they are observed with cause and effect relationships. Thus, it can be argued that researcher implemented determinism approach in this study.

3.5. Methodological approach

Lastly, it is important to discuss the matter and approach to methodology. Previous philosophical assumptions of ontology, epistemology and human nature impact the selection of methodology. Methodology can be defined as „reasons underlaying the choice and use of specific methods in the research process. " (Kuada, 2012, p.59). Objectivistic approach to methodology will utilize approach that focuses on observation of relationships and causalities. However, subjectivistic and interpretive approach will utilize approach that focuses on interpretations and experiences of individuals (Kuada, 2012, p.59). In Burrell & Morgan (1979) work authors have split methodology into two distinctive positions. On the one hand, ideographic position gravitates to subjectivistic approach and puts importance on „first-hand knowledge" from the researched individual, as the way to understand the reality (Burrell & Morgan, 1979, p.6). On the other hand, nomothetic position represents objectivistic approach. Nomothetic position argues for importance of systematic protocols, hypothesis testing and

quantitative techniques. In addition, surveys and standardized research test all characterize tools that encompass nomothetic approach (Burrell & Morgan, 1979).

Due to the nature of this study and previously incorporated philosophies and objectivistic approach, researcher opted for nomothetic position. Moreover, in this study standardized protocol and online survey has been conducted, which Burrell & Morgan (1979) state that these methods characterize nomothetic position. In addition, this study encompasses quantitative research method and hypothesis testing which all encompass nomothetic approach.

3.6. Burrell and Morgan 4 paradigms

Kuada (2012) argues that concept of paradigm consists of understandings of the studied phenomenon , useful questions about the phenomenon, structure of the research, and the way the results are interpreted. Moreover, paradigm reflects researcher's beliefs, what researcher seeks to know, human nature and researcher strategy (Kuada,2012). Saunders et al. (2009) argue that paradigms clarify the researcher's view on the nature of science and that they bring transparency and understanding to readers. The reason being paradigms outline researcher's logic behind choices and arguments in the research. Also, paradigms establish clear possibilities and boundaries of the study (Saunders et al. 2009).

Burrell and Morgan (1979) in their work present 4 main paradigms, namely radical humanist, radical structuralist, interpretive and functionalist paradigm. The four paradigms are presented in the Figure 5 below. Also, four paradigms are outlined in order to fit four conceptual dimensions which are: radical change, regulation, subjectivist and objectivist (Saunders et al., 2009). Radical change is concerned with assessing, evaluating and possibly changing the present situation. On the contrary, regulatory perspective does not have a purpose of critically assessing and changing. Therefore, its purpose is to improve the situation within the framework boundaries and to explain the regulative processes (Saunders et al., 2009).

Next, four research paradigms will be explained. Firstly, radical humanist paradigm positions between the sociology of radical change and subjective perspective. This paradigm is about „changing the status quo" and critically assessing and the researcher should opt for subjective ontological perspective along with this paradigm (Saunders et al., 2009).

Secondly, radical structuralist paradigm positions between sociology of radical change and objectivism. Along with this paradigm, researcher will opt to change present situation by conducting analysis, searching for patterns and relationships. It utilizes objective approach as opposed to radical humanist approach (Saunders et al., 2009).

Thirdly, interpretive paradigm positions between sociology of regulation and subjective approach. The researchers utilizing this paradigm will put emphasis on meanings, understandings of phenomenon and explanations of the phenomenon (Saunders et al., 2009).

Lastly, functionalist paradigm positions between sociology of regulation and objectivism. By opting for this paradigm, researcher should also opt for objectivist ontological position. Functionalist paradigm is concerned with rationalities and it proposes practical solutions. Moreover, it is the most common paradigm that researcher use in business and management (Saunders et al., 2009).

In this study, researcher opted for functionalist paradigm. Since in this study, objectivistic approach is utilized, it can be assumed that the researcher will gravitate toward functionalist paradigm. Therefore, primary focus of this study is to offer rationalities and search for causalities. Accordingly, Saunders et al., (2009) that former two are part of the functionalist paradigm.

FIGURE 5 BURRELL & MORGAN'S 4 PARADIGMS MODEL OF SOCIAL THEORY
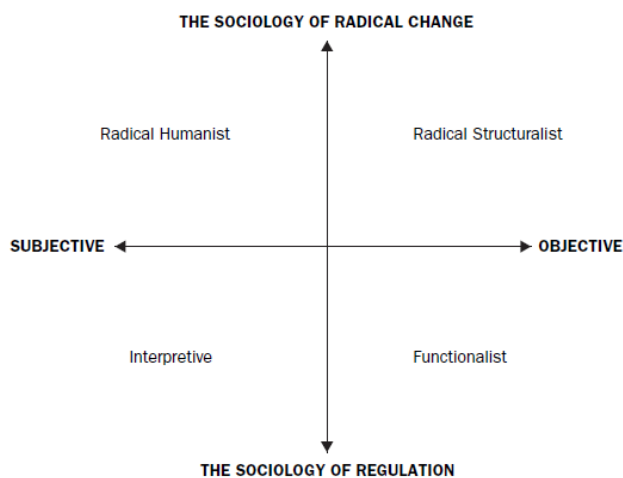
3.7. Research design and Research methods

„Research design section gives an overall view of the method chosen and the reason for that choice. “ (Saunders et al. 2009, p. 43). It is also defined as „general plan“ for answering research questions (Saunders et al. 2009, p. 136). In the research design, researcher presents where is the research carried out, which data collection method is used and arguments for selecting these methods and approaches. It is important to be transparent and specify in for instance, the case of survey, the chosen population, sample size, how the survey is distributed to participants and how the researcher has analyzed the data (Saunders et al., 2009). Next, the selection of research questions and researcher's values have a major impact on research design. Therefore, we can distinct the researcher that gravitate to objectivity and numbers, while some gravitate more toward examining the deeper insights, meaning and feelings.

Moreover, there are several different research designs that can be applied, namely experimental design, cross-sectional design, longitudinal design, case study design and comparative design (Bryman & Bell, 2015). This study implemented cross-sectional design. Cross-sectional design while this research studies „a particular phenomenon in a particular time. “ (Saunders et al. 2009, p. 155). Also, cross-sectional studies oftentimes implement survey strategy and are time restricted. The purpose of this study is to conduct a research on Croatian consumers in a particular point of time and not to take samples and measure over a long period of time, like in longitudinal research design (Saunders et al., 2009). Furthermore, it is important to outline purpose of the research. The three main classifications are exploratory, descriptive and explanatory studies. This research study used explanatory research approach. Explanatory research „establishes causal relationships between variables“(Saunders et al. 2009, p.140). Explanatory research oftentimes implements statistical procedures and examine correlations between variables (Saunders et al., 2009).

It is important that the selection of research methods is consistent with the selected research approach. Research methods are distinct into two categories, namely quantitative and qualitative research method (Kuada, 2012). Quantitative research method is utilized when researcher has an objective of testing hypothesis or looking for numerical explanation of research questions. Quantitative research methods encompass examining causal relationships between variables. By implementing this method researcher has less flexibility than by implementing of qualitative research method (Kuada, 2012). Qualitative research methods follow „standardized procedures and techniques for collecting, organizing and analyzing the data“ (Kuada, 2012, p. 104). Next, this method enables researcher to collect the data which can

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be generalized as well as they can produce generalizable results. Lastly, quantitative research method often implements question-based survey or interview data collection technique (Kuada, 2012).

In contrast, qualitative research methods can be described as „any type of research that produces findings not arrived at by statistical procedures or other means of quantification." (Strauss & Corbin, 1998, p. 10-11). Qualitative research methods are more related to cases and context than to generalizable findings. Next, qualitative research method enables researcher to examine participants feelings, and get deeper or new insight about the phenomenon (Kuada, 2012). The most used qualitative data collection techniques are focus groups, observations and qualitative interviews.

Next, Kuada (2012) argues that the selection of method should also be led by problem formulation of the study. Some researchers prefer to combine quantitative and qualitative methods to get better results and insights. Thus, the third group of methods is called mixed researcher methods (Kuada, 2012). The aim of implementation of mixed methods is to utilize strengths of quantitative and qualitative method and reduce to minimum their limitations. The implementation of mixed methods should be done in caution and consideration of research paradigms and objectives of the study (Kuada, 2012).

Since the objectives of this study is to collect the numerical data and make generalizable findings with a large sample, quantitative research method will be utilized. Moreover, this study utilizes deductive reasoning and it is important for research methods to be consistent with research approach (Kuada, 2012). Thus, it can be argued that positivistic philosophy and deductive approach of this study will affect the selection of research method, which is quantitative research method. The research will quantitatively conduct a research and analysis and will also provide quantitative results.

3.8. Reasoning

In the research approach it is important to select the reasoning that fits the nature of the study. Saunders et al. (2009) outline the three approaches to reasoning, namely deductive, inductive and abductive approach. Generally, deductive approach is more inclined toward positivism and inductive approach is more inclined towards interpretivism. The two approaches are contrast in the relationship between theory and research (Bryman & Bell 2015).

Deductive approach is constructed of theory development and rigorous testing of the hypothesis and the data. Deduction consists of creating hypotheses from the outlined theory.

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The hypotheses are „testable propositions" that are created by observing relationships between two or more variables (Saunders et al. 2009, p. 124). Next, deductive approach outlines „causal relationships between variables. " (Saunders et al. 2009, p. 125). The deduction requires controls or measures that will enable hypothesis to be tested. Deduction indicates that the researcher is independent of the observed phenomenon and the research needs to be measured quantitatively (Saunders et al. 2009, p. 124.). Thus, deductive approach starts by examining the theory, creating hypothesis from the examined theory and lastly that theory is being tested.

On the contrary, inductive approach aims to build a theory from the research rather than developing of the theory. Thus, deductive approach is going from general to specific, while inductive approach is going from specific to general (Greener, 2008). Next, inductive approach is more oriented to context where the subject is examined, and gravitates more toward „why" questions, as opposed to deductive approach which is concerned more with „what" is happening (Saunders et al., 2009). Also, inductive approach is not following rigid testing and enables researcher more flexibility (Saunders et al. 2009). Lastly, abductive reasoning is also used in research, while not as much as former two. Abductive reasoning contains words „highly likely" in its findings. Also, it is important to argue that abductive approach does not offer conclusive results. It is a „form of explanatory reasoning. " (Douven, 2017).

It is important for the researcher to opt for the right reasoning approach that suits the conducted study. The reasoning should fit to the research questions and the logic of the research. On the one hand, deductive approach is more favorable option for testing hypothesis, having a large sample and making the generalizable findings. On the other hand, if the aim is to understand deeper meanings, have alternative views and ask more „why" questions the inductive approach would be appropriate.

For this study, data has been collected in form of a online survey made on Survey Xact, which aim was to question Croatian consumer's attitudes and preferences on the topic of traditional celebrities and online influencers. Also, the the aim of this research is to test hypotheses and examine relationships between variables. Therefore, deductive reasoning has been used.

3.9. Narrative literature review

Traditional literature review or narrative review collects the data from quantitative and qualitative studies and its reach and scope is often broader. Their value and importance is in the identification of patterns and gaps in social research (Rozas & Klein, 2010).

„Narrative review is a phrase some commentators have used to describe more traditional literature reviews and they are typically not systematic or transparent in their approach to synthesis. " (Pettigrew, M., & Roberts, H. 2006, p.5). In addition, narrative literature process is „iterative, non-structured and multi-layered "(Juntunen & Lehenkari, 2021, p.1). Narrative review is utilized by scholars in order to construct a theory and the review is common in social sciences (Juntunen & Lehenkari, 2021).

Bryman & Bell (2015) argue that narrative reviews can be hard to reproduce and oftentimes lacking in comprehensiveness in comparison with systematic review. However, Bryman & Bell (2015) points out that the narrative review has advantage in its flexible approach which is more suitable for inductive research and qualitative research design. Next, Torraco (2005) state that narrative reviews oftentimes provide general overviews of the literature, while forming a more expanded understanding of the researched subject.

Even though, there are no inclusion and exclusion criteria in narrative literature review, according to Bryman (2015) still some criteria can be utilized. For this study, narrative literature review has been carried out. According to Kuada (2012) while researching social phenomenon, it is useful to merge objective and subjective perspective in a study. These researchers, namely situationalists, are flexible and they are using benefits of both research approaches in some situations. Thus, it can be argued that this study, although quantitative in nature, utilized narrative literature review. The reason being, narrative literature review enabled more flexibility in choosing articles, which enabled broader scope of literature opted for and utilized for this study.

The criteria for the search were the keywords which are following: influencer, celebrity, purchase intention and brand attitude. The search strings included either several keywords combined or standalone keywords. The searches that included standalone keywords were utilized for introduction, while strings that coupled several keywords were used for answering research questions. Although author of this study decided for the articles included in the study, the aim was to include articles which have several keywords in the search string-generally it is 4-6 keywords. The articles that closely answer research questions were chosen- rephrase articles close to my research questions etc. For the study, primarily electronic abstract and citation database Scopus was used. In addition, electronic data base Google Scholar was used to supplement the literature search. Scopus was utilized as primary database while it is more user-friendly, more precise and more criteria can be typed in to narrow down the search.

Lastly, all the literature review papers have been presented in the Appendix 1. The researcher presented all the papers, along with their aim, findings, methodology and future recommendations.

3.10. Survey method

There are several research strategies that can be utilized in research design. Those research strategies are experiment, survey, case study, action research, grounded theory, ethnography, archival research. Some of those strategies adhere to deductive approach, while some adhere to inductive approach (Saunders et al., 2009). While this research follows deductive reasoning, the researcher leaned toward survey strategy. In addition, most used survey strategy is questionnaire. There are two types of questionnaires, namely self-completed and interview-completed questionnaire. As for this study, self-completed questionnaire has been implemented. While the researcher asks the same set of questions, questionnaire enables the collection of data of a large sample which is suitable for the quantitative analysis (Saunders et al., 2009).

Furthermore, it is important to provide validity of the data. The questionnaire has been developed by the six-step process provided by OECD (2021). The purpose of using this process is to provide replicability of this research.

Firstly, it is important to define the objective of the study. The objective of this study is to examine the effect of online influencers and traditional celebrities on Croatian consumers brand attitude and purchase intentions. The results of the survey should outline discoveries of Croatian consumers attitudes and preferences toward online influencers and traditional celebrities and how they differ.

Secondly, the next step is to send draft of the survey to family and friends in order to ensure comprehension of the survey questions. Before the beginning of the survey, researcher presented the paragraph that described online influencers and traditional celebrities and their differences. This paragraph enabled participants to view more clearly eliminating question about following online influencers. Third step is to receive the draft of the survey questions and re-adjust the survey. The survey has been adjusted in technical aspects and explanations of online influencers and traditional celebrities in the survey had been modified. The fourth step is to select the respondents for the survey and opt for data collection method. The selected respondents were Croatian consumers of all generations and the respondents were found via Facebook and WhatsApp groups. Fifth step is to run the survey. The survey was running for 5

days, and it helped gather 211 respondents. Last step is to analyze the results of the survey. The results have been analyzed and extracted to SPSS program for further analysis.

3.10.1. Survey questions design

Forming of the questions and designing a questionnaire is of crucial value while it has an impact on participants responds. The researcher needs to design questions in understandable manner and make to fit the participants (Saunders et al. 2009). It is important to note, that questions should be selected and formed before the data collection. In addition, questions cannot be modified during the process like it is the case with semi-structured interviews and in-depth interviews where researcher has option of adjustment during the data gathering (Saunders et al. 2009).

When conducting a questionnaire it is important to consider the type of questions to use. There are open questions and closed questions (Bryman & Bell, 2015). On the one hand, open questions have advantages as participants can answer in their own way, may answer in a way that researcher have not think of and they are not suggesting any response to the participants. However, the disadvantages are that they are time-consuming to analyze, answers must be coded and they demand more effort from participants (Bryman & Bell, 2015).

On the other hand, closed question disadvantages are that participants cannot answer spontaneously and their answers are fixed, the different participants can also interpret the questions differently, participants also may not found the answer or category they prefer. However, the advantages of the closed questions are that they are easy to analyze and easier for participants to answer, researcher has an option of comparing the answers, closed questions also offer answers which may help participant to understand the question (Bryman & Bell, 2015). Bryman & Bell (2015) also suggest to researcher that they should follow some guidelines like avoiding very general questions, leading questions, technical terms and that researchers should avoid questions that ask two questions at the same time.

The questions used for this study are closed-ended questions while they fit the research objectives, they fit in the quantitative nature of this study and they will enable researcher to compare the answers for the traditional celebrity and online influencer variables. Questionnaire was also shared to friends in Messenger and WhatsApp who shared the questionnaire to the friends that potentially follow online influencers. It is important to note that questionnaire requires low cost and it is not as time consuming as other methods, like interviews. In addition,

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questionnaire enables participants to answer at they own pace, preferred time and in any environment.

Next, researcher, i.e., interviewer, may also impact participants. The reason is the way questions have been formed and asked can impact participants response. Another potential downside of the questionnaire is that interviewer does not engage with the participants and the participants cannot ask for the meaning of certain questions if they are not understandable. However, the advantage of this approach could be that researcher does not have any impact on the response and that participants may answer more honestly. Also, it is important to create a questionnaire in an easy to read and understandable way (Saunders et al., 2009).

When constructing questions, it is also important to consider pilot-testing or pre-testing the questions. This can be done by testing the group of participants and seeing if they understand the questions, do they have tendency to skip some questions or do some questions make them feel uncomfortable. The pilot testing could identify and clear out these potential problems (Bryman & Bell, 2015). On the other hand, researcher can use existing questions from previous articles and researchers. The advantage of using existing questions is that they have already being pre-tested and piloted by other researchers. The use of existing questions is common method among researchers (Bryman & Bell, 2015). Thus, this study is also utilizing existing questions from the previous articles and the questions are presented in the Table 1.

The survey questions have been used from the study of Chetioui Y., Benlafqih H. & Lebdaoui H. (2020) which adopted the questions from the authors presented in the Table. Additionally, researcher adopted one question for brand attitude and one question for purchase intention from Trivedi (2018) as it can be seen in the Table 1. The researcher has detected that these questions will be most relevant for answering the research questions. In addition, formerly mentioned authors conducted the similar research as this study. 10 questions are measuring influencer variable, then 10 questions are measuring traditional celebrity variable. Lastly, 6 questions measured brand attitude variable and 6 questions measured purchase intention variable.

TABLE 1 SURVEY QUESTIONS

Variable	Item	Measurement	Source
Online Influencer	Inf1	1.I do believe that online influencers I follow are convincing	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Liu et al. (2012); Martins et al. (2017); Yang et al. (2013)
	Inf2	2. I do believe that online influencers I follow are credible	
	Inf3	3. I do believe that online influencers advertising is a good reference for purchasing products	
	Inf4	4. I find purchasing product/service advertised by online influencers I follow to be worthwhile	
	Inf5	5. I do believe that I can depend on online influencers I follow to make purchasing decisions	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Lu et al. (2014); Ohanian (1990)
	Inf6	6. I do believe that online influencers I follow are sincere	
	Inf7	7. I do believe that online influencers I follow use the same products they advertise	
	Inf8	8. The online influencers I am following are experts in their field	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Bergkvist et al. (2016); Ohanian (1990)
	Inf9	9. The online influencers I am following have great knowledge	
	Inf10	10. The online influencers I am following provide references based on their expertise	
Brand attitude	Ba1	11. I do trust brands advertised by online influencers I follow.	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Bergkvist et al. (2016)

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	Ba2	12. I dislike brands using online influencers for marketing.	Trivedi (2018)
	Ba3	13. Brands using online influencers for marketing are pleasant.	
Purchase intention	Pi1	14. I most frequently have intentions to purchase products advertised by the online influencers I follow	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Hsu and Lin (2015); Kumar et al. (2009); Martins et al. (2017)
	Pi2	15. I generally recommend products or services advertised by the online influencers I follow.	
	Pi3	16. I would purchase brands endorsed by online influencers.	Trivedi (2018)
Traditional Celebrity	Celeb1	1. I do believe that traditional celebrities I follow are convincing	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Liu et al. (2012); Martins et al. (2017); Yang et al. (2013)
	Celeb2	2. I do believe that traditional celebrities I follow are credible	
	Celeb3	3. I do believe that traditional celebrities advertising is a good reference for purchasing products	
	Celeb4	4. I find purchasing product/service advertised by traditional celebrities I follow to be worthwhile	
	Celeb5	5. I do believe that I can depend on traditional celebrities I follow to make purchasing decisions	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Lu et al. (2014); Ohanian (1990)
	Celeb6	6. I do believe that traditional celebrities I follow are sincere	
	Celeb7	7. I do believe that traditional celebrities I follow use the same products they advertise	

	Celeb8	8. The traditional celebrities I am following are experts in their field	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Bergkvist et al. (2016); Ohanian (1990)
	Celeb9	9. The traditional celebrities I am following have great knowledge	
	Celeb10	10. The traditional celebrities I am following provide references based on their expertise	
Brand attitude	Ba4	11. I do trust brands advertised by traditional celebrities I follow.	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Bergkvist et al. (2016)
	Ba5	12. I dislike brands using traditional celebrities for marketing.	Trivedi (2018)
	Ba6	13. Brands using traditional celebrities for marketing are pleasant.	
Purchase intention	Pi4	14. I most frequently have intentions to purchase products advertised by the traditional celebrities I follow	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Hsu and Lin (2015); Kumar et al. (2009); Martins et al. (2017)
	Pi5	15. I generally recommend products or services advertised by the traditional celebrities I follow.	
	Pi6	16. I would purchase brands endorsed by traditional celebrities	Trivedi (2018)

Furthermore, questionnaire utilities Likert scale from range 1-5 (1=strongly disagree, 5=strongly agree) in order to scale participants opinions toward the asked questions. Lickert scale has also been used by the authors of the studies where the questions has been taken from.

Next, the first two questions are eliminating type of questions. Before the start of the survey, participants were presented with the explanation of online influencers and traditional celebrities and their differences. First elimination question asked whether participants are from Croatia and are they Croatian consumers.

Second elimination question asked whether the participant follow at least one online influencer, which was the condition in the study, due to the nature of questions asked. If the participant answered „No ", for either of these two questions, they were immediately eliminated from the survey participation. After the initial two questions, the participants were asked the common demographic questions about their gender, age, income and employment status (Oppenheimer, 2001). Oppenheimer (2001) also argues that for the age and income range, if the survey is being sent to the general population, it is appropriate to set the wide range as possible.

The demographic questions are presented in the Table 2 and Appendix 2. After the demographics questions there has been asked 16 questions about online influecers, brand attitude and online influencers and purchase intention and online influencers.

TABLE 2 DEMOGRAPHIC QUESTIONS (OWN CREATION)

Question	Type
Do you follow any online influencers on the social media networks (Instagram, Facebook, Tik-Tok etc.) or a blog?	Elimination & Demographic
Do you live or have a residence in Croatia?	Elimination & Demographic
Do you follow any of the traditional celebrities on the social media networks or in general?	Demographic
Age	Demographic
Gender	Demographic
Employment status	Demographic
Income status	Demographic

After that, the participants were asked the same 16 questions for the traditional celebrity influencers. The reason being is that researcher wanted to also compare the answers on both online influencers and traditional celebrities. The questionnaire is presented in Appendix 2.

In addition, in the research traditional celebrities are also treated as influencers, but different than online influencers. Before the set of questions for online influencers, the participants were presented with the paragraph describing online influencers. By the same token, before the questions for traditional celebrities the participants were presented the paragraph describing traditional celebrities.

Lastly, survey included 100HRK, which is equivalent of 13.36 E prize voucher in order to encourage participants to answer the survey fully and to collect more responds. The participation in the competition was optional and the participants could leave their email address at the end of the survey in order to be included in the competition. This competition was in line with Saunders et. al (2009) who argue that the survey length of 6-8 A4 pages is standard and the participants are likely to carry out the survey of that length. However, this survey exceeds 6-8 A4 pages and due to lack of time, while the researcher is conducting a second survey, the researcher offered an option of voucher gift.

There are number of surveys software's that can be found online. The survey software used for this study and for conducting a survey was SurveyXACT. SurveyXACT is a software and web-analysis tool provided by Aalborg University and it is available for all the students that wish to conduct a survey. The software is free for all the students, it also enables some form of analysis, it comes with online manual and it is easy to use. In the last stage of the process, the questions have been set in the SurveyXACT and the test version has been sent to Aalborg University colleagues to check the spelling, are the questions understandable and is the survey running correctly. In addition, colleagues timed themselves while conducting a test version to ensure that survey is not boring or that it takes longer than 7 minutes to complete. After researcher received a feedback the survey was altered by changing some sentences in the description of paragraphs as well as some technical aspects of the SurveyXACT software.

4. Sampling and Data collection

According to Saunders et al. (2009) sampling is a useful method while it is usually not practical to survey the whole population, also it requires less time and budget to collect the data. Sampling methods are split into two types of probability or representative sampling and non-probability or judgmental sampling. Probability sampling is a technique where the sample is randomly selected and the key requirement is that everyone in population have the same chance of being selected. In addition, for a researcher that implements this technique is possible to

make statistical interpretations about the population (Saunders et al., 2009). On the contrary, non-probability sampling cannot enable everyone an equal chance of being selected.

Using non-probability sampling, researcher does not know the probability of each individual being chosen. However, it is still possible for a researcher to generalize the findings, but not on a statistical base (Saunders et al., 2009).

The types of probability sampling are simple random, systematic, stratified, cluster and multi-stage. The types of non-probability sampling are quota, purposive, snowball, self-selection, and convenience sampling. It is important to argue that sampling for this study is based on the researcher's logic and interpretation and observation.

The method chosen for this study is non-probability sampling while not all individuals were granted the same opportunity to be selected in the study. Next, the study is conducted in the geographical area of Croatia and across all the ages of population. The argument for opting for all age groups is while there is a lack of previous studies in Croatia on the topic of online influencers and traditional celebrities and the researcher opted to shed light on the topic.

Non-probability sampling is also practical while it has low costs and the accessibility of the sample to researcher (Bryman & Bell, 2015). Moreover, the researcher is from Croatia and it enabled easier collection of data from that geographical area. Next, all the non-probability sampling methods will be briefly outlined.

Firstly, quota sampling is „entirely non-random and is normally used for interview surveys"(Saunders et al. 2009, p. 235). Secondly, purposive sampling allows researcher to employ his own judgement to pick individuals that will closely answer research questions and objectives. The common use of this sampling is in case study research when having a very small sample. Thirdly, self-selection sampling as the name indicate, enables researcher to ask participants that fit the research objectives to take part in the research via media or by direct inquiries. (Saunders et al. 2009). Fourth, convenience sampling enables researcher to select totally random individuals. The example is collecting interviews in the shopping center for a random, not connected topic to a setting. These techniques could be potentially bias and is out of researcher control. Lastly, snowball technique is often employed when there is a problem of specifying individuals of the desired population. The first step in this process is to identify 2 individuals in the population which will further ask other individuals which will later identify other potential participants, which will create a snowball effect (Saunders et al. 2009).

Saunders et al. (2009) argue that in many studies, researcher use combination of different sampling techniques. For this study researcher utilized snowball and self-selection sampling techniques. The researcher will access easier the larger sample with the snowball sampling technique and self-selection has been implemented as supplementation sampling method.

The 48 responses were partially completed and therefore they have been deleted from the sample. Saunders et al. (2009) indicate that there is a probability of having non-responses in the research, mostly because participants refuse being a part of the study without indicating specific reasons. The SurveyXACT tool has been used to collect and analyze data. However, SPPS software has been used to further analyze the results while it enables comparisons of questions and variables and more complex analysis.

More precisely, this study utilized web questionnaire and it was distributed online via WhatsApp application and Facebook social media platform. The questionnaire was conducted in Croatian language and in this study was presented in English in Appendix 2. All the questions were mandatory to fill, except income status and 2 questions for the participation for the prize game. The first questionnaire was conducted on May 10th to May 16th and it gathered 211 complete responses. However, after the Cronbach alpha testing in SPSS software, the influencer and celebrity variables indicated low internal reliability. The reason is, for the influencer variable, researcher used questions that are not pilot tested and were based just on the keywords like attractiveness, trustworthiness, expertise and credibility from the study of Ohanian (1990).

The influencer variable indicated Cronbach's Alpha score 0.27, celebrity variable resulted in Cronbach's Alpha 0.29. On the other hand, the questions that have been taken from the previous articles and formed the variables for brand attitude and purchase intention, resulted in Cronbach's Alpha 0.77 and more. After the failed questionnaire, researcher decided for another questionnaire attempt.

The second questionnaire last for 5 days from May 20th 2021 to May 24th 2021 and it was distributed to Facebook groups, WhatsApp groups and privately in Facebook Messenger. The questionnaire was shared to 13 Facebook groups and 2 WhatsApp groups in total. The groups consisted of 58K participants in total and they consisted of mostly younger generations between 18 and 29, while the questionnaire was distributed to mostly student groups. The potential reach was 58K group members plus the shared questionnaires to individuals that shared the questionnaire to their friends. The exact reach cannot be counted, but it can be estimated that

it was more than 58K. This is also questionable while the Facebook algorithm may not favor some of the posts, and the researcher does not know how many participants actually have seen the questionnaire post. The response rate was 211 fully completed surveys plus the 104 participants that were eliminated from the survey.

4.1. Reliability and validity

According to Bryman & Bell (2015) it is important to consider criteria in social science research which are reliability and validity. Moreover, authors argue that reliability refers to the replicability of the research results. Bryman & Bell (2015) particularly emphasize that it is important to consider reliability in quantitative research while it is crucial for measures to be consistent and stable. There are two types of reliability, namely internal and external reliability. Internal reliability measures whether participants answer on any variable and question are related to their answers to other question and variables.

The most commonly utilized test to measure internal reliability is Cronbach's alpha, that can be done in statistical analysis in software SPSS. Alpha coefficients can vary from 0, which indicates no internal reliability, to 1, which indicates perfect internal reliability. The score of 0.80 and above is usually regarded as acceptable level of internal reliability (Bryman & Bell, 2015). It is important to note that all the questions for the survey for this research have been taken from previous articles, that already tested internal reliability of the questions. Thus, this research has internal reliability.

Moreover, external reliability indicates what is the replicability of the data collection and analysis of the research. In other words, would another researcher be able to carry out the same research as this one and would he produce the same results. This can be ensured by following strict procedures and describing them in the research. In the cases where there is a great degree of subjectivity in for instance, defining questions or categories in a research, it is possible that in that case research would lack consistency. Thus, it would be hard or impossible for another researcher to carry out the same research (Bryman & Bell, 2015). The external reliability for this research is endured by transparent and detailed description of the steps carried out in the survey strategy and the research.

Bryman & Bell (2015) define validity as whether the measure of the concept or variable, indeed measures the concept or variable it is supposed to measure. In terms of questionnaire conducted in this research, internal validity assesses whether questionnaire measures what it is supposed to measure (Saunders et al., 2009). To assess the validity of the measures, there are several

approaches that can be implemented. The approaches are content validity, criterion-related validity and construct validity. Although all questions for the questionnaire conducted in this research are used from previous research, the validity is tested with criterion-related validity. This approach refers whether the questions asked are making correct predictions. Validity will be conducted via correlation test. Next, also content validity can be utilized. This concept refers to whether questions in the questionnaire adequately cover all the research questions and the variables (Saunders et al., 2009). The process can be carried out by assessing literature review with the data that are collected. In addition, the content validity approach indicates that hypotheses should be designed consistently with literature review (Bryman & Bell, 2015). The hypotheses have been designed based on the literature review and thus it can be argued that internal validity for this research is covered. Moreover, Cronbach's alpha test has been applied in the Data analysis chapther.

5. Data Analysis

This chapter will outline the core of this Master thesis study. In the following paragraphs it will be presented the data analysis, results and findings. The survey data will be analyzed with the SPSS software that will analyze the data, test the reliability of the variables and help to make correlations and test hypotheses.

5.1. Reliability test

Firstly, as mentioned in previous chapters, it is important to ensure reliability of the variables. For that purpose, Cronbach's alpha test will be utilized, while it is a commonly used test for reliability by statisticians and researchers (Bryman & Bell, 2015). The work by Bhatnagar et al. (2014) presented values that indicate the level of the reliability of the variables. Bhatnagar et al. (2014) outlined that values below 0.5 score indicate unacceptable reliability, above 0.5 values present poor reliability, 0.6 and above show questionable reliability, 0.7 and above values present acceptable reliability, above 0.8. presents good reliability and score above 0.9 present excellent reliability.

TABLE 3 CRONBACH'S ALPHA (OWN CREATION, BASED ON SPSS, 2021)

Variable/Construct	Cronbach's alpha value	N of items
Influencer	0.868	10
Celebrity	0.898	10
Brand attitude	0.666	6

Purchase intention	0.874	6

Table 3 depicts Cronbach's alpha test for this Master thesis variables. The variables of influencers, celebrities and purchase intention indicate good reliability with 0.8 and more scores. The variable of brand attitude indicates questionable validity with the score of 0.6 and more. The variable combined the questions from 2 different articles which may impacted the overall reliability of the variable. However, the variable has been adopted as acceptable for the research and it attempts to outline Croatian consumer's attitude toward brands.

Moreover, Likert scale was constructed by questions that are positively phrased, except for the question 12 and 28 for brand attitude , which were reverse coded in the SPSS software.

5.2. Pearson's correlation test

Construct validity is an „assessment of whether or not the questions or statements used to measure a construct or concept successfully represent the domain of the construct." (Heir et al. 2016, p.480). In order to measure the construct validity two steps, need to be conducted. The first step is to assess the convergent validity which is defined as „extent to which the construct is positively correlated with other measures of the same construct." ." (Heir et al. 2016, p.258). To be performed, the theory needs to be examined and the constructs needs to be identified. Which has been done, reviewing the literature and extracting the constructs or concepts for the research in terms of online influencers, traditional celebrities, brand attitude and purchase intention. Next, the score needs to be measured and correlations between them needs to be computed in SPSS. This has been conducted in SPSS with the Pearson's correlation test which can be seen in Figure.

On the other hand, discriminant validity is defined as „extent to which the construct does not correlate with other measures that are different from it. " (Heir et al. 2016, p.258). It is important to note that both of the measures are objective test and produce numerical values on how is the theory well connected with the constructs in the research." (Heir et al. 2016).

Pearson's Bivariate correlation test has been utilized for this study, while convergent and discriminant validity are often measured with it. The test is enabling researcher to see are there high correlations between the factors of one or related construct. Also, it is testing whether

there is a low correlation between the factors of two constructs that are unrelated (Bhattacherjee, 2012). Moreover, Pearson's correlation test was performed in SPSS.

Moreover, Bruton & Holgate (2000) indicate that Pearson's correlation test measures are +1 for the perfect positive relationship, -1 stems for perfect negative relationship between variables. Next, +1 stems for perfect relationship, meaning if one variable increases, other will also increase. If the variable is -1 it indicates perfect negative relationship, and if the one variable decreases, other will also decrease. Moreover, high degree of correlation is when the relationships is between +/- 0.50 and +/- 1, indicating strong relationship. Moderate degree of correlation is when the relationship is between +/- 30 and +/- 49 and it indicates medium correlation. Lastly, low degree of correlation is when the relationship is below +/-29, which indicates small correlation. If the value is zero, there is no correlation between variables (Statisticssolutions, 2021).

The first construct in the Figure 7 is „influencer ", and it can be observed that correlation coefficients with the construct „celebrity" is strong with 0.614. Next, correlation coefficients of the construct „influencer" with the construct „purchase intention" is with correlation coefficient of 0.514 which indicates strong relationship, while „influencer" and „brand attitude" have correlation coefficient of 0.476 which indicates medium correlation. Moreover, the construct „celebrity" have a medium correlation coefficient of 0.486 with „brand attitude" and strong correlation coefficient of 0.600 with „purchase intention". Also, construct „brand attitude" has a medium correlation coefficient with the construct „purchase intention" with the score 0.478. While there is a high correlation between above mentioned constructs, convergent validity can be confirmed.

Commented [WAB3]: What does the literature says about acceptaed level … provide Hair or Others suggest 0.6 as acceptable or 0.7 as acceptable and my study results above or below it and it means …..

FIGURE 6 PEARSON'S CORRELATION ANALYSIS

Correlations

		Total_influencer	Total_celebrity	Total_brand_attitude	Total_purchase_intention	Employment_status
Total_influencer	Pearson Correlation	1	,614**	,476**	,514**	,041
	Sig. (2-tailed)		,000	,000	,000	,551
	N	211	206	210	208	211
Total_celebrity	Pearson Correlation	,614**	1	,486**	,600**	,034
	Sig. (2-tailed)	,000		,000	,000	,623
	N	206	206	206	206	206
Total_brand_attitude	Pearson Correlation	,476**	,486**	1	,478**	,082
	Sig. (2-tailed)	,000	,000		,000	,239
	N	210	206	210	208	210
Total_purchase_intention	Pearson Correlation	,514**	,600**	,478**	1	-,051
	Sig. (2-tailed)	,000	,000	,000		,460
	N	208	206	208	208	208
Employment_status	Pearson Correlation	,041	,034	,082	-,051	1
	Sig. (2-tailed)	,551	,623	,239	,460	
	N	211	206	210	208	212

**. Correlation is significant at the 0.01 level (2-tailed).

Moreover, for determining discriminant validity the „employment status" construct has been selected. The construct of „employment status" has been negatively correlated with the construct „purchase intention" with correlation coefficient of -0.51, indicating small negative correlation. Also, „employment status" has a small positive correlation coefficient of 0.41 with „influencer", 0.34 with „celebrity" and 0.82 with „brand attitude". These scores are expected while there should be no or low correlations between „employment status" construct with other constructs. Thus, this provides discriminant validity for the study while the variance between „employment status" construct with other constructs is low. It can be concluded, that based on this chapter and Pearson's correlation test, this study provides construct and discriminant validity.

Commented [WAB4]: Same as above comment

5.3. Descriptive statistics

This chapter will outline the results and describe the characteristics of the data set. As presented in the previous chapters, online survey was distributed via Facebook groups, Messenger and WhatsApp application. The survey duration was 5 days from May 20th to May 24th. After deleting partial responses, the result was 207 responses and 104 respondents were eliminated from the survey while they do not follow online influencers or they do not live in Croatia.

The first two questions of the survey were elimination type questions. Meaning, it the participants answered „No" to any of these two questions, they were eliminated from the

survey. The first question asked „Do you follow any online influencers on the social media networks (Instagram, Facebook, Tik-Tok etc.) or a blog? " and is presented in Figure 8. The results were that 217 participants answered „Yes" and continued the survey, while 91 participants answered „No" and were eliminated from the survey. The second question asked „Do you live or have a residence in Croatia?" and is presented in Figure 9. The results were that 301 participants answered „Yes", while 7 respondents answered „No" and were eliminated from the survey. These two questions resulted in only 212 participants continuing survey to the third question, which was a gender question. However, although all the questions were obligatory and the participant had to answer every question before continuing to the next one, only 204 participants answered the last question. In addition, researcher deleted the partially completed surveys. Thus, this may indicate some inconsistencies within SurveyXACT.

FIGURE 7 DESCRIPTIVE STATISTICS FOR THE 1ST ELIMINATION QUESTION, SURVEYXACT OUTPUT
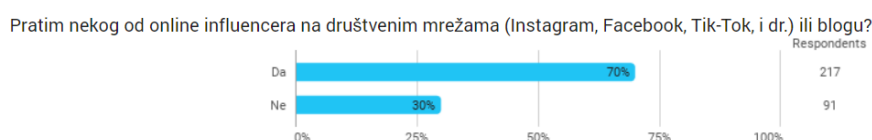
FIGURE 8 DESCRIPTIVE STATISTICS FOR THE 2ND ELIMINATION QUESTION, SURVEYXACT OUTPUT

The third question was age question. The results are presented in Figure 10. The largest age group was between ages 18-24 with 42% share and 88 respondents. The second largest age group was between ages 25-29 with 20% share and 43 participants. The next age group was 30-35 with 11% share and 23 participants. After that follow 41-50 age group with 9% share and 19 participants, 36-40 age group with 8% and 16 respondents and 51 and more age group with also 8% and 16 respondents. The smallest age group was younger than 18, with only 3% share and 7 participants. These results may indicate that population between 18 and 29 follows online influencers the most and are interested in influencer marketing. Also, survey is mostly shared to groups constituting of younger population withing age of 18 to 29.

FIGURE 9 DESCRIPTIVE STATISTICS FOR THE AGE DEMOGRAPHICS, SURVEYXACT OUTPUT

Koliko imate godina?
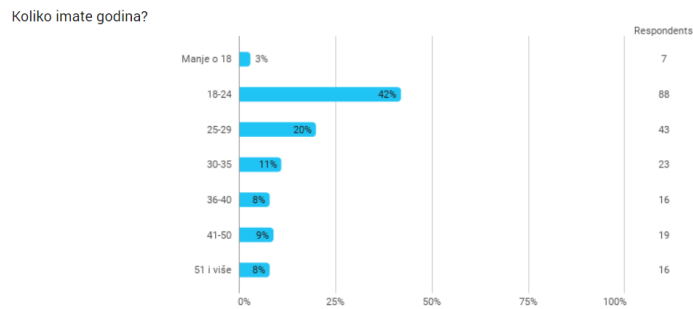
Next, fourth question was a gender question presented in Figure 11. The results showed that 169 participants are females with 80% share and 43 participants were males with 20% share. These results may indicate that females are mostly interested in online influencers and traditional celebrities topics.

FIGURE 10 DESCRIPTIVE STATISTICS FOR THE GENDER DEMOGRAPHICS, SURVEYXACT OUTPUT

Spol
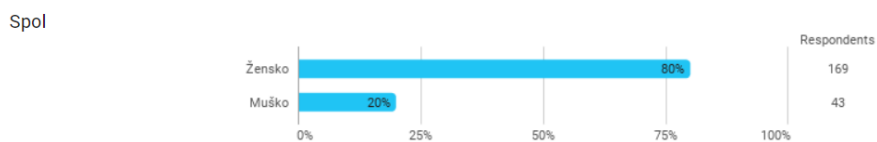
The fifth question asked „Do you follow any of the traditional celebrities on the social media networks or in general?" and it is presented in Figure 12. The results were that 84% or 179 participants answered „Yes", while 16% or 33 respondents answered „No". While all the participants in the survey follow at least 1 online influencer, only 84% of participants follow traditional celebrities. This may indicate that Croatian consumers gravitate and follow more online influencers than traditional celebrities.

FIGURE 11 DESCRIPTIVE STATISTICS ABOUT THE TRADITIONAL CELEBRITY FOLLOWING, SURVEYXACT OUTPUT

Pratim nekog od tradicionalnih celebrityja na društvenim mrežama ili općenito?

	Respondents
Da — 84%	179
Ne — 16%	33

The sixth question asked „What is your employment status?" which is presented in Figure 13. The results were that the participants were mostly students with 44% share and 93 responds, next they were full-time employed with 37% share and 78 participants, while only 2 respondents were employed part-time.

FIGURE 12 DESCRIPTIVE STATISTICS ABOUT THE EMPLOYMENT STATUS DEMOGRAPHICS, SURVEYXACT OUTPUT

Koji je Vaš trenutni status zaposlenja?

	Respondents
Nezaposlen — 11%	24
Zaposlen na puno radno vrijeme — 37%	78
Zaposlen na pola radnog vremena — 1%	2
Student — 44%	93
Samozaposlen — 4%	9
Umirovljen — 3%	6
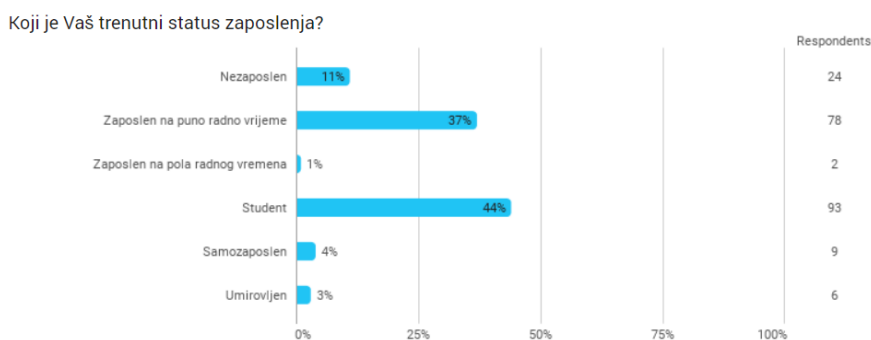
Last question in demographics asked „What is your monthly income?" and it was non-mandatory and could be skipped and it was presented in Figure 14. The amounts were presented in Croatian kunas which equals 0.99 Danish kroner or 0.13 Euros. Most participants with 59% share have less than 5000KN (4949DKK) monthly income, next 32% of participants have 5000-1000KN monthly income, while no participants have 15000-20000KN monthly income and only 1% of participants have more than 20 000KN monthly income.

FIGURE 13 DESCRIPTIVE STATISTICS ABOUT THE INCOME STATUS DEMOGRAPHICS, SURVEYXACT OUTPUT

Koji su Vaši prosječni mjesečni prihodi? (neobavezno)

		Respondents
Manje od 5000kn	59%	115
5000-10 000kn	32%	62
10 000-15 000kn	8%	16
15 000-20 000kn	0%	0
20 000kn i više	1%	2
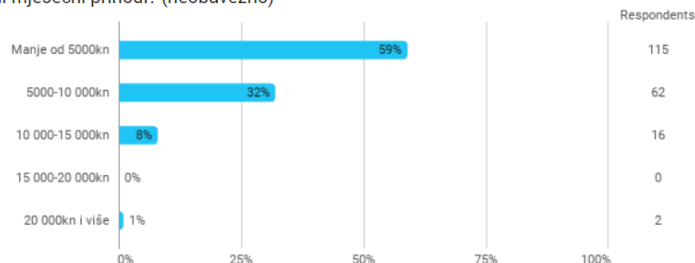
5.4. Analysis of the hypothesis

Firstly, multivariate regression analysis has been conducted which contains independent variables of „influencer" representing online influencers and „celebrity" representing traditional celebrities and dependent variable of brand attitude. Figure 15 presents results of the analysis in the model summary.

FIGURE 14 MULTIPLE REGRESSION ANALYSIS, MODEL SUMMARY FOR H1 AND H2, SPSS OUTPUT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,535ª	,286	,279	,42781

a. Predictors: (Constant), Total celebrity, Total influencer

In the Figure 15, the R square, known as coefficient of determination, is measuring the relationships between all the variables (Hair et al. 2016). In the multiple linear regression the R square is indicating the variation amount in the dependent variable, in this study it is brand attitude, in relation to all the independent variables together, which are online influencers and traditional celebrities. The R square in this model summary is 0.286, thus it represents 28.6% variation in „brand attitude" is explained with the three independent variables. Moreover, R square increases in the case when independent variables are added. Thus, to bypass over estimating the influence of variables the adjusted R square can be utilized. In addition, it can calculate the R square with the number of independent variables included (Hair et al. 2016).

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The adjusted R square in the regression is 0.279, thus 27.9% variation of „brand attitude" is explained by the independent variables.

Next, ANOVA is presented in the regression model in Figure 16.. The model is statistically significant and has F ratio of 40, 650 and probability level of 0.000.

FIGURE 15 MULTIPLE REGRESSION ANALYSIS, ANOVA TABLE FOR H1 AND H2, SPSS OUTPUT

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14,880	2	7,440	40,650	,000ᵇ
	Residual	37,154	203	,183		
	Total	52,034	205			

a. Dependent Variable: Total_brand_attitude

b. Predictors: (Constant), Total_celebrity, Total_influencer

Hair et al. (2016) argues that if the probability level is 0.000 shows that the probability that the regression analysis results are random events are 0.000. Thus, there is a true relationship between these variables. It can be stated that the variables of „influencer" and „celebrity" have a considerable relationship with the brand attitude variable.

In the Figure 17„Coefficients" presents which of the variables are significant. The variables are not good predicators of the selected dependent variable, if some of the coefficients are not statistically significant. In addition, standardized Beta is examined. Standardized regression coefficient (Beta) is measure used for measuring the strength of the relationship between dependent and independent variable. It can be seen in the Figure 17F, that „Sig" column for the independent variables „influencer" and „celebrity" are significant with the values of 0.000 and lower than required 0.05. Therefore, the conclusion is that both „influencer" and „celebrity" variables are significantly connected with the brand attitude.

Next, „Standardized Coefficients Beta" presents that „celebrity" variable influences brand attitude the most, with Beta coefficient of 0.312. Moreover, „influencer" variable also influences brand attitude, but slightly less than „celebrity", with 0.283 Beta coefficient. Also, Beta coefficient presents to what degree the dependent variable will alter for every unit of

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change in the independent variable. Therefore, it can be observed from Figure 17 that in H1 Beta regression coefficients show relative relationship between traditional celebrities and brand attitude. This represents that brand attitude, as a dependent variable, will increase in relation to „celebrity" variable by coefficient of 0.312. In addition, brand attitude as a dependent variable is correlated with the increase of one unit in „influencer" variable by 0.283.

To sum up, the multiple liner regression analysis analyzed the hypotheses 1 and 2. Both hypothesis 1 and hypothesis 2 are accepted while their significance is 0.000, below the 0.05 which is the condition.

FIGURE 16 MULTIPLE REGRESSION ANALYSIS, COEFFICIENTS TABLE FOR H1 AND H2, SPSS OUTPUT

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.909	.151		12.611	.000
	Total influencer	.229	.061	.283	3.771	.000
	Total celebrity	.240	.058	.312	4.147	.000

a. Dependent Variable: Total brand attitude

The second multiple linear regression analysis has been conducted and it incorporated the independent variables of „influencer", „celebrity" and „brand attitude" as predictors and „purchase intention" as dependent variable. Figure 18 below presents the Model summary and the results of the conducted analysis. As mentioned in the previous chapter, it is important to measure the strength of the relationship between variables. The R^2 in this regression model is 0.423, thus it can be stated that 42.3% of the variation in „purchase intention" variable could be presented with the three independent variables defined in the Figure 18 as predictors. Heir et al. (2016) argues that R square increases when more independent variables are added in the analysis. Thus, adjusted R square can be viewed while it will present the score based on variables added. The adjusted R square is slightly lower than R square, with the value of 0.414. In other words, 41.4% of the variation in the dependent variable of „brand attitude" can be presented by the independent variables.

FIGURE 17 MULTIPLE REGRESSION ANALYSIS, MODEL SUMMARY FOR H3, H4 AND H5, SPSS OUTPUT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,650ᵃ	,423	,414	,57097

a. Predictors: (Constant), Total_brand_attitude, Total_influencer, Total_celebrity

The next analysis part to outline is the ANOVA, which results can be seen in Figure 19. The regression model presents F ratio of 49.262 and the probability level of 0.000. As mentioned in the previous chapter, the result of 0.000 shows that there is a considerable relationship between variables (Heir et. al 2016). Thus, it can be argued that there is a significant relationship between the independent and dependent variable of „purchase intention".

FIGURE 18 MULTIPLE REGRESSION ANALYSIS, ANOVA TABLE FOR H3, H4 AND H5

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48,179	3	16,060	49,262	,000ᵇ
	Residual	65,854	202	,326		
	Total	114,033	205			

a. Dependent Variable: Total_purchase_intention

b. Predictors: (Constant), Total_brand_attitude, Total_influencer, Total_celebrity

Moreover, it is important to consider coefficients in Figure 20. This Figure 20 coefficients represents which independent variables are significant predictors. The Figure 20 shows in the „Sig" column that „influencer" variable has a value of 0.15 which is slightly more than 0.05 score. It is important to note that the requirement for „Sig" is that scores need to be below 0.05 (Heir et. al 2016). Thus, conclusion is that „influencer" variable is related to the Croatian consumer's purchase intention. Moreover, „celebrity" variable has 0.000 value which is well below the 0.05. Therefore, traditional celebrities are significantly related to Croatian consumer's purchase intention. Lastly, „brand attitude" variable has a value of 0.002 which is also well below 0.05. Thus, it can be concluded that Croatian consumer's brand attitude is significantly related to Croatian consumer's purchase intention. In addition, Beta regression coefficients presents that „celebrity" is the most closely related to purchase intention with the

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Beta regression coefficient of 0.396. Following with the „brand attitude" with the Beta coefficient of 0.204. The least related to the Croatian consumer's purchase intention is „influencer" with Beta coefficient of 0.171.

To sum up, the multiple linear regression analysis has tested relationships between H3, H4 and H5. All the hypotheses are accepted while the level of „Sig" is below 0.05 for all the variables, which can be seen in Figure. Thus, this confirms H3 that online influencers have positive influence on Croatian consumer's purchase intention. Also, the results confirm H4 which states that traditional celebrities have positive influence on Croatian consumer's purchase intention and confirm H5 which states that Croatian consumer's brand attitude has positive influence on Croatian consumer's purchase intention.

FIGURE 19 MULTIPLE REGRESSION ANALYSIS, COEFFICIENTS TABLE FOR H3, H4 AND H5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.134	.270		-.498	.619
	Total influencer	.205	.084	.171	2.447	.015
	Total celebrity	.452	.081	.396	5.611	.000
	Total brand attitude	.301	.094	.204	3.217	.002

a. Dependent Variable: Total purchase intention

6. Discussion

As the previous chapters outlined, the aim of this study was to examine the effect on online influencers and traditional celebrities on Croatian consumer's brand attitude and purchase intention. In the methodological approach, researcher gravitate toward functionalist paradigm while the researcher opted for the objective approach and statistical and numerical data.

The analysis has been conducted using SPPS software. Five hypotheses have been tested and the four variables, namely "influencer", "celebrity", "brand attitude" and "purchase intention" have been analyzed in SPSS.

The hypotheses have been formed based on the research questions and on the literature review. The first two hypotheses are analyzed by the multiple linear regression analysis. Hypothesis 1 state that traditional celebrities have positive influence on Croatian consumer's brand attitude

and its aim was to test the relationship between traditional celebrities and brand attitude. H2 state that online influencers influence Croatian consumer's brand attitude. Moreover, H1 and H2 have been tested via regression analysis which showed that the probability level of variables is 0.000 which means that there is 0.000 chance that the results are random events. Thus, both H1 and H2 have been accepted. b in relation to the „influencer" variable by coefficient 0.283. Thus, it can be concluded that traditional celebrities influence Croatian consumer's brand attitude slightly more than online influencers.

The next three hypotheses have been also tested via multiple linear regression analysis. The H3 state that online influencer has positive influence on Croatian consumer's brand attitude. Next, H4 state that traditional celebrities have positive influence on Croatian consumer's purchase intention. H5 state that Croatian consumer's brand attitude has positive influence on Croatian consumer's purchase intention. Above mentioned H3, H4 and H5 have been tested via regression analysis which showed the probability level of variables 0.000, meaning that there is a 0.000 chance that the results of the tested variables are random events. Therefore, it can be stated that H1, H2 and H3 have all been accepted. It also important to consider Beta coefficient which show that dependent variable of purchase intention will increase by coefficient of 0.396 in relation to the celebrity variable, 0.204 in relation to the brand attitude variable and by 0.171 in relation to the „influencer" variable. Thus, it can be concluded that traditional celebrities influence Croatian consumer's purchase intention the most out of the all three variables.

Furthermore, survey gathered 308 responses in total. However, 91 participants do not follow any online influencer at any social media platform. Thus, it can be seen that almost third of participants do not follow online influencers. It can be also observed that from the analysis that out of the 212 fully completed surveys, 179 participants or 84% also follow at least one traditional celebrity. Thus, it can be seen that Croatian consumers who are following online influencers will most likely follow also at least one traditional celebrity. It is also important to note that the sample size is not equal to all age groups. The largest age groups are 18-24 with 42% of the responses, next is age group of 25-29 with 20% of the number of responses and third is 30-35 age group with 11% of the total responses. Thus, it can be observed that Generation Y and Z are dominant participants in the survey with 73% of the responses share. This can while Generation Y and especially generation Z are more interested in the topic of online influencers and celebrities. In addition, 80% of the participants are females, while there is only 20% of male participants. This may indicate that Croatian women are more interested in the topic of online influencers and traditional celebrities than Croatian man.

Moreover, these findings can also answer research questions and problem formulation. For RQ1 it can be observed after the analysis, that traditional celebrities have stronger influence on Croatian consumer's brand attitude than online influencers. However, there is no significant difference, but rather slight difference when looking at Beta coefficient in Figure 20. This is in contrast with the findings of Djafarova & Rushworth (2017) which was conducted in the UK and which presented that online influencers have stronger influence on consumer's brand attitude than traditional celebrities. Also, the findings are in contrast with Jin et al. (2018) which also state that consumers perceive online celebrities (online influencers) more favorably than traditional celebrities in the digital context. This contrast may be while these studies focused solely on the Instagram platform. However, Gajanova et al. (2020) researched perception of Slovakian consumers on online influencers and traditional advertising. The authors have found that Slovakian consumers perceived online influencers less trustworthy than traditional marketing. Thus, it can be seen that there can be differences in the views on online influencers and traditional celebrities depending on the geographical context.

Next, for the RQ2 and RQ3 traditional celebrities have a significantly stronger influence on Croatian consumer's purchase intention, than online influencers. Thus, it can be concluded that Croatian consumers will rather purchase brands recommended from the traditional celebrity than from online influencers. This is also contrary to the findings of Djafarova & Rushworth (2017) which state than online influencer has stronger influence on consumer's purchase intention than traditional celebrities. However, Schouten et al. (2019) state that scientific knowledge of influencers utilization in marketing is limited. In addition, Vrontis et.al (2020) stated that the research on online influencers should be expanded to new geographical contexts. Thus, this may indicate that Croatian consumer's do not trust or perceive online influencers as credible as traditional celebrities, while traditional celebrities are influencing their brand attitude and purchase intention more. In addition, from the analysis it can be concluded that Croatian consumer's brand attitude is correlated with Croatian consumer's purchase intention. In other words, Croatian consumers will have more purchase intentions towards the brand if they have positive brand attitude. This is in line with the research of Hermanda et al. (2019) who state that online influencers are influencing brand attitude which is positively influencing consumer's purchase intention.

The findings of the Thesis are in the line with Trivedi & Sama (2020) who found also that online influencers and traditional celebrity endorsers are positively influencing consumer's

brand attitude and purchase intention. Moreover, this study is in line with the theory of reasoned action while attitudes of the Croatian consumers are influencing their purchase intention.

To sum up, it can be seen in Table, that all the hypotheses in the Thesis are accepted and that the conceptual framework stays the same.

TABLE 4 ACCEPTED HYPOTHESES (OWN CREATION BASED ON SPSS)

	H1	H2	H3	H4	H5
Sig	0.000	0.000	0.015	0.000	0.002

7. Conclusion

To sum up, this study investigated the effect of online influencers and traditional celebrities on Croatian consumer's brand attitude and purchase intention. Findings of this Thesis are contributing to the scarce literature on online influencers and traditional celebrities in context of Croatia. The results of the analysis indicate that there is a effect of the online influencers and traditional celebrities on both Croatian consumer's brand attitude and purchase intention. Moreover, traditional celebrities have slightly stronger effect on Croatian consumer's brand attitude than online influencers. However, traditional celebrities have stronger effect on Croatian consumer's purchase intention than online influencers. This can be seen by Beta coefficients. Also, brand attitude has strong influence on purchase intention in Croatian consumers, confirming also the theory of reasoned action which indicates that attitudes are influencing purchase intention.

Next, in the chapter of Descriptive statistics, it has been presented that 80% of the survey participants were females, which may indicate that females are more interested, and follow online influencers and traditional celebrities more than males.

7.1. Theoretical implications

The main contribution of this study to the existing literature is that this study expanded the literature on online influencers and traditional celebrities in a new geographical context of Croatia. Next, the confirmed that theory of reasoned action can be utilized in the context of Croatian consumer'. Also, the study contributes adding on to the literature on influencers and celebrities and consumers behavior and marketing literature. The study confirmed the role of online influencers and traditional celebrities on Croatian consumers brand attitude and purchase intention. Also, the study identified potential gaps and future recommendations for following researchers to cover.

7.2. Managerial implications

From managerial perspective, this study contributes to the international marketing context, while international companies that are targeting Croatia, can examine the effects of online influencers and traditional celebrities on Croatian consumers. Also, companies may view the study and design their messages for the target groups more appropriately. Next, managers can observe Croatian consumer's response toward two endorsers of influencers and traditional celebrities and see if they want to utilize them in their campaigns.

7.3. Limitations and Future suggestions

Participants of the survey were mainly from Generation Y and Z, which may indicate that these Generation groups are mainly interested in the online influencers and traditional celebrities' topic. Thus, future research may examine online influencers and traditional celebrity influences on Generation Y and Z brand attitude and purchase intention.

Next, this research lacks presentation of the specific online influencers and traditional celebrities. Thus, future researcher may examine the effect of beauty, travel or fitness influencers and traditional celebrities on Croatian consumer's brand attitude and purchase intention. Also, most of the participants of this study were females, thus future research may examine the effect of online influencers and traditional celebrities on Croatian female consumers'. Moreover, the research did not specify characteristics of „influencer" and „celebrity" variables. Thus, future research may investigate characteristics of those endorsers

such as perceived credibility, trustworthiness and attractiveness, based on Ohanian (1990). Next, researcher used cross-sectional study due to time limitations, and future researcher may use longitudinal studies to investigate the topic of influencers and traditional celebrities' effect on a larger time span. Also, possible limitation is not utilizing attitude toward online influencer and attitude toward traditional celebrity variables. Thus, future researcher may use these variables and examine relationships with the variables of „influencer", „celebrity", „brand attitude" and „purchase intention" used in this study. Lastly, possible limitation of this study is that participants of the survey did not provide their attitudes toward the specific brand. Thus, future researchers may use specific brands in order to examine online influencers and traditional celebrities influence on Croatian consumer's attitude and purchase intention toward that specific brand.

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9. Appendix

9.1. Appendix 1- Literature review table

Title	Aim, purpose	Theories	Research Methodology	Findings	Future Research Recommendations
Chopra A, Avhad V. and and Jaju S.(2020): Influencer Marketing: An Exploratory Study to Identify	Aim is to identify key factors of influencer marketing that impact consumer behavior.	Theory of planned behavior and social learning theory.	Qualitative study 25 millennial consumers who are active followers of influencers). in-depth interviews.	The study revealed that both attitude toward influencers and perceived behavior control that allows increase in domain knowledge	-to conduct a large-scale quantitative study to validate the antecedents of consumer acceptance model of influencer marketing.

Antecedents of Consumer Behavior of Millennial				had a favorable impact on consumer behavior while the influence of peers had no effect additionally serving to make the developing themes,	Compare the opinions of urban vs. rural millennial consumers and study the effect of celebrities vs. Influencers
De Veirman M., Cauberghe V. & Hudders L. (2017): Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude	Aim is to provide more insights in the characteristics that make a social media influencer on Instagram efficient above and beyond their potential reach through their large social network.	Theory of bounded rationality, naive theory of exclusivity, naive theory of popularity.	Hypothesis testing. Instagram accounts for two fictitious influencers, a male and a female influencer (using photos of actual influencers were created.	Findings of two experimental studies show that Instagram influencers with high numbers of followers are found more likeable, partly because they are considered more popular.	delve into these specific assets and how they influence the preference for a specific influencer, and more important the influencer's true influence on consumer decisions. Explore whether certain types of influencers are more likely to influence brand perceptions in a beneficial way than others. -whether different social media endorsements may evoke different perceptions about the influencers' motives among consumers and how these perceptions may affect endorsement effectiveness. -examine a wider variety of product categories and look for further differences between product types to generalize our results.
Wiedmann, K.-P. and von Mettenheim, W. (2020)Attractiveness, trustworthiness and expertise – social influencers' winning formula?	Study aims to fill this gap by exploring whether the requirements of influencers' attractiveness, expertise and trustworthiness are relevant for online influencer campaigns.	Source-Credibility Model for influencers explore whether the three requirements of credibility	Hypothesis testing 288 participants online survey	The results show that the most important requirement is trustworthiness, followed by attractiveness; surprisingly, the relevance of expertise is virtually nil.	Whether the structure of requirements might be different for other types of products (products from industries other than fashion and with different involvement), whether the requirements are interconnected and whether there are further relevant requirements.
Arsenis T., Chatzopoulou E. (2020): Instagram Influencers' impact on online consumer behavior :An Empirical study of the Greek market.	Aim of the study is to investigate the impact of Instagram Influencers endorsements on the users' behavior.	-	Hypothesis testing, regression analysis. Survey is based on 250 Greek Instagram users who were from 18 to above 40 years old. Structured questionnaire	The findings confirm the hypothesis that Influencers do affect the consumers in social media as long as some parameters. the degree of loyalty is affected by the relationship between a person and an Influencer.	One main limitation was the sample, which was customers who are located in Thessaly, Greece. Thus, other researchers can expand to other geographical areas.
Weismueller J., Harrigan P.,Wang S. , Soutar G. N. (2020): Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media.	Paper investigates the impact of social media influencer endorsements on purchase intention, the impact advertising disclosure and source credibility on purchase intention.	The source credibility model helps explain message efficacy.	Hypothesis testing. Web questionnaire, Germany who were active Instagram users (at least weekly use of Instagram).	Findings reveal that source attractiveness, source trustworthiness and source expertise significantly increase consumer purchase intention; whilst advertising disclosure indirectly influences consumer purchase in-tention by influencing source attractiveness.	Future research should investigate whether results differ depending on age. It would be useful for researchers to examine these relationships on other social networking sites. Future studies may examine such factors (e.g. advertising literacy and e-lifestyle) and include attitude constructs in the model (e.g. attitude towards

					the ad or attitude towards the brand)
Castillo D. J., Fernández R. S. (2019): The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention	This study aims to determine how effective digital influencers are inrecommending brands via electronic word-of-mouth by examining whether the potential influence they have on their followers may affect brand engagement in self-concept, brand expected value and intention to purchase recommended brands.	Two-step flow communication theory and observational learning theory.	Hypothesis testing is used. The data for this study was collected in Spain by conducting an online survey. The survey's participant requirements were that the respondents had to be at least 18 years of age and be active followers of digital influencers as conceptualized in this paper.	This study's results highlight the ability of digital influencers to influence the behavior of followers in their role as consumers, demonstrating that the influence they exert may affect perceptions, evaluations and purchase intentions regarding the recommended brands.	Future studies may can build a bond with their followers that shapes their perceptions and behaviors towards the endorsed brands. Further research using longitudinal data and cross-lagged analysis would help predict followers' behavior over time and enhance our understanding of the interrelationships between variables. Studies could examine other constructs that could affect followers' intention to purchase recommended brands such as perceived influencer's trustworthiness attitude towards the brand, influencer reputation or the level of involvement with or interest in the endorsed product category Studies may explore perceived quality of the information provided by the influencers the follower- influencer emotional attachment.
Renchen K. D. (2020) Influencer impact on brand Awareness: a mixed method survey In the german fashion segment	The conducted study identifies determinants of influencer marketing use in German companies and evaluates how influencer marketing impacts consumers' readiness to follow those influencers, their brand awareness and as a consequence,purchase intention.	Evaluation method suggested by Webster and Watson (2002), has found six major determiners of influencer marketing success.	The survey qualitative and quantitative research methods and evaluates two perspectives of the influencerconsumer communication process. Semi-structured interviews with German fashion Influencers as an approach for the qualitative section.	Findings indicate that while followership is achieved by high-influencer motivation and authenticity, brand awareness is established mainly via the real-life character and authenticity of contributions	Previous literature is not fully comprehensive concerning the impact of influencer marketing at the consumer level. All of them are followers of the previously interviewed influencers. the qualitative study is based on three interviews with influencers in the German fashion sector and could be expanded to other geographical areas and categories.
Lim X.J ,Rozaini A., Radzol M., Cheah J.H, Wong M. W. (2017): The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude	This study is designed to investigate the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product match-up, and meaning transfer	Social learning theory acts as a theoretical framework to provide ideas of socialization agents that can predict consumption behaviours	Hypothesis testing. Purposive sampling method and the dataset of 200 respondents was then analysed using PLS-SEM technique.	The result was consistent with a prior study by Ohanian (1991), which revealed that source of attractiveness did not have any impact on consumers' purchase intention.	Future studies should expand to a wider range of millennial consumers, and potentially other generation cohorts to achieve a set of more credible findings. Studies could consider administering a fictitious brand or social media influencers to eliminate the potential bias that could influence the respondents' questionnaire answers.

					Questionnaire that is not based on customer's prior purchasing experience.
Chetioui Y., Benlafqih H. & Lebdaoui H. (2020): How fashion influencers contribute to consumers' purchase intention	This study examines the impact of attitudes toward fashion influencers (FIs) on brand attitude and consumer purchase intention. It also aims to identify factors affecting consumers' attitudes toward FIs.	Theory of planned behavior	Hypothesis testing nonprobability sampling method, combining self-selecting and snowball sampling. 610 Moroccan respondents.	These results illustrate that an influencer who is perceived as credible is more likely to influence the follower's attitudes and purchase intention as suggested by prior literature	There is a lack of literature tackling the relationships between fashion leadership and consumer's purchase intention. Expand the studies to other developing countries. Future research could conduct a qualitative study to assess the impact of FIs on consumers purchase intention.. Qualitative research tolerates more probing, and therefore different outcomes might be accomplished.
Pick M.(2020): Psychological ownership in social media influencer marketing	The paper examines: firstly, the impact of consumers' perceived influencer credibility (IC), using the source credibility model by Ohanian (1990) in respect of attitude towards product, advertising and purchase intention.	Source credibility model in respect of purchase intention, attitude towards advertising and product;	Hypothesis testing. The study, using a online questionnaire about two influencer advertisements. The first influencer was a fictitious female. The second influencer was an actual male fitness-focussed influencer	The results show that perceived IC serves as a criterion, determining purchase intention, attitude towards advertising and product, while contributing an instrument for transferring convincing messages, which increase the perceived connection to the influencer.	Future research could expand to genarations other than Generations Y and Z. This research focussed on YouTube and Instagram, but there are many more types of social media, which should be taken into account. Expand to new geographical areas and investigate cross-cultural differences. Including consumers in creating products within the framework of co-creation via social media and its effects would be another promising research area. could be to examine influencers' other characteristics beyond their credibility (i.e. product evaluation number)
Hermanda A. , Sumarwan U., Netti Tinaprilla N. (2019):The effect of social media influencer on brand image, self-concept, and purchase intention	Purpose of the research was to discover how social media influencers influenced the brand image, self-concept and the purchase intention of cosmetic consumers.		Hypothesis testing the cross sectional design, with the data gathered through online,questionnaires. The samples would be gathered using the convenience sampling technique, with respondents up to 219 people.	The result of the research stated that social media users indirectly viewed social media influencers as role models in terms of lifestyle, as consumers could view similarities between them and the influencers through the social media.	Research model could be expanded by researching more about social media influencers with brand equity and purchase intention. Further research were also recommended to add other compatible variables and produce better results.
Nurhandayani A., Syarief R., Najib M. (2019): The impact of social media influencer and Brand images to purchase intention	This study was designed to analyse the impact of social media influencer and brand image on consumer's purchase intentions.	Theory of Brand Images, concept of the adoption process, (Source Attractiveness Model) of McGuire (1985), (Source Credibility Model) of Hovlan, Javis, and Kelley (1953), the	Hypothesis testing, purposive sampling technique conducted by interview method through questionnaires online using Google form application.	The results of this study indicate that the credibility and attractiveness of a social media influencer do not have a significant effect on consumer attitudes and buying interest.	Future research could investigate their purchase behaviour whether they will go out directly to buy the product at offline store or they will continue surfing on internet to buy online.

		SCM model from Ohanian (1990), Theory of Communication			a different platform of social media may deliver different impacts for different industries. For some category product which targeting older consumer, it is necessary to have further research.
Trivedi J. & Sama R. (2020): The Effect of Influencer Marketing on Consumers' Brand Admiration and Online Purchase Intentions: An Emerging Market Perspective India	This research observes the comparative effect of an expert social media influencer vis-a-vis' an attractive celebrity influencer's endorsement on the millennial consumer's brand attitude, leading to brand admiration and then to online purchase intentions.	Theory of reasoned action, Source credibility model	Hypotheses testing-structural equation modeling, hierarchical regression analysis, and Hayes process method. The survey-438 respondents	The results submit that there is a definite advantage in choosing an expert influencer over an attractive celebrity influencer while planning the marketing communications of consumer electronics products.	As data is drawn from millennials, it is not representative of all consumer cohorts in a largely populated country like India. Future studies can focus on other emerging categories in the e-commerce market like wearables, online furniture, and jewelry. A study focused on the effect of influencer marketing on gen z is an emerging area of study. Studies could focus on moderators like gender and higher-income groups. And observing the impact of influencer marketing on other important variables like brand equity, brand loyalty, and brand recall. Studies could study cross-cultural study comparing influencer effectiveness in emerging vis-a-vis developed markets.
Chen Lou & Shupei Yuan (2019): Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media	Topic-aim The present study involves preliminary research to understand the mechanism by which influencer marketing affects consumers via social media. It proposes an integrated model—the social media influencer value model—to account for the roles of advertising value and source credibility.	McGuire's (2001) communication-persuasion matrix.	Res methodology Hypothesis testing Online survey	Findings This study proposed a theoretical model to understand the effects of influencer marketing, which incorporates the value of influencer content and source credibility into model testing	Recommendations identify critical boundary conditions or mechanisms of its effects on brand building and consumer behaviors. Future studies could examine influencer marketing on specific SNSs. future studies may also want to control whether participants actually understand the concept of social media influencer.
Parker J. Woodroof, Katharine M. Howie, Holly A. Syrdal, Rebecca Van Meter (2019):	The purpose of this paper is to examine the impact of the type of disclosure used by social media	The persuasion knowledge model (PKM)	Hypothesis testing Online survey, sample 502 respondents in USA	The results indicate that when consumers become cognizant that an influencer's branded promotional	the findings may not be generalizable (only US study).

What's done in the dark will be brought to the light: effects of influencer transparency on product efficacy and purchase intentions	influencers on consumer evaluations of influencer transparency, product performance expectations and how those factors ultimately influence purchase intentions. This research examines how various types of SMI disclosure language affect brand- and product-related outcomes			post may have been motivated by an underlying financial relationship, they evaluate the influencer as significantly less transparent if a more ambiguous disclosure is used relative to a clearer disclosure. Transparency perceptions of the influencer impact consumers' perceptions of product efficacy as well as purchase intentions.	The authors expect that as perceived risk associated with a product purchase increases, perceptions of influencer transparency in social media promotional posts are likely to be weighted more heavily. Future research should examine this. future researchers to investigate whether these other forms of disclosure impact consumer perceptions of SMI transparency. More generally, examining different types of influencers (noncelebrities, micro-influencers, etc.), with different types of followers, and a variety of products would expand the generalizability of this work. this research opens a pathway for additional investigation of influencer marketing transparency in social media.
Torres, P, Augusto, M, Matos (2019): Antecedents and outcomes of digital influencer endorsement: An exploratory study	This study addresses the research gap by examining the effect of digital influencers' attractiveness and the effect of the congruence between a digital influencer and a brand on consumer attitudes and purchase intentions.	Meaning transfer model (McCracken, 1989)	Hypothesis testing Online survey	The results show that both brand attitudes and purchase intentions are influenced by the digital influencer's attractiveness (which includes both likeability and familiarity) and by the congruence between the digital influencer and the brand.	Future studies can investigate the effects of digital influencers in a larger sample using different categories. In future studies, other aspects could also be relevant for digital influencers' endorsement effectiveness, such as the execution of the endorsement.
Saima & M. Altaf Khan (2021): Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility	This research paper is an attempt to identify the effect of various attributes of social media influencers on their credibility and eventually on purchase intention of consumers in Delhi NCR, India.	Source credibility and source attractiveness models Ohanian (1990)	Hypothesis testing Online survey	The findings reveal that trustworthiness, information quality and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase intention of consumers. Also, the purchase intention of consumers is directly affected by an influencer's trustworthiness and credibility.	future studies might take a larger sample size and focus on the age group of above 40 years as their perception of influencer marketing might be different. uture research might include the rural class of India in the study. future research, if probability sampling techniques could be used to collect data, then the generalizability of the findings could be improved. future studies can make use of longitudinal research design to examine influencer marketing's long-term effect on the purchase intention of consumers, as such a study might possibly be affected by the innovations in technology and change in social

					media platforms. Future studies can also use qualitative methods to identify other influencer's attributes which affect consumers' purchase intention, or investigate the effect of social media influencer marketing on other aspects like brand awareness, brand admiration, consumer engagement and brand image.
AlFarraj, Omayma & Alalwan, Ali & Obeidat, Zaid & Baabdullah, Abdullah & Aldmour, Rand & AL-Haddad, Shafig. (2021): Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry	This study aims to investigate the influencers' credibility dimensions (i.e. attractiveness, trustworthiness, expertise) on purchase intention (PI) through the mediating role of cognitive and affective online engagement among the aesthetic dermatology consumers in Jordan.	Theory Source credibility model	Hypothesis testing Online survey	The data analysis revealed an excellent fit for the data and indicated an impact of attractiveness and expertise on online engagement and purchase intention. Moreover, a mediating influence was also found for online engagement on the path between influencer credibility and PI.	Further, examining the mediating role of other variables such as electronic word-of-mouth (EWOM) and loyalty programs could also provide further insights onto the nature of the factors affecting the PI. In addition, future studies should examine the differences of using more than one social media platform future studies could add a valuable contribution by adopting a more qualitative approach by interviewing marketing managers to understand the view of the marketers about the role of influencer credibility, online engagement and PI.
Sokolova K., Kefi H. (2019): Instagram and youtube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions	We investigate how the para-social interaction (PSI) the audience creates with the online influencer, along with their perceived credibility, are related to the purchase intention and how they are, in turn, related to the social and physical attractiveness and attitude homophily.	Theory persuasion theory developed by Petty and Cacioppo (1986), likelihood model of persuasion (ELM) The theory of para-social interaction (PSI)	Hypothesis testing Online survey	We find that attitude homophily is positively related to PSI but, surprisingly, the physical attractiveness shows negative relationship or no evidence of relationship. Both credibility of the influencers and PSI exhibit significant and positive relationships to purchase intention.	Future work could investigate the persuasion clues for each platform separately considering their content specificity. Other social media platforms specializing in more ephemeral interactions, such as Snapchat, could be further studied to compare the results. urther study the concept of beauty and its different facets in

					the case of digital influence. Thus, not only body and face, but voice, style, lifestyle, make-up or other more specific aspects of beauty could be relevant to the persuasion Future studies could address the subject using qualitative or mixed research designs to explore more emergent insights.
Gajanova L. & Majerova, J. & Nadanyiova M.. (2020): The impact of influencers on the decision-making Process regarding the purchase of the brand product	the aim of this paper is to study the impact of influencers on the decision making process of Slovakian consumers regarding the purchase of the brand product o	-	Hypothesis testing Online survey	The research revealed quite a degree of distrust of Slovak consumers in influencer marketing. This may be partly explained by the singularity of Slovaks and partly by the limitations of research. The results again point to the fact that Slovak consumers largely do not trust advertising via Influencers. Again, this contradicts several world surveys.	Recommendation is to repeat the questioning on another sample of respondents. The questionnaire survey was conducted only in the presence of a geographically limited population.
Liu, C., Zhang, Y. and Zhang, J. (2020): The impact of self-congruity and virtual interactivity on online celebrity brand equity and fans' purchase intention	This paper aims to explore the factors that contribute to online celebrity branding and improving fans' purchase intentions.	Brand equity theory attribution theory	Hypothesis testing Online survey	This paper reveals that customers' perceived self-congruity with online celebrities' image and virtual interactivity positively impact the brand equity of online celebrities. The brand equity of online celebrities thereby drives followers' purchase intentions and the perceived quality of products positively moderates this relationship.	Future research can focus on the most active and creative social media platforms. such as the Future studies could investigate content in the interaction between online celebrities and consumers. Future research should address how the content in the interaction between online celebrities and targeted fans will affect human brand equity and fans' purchase intentions. Future researchers might also probe deeper psychological variables such as social presence in building human brand equity online. Future research on social presence would facilitate our understanding of how online celebrities build their brand equity on social media platforms. comparing the potential differences in building human brand equity between online celebrities and traditional celebrities would be a promising area for future research.
Tengku Mohd Azzman, Tengku Siti Aisha and A.	This study focuses on identifying the predictors of purchase intentions of	Parasocial interaction concept	Hypothesis testing Online survey	Results highlight the positive impact of parasocial	Future studies may Combine quantitative methods with those that are more

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Manaf, Aini Maznina (2020): Malaysian female users' purchase intentions of celebrity-endorsed products on Instagram: A parasocial interaction perspective	celebrity-endorsed products among female Instagram users in Malaysia			interaction on the purchase intentions of celebrity-endorsed products.	qualitative in nature, such as using in-depth interviews or focus group discussions among celebrity fans, when examining social media habits, and celebrity endorser characteristics (i.e. credibility, trustworthiness, attractiveness, likeability).
Pradahan D., Duraipandian I. & Sethi D. (2016): Celebrity endorsement: How celebrity–brand–user personality congruence affects brand attitude and purchase intention	This study tests a conceptual framework aimed at comparing the relative effectiveness of celebrity–user, brand–celebrity, and user–brand personality congruence on brand attitude and brand purchase intention (BPI)	Hierarchy-of-effects model Meaning Transfer Model. Self-Congruity Theory	Hypothesis testing Online survey	The results indicate that while user–brand and brand–celebrity personality congruence have a significant impact on brand attitude and purchase intention, celebrity–user congruence does not.	Future research may establish whether the effects of the congruence described above would be different for male and female respondents. Future research may establish whether the effects of the congruence described above would be different for male and female respondents. Future research can test the model for different levels of purchase involvement wherein alternate learning hierarchies may be applicable. Study influencing power of celebrities can be studied further in the context of the model tested in this study. Future research may aim at generalizing the model presented in this study and its implications across different cultures to reinforce and further substantiate its predictive ability.
Djafarova E., Chloe Rushworth C.(2017): Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users	This study investigates the impact of Instagram upon source credibility, consumer buying intention and social identification with different types of celebrities.	Source credibility theory. Halo effect theory	Qualitative research In-depth interviews	The research findings show that celebrities on Instagram are influential in the purchase behaviour of young female users.	Future research could explore Instagram in relation to brand recall, visual communication, use of figurative language within the images portrayed and viewer participation. It would also be interesting to study crosscultural differences in the use of Instagram, Future research should employ a larger sample size to further test the findings of this research. Further work could be conducted to test source credibility (Ohanian, 1990) and self-presentation models in relation to online communication.
Herjanto, H. & Adiwijaya, M. & Wijaya, E. & Semuel, H.. (2020): The Effect of Celebrity Endorsement on Instagram Fashion Purchase Intention:	The present study also examines the moderating role of CE in the relationship between brand image and brand trust as well as repurchase intention.	Self-identity theory, Opinion leader theory, brand personality theory	Hypothesis testing Online survey	The results show that the hypothesized model of CE on brand image, brand trust and repurchase intention fits the data. In addition, the findings also demonstrate that	Future research may replicate this study by employing a paper and pencil type of survey. Second, the context of this study was limited to fashion brands. The extension of this study

The Evidence from Indonesia				CE moderates the relationship between brand image and brand trust, and between brand image and repurchase intention.	to different contexts, such as services. Future researchers are recommended to include male celebrities in their investigations. future research could incorporate other constructs such as brand personality, brand experience and brand enthusiasm, as well as celebrities' nationality as a potential moderator.
Jin V, Muqaddam A, Ryu E. (2019): Instafamous and social media influencer marketing	The purpose of this paper is to test the effects of two types of celebrities (Instagram celebrity vs traditional celebrity) on source trustworthiness, brand attitude, envy and social presence. The current study tested the differential effects of Instafamous vs traditional celebrities on social media marketing outcomes.	Celebrity credibility model. Meaning transfer and source credibility models	Hypothesis testing Online survey, two-group comparison between-subjects design experiment	The results indicate that consumers exposed to Instagram celebrity's brand posts perceive the source to be more trustworthy, show more positive attitude toward the endorsed brand, feel stronger social presence and feel more envious of the source than those consumers exposed to traditional celebrity's brand posts.	Future studies can consider cross-platform comparisons.
Satria D. A., Jatipuri S., Hartanti A. D., Sanny L. (2019): The Impact of Celebrity Endorsement by Social Influencer Celebgram on Purchase Intention of Generation Z in Fashion Industry	This study targets to evaluate the effect of the superstar variable authorization in Instagram or in Indonesia commonly called celebgram, on the purchase intention of generation z variable directly, and also with the mediating variable, attitude towards the brand and the advertisement.		Hypothesis testing Online survey	Outcomes of the research shows that the celeb glam endorsement has a, encouragingthe generation z's buying intentions and their attitude towards advertisement and brands. It isrecognized that generation z's attitudes towards advertising and brands also have impacts on their purchase intention.	Further research can be conducted in this research by adding other factors or variables that can more affect to attitude toward the brand, attitude toward the advertisement and purchase intention, such as the celebrity-brand congruency or another variable that can be affected.
Chung S. & Cho H. (2017): Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement	The purpose of this study was to explore the underlying mechanisms through which the use of social media affects endorser effectiveness.	Theories of parasocial relationships	Hypothesis testing Online survey	Findings: (1) parasocial relationships mediated the relationships between social media interactions and source trustworthiness, (2) social media interactions influenced parasocial relationships via self-disclosure; and (3) source trustworthiness had a positive effect on brand credibility, which, in turn, led to purchase intention.	Future studies should employ different research designs, such as longitudinal studies, experimental research, or a multimethod approach. Future studies should be conducted using samples in other countries/cultures to check the generalizability of the findings of the present study. Future studies may control for the effect of product–endorser fit on the celebrity endorsement.
C. A. Onu, J. Nwaulune, E.A. Adegbola and G. Nnorom (2019): The effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions: A study on Nigerian consumers	examined the effect of celebrity physical attractiveness and trustworthiness on consumer purchase intentions of selected telecommunication in Nigeria.	Source Attractiveness Model	Hypothesis testing Online survey	Findings from the study reveal that celebrity physical attractiveness had positive effect on consumer purchase intention of selected telecommunications companies in Nigeria. Celebrity trustworthiness had positive and significant effect on consumer	-

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				purchase intention of selected telecommunication companies in Nigeria	
J.S. Wang, Y.F. Cheng, Y.-L. Chu (2020): Effect of Celebrity Endorsements on Consumer Purchase Intentions: Advertising Effect and Advertising Appeal as Mediators	this study explored the effect of advertising appeal and effect in the relationship between celebrity endorsement and consumer purchase intention.	Balance theory of Heider Rational and emotional appeals proposed by Kotler and Armstrong (2003)	Hypothesis testing Online survey	The results showed that celebrity endorsements, advertising appeal, and advertising effect significantly and positively affect consumer purchase intentions.	-
F.Fan (2020): Exploratory study about audience response to product endorsements by online DIY celebrities and traditional celebrities	the purpose of this paper is to fill the literature gap by examining how consumers perceive and evaluate online DIY and traditional celebrity endorsers	Civic responsibility model, developed by Chan and Fan (2020), Grounded theory	Exploratory study In depth interviews	The persuasiveness of online DIY celebrity endorsers was not as effective as that of traditional celebrity endorsers. Interviewees even held an overall negative attitude toward online DIY celebrities and their endorsements. Interviewees perceived traditional celebrity endorsers more positively, and their endorsements to be more effective, than online DIY celebrity endorsers	Future studies are suggested using survey and experiment methodology to further test and compare the persuasiveness of online DIY and traditional celebrity endorsement. Sampling method is recommended as it allows researchers to study differences in samples' demographic factors such as educational levels and age groups. Future studies are suggested to be conducted through cross-cultural comparative study.
A. P. Schouten, L. Janssen & M. Verspaget (2020): Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit,	The goal of our study was to compare the effectiveness of endorsement advertising by social media influencers to traditional celebrity endorsements.	Theory on product placement	Hypothesis testing Online survey	results showed that participants identify more with influencers than with celebrities, feel more similar to influencers than celebrities, and trust influencers more than celebrities. Participants were more willing to buy a product endorsed by an influencer than by a celebrity.	recommend investigating different types of social media endorsements with different levels of product engagement in future studies. future research could examine other moderators than product-endorser fit influencing the relationship between endorser type and advertising effectiveness. Future research could compare the effects of influencer vs. celebrity endorsements on other types of products, such as search goods. Future research could also distinguish between informational and transformational or utilitarian and hedonic goods.
K. O.-Frimpong, G. Donkor, N. Owusu-Frimpong (2019): The Impact of Celebrity Endorsement on Consumer Purchase Intention: An Emerging Market Perspective	This study investigates the impact of celebrity endorsement and the moderating effect of negative publicity on consumer purchase intention or attitudes in an emerging market	Social influence theory (SIT). persuasion theory he source Attractiveness model (McCracken, 1989)	Hypothesis testing Online survey	The findings indicate that a celebrity endorser who has attributes such as attractiveness, trustworthiness, and familiarity has a positive influence on consumer's perception of quality, purchase intentions, and brand loyalty. However, celebrity endorser's negative publicity had no moderation	Future research should test the relative effects of other factors such as emotions and socio-economic factors as moderators using our proposed model. future research examines this in depth employing longitudinal research design future research to examine cultural influences on

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				effect on consumer purchase intention.	the effects of negative publicity on consumer purchase behaviors. Future research on celebrity endorsement should carefully examine this firm-endorser fit" on purchase intention behaviors to establish how it adds to the effects. Further research should examine the cumulative effects of these practices and why it is particularly important to use a celebrity endorser prior to the launch of the brand.
Delancy H. S. Bennett, N. A. Anaza & Y. Andonova (2021): Big names and small price tags: an analysis of celebrity endorsement on consumers' perceptions of price, quality, and intent to purchase	This paper investigates if celebrity endorsement offsets the negative effect low prices have on quality perceptions.	Signaling theory	Hypothesis testing Online survey	This research highlights the interactive effect between celebrity endorsement and pricing on purchases (Study 1) and shows that celebrity endorsers' level of expertise improves perceptions of low-priced offerings and increase purchases. Study 2 finds the mediated effect of price on purchase intentions via quality perceptions is moderated by endorser type such that a celebrity improves the quality perceptions of low-priced products. Study 3 shows price-quality perceptions mediate the effect of price on purchase intentions.	Future research should examine if the interactive effects of price and product endorsement extend to goods that are more utilitarian in nature (e.g., refrigerators, grills, An interesting extension of this research would be to explore whether more mainstream female endorsers, such as actress Jennifer Aniston, can offset the effect of low pricing across good- and service- based products to the same degree as a male endorser to explore whether female and male celebrity co-endorsers such as musical artists Jay-Z and Beyoncé are as impactful in influencing purchase intention for low-priced products as a single celebrity endorser. Future research should investigate the role a celebrity endorser plays on perceptions of price and quality. Future research could examine the interplay between celebrity and product congruence and low price as it relates to consumers' perceptions of price, quality, and purchase intentions.
Vrontis D., Makrides A., Christofi M. & Thrassou A (2020): Social media influencer marketing: A systematic review, integrative framework and future research agenda	The first systematic review of extant literature on the topic. Third, we consolidate and extend a suite of conceptual frameworks and research findings into an integrative, multidimensional and multidisciplinary framework, thereby providing	Theory of reasoned action, social exchange theory, two-step flow of communication and megaphone effect. Source credibility theory, persuasion knowledge model, social comparison theory and attribution theory.	Searched for relevant literature in three major electronic databases: EBSCOhost Business Source Ultimate, Science Direct and Emerald. peer-reviewed journal articles written in English, omitting books, book chapters, conference	Finding reveals that the present state of research on IM lacks conceptual contributions (e.g., integrated perspectives, new theories and propositional inventories), which are critical to knowledge development. The largest share was captured by	Focus on expanding the theoretical boundaries of this research stream. Future scholars should expand to new geographic regions and engage in crosscultural studies to provide more reliable information and in-depth analysis, and capture cross-cultural

	structure to the SMI phenomenon and its impact on consumer behaviour		proceedings, editorials and other nonrefereed publications.	empirical studies (94%; $n = 64$), we followed an inductive approach to categorization allowing for themes to emerge direct from the data the majority of scholarly research on SMIs is empirical in nature, using mainly quantitative methods	differences in the ways consumers respond to IM.
Shan Y, Chen K.J, Lin J.S.(2020): When social media influencers endorse brands: the effects of self-influencer congruence, parasocial identification and percieved endorser motive	The present study explores the effects of self-influencer congruence on brand attitude, brand engagement, and purchase intention in China's dynamic social media context. The perceived motive of social media influencer's endorsement behavior, parasocial identification with social media influencers, and their roles in the endorsement process were examined.	Parasocial identification, social-cognitive theory.	Hypothesis testing Online survey in China	The results of this study suggest that a high degree of congruence between the image of a social media influencer and the consumer's ideal self-image leads to effective endorsement outcomes. Parasocial identification was found to mediate the relationship between self-influencer congruence and endorsement outcomes while perceived endorser motive was found to moderate the effects of self-influencer congruence on such outcomes through parasocial identification.	An alternative measure for self-influencer congruence might be adopted for future research. Future studies should examine the congruity between an influencer's image and consumer's other domains of self. Other motivations should be examined by future research, such as altruistic motive.

9.2. Appendix 2- Survey questions

Question	Type
Do you follow any online influencers on the social media networks (Instagram, Facebook, Tik-Tok etc.) or a blog?	Elimination & Demographic
Do you live or have a residence in Croatia?	Elimination & Demographic
Do you follow any of the traditional celebrities on the social media networks or in general?	Demographic
Age	Demographic
Gender	Demographic
Employment status	Demographic
Income status	Demographic

Variable	Item	Measurement	Source
Online Influencer	Inf1	1.I do believe that online influencers I follow are convincing	Chetioui Y., Benlafqih H. &

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	Inf2	2. I do believe that online influencers I follow are credible	Lebdaoui H. (2020; Liu et al. (2012); Martins et al. (2017); Yang et al. (2013)
	Inf3	3. I do believe that online influencers advertising is a good reference for purchasing products	
	Inf4	4. I find purchasing product/service advertised by online influencers I follow to be worthwhile	
	Inf5	5. I do believe that I can depend on online influencers I follow to make purchasing decisions	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Lu et al. (2014); Ohanian (1990)
	Inf6	6. I do believe that online influencers I follow are sincere	
	Inf7	7. I do believe that online influencers I follow use the same products they advertise	
	Inf8	8. The online influencers I am following are experts in their field	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Bergkvist et al. (2016); Ohanian (1990)
	Inf9	9. The online influencers I am following have great knowledge	
	Inf10	10. The online influencers I am following provide references based on their expertise	
Brand attitude	Ba1	11. I do trust brands advertised by online influencers I follow.	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Bergkvist et al. (2016)
	Ba2	12. I dislike brands using online influencers for marketing.	Trivedi (2018)
	Ba3	13. Brands using online influencers for marketing are pleasant.	
Purchase intention	Pi1	14. I most frequently have intentions to purchase products advertised by the online influencers I follow	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Hsu and Lin (2015); Kumar et al. (2009); Martins et al. (2017)
	Pi2	15. I generally recommend products or services advertised by the online influencers I follow.	
	Pi3	16. I would purchase brands endorsed by online influencers.	Trivedi (2018)
Traditional Celebrity	Celeb1	1. I do believe that traditional celebrities I follow are convincing	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020;
	Celeb2	2. I do believe that traditional celebrities I follow are credible	

	Celeb3	3. I do believe that traditional celebrities advertising is a good reference for purchasing products	Liu et al. (2012); Martins et al. (2017); Yang et al. (2013)
	Celeb4	4. I find purchasing product/service advertised by traditional celebrities I follow to be worthwhile	
	Celeb5	5. I do believe that I can depend on traditional celebrities I follow to make purchasing decisions	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Lu et al. (2014); Ohanian (1990)
	Celeb6	6. I do believe that traditional celebrities I follow are sincere	
	Celeb7	7. I do believe that traditional celebrities I follow use the same products they advertise	
	Celeb8	8. The traditional celebrities I am following are experts in their field	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Bergkvist et al. (2016); Ohanian (1990)
	Celeb9	9. The traditional celebrities I am following have great knowledge	
	Celeb10	10. The traditional celebrities I am following provide references based on their expertise	
Brand attitude	Ba4	11. I do trust brands advertised by traditional celebrities I follow.	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Bergkvist et al. (2016)
	Ba5	12. I dislike brands using traditional celebrities for marketing.	Trivedi (2018)
	Ba6	13. Brands using traditional celebrities for marketing are pleasant.	
Purchase intention	Pi4	14. I most frequently have intentions to purchase products advertised by the traditional celebrities I follow	Chetioui Y., Benlafqih H. & Lebdaoui H. (2020; Ajzen (2011); Hsu and Lin (2015); Kumar et al. (2009); Martins et al. (2017)
	Pi5	15. I generally recommend products or services advertised by the traditional celebrities I follow.	
	Pi6	16. I would purchase brands endorsed by traditional celebrities	Trivedi (2018)