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Influencers, the new celebrities

Research into tourism-related Instagram advertisements and endorsements
(influencer vs. celebrity) on advertising effectiveness

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Abstract

Very little is currently known about the impact of endorsements compared to traditional advertisements on advertisement effectiveness. Besides this, the effectiveness of celebrity- compared to influencer endorsements is poorly understood. This is of particular relevance in the tourism industry, an extremely competitive sector in which new advertising strategies are paramount to gain competitive advantage. Therefore, the present study examined the difference in advertising effectiveness between traditional advertisements and celebrity- and influencer- endorsed advertisements in terms of advertising attitude, destination image and behavioural intention. Furthermore, this research investigated identification and credibility as the underlying process explaining the effect of endorser on advertising effectiveness. Lastly, the present study examines whether familiarity with the destination moderates the effect of credibility and identification on advertising effectiveness. A quantitative experimental research design was used to explore the effect of traditional advertisements vs. celebrity- vs. influencer endorsements with a familiar- vs. unfamiliar destination on advertising effectiveness. The results ($N = 235$) showed that traditional advertisements are perceived to be the most credible message. Influencer endorsements are perceived to be more credible, though, than celebrity endorsements. Participants perceived influencer endorsers to have higher expertise than celebrity endorsers and can identify more with influencer endorsers than celebrity endorsers. Message credibility, trustworthiness, expertise, and identification mediate the effect of endorser on advertising attitude and eWOM intention. Identification is the only variable that convincingly mediate the influence of endorser on destination image and travel intention. Destination familiarity has no moderating effect. Taken together, influencer endorsements are more effective than celebrity endorsements, albeit, only when the audience is familiar with the influencer. Identification with the endorser is the main explanation for the effect of influencer endorsements over that of celebrity endorsements.

Table of contents

1. Introduction

The travel and tourism industry is one of the largest economic sectors in the world (World Travel & Tourism Council, 2018). It is an extremely competitive sector in terms of marketing communications because of the intangible nature of the tourism product. People cannot try the product beforehand, so they have to base their travel decision on the media, the mental images established by advertisements, and other secondary sources (Morgan & Pritchard, 2012). With an overload of advertisements and a huge amount of companies selling the same product, it is an enormous challenge to stand out from the rest. Over the years, different marketing communication strategies have been used to attract the attention of consumers and to influence their attitudes and purchase intentions.

One of the most used methods in advertising is endorser credibility (Lafferty & Goldsmith, 1999). Different types of endorsers, such as expert-, peer- and celebrity endorsers, are used to support the marketing message. Celebrities, for example, are featured in advertisements as credible endorser to enhance the attractiveness and likeability of the advertisement (Singh & Banerjee, 2018). With the rise of social media networks, companies increasingly recognize the potential of online celebrity endorsers, also called social media influencers, in their online marketing efforts (Gräve, 2017; Schouten, Janssen & Verspaget, 2019). In contrast to celebrities who have gained fame through their professional expertise in, for example, sports, acting or singing (Friedman, Termini & Washington, 1976), social media influencers (hereafter called 'influencers') have created a large fan base by successfully and repeatedly interacting with their followers, disclosing personal information and regularly posting or vlogging about a specific topic. They have built a reputation by displaying their expertise on social media by means of self-branding (Freberg, Graham, McGaughey & Freberg, 2011; Influencer Marketing Hub, n.d.; Khamis, Ang, & Welling, 2017; Senft, 2013).

Various academic studies have proven the significant positive influence of celebrity endorsements on advertising effectiveness (e.g., Bergkwist & Zhou, 2016; Erdogan, 1999; Singh & Banerjee, 2018). Research has shown that celebrity endorsements enhance consumers' advertisement attitude, brand attitude and purchase intention (Singh & Banerjee, 2018). Likewise, in a tourism context, research implies that celebrity endorsements have a significant positive impact on attitudes and travel intentions (Van der Veen, 2014). Several studies researching the effectiveness of influencers have pointed out that trustworthiness and perceived similarity are important explanations for their success over that of celebrities (e.g., Gräve, 2017; Schouten et al., 2019). People can identify with the influencers more than with celebrities, they

feel more similar to them and they are considered to be more trustworthy than celebrities (Schouten et al., 2019).

Except for these few studies, very little is currently known about the impact of influencer endorsements compared to traditional celebrity endorsements on advertisement effectiveness, especially in a tourism context. Furthermore, only two studies could be identified that evaluated the effect of endorsement advertising compared to traditional, non-endorsed, advertisements (Friedman & Friedman, 1979; Rossiter & Smidts, 2012). This study is of scientific relevance as it compares endorsement versus traditional advertising and contributes to the understanding of the factors that determine the effectiveness of celebrity endorsers compared to influencer endorsers in marketing communication and as it intends to advance knowledge on the effectiveness of traditional advertisements compared to endorsements. Practitioners, especially in the tourism field, will benefit from this research as it investigates whether influencer endorsers could be applied as less expensive alternative for celebrity endorsers in destination promotion.

The objectives of this research are fourfold. First, this study will investigate the difference in advertising effectiveness between traditional advertisements and endorsed advertisements in terms of advertising attitude, destination image and behavioural intention. Research has shown that endorsements are more influential than traditional advertisements (Friedman & Friedman, 1979; Rossiter & Smidts, 2012), so we will examine whether this is also the case for tourism related advertisements. Second, we will investigate the difference in advertising effectiveness between celebrity endorsements and influencer endorsements, also in terms of advertising attitude, destination image, and behavioural intention. In the study of Schouten et al. (2019) purchase intention turned out to be higher after seeing an influencer endorsements compared to viewing a celebrity endorsement. They proposed that influencers surpass celebrities in endorsing products. It will be examined whether this may be the case for destination advertisements as well. Third, this research will review two mediating processes that have shown to explain the difference in advertising effectiveness between influencer endorsements and celebrity endorsements. These are; identification, consisting of perceived similarity and wishful identification, and credibility, encompassing expertise and trustworthiness. Message credibility will be added as the third mediating process. Identification and credibility have both demonstrated to explain the effect of endorser, both celebrity and influencer endorser, on advertising effectiveness (Schouten et al., 2019). Since this is the only study that has researched the factors that explain the differences in effectiveness between the

two types of endorsers, it is useful to explore if this holds true for other contexts as well. The fourth and last objectives is to identify whether familiarity with the destination moderates the effect of credibility and identification on advertising effectiveness. Credibility and perceived similarity is proposed to be especially important when consumers have no prior experience with the product (Munnukka, Uusitalo & Toivonen, 2016; Pornpitakpan, 2004). Therefore, it will be examined whether this is the case for unfamiliar versus familiar destinations as well.

The following research questions are formulated: "What is the difference in advertising effectiveness between traditional advertisements, celebrity endorsements, and influencer endorsements?", "To what extend does endorser credibility, identification with the endorser and message credibility mediate the relationship between type of advertisement and advertising effectiveness?" and "To what extend moderates familiarity with the destination the effect of credibility and identification on advertising effectiveness?"

2. Theoretical framework

2.1 The Tourism Product

The travel and tourism industry is one of the largest economic sectors in the world and accounted for 10.4% of the global GDP in 2017. The worlds total economic impact equalled 8.27 billion U.S. dollars from what was 2.57 billion U.S. dollars direct economic impact. Furthermore, the industry directly contributed to more than 118 million jobs and in total, including indirectly supported jobs, contributed to about 313 million jobs in 2017. This means that the travel and tourism industry supported one in every ten jobs in the world (WTTC, 2018). North America, the European Union and North East Asia contribute most to the economic impact, although travel is an important economic activity for the rest of the world as well (Statista, n.d.; WTTC, 2018).

A tourism product is complex in its nature. "[…] there is nothing tangible for the customer to examine beforehand or to take away afterwards; the service is inseparable from its production; the experience is variable and often subject to factors beyond the marketers' control; and finally, the product is perishable and cannot be stored for future sale." (Morgan & Pritchard, 2012, p. 10) Potential customers, without direct personal experience, have to base their travel decision on the media, the mental images established by advertisements, and other secondary sources (Morgan & Pritchard, 2012). They cannot physically test the product or the alternatives. Therefore, tourism companies have to market the perceived value of the product (Morgan & Pritchard, 2012).

What else is typical for tourism products is that they are generally high-priced and high-risk products which require high-involvement (Jeng & Fesenmaier, 2002; Sirakaya and Woodside, 2005). Therefore, in the early stages of the travel decision making process, obtaining and reviewing different forms of travel information is necessary to reduce the risk of making an inappropriate decision (Jeng & Fesenmaier, 2002; Narangajavana, Fiol, Tena, Artola & Garcia, 2017; Sirakaya and Woodside, 2005).

2.1.1 Travel-Planning Process

Jeng & Fesenmaier (2002, p. 28) point out that travel planning is a "highly complex form of decision behaviour" that includes numerous decisions. This becomes clear when looking at the four variables which, according to Sirakaya and Woodside (2005) explain travel choice decisions:

Internal variables (e.g., personal characteristics, images, risk reduction methods and motivation); external variables (e.g., marketing mix, pull factors of a destination, peer influence and social class); the nature of the intended trip (e.g., duration of the holiday, group size and time); and trip experiences (e.g. post-buying evaluations). (p. 823)

The interaction between these variables determines the final destination (Sirakaya & Woodside, 2005). Similarly, Baloglu (2000) points out that travel intention is based on a variety of factors. He argues that the final decision is based upon the combination of consumer factors (socio-psychological travel motivations), information sources (e.g., word-of-mouth, advertisement and non-promotional), and destination image which is defined as "the sum of beliefs, ideas, and impressions that a person has of a destination" (Crompton 1979, p. 18).

Gartner (1994) indicated that the image formation process is entangled in a complex way to the process of selecting a holiday destination. At every stage of the selection process, the destination images guide the prospective tourist in deciding which destination is removed from the shortlist and which destination remains on it for further assessment. Thereby, he concludes that destination image significantly influences the decision making process and behaviours of a prospective traveller. Similarly, Tasci & Gartner (2007) argue that images are representations of the destination and that these influence the decisions and intentions of future travellers.

2.1.2 Social Media in Travel Planning

In the past years, two trends have changed the travel planning process. First of all, the Internet, which arrived in the late 1990s, caused a drastic change in tourism organisations' market conditions (Buhalis & Law, 2008). Previously, tourism information was only accessible through travel agencies. Now, with the arrival of the internet, this information is available to everyone at any moment of the day (Middleton, Ryall & Morgan, 2009). Consequently, the internet has developed into the most important source of information in travel planning (Xiang, Magnini & Fesenmaier, 2015). The connectivity to the internet 24/7 and smartphones also provoked that tourists' information search and travel planning changed. There is no need to plan everything in advance, so some decisions, such as searching for restaurants or shopping, are hold off until they arrive at the destination (Xiang et al., 2015). All in all, the massive amount of information available on the internet has caused that researching on the internet is of increasing importance to travellers (Xiang & Gretzel, 2010).

Secondly, with the development of social media, Web 2.0, the exchange of information on the internet altered from one-way communication to two-way communication (Borges, 2009; Minazzi, 2015; Tuten & Solomon, 2017). The information published is no longer static and the interactive nature of many social media channels support social interactivity between other Internet users and brands (Gretzel & Yoo, 2013; Hays, Page, & Buhalis, 2013; Tuten & Solomon, 2017). These social media websites make it easy for people to post and share personal travel experiences and travel-related comments, which other people then use as information for their travel planning (Xiang & Gretzel, 2010). In recent years, these social networking- and photo- and video-sharing websites, have emerged into one of the most important sources for travel planning (Narangajavana et al., 2017; Xiang et al., 2015).

Social media has therefore become an important source of word-of-mouth (WOM) information regarding travel. Where the role of WOM was previously limited to family, friends and relatives, today it is based on reviews from fellow travellers, posts from travel influencers, and other social media messages (Sigala, Christou & Gretzel, 2012). People now look at reviews, photos and videos posted by fellow travellers during their pre-trip planning to make them feel more confident about the decisions they have to make regarding the holiday destination and things to do at the destination (Narangajavana et al., 2017; Xiang et al., 2015).

2.1.3 Social Media Marketing in Tourism

Before the advent of the internet and social media, tourism products were marketed solely through traditional advertising resources like television, newspapers, catalogues and flyers (Johnson & Kaye, 2016). These media were expensive and therefore inaccessible to many tourism organisations (Tan, Lee, Hew, Ooi & Wong, 2018). Social media on the other hand, requires only limited resources and has the possibility to reach a global audience (Hay et al., 2013). Due to the great number of potential customers that could be reached through social media and especially because of the viral element of social media, in only a short period of time, businesses realized that social media had great commercial potential (Gräve, 2017; Gretzel & Yoo, 2013).

The different types of social media channels, such as Instagram and Twitter, provide tourism marketers with various options concerning marketing, for example, in terms of presenting and promoting content and in obtaining market intelligence (Kietzmann, Hermkens, McCarthy & Silvestre, 2011). Furthermore, compared to traditional marketing, customers are to a greater extend involved in creating and sharing marketing messages in social media marketing (Gretzel & Yoo, 2013). Instead of the people responsible for marketing and public

relations, consumers have taken over the power and discuss, create and share Facebook post, pictures on Instagram, tweets on Twitter and so on (Kietzmann et al., 2011; Tuten & Solomon, 2015). Communication about the brands takes place with, but also without their consent (Kietzmann et al., 2011). The consequences, however, are certainly not always bad. Content created by consumers, also called user-generated content, even appears to have a more influential role in influencing purchase behaviour than marketer-generated content (Goh, Heng & Lin, 2013). Therefore, more and more companies stimulate consumers to talk about their product (Tuten & Solomon, 2015).

2.2 Advertisement Effectiveness

The effectiveness of tourism advertisements has broadly been evaluated by the extent to which it stimulates visits to the advertised destination (Bendixen, 1993; Siegel & Ziff-Levine, 1990). The effectiveness, however, is not limited to the actual visit of the destination, but rather does it include the creation of destination awareness, the development of a (positive) destination image, and creating interest in the destination which subsequently might lead visiting the destination in the future (Bendixen, 1993; Bojanic, 1991; Kim, Hwang, & Fesenmaier, 2005).

2.2.1 Destination Image

Destination image is generally recognized to be a vital aspect in successful marketing of destinations (Tasci & Gartner, 2007), and tourism advertising has been shown to influence the destination image of prospective travellers (Glover, 2009). Due to the intangible nature of the holiday destination in combination with little knowledge or prior experience of the product, the images prospective travellers have in their mind represent the destination and thus destination image influence consumer's decision making and travel intention prior to their trip (Tasci & Gartner, 2007).

It is widely agreed upon that the image construct consists of both cognitive and affective evaluations (e.g., Baloglu & MclCleary, 1999; Echtner & Ritchie, 1991; Stepchenkova & Mills, 2010). The cognitive evaluations are assessments based on tangible features of the destination such as transportation, accommodation, and value for money (Echtner & Ritchie, 1991) and is referred to as all beliefs, knowledge and perceptions a person has relating to the attributes of a destination (Baloglu & McCleary, 1999; Stepchenkova & Mills, 2010). The affective evaluations, on the other hand, are assessments based on intangible, psychological characteristics like safety, quality of service, and friendliness (Echtner & Ritchie, 1991) and is described as the feelings toward the destination (Baloglu & McCleary, 1999; Stepchenkova &

Mills, 2010). The overall image of the destination is developed based on both the cognitive and affective images a person has of the destination (Baloglu & McCleary, 1999).

Destination image has been shown to influence consumer behaviour (e.g., Jalilvand, Samiei, Dini & Manzari, 2012; Stylidis, Shani & Belhassen, 2017; Tasci & Gartner, 2007). For example, Tasci & Gartner (2007) found that destination image affects the destination selection of the tourist. Kock, Josiassen, and Assaf (2016) found that destination image had a positive impact on behavioural intention in terms of willingness to visit, WOM and willingness to pay. In a similar vein, the study of Stylidis et al. (2017) showed that destination image positively influenced the intention to recommend the destination. Also Jalilvand et al. (2012) found that destination image is positively related to destination attitude and travel intention.

Instagram is a social media channel with emphasis on photos and videos (Djafarova & Rushworth, 2017) with little to no space to disclose the tangible features of the destination. Therefore, it has been chosen to solely measures people's feelings toward the destination (affective image) and not people's knowledge about the destination (cognitive image) (Baloglu & McCleary, 1999; Stepchenkova & Mills, 2010).

2.2.2 Advertising Attitude

Attitude toward the advertisement is suggested to be an important variable in explaining advertising effectiveness (Brown & Stayman, 1992; Shimp, 1981). Various studies have shown that advertising attitude mediates the effects of advertising on brand attitude and purchase intention (e.g., MacKenzie & Lutz, 1989; MacKenzie, Lutz & Belch, 1986). Singh and Banerjee (2018), for example, found that attitude toward the advertisement was positively related to purchase intention. This view is supported by MacKenzie and Lutz (1989) and MacKenzie et al. (1986) who add that advertising attitude also has a strong positive influence on brand attitude. In a study on destination advertising, Van der Veen (2014) demonstrated that advertising attitude positively influenced attitude toward the destination as well intention to visit the destination.

2.2.3 Behavioural Intention

Behavioural intention is an important measure of advertising effectiveness. According to Ajzen (1988) intentions represent, when properly measured, a large part of the variance in the actual behaviour. This view is supported by Hennessey, Yun, MacDonald and MacEachern (2010) who write that behavioural intentions are considered to be a predictor or indicator of actual behaviour. Intentions differ from attitudes in that attitudes are evaluations and intentions

are defined as "the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behaviour" (Eagly & Chaiken, 1993, p.168). Behavioural intentions can be measured, among others by means of 'eWOM' and 'travel intention'.

WOM is of high importance in the tourism industry in influencing purchase intention due to the intangible nature of the product (Chen & Law, 2016). WOM is defined as "informal communication directed at other consumers about the ownership, usage, or characteristics of particular goods and services or their sellers" (Westbrook, 1987, p.261). Marketing efforts like advertising influence WOM (Goyette, Richard, Bergeron & Marticotte, 2010). Electronic word-of-of mouth (eWOM) is a supplement to traditional word-of-mouth (Kudeshia & Kumar, 2017), focused on online sharing and is referred to as "[…] any positive or negative statement made by a potential, actual or former customer about a product or a company, available to a multitude of people and institutions via the internet" (Hennig-Thurau, Gwinner, Walsh & Gremler, 2004, p.39). eWOM is in its turn an important source of information for prospective consumers (Hwang & Zhang, 2018) and is associated with various positive effects for brands, including brand attitude and purchase intention (Cheung & Thadani, 2012; Reza Jalilvand & Samiei, 2012; Kudeshia & Kumar, 2017; Park, Lee & Han, 2007). Besides this, eWOM has the ability to influence tourists' attitude toward the destination and travel intention (Jalilvand, Ebrahimi, & Samiei, 2013; Jalilvand, et al., 2012). Thus, stimulating eWOM is an important part of advertising effectiveness as (online) recommendations by peers may positively influence others attitude toward the brand and the destination, and the intention to travel to the recommended destination.

Another important measure of advertising effectiveness is people's travel intention. Travel intention can be defined as "the subjective probability of whether a customer will or will not take certain actions related to an individual travel product or service" (Hennessey et al., 2010, p.219). Advertising stimulates people's intention to visit as well as actually visit to a particular destination (e.g., Kim et al., 2005; McWilliams & Crompton, 1997). Van der Veen's (2014) study demonstrated that the celebrity endorsed tourism advertisement provoked a positive attitude toward the advertisement which subsequently influenced travel intention to the destination.

2.3 The Effect of Advertisements vs. Endorsements

With an overload of advertisements and a huge amount of companies selling the same product, it is an enormous challenge to stand out from the rest. Therefore, advertisers seek for strategies with the aim of attracting attention to the advertisement in the hope to influence

acquisition (Kamins, Brand, Hoeke & Moe, 1989). Endorser credibility is one of the most often used approaches in advertising to affect attitude and purchase intention (Lafferty & Goldsmith, 1999). Research has focused on advertising effectiveness of different types of endorsers such as peer endorsers (Munnukka et al., 2016); celebrity endorsers (e.g., Amos, Holmes, & Strutton, 2008; Glover, 2009; Gräve, 2017; Schouten et al., 2019; Singh & Banerjee, 2018; Van der Veen, 2014; Van der Veen & Song, 2010); and influencer endorsers (e.g., De Veirman, Cauberghe, & Hudders, 2017; Djafarova & Rushworth, 2017; Gräve, 2017; Magno & Cassia, 2017; Schouten et al., 2019; Xu & Pratt, 2018).

Only two studies could be identified that compared endorsements with traditional advertising (Friedman & Friedman, 1979; Rossiter & Smidts, 2012). Friedman and Friedman (1979) concluded that it is probably beneficial for companies to invest in endorsements, regardless of the type of endorser (celebrity, student, professional expert or company president), since an endorser positively influenced purchase intention and believability to some degree. Rossiter and Smidts (2012) showed that respondents' purchase intention was 10% higher after viewing a celebrity endorsement compared to a sole product placement advertisement. They suggest that there is a link between high-risk products and role-model identification and argue that a role model having very high personal appeal significantly influences purchase intention (Rossiter & Smidts, 2012). In the same vein, Van der Veen (2008) suggests that celebrity endorsers could be a good match in endorsing annual holiday destinations and that they could establish a more positive opinion toward the advertisement than advertisements without endorser.

2.3.1 Source Credibility

Various academic studies have shown that endorsers positively influence advertising effectiveness (e.g., Erdogan, 1999; Lafferty & Goldsmith, 1999; Singh & Banerjee, 2018). Research demonstrates that endorsers have the ability to enhance consumers' advertisement attitude and brand attitude (e.g., Erdogan, 1999; Lafferty & Goldsmith, 1999; Munnukka et al., 2016; Singh & Banerjee, 2018), and purchase intention (Friedman et al., 1976).

An often used model for determining the factors that explain the effect of endorsements, is the by Ohanian (1990) developed Source Credibility Model (Pornpitakpan, 2004; Van der Veen, 2014). This three-dimensional scale measures endorser's credibility in terms of expertise, trustworthiness, and attractiveness (Ohanian, 1990). The dimensions independently impact source credibility. This means that a source can be perceived as being highly trustworthy, but at the same time considered not having much expertise (Ohanian, 1990). Expertise is specified

as "the extent to which a communicator is perceived to be a source of valid assertions" (Erdogan, 1999, p.298). It indicates to which extent a source is perceived to be knowledgeable, experienced, and adequately skilled (Erdogan, 1999). Trustworthiness is determined by the belief a person holds towards the source in terms of honesty, integrity and believability of the endorser (Erdogan, 1999). And attractiveness is referred to as the physical attractiveness of the endorser (Kamins, 1990).

Many studies have shown the positive influence of a credible source on advertising effectiveness (e.g., Erdogan, 1999; Hovland & Weiss, 1951; Lafferty & Goldsmith 1999; Singh & Banerjee, 2018; Sternthal et al., 1978). Lafferty and Goldsmith (1999) showed that an endorser with high credibility has a more favourable influence on attitude toward the advertisement and attitude toward the brand than an endorser with low credibility. Also Singh and Banerjee (2018) and Erdogan (1999) expressed the positive effect of a credible endorser on advertisement attitude and brand attitude. Whether there is a direct influence of endorser credibility on purchase intention is ambiguous (Erdogan, 1999). Many studies reviewed showed no direct effect (Lafferty & Goldsmith, 1999), or showed that the effect is mediated by other variables such advertising attitude (Singh & Banerjee, 2018; Van der Veen, 2014). Singh & Banerjee (2018), for example, explained that celebrity credibility positively influences advertising attitude and brand attitude, and that this subsequently positively influences purchase intention.

In tourism research as well, endorser credibility positively influences advertisement outcomes (Van der Veen, 2014; Wang, Kao, Ngamsiriudom, 2017). Wang et al., (2017) found that endorser credibility had a favourable effect on brand attitude and brand credibility. Van der Veen (2014) showed that celebrity credibility positively influenced attitude toward the advertisement and the advertised destination which subsequently influenced travel intention to the advertised destination.

Taken together, we argue that celebrity- and influencer endorsements may be perceived as more credible messages than traditional advertisements. Besides this, message credibility is expected to mediate the relationship between advertisement versus endorsement and advertisement attitude, destination image and behavioural intention.

H1: Endorsements are perceived to be more credible messages than traditional advertisements.

H2: Perceived message credibility mediates the relationship between advertisements vs. endorsements and advertisement attitude, destination image and behavioural intention.

2.4 The Effect of Celebrity- vs. Influencer Endorsements

Many studies have investigated the effect of celebrity endorsements on consumer behaviour (e.g., Bergkwist & Zhou, 2016; Erdogan, 1999; Singh & Banerjee, 2018; Van der Veen, 2014). Celebrity endorsements is "an agreement between an individual who enjoys public recognition (a celebrity) and an entity (e.g., a brand) to use the celebrity for the purpose of promoting the entity." (Bergkwist & Zhou, 2016, p.644). A celebrity endorsement is based upon an agreement between a brand and a celebrity where the celebrity gives permission to the brand to use the celebrity's name and/or his/her physical appearance for marketing efforts (Bergkwist & Zhou, 2016). Nevertheless, using an endorser does not necessarily mean that the advertisement will be successful. A prerequisite for endorsement effectiveness is that the celebrity should match the promoted product (e.g., Friedman & Friedman, 1979; Glover, 2009; Magnini, Honeycutt & Cross, 2008).

With the rise of social media networks, companies increasingly recognize the potential of influencers as endorsers in their online marketing efforts. They sometimes even replace traditional celebrities in advertising (Gräve, 2017; Schouten et al., 2019). Influencers are defined as independent third-party endorsers who successfully interact with their followers, disclose personal information and regularly post or vlog about a specific topic to increase attention in favour of enhancing their online status (Freberg, et al., 2011; Influencer Marketing Hub, n.d.; Senft, 2013). In contrast to celebrities who have gained fame through their professional expertise in, for example, sports, acting or singing, influencers have gained their fame by displaying their expertise on social media by means of self-branding (Friedman, et al., 1976; Khamis, et al., 2017). As a result of their successful online presence, they have turned, for example, into professional fashion bloggers or food bloggers (Lin, Bruning, & Swarna, 2018).

2.4.1 Source Credibility

Both celebrity- as well as influencer endorsers are effective in influencing consumers. However, influencer endorsers have turned out to be more influential (Gräve, 2017; Schouten et al., 2019). Schouten et al. (2019) argue that trustworthiness is an important variable that explains the effectiveness of product endorsements, and also explains why influencer endorsements are more effective than celebrity endorsements. Gräve (2017) notes that when

consumers were highly familiar with the endorser, influencer endorsers were rated to be significantly more trustworthy compared to celebrities. Munnukka et al. (2016) showed in their study on peer endorsement that trustworthiness had the most pronounced influence on the overall advertising effectiveness and thereby were demonstrated to be the key dimensions of endorser credibility. In the same vein, Djafarova & Rushworth (2017), argue that on Instagram, non-traditional celebrities, thus influencers, are perceived to be more credible compared to traditional celebrities and that this may explain their effect over that of celebrities, for example on purchase intention. A tourism related study on influencers by Magno and Cassia (2018) showed that trustworthiness was an important factor influencing follower's intention to embrace the proposed travel recommendations.

The attractiveness dimension of the source credibility model will not be taken into account considering that the promotion of a tourism product is unrelated to someone's physical attractiveness (Van der Veen, 2014). The study of Kamins (1990), for example, showed that when a product was unrelated to attractiveness, attractiveness had no influence on the endorser, product or advertisement outcome. Similarly, Van der Veen (2014) showed in his research on destination endorsement that there was no significant relationship between attractiveness and advertisement attitude.

Taken together, these studies support the notion that influencer endorsements will be perceived as more trustworthy than celebrity endorsements. As no prior study could be identified that researched the advertising effectiveness of influencer endorsements compared to celebrity endorsements in the field of tourism, we theorize that influencer endorsers are also rated to be more trustworthy than celebrity endorsers in a tourism context. Additionally, considering that influencers are known because of their expertise on a specific topic (Freberg, et al., 2011; Influencer Marketing Hub, n.d.; Senft, 2013) and celebrities are known because of their success in other areas than the endorsed product (Freidman et al., 1976; Friedman & Friedmand, 1979), it is expected that influencers will be rated as having more expertise. Furthermore, perceived credibility and message credibility are hypothesized to mediate the relation of endorser on advertising effectiveness, in the same vein of the study by Schouten et al. (2019).

> **H3:** Influencer endorsements lead to higher perceived credibility (trustworthiness and expertise) and perceived message credibility than celebrity endorsements.

H4: Perceived credibility and perceived message credibility mediate the relationship between influencer vs. celebrity endorsements and advertisement attitude, destination image and behavioural intention

2.4.2 Identification

Next to credibility, perceived similarity, "the degree to which one perceives to have things in common with another person" (Schouten et al., 2019, p. 6), as well as wishful identification, "the desire to be like or act like the character" (Hoffner & Buchanan, 2005, p.325), are believed to mediate the relationship between endorser and consumer behavioural change (e.g. Basil, 1996; Munnukka et al., 2016; Schouten et al., 2019). Hoffner & Buchanan (2005) reported that people have a stronger desire to identify with television characters who seem to share the same attitude than television characters who do not seem to share the same attitude. Basil (1996) theorized that people who perceive themselves to be similar to a celebrity are more likely to copy the celebrity's behaviour. In the same vein, Schouten et al. (2019) argue that perceived similarity and wishful identification are significant reasons for the effectiveness of product endorsements. People that felt more similar to the endorser, for example, had a higher attitude toward the endorsement and a higher purchase intention (Schouten et al., 2019). Similarly, Munnukka et al. (2016) showed that perceived similarity positively influenced attitude formation.

Gräve (2017) proposed that the level of familiarity (for example with an endorser) presumable moderates perceived similarity. This means that the more familiar a person is with the endorser, the more similar the person perceives him-/herself to be to the endorser. Gräve (2017) showed, in his study where he compared celebrity endorsers with influencer endorsers, that the more familiar consumers were with the endorser, the less favourable the celebrity endorsers were rated. When consumers were highly familiar with the endorser, influencer endorsers were rated to be significantly more similar to the respondent compared to celebrity endorsers. He argues that influencer endorsers are supposed to be more influential on social media platforms as social media users consciously choose who they follow and thereby are likely becoming increasingly familiar with the influencers. This view is supported by Djafarova & Rushworth (2017) who write that on Instagram, non-traditional celebrities are perceived to be more similar to oneself compared to traditional celebrities.

In view of all that has been mentioned so far, one may suppose that influencer endorsers may lead to a higher perceived similarity and higher wishful identification than celebrity endorsers and that this subsequently positively influences advertisement attitude and

behavioural intention. No tourism related study could be identified that looked at perceived similarity and wishful identification and its effect on advertisement effectiveness. For the reason that perceived similarity is shown to influence attitude formation (Munnukka et al., 2016), and as destination image is similar to destination attitude, it is proposed that identification will also mediate the relationship between endorsement and destination image.

H5: Influencer endorsements lead to a higher identification (perceived similarity and wishful identification) than celebrity endorsements.

H6: Identification mediates the relationship between influencer vs. celebrity endorsements and advertisement attitude, destination image and behavioural intention.

2.5 Destination Familiarity

What strategies advertisers should use depends on consumer's degree of experience with the product (Munnukka, et al., 2016; Pornpitakpan, 2004). Pornpitakpan (2004) suggests that highly credible sources should be used in case consumers have no prior experience with the product, for example, because the product is new to the market. Munnukka et al. (2016) adds to this that consumer's perceived similarity with the endorser becomes less important the more experienced the users become with the product. Therefore, identification with the endorser appears to be more important to consumers without prior experience compared to consumers with prior experience.

The definition of product experience is rather similar to that of product familiarity. Product experience is defined as "knowledge gained through direct involvement with a service provider" (Webb, 2000, p.6) and product familiarity as "knowledge gained through exposure to vicarious information concerning the service provider" (Webb, 2000, p.6). The concept of familiarity can also be used to measure the degree of familiarity with a place a person considers themselves to be without having been there before (Prentice, 2004).

Based on the previous discussion, we expect that credibility and endorser identification will have a greater effect on advertising outcome with people unfamiliar with the destination than with people familiar with the destination.

H7: The influence of credibility and identification on advertising effectiveness is moderated by familiarity with the destination.

3. Methods

Design & Manipulation

The aim of this research is to answer the research questions "What is the difference in advertising effectiveness between traditional advertisements, celebrity endorsements, and influencer endorsements?", "To what extend does endorser credibility, identification with the endorser and message credibility mediate the relationship between type of advertisement and advertising effectiveness?" and "To what extend moderates familiarity with the destination the effect of credibility and identification on advertising effectiveness?". To answer the research questions and test the hypotheses this study used a 3 (type of advertisement: traditional advertisement vs. celebrity endorsement vs. influencer endorsement) x 2 (familiarity with the destination: familiar vs. unfamiliar) between-subjects design. As mediating variables we took into account message credibility, endorser credibility and identification. Advertising effectiveness in terms of advertising attitude, destination image, eWOM intention and travel intention served as our dependent variables. Endorser familiarity was taken into account as a control variable. A quantitative research was conducted as this approach allows to detect modest differences as well as relationships between variables (Bryman, 2012). The advantage of an experimental design is that it allows to manipulate one or more variables causing differences in results between various groups to be observed along with causal relationships (Treadwell, 2013).

Table 1. Conditions (*N* = 235)

	Traditional advertisement	Celebrity endorsement	Influencer endorsement
Familiar destination	Condition 1 39 participants	Condition 3 37 participants	Condition 5 37 participants
Unfamiliar destination	Condition 2 43 participants	Condition 4 38 participants	Condition 6 41 participants

The stimulus material was divided into six conditions as can be seen in Table 1. There were three different types of advertisements: traditional advertisement, celebrity endorsement and influencer endorsement (see Figure 1). The traditional advertisement was an Instagram post without an endorser (thus a picture of a destination without a person in it) and was supposedly posted by the tourism organization 'TUI'. The celebrity- and influencer endorsements were

Instagram posts with a picture of the endorser at the destination in it. These posts presented the respective endorser as message sender. Each type of advertisement was presented for two different destinations: a familiar destination, Colombia, and an unfamiliar destination, the Comores. Both destinations showed a beach with palm trees, which were very similar to each other.
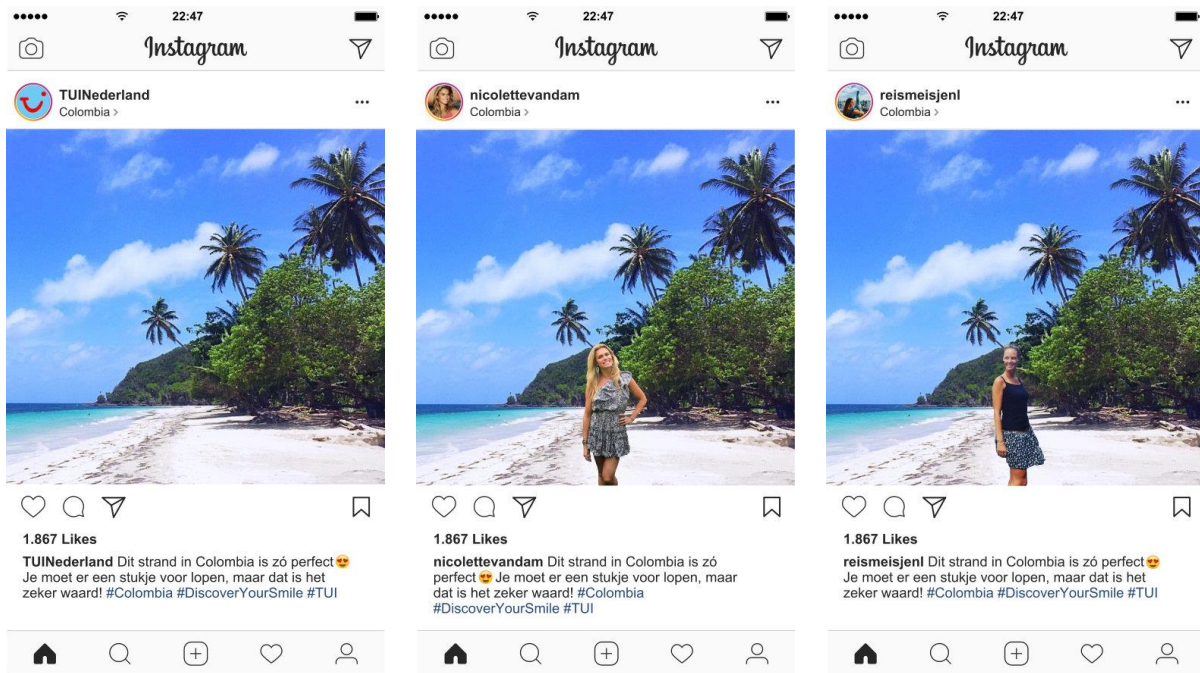

Figure 1. Example of the types of advertisement. A traditional advertisement, a celebrity endorsement and an influencer endorsement all for the familiar destination, Colombia.

In total, two holiday destination advertisements and eight holiday destination endorsements (four celebrity endorsements and four influencer endorsements) were developed for this experiment (see Appendix 1). In the endorsement conditions, two different celebrities and two different influencers were used to ensure that the advertising effects were caused by the celebrity versus influencer and not because of a particular endorser. The influencer- and celebrity endorser as well as the familiar versus unfamiliar destinations were selected based on a pretest (see below). Participants were randomly assigned to one of the conditions.

All pictures used in the stimulus were assembled from Instagram and Google, the Instagram template was taken from Marinad (2017). A criteria for the selection of the images of the endorser was that the front of her face had to be clearly visible and that she should be standing. Furthermore, it was a requirement that the endorser should not be overdressed and that the clothing would match the climate of the destination. Nevertheless, a bikini photo was not an option, because this might influence the evaluation of the endorser. The destination

images were required to be similar; it was for example no option to use a beach picture for the familiar destination and a mountainous picture for the unfamiliar destination since this could be a confounding variable and thus largely influence the ratings of the participants. Since the chosen destinations both have sandy beaches with palm trees, it was decided to select a beach picture for each destination.

The endorsers have been photoshopped in the destinations by means of the photoshop tool 'Magix photo & graphic designer'. To ensure that there were no influences from the number of likes or comments, the comments and number of comments were deleted and the number of likes were the same for all stimuli. Text underneath the pictures were manipulated to fit the destination (e.g. the destination was named in the text), however, they did not further differ from each other.

Pretest

A pretest ($n = 23$) was conducted to examine which influencers and celebrities are well known and fit the travel industry. In addition, it was tested with what destinations participants were familiar and unfamiliar. The pretest began with an open-ended survey question that asked participants to sum up travel related influencers they knew (see Appendix 2). Hereafter, they were shown a list of 11 influencer and had to rate how familiar they were with the influencer. Questions were asked on a 5-point Likert scale from 'highly familiar' to 'not familiar at all'. Google and Instagram were used to determine Dutch travel related influencers. The same survey structure applied to the celebrities. Finally, participants were shown a list of destinations and had to indicate how familiar they are with the destination. Respondents also had the option to indicate whether they had already visited the destination, meaning that they know the destination rather well. Based on the pretest the selected influencer endorsers were 'we are travellers' and 'reismeisje' and the selected celebrity endorsers were Chantal Janzen and Nicolette van Dam .

Participants

A total of 298 participants took part in the online survey. After removing incomplete surveys, 235 participants remained. Of the participants, 33 were male, 196 female, and six persons did not indicate their gender. The participants were on average 22.63 years old ($SD = 2.37$), with an age range from 18 to 32 years. Just over 87 % of the respondents indicated to use Instagram on a daily basis. On average they used Instagram 59.80 minutes ($SD = 48.59$) per day.

In addition to the recruitment of participants via social media, undergraduate students studying at the Breda University were recruited. It was chosen to focus on young adults because they are the dominant users of Instagram. Globally, 65% of the Instagram users are between 18 and 34 years old (Statista, 2019). A Dutch national social media research (Van der Veen, Boekee, & Hoekstra, 2019) showed that 58% of the people aged 15-19 and 35% of the people aged 20-39 use Instagram daily. Only people who use Instagram were included in the study, for the reason that they are most likely to encounter the type of advertisements and endorsements tested in this research in their daily lives. Four individuals were excluded from the study because they did not use Instagram.

Procedure

Following the introduction of the survey, participants were randomly assigned to one of the six conditions and one of the two endorsers (in the endorsement condition). First participants were pointed out that they were going to see an Instagram post of a particular endorser or company (depending on the condition they were assigned to) and that the image showed was of Colombia or the Comoros (depending on the condition they were assigned to). Subsequently, each participant was shown one Instagram screenshot after which they were asked to answer questions regarding advertisement attitude, destination image, behavioural intention and message credibility. Respondents in the celebrity and influencer endorsement conditions were additionally asked questions concerning endorser credibility and identification. Finally, participants were asked to rate the degree of familiarity with the endorser (in the endorsement condition) and destination, their Instagram usage and were asked some demographics. Participants were thanked for their time and effort. The questionnaire can be found in Appendix 3.

Measures

The questionnaire was designed to measure the following constructs: message credibility; source credibility (trustworthiness and credibility); identification (wishful identification and perceived similarity); advertising attitude; destination image and behavioural intention (eWOM and travel intention). The measurement scales (see Appendix 4) used in the current study were all validated in previous studies.

Three questions, adapted from Andrews, Burton & Netemeyer (2000), assessed message credibility. The statement 'I find this message:' could be answered by using the following 7-

point semantic differential items: believable-unbelievable, trustworthy-untrustworthy and credible-not credible. The reliability of the scale was good (α = .93).

The perceived credibility of the endorsers, celebrity endorsers as well as influencer endorsers, was measured with two subscales adapted from Ohanian (1990); 'trustworthiness' and 'expertise. Trustworthiness was measured by five 7-point semantic differential items: dependable-undependable, honest-dishonest, reliable-unreliable, sincere-insincere, trustworthy-untrustworthy. Expertise was also measured by five 7-point semantic differential items: expert-not an expert, experienced-inexperienced, knowledgeable-unknowledgeable, qualified-unqualified, skilled-unskilled. The factor analysis yielded two factors in which all items loaded on their respective factors (see Appendix 5). Bartlett's test of sphericity was significant (X^2 (45) = 1268.99, p < .001) and the Kaiser-Meyer-Olkin (KMO) measure was .90, which is well above the threshold, which means that we can make a meaningful interpretation of the results (trustworthiness: EV = 4.04, R^2 = 40.44%; expertise: EV = 3.58, R^2 = 35.84%). The reliability of the subscales (α = .93 and α = .90). We therefore decided to retain the two subscales of credibility as separate scales measuring trustworthiness and expertise

Identification measures whether participants can identify with the endorser and whether they admire the endorser. The two subscales, 'wishful identification' and 'perceived similarity', were adapted from Hoffner and Buchanan (2005). Both scales were measured on a 7-point Likert scale from 1 (*totally disagree*) to 7 (*totally agree*). Four items measured wishful identification: '[name endorser] is the type of person I want to be like myself,' 'sometimes I wish I could be more like [name endorser],' '[name endorser] is someone I would like to emulate,' and 'I'd like to do the kind of things [name endorser] does'. Likewise, perceived similarity was measured with four items: '[name endorser] thinks like me,' '[name endorser] behaves like me,' '[name endorser] is like me,' and '[name endorser] is similar to me'. The factor analysis revealed only one component with an eigenvalue over Kaiser's criterion of 1 which explained 69.10% of the variance. Bartlett's test of sphericity was significant (X^2 (28) = 1004.96, p < .001) and the KMO was .88, indicating that a considerable amount of the variance can be explained by one factor. Therefore, we decided to combine the two subscales (wishful identification and perceived similarity) into one variable called identification (EV = 3.19, R^2 = 39.83%). The reliability of the scale was good (α = .93). Factor loadings can be found in Appendix 6.

Attitude toward the advertisement was measured with a scale adapted from Spears and Singh (2004). The five semantic differential items, measured on a 7-point scale, were; unappealing – appealing, bad – good, unpleasant – pleasant, unfavourable – favourable, and unlikable – likable. The scale had good reliability (α = .95).

Destination image, in particular affective image, was assessed by using the scale of Kock et al., (2016). The question 'All things considered, how do you feel about the destination [country]?' was answered by using four 7-point semantic differential items: Like-dislike, pleasant-unpleasant, attraction-repulsion, comfortable-uncomfortable. The reliability of the scale was good (α = .94).

Behavioural intention was measured with two subscales; 'eWOM intention' and 'travel intention'. The eWOM intention subscale was adapted from Boerman, Willemsen and Van der Aa (2017) and was measured with four items: 'I think this Instagram post is worth sharing with others', 'I will recommend this Instagram post to others', 'I would 'like' this Instagram post', and 'I would comment on this Instagram post'. The travel intention subscale was adapted from Jalilvand et al. (2012) and was measured with three items; 'I predict I will visit [*destination*] in the future', 'I would visit [*destination*] rather than any other tourism destination' and 'If everything goes as I think, I will plan to visit [*destination*] in the future'. Both scales were measured on a 7-point Likert scale from 1 (*totally disagree*) to 7 (*totally agree*). eWOM intention and travel intention had good reliability (α = .81 and α = .81).

The study included several manipulation checks in relation to the endorser and the destination to ensure that the manipulation was correctly processed. Respondents were asked how familiar they were with the influencer or celebrity endorser (if applicable) on a 5-point scale ranging from 1 (not familiar at all) to 5 (very familiar). Familiarity with the destination was measured with the same scale. In total 85.4% of the participants indicated to be at least somewhat familiar (4 or higher on the scale) with celebrity endorsers and 24.4% of the participants indicated to be at least somewhat familiar with the influencer endorsers. Furthermore, 27.9% of the participants was at least somewhat familiar (4 or higher on the scale) with the familiar destination (Colombia) and 4.1% with the unfamiliar destination (Comores).

4. Results

In this section, we will discuss the results. For the sake of clarity, we only report significant mediation and moderation effects. An overview of the means and standard deviations per condition can be found in Table 2.

Table 2. Means and standard deviations of variables per condition.

Advertisement type	Trad. Advertisement	Trad. Advertisement	Celebrity endorsement	Celebrity endorsement	Influencer endorsement	Influencer endorsement
Destination type	Familiar destination	Unfamiliar destination	Familiar destination	Unfamiliar destination	Familiar destination	Unfamiliar destination
Advertising attitude	5.65 (0.88)	5.43 (1.22)	4.62 (1.45)	4.80 (1.33)	5.13 (1.23)	5.08 (1.11)
Destination image	5.24 (1.27)	5.14 (1.03)	5.29 (1.37)	5.34 (0.90)	4.91 (1.48)	5.38 (1.01)
Travel intention	4.60 (1.28)	3.73 (1.05)	4.78 (1.27)	3.69 (0.91)	4.32 (1.75)	3.75 (1.39)
eWOM intention	3.45 (1.26)	3.16 (1.33)	3.12 (1.26)	2.63 (1.11)	3.15 (1.13)	2.57 (1.12)
Message credibility	4.93 (1.11)	5.05 (1.31)	3.99 (1.56)	4.05 (1.37)	4.19 (1.55)	4.72 (1.48)
Trust	-	-	5.14 (1.20)	5.13 (0.89)	4.76 (1.19)	4.79 (0.91)
Expertise	-	-	4.39 (0.98)	4.34 (0.90)	4.72 (1.26)	4.33 (1.27)
Identification	-	-	3.25 (1.23)	3.02 (1.26)	3.98 (1.22)	3.79 (1.41)

Note. Standard deviations between parentheses.

Type of Advertisement

To test whether endorsements lead to higher perceived message credibility than traditional advertisements (H1) a MANOVA, with type of advertisement (traditional advertisement vs. endorsement) and type of destination as independent variables, was performed. Wilks' Λ showed a significant main effect for type of advertisement, $\Lambda = 0.92$, $F(5, 227) = 3.98$, $p = .002$, $\eta^2 = .08$, indicating that there was a difference between advertisements and endorsements. Opposite of what we expected, the univariate tests revealed an effect for message credibility, $F(1, 231) = 14.97$, $p < .001$, $\eta^2 = .06$, in which traditional advertisements led to higher message credibility ($M = 4.99$, $SE = 0.16$) than endorsements ($M = 4.25$, $SE =$

0.11). The same effect as message credibility was found for advertising attitude, $F(1, 231) = 14.35$, $p < .001$, $\eta^2 = .06$, and eWOM intention, $F(1, 231) = 7.19$, $p = .008$, $\eta^2 = .03$. Traditional advertisements led to more positive advertising attitude ($M = 5.54$, $SD = 0.14$) than endorsement ($M = 4.91$, $SD = 0.10$), and higher eWOM intention ($M = 3.31$, $SD = 0.13$) than endorsements ($M = 2.87$, $SD = 0.10$).

Wilks' Λ also showed a significant main effect for type of destination, $\Lambda = 0.82$, $F(5, 227) = 9.99$, $p < .001$, $\eta^2 = .18$. The univariate tests showed that there was a significant difference between Colombia and the Comores in terms of travel intention, $F(1, 231) = 22.92$, $p < .001$, $\eta^2 = .09$, and eWOM intention, $F(1, 231) = 6.32$, $p = .013$, $\eta^2 = .03$. The intention to travel to Colombia ($M = 4.58$, $SE = 0.13$) was higher than to the Comores ($M = 3.73$, $SE = 0.12$). This was the same for eWOM intention ($M = 3.29$, $SE = 0.12$; $M = 2.88$, $SE = 0.11$). Finally, there was no interaction effect between type of advertisement and type of destination, $\Lambda = 0.98$, $F(5, 227) = 0.72$, $p = .610$, $\eta^2 = .02$.

Second, to investigate whether the influence of type of advertisement on advertisement effectiveness can be explained by perceived message credibility (H2), a mediation analysis was performed using Process v3.1 macro for SPSS (Hayes 2017; model 4, 1,000 samples). The mediation analysis showed that perceived message credibility was significantly related to advertisement attitude, $b = .594$, $t(235) = 14.49$, $p < .001$, destination image, $b = .195$, $t(235) = 3.62$, $p < .001$, and eWOM intention, $b = .357$, $t(235) = 6.91$, $p < .001$. Furthermore, message credibility significantly mediated the relationship between type of advertisement and advertisement attitude, $b = -.443$, 95% CI [-.695, -.211], destination image, $b = -.145$, 95% CI [-.241, -.063], and eWOM intention, $b = -.266$, 95% CI [-.427, -.137]. Advertisements were perceived to be more credible than endorsements, which led to higher advertising attitude, destination image and eWOM intention. Hence, H2 was opposite as expected.

Type of Endorsement

To test whether influencer endorsements lead to higher perceived message credibility, trustworthiness and expertise than celebrity endorsements (H3), we performed a MANCOVA with type of endorsement (celebrity vs. influencer) and type of destination as independent variables, and endorser familiarity as covariate. Wilks' Λ showed a significant main effect for endorsement familiarity, $\Lambda = 0.75$, $F(8, 141) = 6.03$, $p < .001$, $\eta^2 = .26$. Except for advertising attitude, endorser familiarity was significantly related to all dependent variables and mediating variables, F's > 5.13, p's $< .025$.

Wilks' Λ also showed a significant main effect for type of endorsement, Λ = 0.69, $F(8, 141) = 7.82$, $p < .001$, $\eta^2 = .31$. In line with what we expected (H3), the univariate test revealed a significant effect of type of endorsement on message credibility, $F(1, 148) = 8.31$, $p = .005$, $\eta^2 = .05$, and expertise, $F(1, 148) = 14.42$, $p < .001$, $\eta^2 = .09$. Influencer endorsements were perceived to be a more credible message ($M = 4.71$, $SE = 0.20$) than celebrity endorsements ($M = 3.76$, $SE = 0.21$), and influencer endorsers were rated as having higher expertise ($M = 4.89$, $SE = 0.14$) than celebrity endorsers ($M = 4.00$, $SE = 0.15$). The same effect was found for advertising attitude, $F(1, 148) = 5.80$, $p = .017$, $\eta^2 = .04$. The results, however, showed no effect of type of endorsement on trustworthiness, $F(1, 148) = 2.99$, $p = .086$, $\eta^2 = .02$. Influencer endorsers were not perceived to be more trustworthy than celebrity endorsers. Similarly, no effect was found on destination image, travel intention, and eWOM intention, F's < 3.21, p's $> .075$. Hence, the results confirmed H3 for message credibility and expertise, but not for trustworthiness.

Wilks' Λ also showed a significant main effect for type of destination, Λ = 0.73, $F(8, 141) = 6.47$, $p < .001$, $\eta^2 = .27$. The univariate tests showed that there was a significant difference between Colombia and the Comores in terms of travel intention, $F(1, 148) = 16.09$, $p < .001$, $\eta^2 = .10$, and eWOM intention, $F(1, 148) = 9.76$, $p = .002$, $\eta^2 = .06$. People have a higher intention to travel to Colombia ($M = 4.57$, $SE = 0.16$), than to the Comores ($M = 3.70$, $SE = 0.15$), the same applies to eWOM intention ($M = 3.15$, $SE = 0.13$; $M = 2.58$, $SE = 0.13$). Finally, there was no interaction effect between type of endorsement and type of destination, Λ = 0.95, $F(8, 141) = 1.02$, $p = .421$, $\eta^2 = .06$.

Subsequently, to investigate whether the influence of endorsement on advertisement effectiveness can be explained by perceived trustworthiness, expertise or message credibility (H4), three mediation analysis for each of the four dependent variables (advertising attitude, destination image, travel intention and eWOM intention) were performed using Process v3.1 macro for SPSS (Hayes 2017; model 4, 1,000 samples). The mediation analysis showed that trustworthiness was significantly related to advertisement attitude, $b = .685$, $t(153) = 7.50$, $p < .001$, destination image, $b = .099$, $t(153) = 2.01$, $p = .046$, and eWOM intention, $b = .444$, $t(153) = 4.89$, $p < .001$. Furthermore, trustworthiness significantly mediated the relationship between type of endorsement and advertisement attitude, $b = -.255$, 95% CI [-.533, -.001], and eWOM intention, $b = -.165$, 95% CI [-.350, -.007]. People trust influencer endorsers more than celebrity endorsers, which leads to a larger effect on advertisement attitude and eWOM intention. Expertise was significantly related to advertisement attitude, $b = .530$, $t(153) = 6.02$, $p < .001$,

and eWOM intention, $b = .424$, $t(153) = 5.14$, $p < .001$. Expertise significantly mediated the relationship between type of endorsement and advertisement attitude, $b = -.452$, 95% CI [-.748, -.187], and eWOM intention, $b = -.362$, 95% CI [-.578, -.168]. Influencer endorsers are perceived to have higher expertise than celebrity endorsers, which subsequently leads to a higher advertising attitude and eWOM intention. Finally, message credibility was significantly related to advertisement attitude, $b = .613$, $t(153) = 12.28$, $p < .001$, destination image, $b = .133$, $t(153) = 2.03$, $p = .044$, and eWOM intention, $b = .355$, $t(153) = 6.17$, $p < .001$. Message credibility significantly mediated the relationship between type of endorsement and advertisement attitude, $b = -.601$, 95% CI [-1.084, -.193], destination image, $b = -.130$, 95% CI [-.318, -.003], and eWOM intention, $b = -.348$, 95% CI [-.637, -.080]. This means that influencer endorsements are perceived to be more credible messages than celebrity endorsements, which leads to a higher advertisement attitude, destination image and eWOM intention. Hence, H4 was partly confirmed.

With regards to hypothesis five, the above mentioned MANCOVA, with type of endorsement (celebrity vs. influencer) and type of destination as independent variables, and endorser familiarity as covariate, showed that there was a significant difference between influencer endorsers and celebrity endorsers, $F(1, 148) = 51.55$, $p < .001$, $\eta^2 = .26$ in terms of identification. The analysis revealed that people can identify significantly more with influencers ($M = 4.42$, $SD = 0.16$) than with celebrities ($M = 2.58$, $SD = 0.16$). This is consistent with H5.

Finally, to investigate whether the influence of type of endorsement (celebrity versus influencer) on advertisement effectiveness can be explained by perceived identification (H6), another mediation analysis was performed using Process v3.1 macro for SPSS (Hayes 2017; model 4, 1,000 samples). Identification was significantly related to advertisement attitude, $b = .394$, $t(153) = 4.66$, $p < .001$, destination image, $b = .202$, $t(153) = 2.43$, $p = .016$, travel intention, $b = .311$, $t(153) = 3.22$, $p = .002$, eWOM intention, $b = .460$, $t(153) = 6.26$, $p < .001$. Furthermore, identification significantly mediated the relationship between type of endorsement and advertisement attitude, $b = -.713$, 95% CI [-1.057, -.419], destination image, $b = -.366$, 95% CI [-.692, -.034], travel intention, $b = -.563$, 95% CI [-.900, -.211], and eWOM intention, $b = -.833$, 95% CI [-1.197, -.523]. People can identify more with influencer endorsers than with celebrity endorsers, which leads to greater advertising effectiveness. Hence, our results confirm H6.

Destination Familiarity as Moderator

The moderating effect of familiarity with the destination on the relationship between trustworthiness, expertise and identification and advertising effectiveness (H7) was analysed with three moderation analysis for each of the four dependent variables (advertising attitude, destination image, travel intention and eWOM intention) using Process v3.1 macro for SPSS (Hayes 2017; model 1, 1,000 samples). The results showed no moderating effect of destination familiarity and thus did not confirm our hypotheses.

5. Discussion

The tourism and travel industry is a highly competitive sector in terms of marketing communications. People have to base their travel decisions on secondary sources such as advertisements, yet as there is an overload of advertisements and an enormous amount of tourism companies selling the same product it is very difficult to stand out from the rest. Over the years, different marketing communication strategies, such as celebrity endorsements and, more recently, influencer endorsements, have been used to attract the attention of consumers and to influence their attitudes and purchase intentions. Nevertheless, very little is currently known about the impact of influencer endorsements compared to traditional celebrity endorsements on advertisement effectiveness, especially in a tourism context.

For this purpose, in this study, we sought to investigate the difference in advertising effectiveness (advertisement attitude, destination image, travel intention, and eWOM intention) between traditional advertisements, celebrity endorsements, and influencer endorsements in a tourism context. The second aim of this study was to investigate whether message credibility, endorser credibility and identification with the endorser explain the effect of type of advertisement (traditional advertisement, celebrity endorsement and influencer endorsement) on advertisement effectiveness and whether familiarity with the destination moderates the relationship between credibility, message credibility and identification, and advertisement effectiveness. This study showed that traditional advertisements are perceived to be the most credible messages. When looking at endorsements, influencer endorsements are more influential than celebrity endorsements.

5.1 Discussion

Results from this study indicate that traditional advertisements, contrary to our expectations (H1), are perceived to be a more credible message than celebrity endorsements and influencer endorsements. The outcome contradicts to that of Friedman and Friedman (1979) who pointed out that, regardless of the type of endorser, endorsers positively influenced

believability. Study findings also indicate that perceived message credibility mediates the effect of type of advertisement on advertisement attitude, destination image and eWOM intention (H2). Traditional advertisements were perceived as more credible than endorsements, which generated a more favourable influence on advertisement attitude, destination image and eWOM intention. This is opposed to what we expected. There are several possible explanations for these results. First of all, TUI is a well-known, trusted brand in the Netherlands. Research has shown that celebrity endorsers are more effective for lesser known brands than for well-known brands (Ambroise, Pantin-Sohier, Valette-Florence, & Albert, 2014; Knoll & Matthes, 2017). In the same vein, Lee and Watkins (2016) demonstrated that influencer endorsers seem to have a larger impact on lesser known brands. This might have been the reason why traditional advertisements have turned out to be more credible than endorsements, and why attitude toward the advertisement and the eWOM intention is higher for traditional advertisements compared to endorsements. Furthermore, respondents might have recognized that the celebrity- and influencer endorsements were fictitious, which might have negatively affected message credibility in the endorsement conditions.

This study demonstrated that type of endorser has an influence on expertise and message credibility, not on trustworthiness (H3). In line with our expectations, influencer endorsers are perceived to have more expertise than celebrity endorsers, and their endorsements are perceived to be more credible than celebrity endorsements. The latter result is consistent with Djafarova and Rushworth's (2017) findings which showed that influencers were perceived to be more credible than celebrities. In contrast to earlier findings (Gräve, 2017; Schouten et al., 2019) however, the current study found no effect of type of endorser on trustworthiness. The non-significant difference in trustworthiness between celebrity- and influencer endorsers may be explained by the perceived opportunistic behaviour of the influencer endorsers. Chapple and Cownie (2017) demonstrated that when there is no positive existing relationship between the influencer endorser and the viewer, the disclosure of a paid-for-endorsement leads to an increase in opportunistic behaviour, which in turn negatively influences trustworthiness. Since the difference was close to be significant, the effect might become significant in case an increased amount of the participants is familiar with the influencer endorser.

The results of this study confirm that trustworthiness, expertise and message credibility mediate the relationship between type of endorser and advertisement attitude and eWOM intention (H4). People trust influencer endorsers more than celebrity endorsers, perceive them as having higher expertise, and their messages are perceived to be more credible compared to

the messages of celebrity endorsers, leading to a more positive advertisement attitude and higher eWOM intention. This accords with our earlier observations, which showed that endorser credibility mediates the relationship between endorser and advertising effectiveness (i.e., Erdogan, 1999; Lafferty & Goldsmith, 1999; Singh & Banerjee, 2018). Trustworthiness, expertise and message credibility have no influence on the effect of type of endorser on travel intention and, except for message credibility, on destination image. Therefore, it seems that these variables only ensure that people increasingly like the advertisement, they do not change people's perception of the destination and thus do not increase the intention to travel to the advertised destination.

Another important finding was that people can identify significantly more with influencer endorsers than with celebrity endorsers (H5). This result support previous research into celebrity- and influencer endorsements (Djafarova & Rushworth, 2017; Schouten et al., 2019). These findings suggest that also in a tourism context, people feel more similar to influencer endorsers compared to celebrity endorsers. Moreover, our findings indicate that identification is an important explanation for the effectiveness of endorsers on advertisement attitude, destination image, travel intention, and eWOM intention (H6). People can identify more with influencer endorsers compared to celebrity endorsers, which explains why they are more effective than celebrity endorsers. This result is consistent with that of Munnukka et al. (2016), who found perceived similarity to positively influence attitude formation. It is also in line with the findings of Schouten et al. (2019), who found that perceived similarity and wishful identification are important explanations for the success of influencer endorsements over that of celebrity endorsements.

The results of this study did not show a moderating effect of familiarity with the destination on the relationship between trustworthiness, expertise and identification, and advertisement effectiveness (H7). Perceived credibility of an endorser did not have a larger influence on advertisement effectiveness when participants were unfamiliar with the destination than when they were familiar with the destination. It has been suggested that in case people have no prior experience with a product, one should work with a highly credible source (Pornpitakpan, 2004) and that perceived similarity with the endorser becomes less important the more experienced a person becomes with the product (Munnukka et al., 2016). This does not appear to be the case when it concerns tourism destinations. The result may be explained by the fact that in both cases, the familiar destination and the unfamiliar destination, participants have not truly been at the destination, so they have no real experience with the product. In case

of the familiar destination, people have probably indicated to be familiar with the destination since they have read and heard much about it.

5.2 Theoretical and practical implications

The results of this study indicate that traditional advertisements were more effective in terms of message credibility, advertising attitude and eWOM intention. This contradicts previous findings. The reason for this contradiction might, for example, be the role of trust in and familiarity with the brand. To date, only a few studies have compared traditional advertisements with endorsements, especially on Instagram, and none have taken into account the role of brand familiarity. To develop a full picture of the influence of (celebrity and influencer) endorsements compared to traditional advertisements, additional studies will be needed that compare lesser known tourism brands to well-known tourism brands. Tourism companies are encouraged to use a mix of traditional advertisements and influencer endorsements, as influencer endorsements showed to be influential as well. In all, our results show that endorsements are not always more effective than traditional advertising, and that it most likely depends on the familiarity and trustworthiness of both the brand and the endorser to what extent an advertisement is successful.

The research has shown that influencers are better travel endorsers than celebrities, because influencers are more trustworthy and more seen as experts then celebrities, and because people identify more with influencers than celebrities. This is consistent with the results of Djafarova and Rushworth (2017), who found that influencers are perceived to be more credible than endorsers, and Schouten et al., (2019), who showed that influencer are perceived to be more trustworthy than celebrities, that people can identify more with influencer, and that they feel more similar to influencers than celebrities. However, it is crucial that the audience is familiar with the influencer endorser. Therefore, for an influencer endorsement to work, the intended audience should be familiar with the influencer. Organizations should thus think carefully about the influencer they use in their campaigns and may need to use different influencers for different target audiences.

The current data also highlights the importance of identification in the success of influencer endorsements. Identification seems to be even more important than trust and expertise, especially with regards to destination image and travel intention. When consumers can identify with the endorser, they do not only have a more positive attitude toward the advertisement and higher eWOM intention, but identification also increases destination image and the intention to travel to the advertised destination. A holiday is an intangible product which

people cannot try before they buy it, and impression therefore rely on mental images established by secondary sources, such as endorsements. Accordingly, when people can identify with an endorser, people can more easily picture themselves on that location, and therefore form a positive image of the destination and the intention to go there. Because travel relies so much upon experiences and creating positive mental images, identification with an endorser may be more important in the travel industry than in other product categories. The results contribute to the understanding of the relationship between identification with the endorser and promoting experience goods. Tourism companies are advised to ensure that the target group can identify with the travel-endorser to generate the best results.

5.3 Limitations and suggestions for further research

Although this research has been carefully prepared, there were some unavoidable limitations. Firstly, it has been consciously chosen to display two Dutch influencers with expertise in the travel industry as they would best match the product. According to Xu and Pratt (2018), this is important, because a match between the influencer endorser and destination positively influences advertising effectiveness. Nevertheless, despite the pretest, the influencer endorsers were too unknown among the participants which largely influenced the outcome of the study. This raises the questions how effective influencers in a specific niche (micro-influencers) are compared to macro-influencers, as micro-influencers would be less known overall but well-known in a specific target group. Further research regarding the role of micro- and macro influencer endorsers would be worthwhile.

Secondly, an uncontrolled factor is the possibility that respondents have recognized that the Instagram post featuring an endorser was photoshopped. With the aim to maximize internal validity and the effect of the stimuli, fictitious Instagram posts have been created with a real profile picture and name of the endorser and a summery picture of the endorser photoshopped in the destination. Nevertheless, the fictitiousness of the Instagram post might have negatively influenced message credibility and possible endorser credibility in case the respondent was unfamiliar with the endorser. Future research could use two Instagram posts below each other; one actual Instagram post of the endorser with the endorser on it, and one Instagram post of only the endorsed destination or product. In this case, only the profile picture and text of the second post have to be adjusted which will be less likely noticed.

Finally, this research only looked at long-haul destinations. The effect for short-haul destinations might be different as the potential risk and costs are much lower. It is, for example, easier and less risky to buy a city-trip to Barcelona compared to a holiday to Colombia, as one

can be home in less than two hours. The question raised by this study is whether endorsers are more effective for unknown short-haul destinations than known short-haul destinations, or whether there is also no difference in effect. Further research could also explore whether there is a difference in endorser effectiveness between short-haul and long-haul destination.

5.4 Conclusion

In sum our research shows that traditional advertisements are perceived to be more credible than endorsements. When looking at celebrity- and influencer endorsements, the latter are perceived to be more credible than the former. Influencer endorsers are rated to have higher expertise than celebrity endorsers and people can identify more with them than with celebrity endorsers. Message credibility, trustworthiness, expertise, and identification mediate the influence of endorser on advertising attitude and eWOM intention. Identification is the only variable that convincingly mediate the influence of endorser on destination image and travel intention. Familiarity with the destination does not have any influence. Taken together, influencer endorsements are more effective than celebrity endorsements, albeit, only when the audience is familiar with the influencer. Identification with the endorser is the main explanation for the effect of influencer endorsements over that of celebrity endorsements.

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Appendix

Appendix 1. **Stimuli used in the study**

Traditional advertisement + familiar destination	Celebrity endorsement + familiar destination	Influencer endorsement + familiar destination
Traditional advertisement + unfamiliar destination	Celebrity endorsement + unfamiliar destination	Influencer endorsement + unfamiliar destination

TUINederland
Comoren ›

1.867 Likes
TUINederland Dit strand in de Comoren is zó perfect😍Je moet er een stukje voor lopen, maar dat is het zeker waard! #Comoren #DiscoverYourSmile #TUI

chantaljanzen
Comoren ›

1.867 Likes
chantaljanzen Dit strand in de Comoren is zó perfect 😍 Je moet er een stukje voor lopen, maar dat is het zeker waard! #Comoren #DiscoverYourSmile #TUI

reismeisjenl
Comoren ›

1.867 Likes
reismeisjenl Dit strand in de Comoren is zó perfect😎 Je moet er een stukje voor lopen, maar dat is het zeker waard! #Comoren #DiscoverYourSmile #TUI

nicolettevandam
Comoren ›

1.867 Likes
nicolettevandam Dit strand in de Comoren is zó perfect 😍 Je moet er een stukje voor lopen, maar dat is het zeker waard! #Comoren #DiscoverYourSmile #TUI

wearetravellersnl
Comoren ›

1.867 Likes
wearetravellersnl Dit strand in de Comoren is zó perfect 😍 Je moet er een stukje voor lopen, maar dat is het zeker waard! #Comoren #DiscoverYourSmile #TUI

Appendix 2. **Questionnaire pre-test**

Welkom!

Bedankt dat je de tijd hebt genomen om deel te nemen aan deze enquête. Deze vragenlijst is opgesteld door Regina, een studente aan de Universiteit van Tilburg voor wetenschappelijk onderzoek naar celebrities en influencers.

Je wordt gevraagd enkele vragen te beantwoorden wat betreft celebrities, influencers en reisbestemmingen. Lees de vragen goed door voordat je deze beantwoord. De studie neemt ongeveer 2 minuten van je tijd in beslag.

In deze vragenlijst kun je geen goede of foute antwoorden geven, we willen graag jouw mening horen. Geef daarom zo snel mogelijk antwoord met je eerste ingeving.

Door op de onderstaande knop te klikken, erken je dat uw deelname aan het onderzoek vrijwillig is, dat je 18 jaar oud bent en dat je weet dat je op elk moment en om welke reden ook je deelname aan het onderzoek kunt beëindigen. Je antwoorden worden volledig anoniem verwerkt waardoor ze niet te koppelen zullen zijn aan personen.

Houd er rekening mee dat deze enquête het best kan worden weergegeven op een laptop of desktopcomputer. Sommige functies zijn mogelijk minder compatibel voor gebruik op een mobiel apparaat.

Mocht je vragen of opmerkingen hebben over de vragenlijst, neem dan contact op via

Nogmaals bedankt!

○ Ik stem ermee in, begin de enquete

○ Ik stem er niet mee in en wil niet meedoen

Noem 5 Nederlandse **influencers** (gerelateerd aan **reizen**) die in je op komen
Plaats een komma na ieder persoon

Hoe bekend ben je met de volgende **influencers**

	Heel erg bekend	Bekend	Niet onbekend/niet bekend	Onbekend	Heel erg onbekend
Reisjunk	○	○	○	○	○
Saltinourhair	○	○	○	○	○
Reismeisjenl	○	○	○	○	○
ikwilmeerreizen	○	○	○	○	○
reisverslaafd	○	○	○	○	○

yourlittleblackbook

mytravelsecret

mohsin op wereldreis

wearetravellers

flipflopwanderers

Liesbeth Rasker

Noem 5 Nederlandse **beroemdheden** die in je op komen (bij voorkeur die op Instagram "veel" foto's van hun vakantie posten)
Plaats een komma na ieder persoon

Hoe bekend ben je met de volgende **beroemdheden**

	Heel erg bekend	Bekend	Niet onbekend/niet bekend	Onbekend	Heel erg onbekend
Katja Schuurman	○	○	○	○	○
Jan Versteegh	○	○	○	○	○
Ferry Doedens	○	○	○	○	○
Chantal Janzen	○	○	○	○	○
Nicolette van Dam	○	○	○	○	○

Lil' Kleine
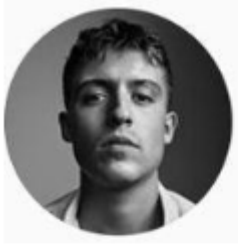
Kim Feenstra

Geraldine Kemper

Oliver Heldens

Martin Garrix

Hoe bekend ben je met de volgende **bestemmingen**

	Ik ben hier geweest	Heel erg bekend	Bekend	Niet onbekend/niet bekend	Onbekend	Heel erg onbekend (nog nooit van gehoord)
Thailand	○	○	○	○	○	○
Colombia	○	○	○	○	○	○
São Tomé	○	○	○	○	○	○
Indonesië	○	○	○	○	○	○
Comoren	○	○	○	○	○	○
Guatemala	○	○	○	○	○	○
Nicaragua	○	○	○	○	○	○
Vietnam	○	○	○	○	○	○
Cambodja	○	○	○	○	○	○
Sri Lanka	○	○	○	○	○	○
Palau	○	○	○	○	○	○
Costa Rica	○	○	○	○	○	○

Wat is je huidige leeftijd in jaren?

Wat is je geslacht?

○ Man

○ Vrouw

○ Anders

Bedankt voor je deelname!

Appendix 3. **Questionnaire. Condition: influencer (Reismeisje) at the familiar destination (Colombia)**

Welkom!

Bedankt dat je de tijd wilt nemen om deel te nemen aan deze enquête. Deze vragenlijst is opgesteld door Regina van der Laan in het kader van wetenschappelijk onderzoek naar Instagram posts.

Hierna wordt je gevraagd enkele vragen te beantwoorden over een Instagram post. Bekijk de afbeelding goed voordat je door klikt naar de vragen. In deze vragenlijst kun je geen goede of foute antwoorden geven, we willen graag jouw mening horen. Geef daarom zo snel mogelijk antwoord met je eerste ingeving. De enquete neemt ongeveer 5 minuten van je tijd in beslag.

Door op de onderstaande knop te klikken, erken je dat je deelname aan het onderzoek vrijwillig is, dat je 18 jaar oud bent en dat je weet dat je op elk moment en om welke reden ook je deelname aan het onderzoek kunt beëindigen. Je antwoorden worden volledig anoniem verwerkt waardoor ze niet te koppelen zullen zijn aan personen.

Houd er rekening mee dat deze enquête het best kan worden weergegeven op een laptop of desktopcomputer. Sommige functies zijn mogelijk minder compatibel voor gebruik op een mobiel apparaat.

Mocht je vragen of opmerkingen hebben over de vragenlijst, neem dan contact op via a.r.l.vdrlaan@tilburguniversity.edu.

Nogmaals bedankt!

Ik stem ermee in, begin de enquete

Ik stem er niet mee in en wil niet meedoen

Op de volgende pagina zie je een Instagram post van de influencer Reismeisje over de bestemming Colombia.

Druk op de blauwe knop hieronder om naar de afbeelding te gaan. Bekijk deze goed en klik dan door om de vragen over de post te beantwoorden.

Ik vind deze post

Onaantrekkelijk	○	○	○	○	○	○	○	Aantrekkelijk
Slecht	○	○	○	○	○	○	○	Goed
Onprettig	○	○	○	○	○	○	○	Prettig
Ongunstig	○	○	○	○	○	○	○	Gunstig
Onaangenaam	○	○	○	○	○	○	○	Aangenaam

Ik vind deze post

Ongeloofwaardig	○	○	○	○	○	○	○	Geloofwaardig
Onbetrouwbaar	○	○	○	○	○	○	○	Betrouwbaar
Oneerlijk	○	○	○	○	○	○	○	Eerlijk

Hoe denk je over Colombia?

Niet leuk	○	○	○	○	○	○	○	Leuk
Onaantrekkelijk	○	○	○	○	○	○	○	Aantrekkelijk
Negatief	○	○	○	○	○	○	○	Positief
Slecht	○	○	○	○	○	○	○	Goed
Niet mijn geld waard	○	○	○	○	○	○	○	Mijn geld waard

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Niet mee oneens/niet mee eens	Een beetje mee eens	Mee eens	Helemaal mee eens
Ik denk dat ik Colombia in de toekomst zal bezoeken	○	○	○	○	○	○	○
In de aankomende 4 jaar zou ik eerder Colombia bezoeken dan een andere toeristische bestemming	○	○	○	○	○	○	○
Als het mogelijk is, wil ik in de toekomst Colombia bezoeken	○	○	○	○	○	○	○

	Helemaal mee oneens	Mee oneens	Een beetje mee oneens	Niet mee oneens/ niet mee eens	Een beetje mee eens	Mee eens	Helemaal mee eens
Ik denk dat deze Instagram post de moeite waard is om met anderen te delen	○	○	○	○	○	○	○
Ik zal deze Instagram post aanbevelen aan anderen	○	○	○	○	○	○	○
Ik zou deze Instagram post 'liken'	○	○	○	○	○	○	○
Ik zou reageren op deze Instagram post	○	○	○	○	○	○	○

Ben je al eens in Colombia geweest?

ja

nee

Hoe bekend ben je met Colombia als bestemming?

| Heel erg onbekend | Onbekend | Niet onbekend/niet bekend | Bekend | Heel erg bekend |

Voordat ik deze post zag had ik al de intentie om naar Colombia te gaan

| Helemaal mee | Mee oneens | Een beetje mee | Niet mee | Een beetje mee | Mee eens | Helemaal mee |

Ik vind Reismeisje

	1	2	3	4	5	6	7	
Onbetrouwbaar	○	○	○	○	○	○	○	Betrouwbaar
Oneerlijk	○	○	○	○	○	○	○	Eerlijk
Geen expert	○	○	○	○	○	○	○	Een expert
Ongeïnformeerd	○	○	○	○	○	○	○	Geïnformeerd
Ondeugdelijk	○	○	○	○	○	○	○	Deugdelijk
Onvakkundig	○	○	○	○	○	○	○	Vakkundig
Niet te vertrouwen	○	○	○	○	○	○	○	Te vertrouwen
Onoprecht	○	○	○	○	○	○	○	Oprecht
Ondeskundig	○	○	○	○	○	○	○	Deskundig
Onervaren	○	○	○	○	○	○	○	Ervaren

	helemaal mee oneens	Mee oneens	Een beetje mee oneens	Niet mee oneens/niet mee eens	Een beetje mee eens	Mee eens	Helemaal mee eens
Reismeisje is het soort persoon dat ik zelf zou willen zijn	○	○	○	○	○	○	○
Reismeisje is zoals ik	○	○	○	○	○	○	○
Reismeisje is iemand die ik zou willen nastreven	○	○	○	○	○	○	○
Reismeisje lijkt op mij	○	○	○	○	○	○	○
Reismeisje gedraagt zich zoals ik	○	○	○	○	○	○	○
Soms zou ik willen dat ik meer zoals reismeisje kon zijn	○	○	○	○	○	○	○
Ik zou het soort dingen doen die reismeisje doet	○	○	○	○	○	○	○
Reismeisje denkt zoals ik	○	○	○	○	○	○	○

Hoe bekend ben je met de influencer Reismeisje?

| Heel erg onbekend | Onbekend | Niet onbekend/niet bekend | Bekend | Heel erg bekend |

Je bent aan het einde gekomen van de vragenlijst. We willen nog een aantal vragen over je Instagram gebruik en jezelf stellen. Pas nadat je deze hebt beantwoord en op de blauwe knop hebt geklikt, worden je antwoorden verstuurd. Hartelijk bedankt voor je deelname aan deze enquête!

Hoeveel dagen in de week gebruik je Instagram?

Op een dag dat je Instagram gebruikt, hoeveel minuten ben je dan actief op Instagram?

Hoeveel volgers heb je ongeveer op Instagram?

Hoeveel mensen volg je ongeveer op Instagram?

Wat is je huidige leeftijd in jaren?

Wat is je geslacht?

Man

Vrouw

Anders

Wat is je hoogst afgeronde opleiding of wat studeer je momenteel?

Middelbare school

Middelbaar Beroepsonderwijs (MBO)

Hoger Beroepsonderwijs (HBO)

Universitaire opleiding (WO)

Anders

Ik zou graag de resultaten van het onderzoek ontvangen

Nee

Ja, mijn email is

Appendix 4. **Measurement items and Cronbach's alpha.**

Construct	Description	Cronbach's alpha	Sources
Credibility		.93	
Trustworthiness	Dependable – undependable	.93	Ohanian, 1990
	Honest – dishonest		
	Reliable – unreliable		
	Sincere – insincere		
	Trustworthy – untrustworthy		
Expertise	Expert – not an expert	.90	Ohanian, 1990
	Experienced – inexperienced		
	Knowledgeable – unknowledgeable		
	Qualified – unqualified		
	Skilled – unskilled		
Message credibility	Believable - unbelievable	.93	Andrews et al., 2000
	Trustworthy – untrustworthy		
	Credible – not credible		
Identification		.93	
Perceived similarity	[*name endorser*] thinks like me		Hoffner and Buchanan, 2005
	[*name endorser*] behaves like me		
	[*name endorser*] is like me,		
	[*name endorser*] is similar to me		
Wishful identification	[*name endorser*] is the type of person I want to be like myself		Hoffner and Buchanan, 2005
	sometimes I wish I could be more like [*name endorser*]		
	[*name endorser*] is someone I would like to emulate		
	I'd like to do the kind of things [*name endorser*] does		
Advertising attitude	unappealing – appealing	.95	Spears and Singh, 2004
	Bad – good		
	Unpleasant – pleasant		

	Unfavorable – favorable		
	Unlikable – likable		
Affective destination image	Like – dislike	.94	Kock et al., 2016
	Pleasant – unpleasant		
	Attraction – repulsion		
	Comfortable - uncomfortable		
eWOM intention	I think this Instagram post is worth sharing with others	.81	Boerman et al., 2017
	I will recommend this Instagram post to others		
	I would 'like' this Instagram post		
	I would comment on this Instagram post		
Travel intention	I predict I will visit [*destination*] in the future	.81	Jalilvand et al., 2012
	I would visit [*destination*] rather than any other tourism destination		
	If everything goes as I think, I will plan to visit [*destination*] in the future		

Appendix 5. **Factor loadings credibility scale.**

	Factor 1: Trustworthiness	Factor 2: Expertise
Dependable – undependable	**.74**	.35
Honest – dishonest	**.92**	
Reliable – unreliable	**.87**	.29
Sincere – insincere	**.80**	.36
Trustworthy – untrustworthy	**.81**	.38
Expert – not an expert		**.86**
Experienced – inexperienced	.37	**.79**
Knowledgeable – unknowledgeable	.47	**.62**
Qualified – unqualified	.38	**.74**
Skilled – unskilled		**.88**

Note: Only factor loadings > .25 are included in the table; loadings higher than .50 have been boldfaced

Appendix 6. **Factor loadings identification scale.**

	Factor 1: Wishful Identification	Factor 2: Perceived Similarity
[*name endorser*] thinks like me	.29	**.88**
[*name endorser*] behaves like me	.47	**.71**
[*name endorser*] is like me,	**.56**	**.65**
[*name endorser*] is similar to me	**.60**	**.61**
[*name endorser*] is the type of person I want to be like myself	**.88**	.31
sometimes I wish I could be more like [*name endorser*]	**.80**	.34
[*name endorser*] is someone I would like to emulate	**.84**	.40
I'd like to do the kind of things [*name endorser*] does	.28	**.77**

Note: Only factor loadings > .25 are included in the table; loadings higher than .50 have been boldfaced