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Mediated Workplace Interactions between First Generation South Asian Women with Limited Cantonese Proficiency and their Ethnically Chinese Coworkers in the Hong Kong Catering Industry

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A greater deal of literature has focused on the intercultural communication between Hong Kong ethnic minorities and their ethnically Chinese counterparts across professional settings. However, much of this research has focused on male-dominated industries. For example, recent studies have investigated the cross-cultural encounters of South Asian construction and delivery workers with compromised Cantonese proficiency, generating insights on the causes and consequences of workplace miscommunication. This qualitative study builds on the previous literature by examining the workplace interactions of female South Asian restaurant employees in Hong Kong and exploring what their experiences may reflect about their integration into the Hong Kong work environment. The data will consist of semi-structured interviews with 10 first-generation female South Asian employees at Fairwood and Café de Coral. Thematic analysis will be used to code the data, with a focus on two distinct themes: direct interactions and peer-mediated interactions. The female South Asian employees are expected to report experiencing greater frequency of mediated interactions than direct interactions with Chinese coworkers, similar to the observations made of the male South Asian workers but with the differences that reflect the women's industry and gender. The study will include discussion of how the catering industry can implement culturally inclusive workplace communication channels to help facilitate effective workplace interactions of female ethnic minorities who work in environments with an ethnically Chinese majority.

Incorporating cognitive, affective and behavioural trust perspectives during mobile app development: novel motivation for app developers

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As the use of Location Based Services (LBS) mobile apps expands, the relationship between app users and this technology continues to evolve. Although significant effort has been made to understand mobile app usage, very few studies have endeavoured to examine and understand the influence that trust factors may have on LBS adoption and usage. Whilst LBS apps are seen to provide enhanced utility for users, concerns about privacy and security issues remain manifest. As a consequence, the notion of trust is not only signalled as a critical component in LBS app usage, but (trust) has also typically been viewed through a singular lens of privacy or security within the extant IT literature.

Directly speaking to a new research space, this paper aims to examine and understand the influence multidimensional trust factors may have on LBS adoption and usage. Trust has been delineated as a

complex multidimensional concept across a broad array of disciplines encompassing personal, business, organisational, governmental, and community relationships. To further understand and better quantify trust from this holistic perspective, the current research applied a comprehensive set of (12) validated trust items which were reflective of three general trust dimensions: cognitive trust, affective trust and behavioural trust.

To ensure that the 12 trust items were appropriate to the current research context – LSB app usage and adoption – focus group discussions were held with Australian-based App Developers. A clear consensus was evident from focus group participant responses, regarding the specificity of the trust domains; in that cognitive, affective, and behavioural trust constructs expressly described the scope of trust dimensions when considering LBS app usage and adoption. Furthermore, insights were sought directly from these participants regarding whether one, several or no individual trust items were considered of elevated importance to them given their high level of experience within the LBS app field.

Following the discussion of each trust dimension, agreement was clear amongst group members that privacy was considered the most important item within the cognitive dimension. Security was also identified as the more important affective trust element. Focus group members unanimously commented that risk taking was most important with respect to behavioural trust, a view which was divergent from a similar focus group held with app users, who considered honesty and transparency to be most important.

Examining the relationship between science motivational beliefs and science achievement in Emirati early adolescents through the lens of self-determination theory

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Background A solid foundation in science is critical to students' success in the 21st century workforce, especially in fields related to science, technology, engineering, and mathematics (STEM). Therefore, high-quality science education is critical to prepare students for the challenges of the future. However, Emirati students have consistently performed poorly on international standardized science assessments, suggesting that the underlying factors contributing to this trend need to be understood. Therefore, the present study examined the relationship between motivational beliefs in science (i.e., science self-concept and intrinsic and instrumental motivation to learn science) and science achievement in Emirati early adolescents using a self-determination theory framework.

Methods A total of 7,915 Emirati eighth-grade students ($Mean_{age} = 13.61$ years, $SD = 0.53$) participated in the 2019 Trends in International Mathematics and Science Study (TIMSS). The TIMSS 2019 assessment measured students' motivational beliefs in science and their achievement in science. Path analysis and bootstrapping were used to examine the relationship between these variables and to test the mediating role

of intrinsic and instrumental motivation to learn science in the relationship between science self-concept and science achievement.

Results The results of the study indicate that science self-concept is positively related to both intrinsic and instrumental motivation to learn science and science achievement. Intrinsic motivation to learn science was significantly related to science achievement, whereas instrumental motivation was not. Moreover, intrinsic motivation to learn science alone significantly mediated the relationship between science self-concept and science achievement.

Conclusions The study offers insights into the specific motivational beliefs associated with science achievement and highlights the importance of fostering positive science self-concept and intrinsic motivation in Emirati early adolescents. The study also suggests that interventions to promote positive science self-concept and intrinsic motivation to learn science may be particularly effective in improving.

Fostering AI Literacy in Young Scientists

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The profound growth of artificial intelligence (AI) technology has left a significant imprint on our society, including the lives of children. As AI continues to seep into diverse sectors, including education, the urgency of fostering AI literacy in the younger generation cannot be overstated. Responding to this imperative, we have devised an AI literacy framework grounded in four critical elements: recognition, explanation and evaluation, interaction, and ethical considerations. A pedagogical network map illustrating this model has been created and subsequently applied in three Indonesian elementary schools. This study offers an introduction to the AI literacy framework, firmly anchored in learning theory, and underscores the importance of fostering AI literacy for the upcoming generation of scientists

Exploring non-computer-science students' design thinking integrated with computational thinking mindset in the interdisciplinary project-based programming thematic

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The interdisciplinary project is essential in promoting students to think and experience application programs to assist Non-Computer-Science (NCS) students in the capstone stage of the " Computational Thinking and Programming" course. However, based on past teaching practice research findings, due to the lack of deep understanding of the professional field, more than 60% of the NCS students could not integrate their majors to complete their interdisciplinary programming projects. Therefore, we tried to

boost the NCS students to understand the application of computational thinking and programming in their professional fields and solve interdisciplinary thematic situational tasks. By integrating computational thinking and design thinking, we first take stock of the professional knowledge that students have developed, condense students' identifiable and linkable scope of professional application, and then guide students to think about the application needs of programming in their professional situations with empathy. Finally, we evaluated student's mindset in the development process. Our results showed that: The students improved significantly in the aspects of human-centeredness, empathy, mindfulness and awareness of the process, holistic views, problem reframing, teamwork, interdisciplinary collaboration, and openness to different perspectives.

THE FOURTH INDUSTRIAL REVOLUTION (4IR) AND THE IMPACT IT HAS ON CORPORATE GOVERNANCE

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The Fourth Industrial Revolution (4IR) has brought about fundamental change in many industries. These changes are approaching us with speed and impact, and we are forced to embrace them in our business and personal lives. There are both opportunities and challenges brought about by this revolution, and we need to take advantage of these opportunities and find solutions to the challenges as 4IR will undoubtedly shape the future through its impact on business, government, and personal lives.

Corporate governance is essential in every organisation to ensure ethical leadership and management accountability. Corporate governance is an international phenomenon and has been in existence for a long time to ensure organisations are directed and controlled in an effective and efficient manner to meet their long-term objectives and goals. However, international and local scandals have resulted in a significant decline in the confidence in corporate governance, the board of directors and management in an organization. The paper examines the current state of corporate governance systems in South Africa and globally. In addition, this study will examine the opportunities brought about by 4IR, and how this may benefit the corporate governance systems. This provides insight into the weaknesses in corporate governance systems and whether 4IR could have a possible impact and improve these systems. Furthermore, this contributes to the identification of the possible benefits of corporate governance in an organisation.

A documentary analysis of literature is undertaken to identify the impact of 4IR and how it may improve the corporate governance systems of an organisation. This will identify the areas where corporate governance aided by 4IR will operate more effectively.

Keywords: 4IR, Corporate governance, South Africa, global.

The Conceptual Framework for Evaluative Index of Social Media Influencers' Impact on Brand Equity and Purchase Intention

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Abstract

This study presents a conceptual framework for evaluating the attributes of social media influencers that enhance brand equity and generate purchase intention. Through a comprehensive literature review, various parameters were identified to measure the effectiveness of influencers in marketing campaigns, along with the dimensions of brand equity. The proposed framework aims to optimize digital marketing communication strategies and activities, aligning them with corporate goals. By utilizing this framework, marketers can assess and select influencers based on their ability to enhance brand equity and drive consumer purchase intention. This systematic approach enhances the overall effectiveness of influencer marketing campaigns and enables informed decision-making in influencer selection. The findings of this study have practical implications for businesses leveraging social media influencers in their marketing strategies. By understanding the qualities contributing to brand equity, companies can strategically collaborate with influencers who align with their brand values and target audience. This alignment enhances the overall effectiveness of marketing efforts, leading to increased purchase intention and achievement of corporate goals. In conclusion, this conceptual framework offers valuable insights to improve the efficacy of digital marketing activities. By implementing this framework, businesses can optimize their influencer marketing strategies and enhance brand equity, ultimately driving purchase intention and achieving their desired outcomes.

Keywords- Brand Equity, Match-up Hypothesis, Meaning Transfer Model, Purchase Intention, Source Model

1. Introduction

Over the last decade, there has been a remarkable surge in information technology innovations, which has led to a transition from conventional lifestyles to a social media-centric way of living. The social media user base is growing unprecedentedly, compelling marketers to explore novel ways to reach consumers. Consequently, several businesses and organizations have adopted social media and influencer marketing tactics. The latter, in particular, holds a significant position as a branding technique and notably impacts customers' buying choices.

In contemporary times, social media platforms such as Facebook, Twitter, and Instagram have enabled customers to interact with each other, exchange information and experiences, and express their satisfaction or dissatisfaction with products and services. Customers often perceive marketing messages as exaggerated, leading them to rely more on credible and trustworthy sources, such as acquaintances, family members, and influential individuals (Kotler et al., 2017).

According to marketing professionals, studying influencer marketing is crucial as they perceive influencers as a vital conduit between businesses and their intended audience. Influencers can bolster brand credibility as consumers consider them akin to close friends or family members.

Furthermore, influencers may facilitate brand or product awareness as they generally have a significant number of online followers (Childers et al., 2019). However, selecting the right influencers for a marketing campaign is the greatest and most fundamental challenge confronting enterprises today, as the most frequent method for selecting influencers is based on the number of followers, which cannot be used in every context (Carter, 2016; Childers et al., 2019). Hence, this study holds significance for researchers and marketing professionals as it delves into various aspects of influencer marketing, such as identifying suitable influencers, exploring their impact on brand equity, and elucidating how the right influencer can affect customers' purchase intent. Consequently, the following research questions have been formulated.

RQ 1. What elements or attributes of social media influencers (SMIs) are key factors in determining their effectiveness?

RQ 2. What attributes of social media influencers can affect brand equity?

RQ 3. How do social media influencers' attributes affect brand equity?

RQ 4. Does brand equity affect purchase intention?

RQ 5. How does brand equity influence purchase intention?

2. Literature Review and Research Framework

2.1 Literature Review

2.1.1 Social Media Influencer's Attributes

Source attractiveness

It is widely recognized that the source attractiveness of social media influencers is crucial in persuading individuals to follow them. However, the term attractiveness encompasses more than just physical appearance; it can also refer to intellectual capabilities, personal qualities, ways of life, or athletic abilities (Erdogan, 1999). McGuire (1989) suggests that source attractiveness is based on several studies conducted in social science. The core of this theory states that the effectiveness with which a message is communicated is determined by three primary factors: familiarity, likability, and similarity. Familiarity refers to information the audience possesses about the source, either due to having seen the advertisement or having had similar experiences. Likability refers to the degree to which an audience feels about the information source favorably due to appearance and behavior. Similarity refers to the harmony or resemblance between the source and the receiver (Erdogan, 1999).

According to Tsai and Chang (2007), several studies have shown that the physical attractiveness of influencers is one of the distinguishing features that significantly influence consumer purchasing behavior. When an influencer is more appealing, they have a more significant impact on the decision-making process. Furthermore, Lou and Yuan (2019) indicate that customers are more likely to recall a product or brand if the influencer is trustworthy, attractive, and similar. This results in customers having greater brand awareness and the intention to purchase.

Source Credibility

Ohanian (1990) stated that source credibility is a positive characteristic of a source that can convince the recipient or consumer to accept the message. The paradigm for assessing the efficacy of credibility is based on the model by Hovland et al. (1953). The source credibility model, based on several social psychology research as same as the source attractive model, demonstrates that the effectiveness of a substance depends on the audience's perception of the level of expertise and trustworthiness of the source. McCracken (1989) defined expertise as the ability of the recipient (consumer) to perceive the correct delivery of a substance from a source (spokesperson or advertiser), whereas trustworthiness refers to the belief in the intent of a source to assert its authenticity. Erdogan (1999) defined credibility as honesty, integrity, and believability resulting from the target audience's opinion of the source or advertiser. However, it is irrelevant if the source is an expert; more crucial is whether the target audience considers the source an expert (Hovland et al., 1953; Ohanian, 1991).

According to Ohanian (1990), celebrity endorsers' credibility was not significantly related to purchase intention. On the other hand, consumer attitudes toward source credibility affect brand attitude and brand credibility, in which both variables eventually significantly affect purchase intention. Dwivedi et

al. (2015) investigated the effects of endorser credibility on consumer self-brand connections and brand equity, where credibility extends to attractiveness, expertise, and trustworthiness. The study results showed that endorser credibility positively and indirectly correlates with brand equity. Spry et al. (2011) examined the relationship between celebrity credibility and Customer-Based Brand Equity (CBBE). The findings demonstrated that CBBE only influences celebrity credibility through brand credibility, which serves as the mediator variable in this study.

Match-up hypothesis

The definition of the match-up hypothesis is defined coherently. For example, Forkan (1980) and Kamins (1990) found that the advertisement's effectiveness, the message sent by the celebrity's image, and the message intended to be conveyed must be congruent. Likewise, Misra and Beatty (1990) describe the match-up hypothesis as the compatibility or conformity determinant between celebrities and brands depending on the perceived fit between a brand (brand name or features) and its image.

An empirical investigation of the match-up hypothesis focuses primarily on analyzing the physical attractiveness of celebrities. Kahle and Homer (1985) investigated the influence of a celebrity's physical attractiveness, likeability, and product involvement on customers' attitudes and purchasing intentions. According to the study, physical attractiveness significantly influences customer perceptions and purchase intentions, which supports the matching theory. Similarly, Kamins and Gupta (1994) discovered that congruence between celebrities and the products they endorse enhanced the believability and attractiveness of celebrities and positively affected customers' attitudes toward the product.

Kamins (1990) argued that the physical attractiveness of celebrity endorsements might only impact the credibility of the endorser and the customer's perception of the advertisement if the consumer perceives the spokesperson and the product to be congruent. McCracken (1989) stated that the effectiveness of a celebrity endorsement depends not only on attractiveness but also on a variety of other factors, such as status, gender, age, personality, lifestyle, and values, which can be difficult to determine by the match-up hypothesis alone, which this model only considers the endorser's physical attractiveness.

Brand equity and match-up hypothesis empirical studies are uncommon and not the primary focus of the study (Dwivedi et al., 2015; Malodia et al., 2017; Pradhan et al., 2016). However, Dwivedi et al. (2015) studied the impact of celebrity endorser credibility on brand equity by using endorser-brand congruence as a moderator between endorser credibility and brand equity. The study found that the relationship between these two factors depends on the level of congruence between advertisers and brands.

Meaning transfer

McCracken (1989) proposed a new concept for analyzing the effectiveness of celebrity endorsement because the original analytical frameworks analyzed the endorsement process by considering only the symbolic properties of celebrities, such as physical attractiveness while ignoring the intrinsic qualities of celebrities, namely culture, which is transmitted from celebrities to consumers by products endorsed by celebrities.

McCracken (1989) states three stages in the process of meaning transfer. In the first step, celebrities have an integrated meaning that evolves from their roles, campaign participation, and career success. Through this process of integration of meaning, celebrities accumulate meaning and image, and these meanings are transferred to the products they recommend through exposure and advertisements. In the last stage, involving the transmission of meaning from product to user, meaning will only be conveyed after the consumer has consumed the product.

In the past, the meaning transfer was employed in less research than the source model and match-up hypothesis models. According to the findings of Roy and Jain (2017), celebrity meaning has a favorable influence on brand meaning, which positively affects customer behavior. The meaning transfer also moderately influenced customer knowledge and product involvement. According to research by Dwivedi et al. (2015), culturally valued meaning inherent in celebrities is transferred to brands, giving brands a favorable or desirable meaning, from this satisfaction leading to brand equity. According to Lim et al. (2017), the results show that social media influencers' meaning transfer significantly influences customer attitude and purchase intention.

2.1.2 Brand Equity Dimensions

According to Aaker (1991), brand equity is a collection of assets and liabilities associated with a brand, its name, and its symbol that contribute to or detract from the value supplied by a product or service to a company /or its consumers. In order to measure brand equity, the brand equity ten was developed.

Table 1 summarizes the Brand Equity Ten, demonstrating ten measurements divided into five areas. The first four categories reflect customer perceptions of the brand across the four pillars of brand equity: loyalty, perceived quality, associations, and awareness. The fifth section contains two sets of market behavior metrics that indicate information derived from market-based data rather than directly from customers.

Table 1. The Brand Equity Ten

Loyalty Measures	Price Premium
	Satisfaction/Loyalty
Perceived Quality/Leadership Measures	Perceived Quality
	Leadership
Associations/ Differentiation Measures	Perceived Value
	Brand Personality
	Organizational Associations
Awareness Measures	Brand Awareness
Market Behavior Measures	Market Share
	Price and Distribution Indices

Note. Adapted from "Measuring Brand Equity Across Products and Markets," by D.Aaker, 1996, California management review, 38(3), p.105-106.

In order to measure brand equity in terms of the customer's perspective, there are four categories measuring included brand awareness, brand association, brand loyalty and perceived quality.

Brand Loyalty

Customer loyalty is frequently at the heart of a brand's equity. If people are unconcerned with the brand and instead buy based on features, price, and availability, there will most certainly be minimal equity. On the other hand, if customers continue to buy the brand even while competitors offer more significant features, price, and accessibility, then substantial value exists in the brand and maybe in its symbol and slogans (Aaker, 1996).

Brand Awareness

Brand awareness means consumers can identify or recall a brand from its product category or class. Rossiter and Percy (1987) stated that brand awareness refers to the capacity of customers to recognize the brand in various situations as a reflection of the brand's node or trace's power in memory. Aaker (1991) categorized brand awareness into four levels, known as the brand awareness pyramid—unaware of brand, brand recognition, brand recall, and top of mind. Brand recognition, the lowest degree of awareness, is consumers' capacity to affirm past exposure to the brand when given the brand as a hint (Keller, 1993). According to Aaker (1996), top of mind refers to the first brand that customers can think of in the recall task.

Brand Association

Anything connected in a person's memory to a brand is called a brand association (Keller, 1993). Aaker (1996) stated that the measurement of associations and differentiations might be based on three distinct viewpoints on the brand: the brand as a product (value), the brand as a person (brand personality), and the brand as an organization (organizational associations)

The brand's value proposition is the primary focal point of the brand-as-product concept. The value proposition, which often refers to a functional benefit, is crucial for brands across most product categories. If the brand does not produce any value, it will likely be susceptible to attacks from many competitors. The perception of the brand as a person serves as the foundation for brand personality. Regarding some brands, the brand personality may link to the brand's emotional and self-expressive benefits and a foundation for

customer/brand relationships and differentiation. Lastly, the brand-as-organization approach considers the business (consisting of its people, values, and activities) that is the driving force behind the brand.

Perceived Quality

One of the most significant factors contributing to brand equity is how well a product or service is perceived. When customers evaluate one brand of a product or service compared to others, they form an impression of that brand's overall quality or superiority. This impression is referred to as the product's perceived quality (Aaker, 1991).

2.1.3 Purchase Intention

The person's location on a subjective probability dimension that involves a relation between himself and certain acts is that person's intention. Therefore, the subjective probability that a person would engage in a particular conduct is their behavioral intention (Fishbein & Ajzen, 1975)

3. Result and discussion

This study examines the relationship between social media influencer attributes, brand equity, and purchase intention. The literature review analysis found that only the source model (source attractiveness and source credibility) and the match-up hypothesis (Brand Equity) are inadequate for evaluating the effectiveness of social media influencers as endorsers, as these models primarily rely on the influencers' appearance. To fill this gap in the research, the meaning transfers model was developed (Roy & Jain, 2017). The result of several studies also revealed in the same manner that social media attributes, including source attractiveness, source credibility, match-up hypothesis, and meaning transfer, have influenced brand equity. As a result, it affects purchase intention.

Research on celebrity endorsements has recently addressed various topics, including endorser credibility, attractiveness, product match-up, and meaning transfer. However, there are several contradictory findings in the literature on celebrity endorsements, and researchers are currently seeking the appropriate model to explain the impacts of celebrity endorsements. (Roy & Jain, 2017). Roy and Jain (2017) highlighted further that researchers had paid the slightest attention to the Meaning Transfer Model (MTM) (McCracken, 1989) out of the four major research streams, and the relatively high degree of abstraction of the MTM may be one explanation for this. Moreover, there is less evidence that the study of social media attributes on brand equity is the main interest in the research. Therefore, the conceptual framework was developed, as demonstrated in Figure 1.

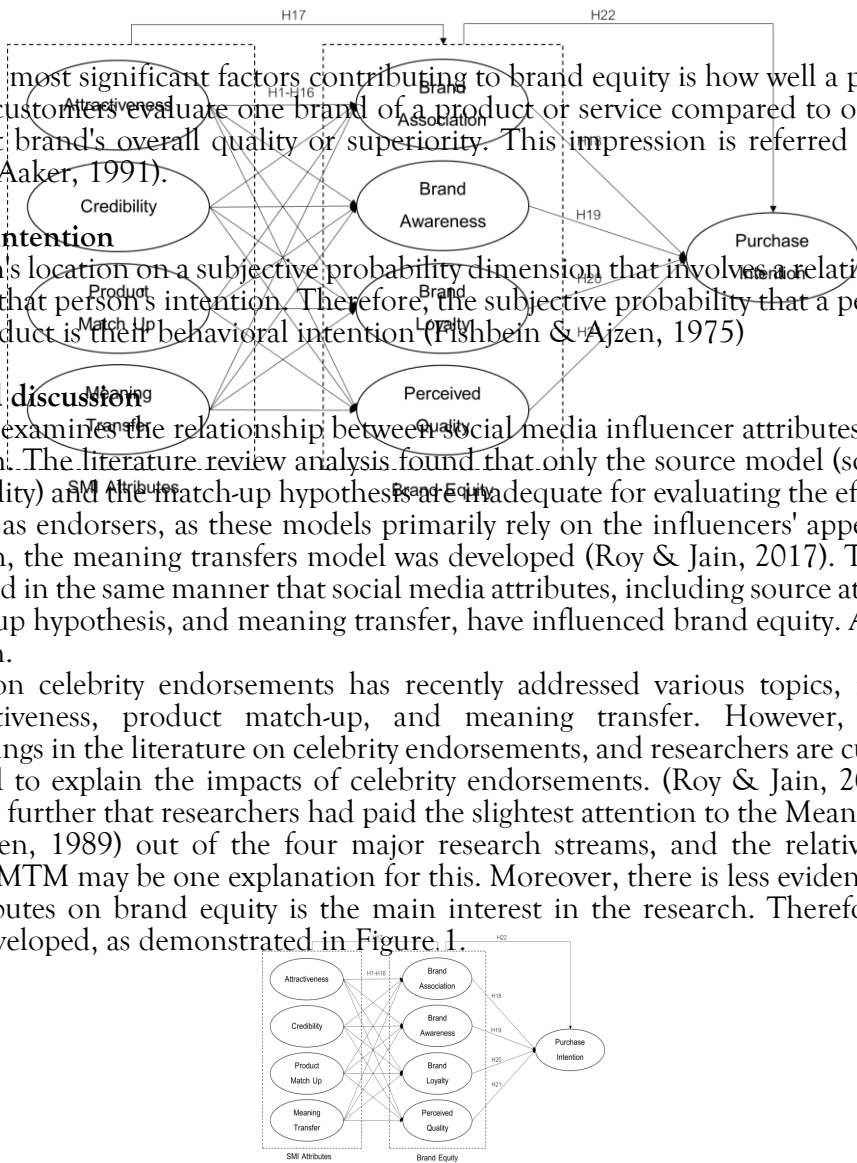


Figure 1. Conceptual Framework

4. Conclusion

Brand, business owners, marketers, and organizations involved in brand and marketing management want substantial brand equity and revenue for their firm, yet every organization has a restricted budget. Therefore, this suggested research framework would be one of the instruments to more precisely reveal customer attitudes and sentiments towards the use of influencer endorsement. Moreover, this proposed model can generate forecastable, trackable, and measurable KPIs. By doing so, the organization can reduce costs, such as cost per 1,000 impressions and clicks, by investing in the right influencer for any organization's campaign. Also, the organization can increase audience engagement and click rates to view products resulting in benefits in the long run. Nevertheless, the following possibilities for future investigation are proposed in this paper:

- using empirical research methodologies for framework validation; and
- analyzing the brand and marketing communication campaign cases to measure brand equity and consumer purchase intent through social media influencers

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