



## Evaluating the Effectiveness of Social Media Advertising by Influencers and Celebrities: Analysis of consumer response and impact on purchasing decisions

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### ABSTRACT

Despite the growing influence of advertisements using influencers and celebrities on social media, there is a lack of research comparing their advertising effectiveness. This study aims to analyze the relationship between consumers' attitudes and behaviors toward celebrities and influencers using the AIDA model, focusing on differences in advertising effectiveness. An online survey was conducted with respondents who had encountered influencer or celebrity advertisements on social media. A total of 151 valid responses were collected from participants ranging from teenagers to individuals in their 50s. The study employed statistical analysis to examine how different types of endorsements impact consumer attitudes and behavioral intentions. The findings revealed that attitudes toward advertisements, whether created by influencers or celebrities, positively influenced behavioral intention. However, influencer advertisements had a stronger effect on behavioral intention than celebrity advertisements. This suggests that influencer marketing may be more effective in driving consumer engagement and purchase decisions compared to traditional celebrity endorsements. Future research should further explore the Interest and Desire stages of the AIDA model, as these aspects were not fully covered in this study. Additionally, investigating different product categories and platform-specific effects could provide deeper insights into digital marketing strategies.

#### **Keywords:**

Punctuality, Rates, Service  
Social media; marketing;  
Influencer; celebrity; AIDA  
model

## 1. Introduction

As the online environment develops, communication methods have expanded through various channels, and the emergence of media such as SNS (Social Networking Services) has revolutionized the advertising and marketing landscape. Personal media is actively used as a medium for self-expression due to the continuous increase in the types and users of SNS, along with individuals' growing desire to express themselves [1].

In this environment, companies are promoting marketing strategies using SNS advertisements, which enable active communication with consumers by utilizing web-based platforms that foster relationships between users [2]. Companies are also striving to analyze data to identify customer needs and build a cultural image of their brands by opening and operating official SNS brand pages to create a smooth communication environment with customers.

This social trend has led to the emergence of the term "influencer," referring to a person who creates ripple effects and influence [3]. Influencers have had a significant impact on activating advertisements in which companies interact with consumers and exchange information through direct media. Consumers, in turn, have become active participants in producing and processing information, using social media to send information rather than just passively accepting advertisements [4].

In this way, influencers are exerting a disruptive influence on the marketing landscape through the use of social media. This evolution stems from the expansion of marketing strategies that initially relied on the positively perceived and attractive images of celebrities, sports figures, and other public figures. However, with the emergence of various media channels, these strategies have gradually broadened their scope. Unlike in the past, where maintaining fame and public recognition relied heavily on activities in traditional mass media, individuals now use social media platforms to share aspects of their daily lives, beauty tips, food experiences, vlogs, and other diverse content. As they garner followers and subscribers, they form dedicated fan bases and gain popularity through frequent exposure facilitated by algorithms. This environment has created opportunities for not only celebrities but also ordinary individuals to become influencers. Influencers and celebrities on social media have become crucial channels for enhancing interactivity in the online environment, playing a significant role in shaping contemporary culture by setting new trends in the advertising and distribution industries. Furthermore, platforms that enable communication and feedback exchanges play an essential role in effectively delivering brand messages by strengthening the relationship between brands and consumers. However, there is a clear difference in the effectiveness of public relations using influencers and celebrities, from both the standpoint of companies and consumers.

According to Lee and Kim [5], while some influencers are ordinary people, they possess knowledge or expertise in specific topics, greatly influencing not only their followers but also the decision-making of general consumers. From a consumer's perspective, influencers with expertise are perceived as more reliable, and their ability to address consumer inquiries in unfamiliar areas and provide satisfaction

by proxy effectively captures consumer attention. With the increasing social influence of influencers, companies and brands often favor advertising through influencers, considering that they offer higher intimacy and communication levels in forming relationships with consumers compared to traditional celebrities [6].

With this trend, celebrities who have relied on their reputation and visibility through traditional media in the past, and garnered attention by cultivating a sense of mystery, are now bridging the gap between their public image and their audience. They achieve this by sharing friendly and everyday aspects of their lives, expanding their presence across various social media platforms to engage with people. Efforts are being made to interact with consumers through platforms where artists and fans can communicate (such as Weverse, Bubble, Universe, etc.), or by creating official YouTube channels and Instagram accounts. Companies are leveraging the unique personas of celebrities in marketing through intimate advertisements, aiming to create a sense of closeness with consumers. In a situation where the boundaries between influencers and celebrities are ambiguous, despite the differences in advertising fees and influence between the two groups, there is a lack of research to systematically compare and analyze the promotional effects of both. Consequently, brands and marketers struggle to obtain clear guidelines when choosing advertising strategies. In this context, the need for research to better understand and compare the advertising effects of influencers and celebrities is highlighted. Moreover, these studies will help optimize the brand's marketing budget and select efficient brand promotion methods. They are also expected to provide insights into effective social media strategies in the future, considering consumers' perspectives to respond to rapid changes in social media platforms.

Therefore, this study aims to establish an important foundation for brand marketing strategies by gaining an in-depth understanding of the advertising influence of celebrities and influencers using the AIDA model, which outlines the steps marketers take to lead consumers from awareness to interest, desire, and behavior.

The content scope of this study consists of the introduction, theoretical background, research design, research results, discussion, and conclusion. The theoretical background summarizes the concepts and types of influencers and celebrities, the concepts and advertising effects of interactivity, and the concepts and advertising effects of the AIDA model. In the design section, a research model and research hypotheses are presented, along with designs related to samples and measurement tools for the empirical investigation. The composition and contents of the questionnaire are also described. Next, empirical analysis and research hypotheses are verified, followed by the presentation of the results, implications, limitations, and suggestions for future research.

## 2. Theoretical background

### 2.1. Concepts and Types of influencers and Celebrities

The term 'influencer' is derived from the word 'influence,' meaning 'to affect,' and the suffix '-er,' referring to a person [3]. Influencers are individuals who have gained prominence as the online environment evolves, actively engaging with

their online followers through social media and expanding their circle of communication. A 'celebrity' typically refers to individuals involved in popular fields such as theater, music, dance, and comedy. They are professionals who predominantly appear in mass media and operate within the service industry due to their public recognition.

With the advancement of social media, an environment has emerged where individuals can share their daily lives via SNS and be exposed regardless of time and place, both through their own accounts and those of others. In this dynamic environment, it becomes challenging to predict and keep up with trends, leading to a gradual expansion in the types and numbers of influencers. Consequently, influencers are now acknowledged as significant influencers and sources of information, alongside celebrities, in the realm of marketing communication [7].

An influencer and a celebrity are distinguished by their backgrounds of growth: an influencer is characterized as someone who rose to prominence through social media, while a celebrity gained popularity through traditional mass media. Recently, celebrities have also been producing various content on social media and debuting as creators through collaborations with influencers, striving to establish a presence on social media platforms in addition to traditional mass media. In this context, it is essential to understand the differences in information delivery and advertising effects between influencers and celebrities.

An influencer is an influential individual who has garnered a significant following on social media. Regarding the types of influencers, Oh and Sung [8] classified them into celebrities, professionals, and the general public, while Yang, Ge, and Kahn [9] classified them into Mega-influencer, Macro-influencer, and Micro-influencer. Mega-influencers typically have over a million followers and wields considerable social influence, often associated with luxury brands due to their halo effect. Macro-influencers, on the other hand, have over a thousand followers and specialize in specific topics, making them valuable marketing communication channels for companies targeting specific customer segments. Micro-influencers, with fewer than a thousand followers, may have a smaller audience, but they are known for their close relationships with followers, high reliability, and strong communication skills.

Similarly, Ji [3] categorized influencer types into Mega-influencer, Macro-influencer, Micro-influencer, and Nano-influencer based on their follower size to investigate the impact of airline influencer characteristics on advertising marketing. Mega-influencers have hundreds of thousands to millions of followers, including celebrities, sports stars, and famous YouTubers, while macro-influencers have tens of thousands to hundreds of thousands of followers, typically comprising creators and bloggers. Additionally, influencers can be personal or general social media users with follower counts ranging from thousands to thousands. Lastly, influencers encompass personal influencers or general social media users with follower counts ranging from tens to hundreds of thousands.

In this context, influencers refer to individuals with significant influence in the online environment, with celebrities who have gained recognition through mass media usually falling into the category of mega-influencers with the highest follower counts. However, to compare the advertising effects of celebrities and

general influencers, this study restricts influencers to those primarily active on social media rather than mass media. Therefore, celebrities are individuals who have gained recognition through mass media, while influencers refer to famous individuals who are building their own recognition through social media.

### *2.2. Interactivity and promotional effects*

Unlike interactivity, which was traditionally regarded as an attribute of interpersonal communication [10], the development of the online era has ushered in an environment where interaction is possible anytime, anywhere. Advances in the Internet have facilitated real-time exchange of information between senders and receivers, accelerating the speed of transmission and response. Online platforms form a global society where interactions cross national boundaries and blur the boundaries between consumers and producers, and two-way communication replaces unilateral information propagation. Therefore, interactivity emerges as one of the essential concepts in marketing, allowing for smoother negotiations and agreements by sharing one's own tastes as well as understanding other people's preferences.

Lee [11] mentioned that the mobile environment is an interactive support network for marketing exchanges between companies and consumers, and that mobile devices are used as such a medium. Modern society is often unwittingly included in the category of interaction than in the past, and diversified mobile devices have created an online world where seamless interaction takes place.

In the online environment, consumers can access information and services irrespective of time and place. Against this backdrop, interactivity in the online sphere is increasingly recognized as a crucial factor for successful marketing from the brand's perspective [12, 13, 14].

Interaction serves as a fundamental concept for building relationships, as brands discern customers' tastes and preferences through close and continuous interactions. For instance, various marketing techniques are employed through social media to capture consumer attention, including question-and-answer sessions, consumer perception surveys through product preference voting, and short-term consumer engagement through one-time events. These marketing strategies effectively reduce psychological distance from consumers and encourage active consumer engagement.

### *2.3. AIDA model*

Identifying clearly which stage the marketer has led the consumer to, from the state where the consumer has no knowledge of the brand to expressing recognition, specific preferences, product purchase, and brand loyalty, is crucial [15].

According to Noviana and Pratiwi et al [16], AIDA is a hierarchical model explaining consumer responses to advertising. It is divided into stages "Attention", where consumers notice advertisements "Interest," where consumers show interest and curiosity in the advertised product and seek additional information "Desire", where consumers desire the brand or product and gather more information related to the brand or advertising message and finally, "Action"

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where consumers take steps to explore the product further, make a purchase decision, or fulfill their desires and needs by selecting the brand.

This effect hierarchy can vary by medium or product, and a deeper exploration is required for effective solutions for marketing popular with consumers. Marketing at all levels is becoming important in the AIDA model as consumers see more and more similar ingredients and products. Marketers are making efforts to expose products and services to consumers by understanding the trend and social media with a large number of users and high usage time zones for each age group. Social media enables companies to communicate efficiently with real and potential customers, enabling strategies according to each stage of the AIDA model.

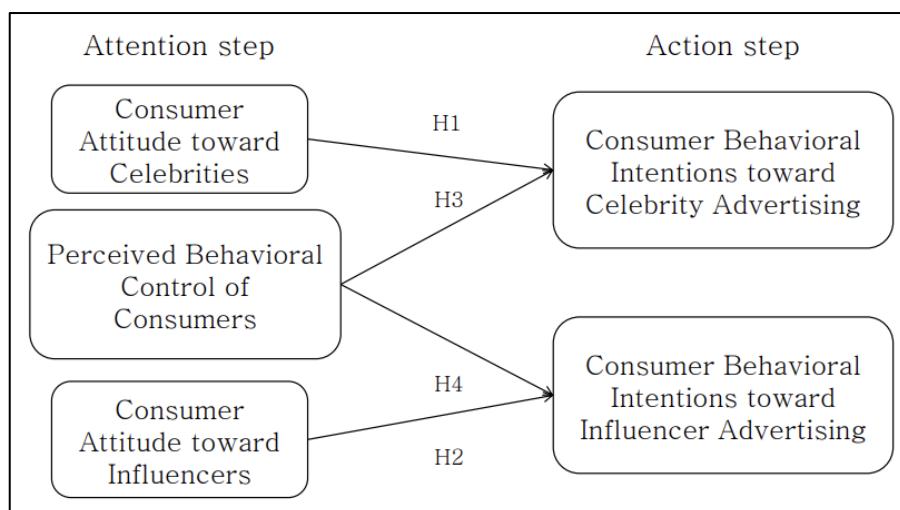
Therefore, this study focused on the "attention" and "action" stages of the AIDA model to investigate the relationship of behavior according to consumer perception and differences according to the advertising model.

### 3. Research plan

#### 3.1. Setting up research models and hypotheses

Figure 1. represents the research model. The independent variables are divided into consumer attitudes based on influencers and celebrities, with perceived behavioral control set as the mediating variable. Consumer behavioral intentions based on influencers and celebrities are each set as dependent variables.

**Fig 1.** A research model



#### 1) Consumer attitudes toward influencer

Consumer attitudes toward influencers refer to consumers' perceptions or attitudes when encountering advertisements featuring influencers on social media. With the increasing prevalence of advertisements on social media featuring influencers, consumers' attitudes toward these advertisements impact their preferences, loyalty, and behavioral intentions. Six questionnaire items were

devised to measure consumers' attitudes toward influencer advertising, aligning with the objectives of this study.

### 2) Consumer attitudes toward celebrities

Consumer attitudes toward celebrities refer to consumers' perceptions or attitudes when encountering advertisements featuring celebrities on social media. Advertisements on social media featuring celebrities have become increasingly common marketing tactics aimed at consumers, and consumers' attitudes toward these advertisements influence their preferences, brand loyalty, and behavioral intentions. Six questionnaire items were devised to measure consumers' attitudes toward celebrity advertising, aligning with the objectives of this study.

### 3) Consumer perceived behavior control

Consumer perceived behavior control refers to the belief, derived from self-efficacy, that individuals can influence or control their actions and behaviors in specific situations. This concept is one of the factors that can affect consumers' purchasing behavior [17]. It was established to gauge the extent of consumers' perceived control over accessing social media and advertisements. Questionnaire items were formulated specifically for this study, totaling four questions, to measure consumers' perceived behavior control.

### 4) Consumer Behavior Intentions for influencer Advertising

Consumer behavioral intentions toward influencer advertising refer to consumers' intentions to purchase products and services after encountering influencer advertisements on social media. This indicates that consumer attitudes toward advertising influence purchasing behavior, making it a crucial factor in shaping brand and corporate image and driving revenue generation. Therefore, the goal of marketing is to understand consumers' preferences, tastes, and purchase intentions through influencer marketing, ultimately guiding them toward making a purchase, which is vital for both consumers and companies to thrive. A total of 8 survey items were formulated for this study to measure consumer behavioral intentions toward influencer advertising.

### 5) Consumer behavioral intentions for celebrity advertising

Consumer behavioral intentions for celebrity advertising refer to the intentions of consumers who encounter celebrity advertisements on social media to purchase products and services. This indicates that consumers' attitudes toward advertising influence purchasing behavior, and the image of brands and companies is a crucial factor in revenue generation. Therefore, the goal of marketing is to understand consumers' preferences and tastes through celebrity marketing and guide them toward making a purchase, which is essential for both consumers and companies to thrive. Questionnaire items to measure consumers' behavioral intentions toward celebrities were formulated for this study, similar to those for influencers, and a total of 8 questionnaire items were included.

Based on the research model, the hypothesis was established as follows.

Hypothesis 1. Consumer attitudes toward celebrities will have a significant influence on consumers' behavioral intentions toward celebrities.

Hypothesis 2. Consumer attitudes toward influencers will have a significant influence on consumers' behavioral intentions toward influencers.

Hypothesis 3. Perceived behavioral control will have a significant influence on

consumers' behavioral intentions for celebrity advertisements.  
Hypothesis 4. Perceived behavioral control will have a significant impact on consumers' behavioral intentions for influencer advertisements.  
Hypothesis 5. There will be differences in behavioral intentions based on consumer attitudes toward advertisements featuring influencers and celebrities.

### 3.2. Data collection and analysis

#### 3.2.1 Collect survey subjects and data

In this study, the survey design was conducted as follows. Consumer attitudes toward influencer, consumer attitudes toward celebrities, and perceived behavioral control were finally organized based on previous studies on the buyer's behavioral intention toward influencer and the buyer's behavioral intention toward celebrities by modifying the items in accordance with the contents of this study. The survey was conducted from November 12, 2023, to November 22, 2023, for those who had experienced influencer or celebrity advertisement content through social media. It was surveyed through an online survey, and 151 copies were confirmed as valid samples and empirical analysis was conducted.

##### 1) Configure a questionnaire

The operational definition of variables for questionnaire item composition was set as shown in Table 1.

**Table 1.** Configure a questionnaire

variable	Measurement items	Sources
Attitudes toward influencers	I like the contents of influencers I've experienced. The advertisement of the product provided by the influencer I experienced made me like it. I came to prefer the product through the influencer I have experienced. The information provided by the influencer I experienced has given me confidence in the product. I am positive about the information provided by the influencer I have experienced. The information provided by the influencer I have experienced is interesting.	[18, 19,20]
Attitudes toward celebrities	I like the contents of celebrities I've experienced.	

	<p>The advertisement of the product provided by the celebrity I experienced made me like it.</p> <p>I came to prefer the product through the celebrity I've experienced.</p> <p>The information provided by the celebrity I have experienced has given me confidence in the product.</p> <p>I'm positive about the information provided by the celebrity I've experienced.</p> <p>The information provided by the celebrity I have experienced is interesting.</p>	
Perceived behavioral control	<p>I determine entirely whether I visit the SNS of influencers or celebrities.</p> <p>I can visit influencer or celebrity's SNS whenever I want.</p> <p>I have the time available to visit the SNS of influencers or celebrities.</p> <p>I decide whether to buy it or not after seeing an advertisement from a influencer or a celebrity.</p>	[21, 22, 23]
Consumer behavioral intent toward influencer	<p>I intend to use (purchase) products advertised by influencers I have experienced.</p> <p>Using (purchasing) products advertised by influencers I have experienced benefits me.</p> <p>I consider it rational to use (purchase) products advertised by influencers I have experienced.</p> <p>I will continue to consider purchasing products advertised by influencers I have experienced in the future.</p> <p>I want to try using (purchasing) products advertised by influencers I have experienced.</p> <p>I am willing to purchase (use) products advertised by influencers I have experienced, even if they are somewhat expensive.</p> <p>If someone asks for product recommendations, I would recommend the advertisements of the influencers I have experienced.</p> <p>I am willing to voluntarily promote advertisements of the influencers I have experienced on my SNS.</p>	[24, 25, 26, 27]

<p>Consumer behavioral intent toward celebrity</p> <p>I intend to use (purchase) products advertised by celebrities I have experienced.</p> <p>Using (purchasing) products advertised by celebrities I have experienced benefits me.</p> <p>I consider it rational to use (purchase) products advertised by celebrities I have experienced.</p> <p>I will continue to consider purchasing products advertised by celebrities I have experienced in the future.</p> <p>I want to try using (purchasing) products advertised by celebrities I have experienced.</p> <p>I am willing to purchase (use) products advertised by celebrities I have experienced, even if they are somewhat expensive.</p> <p>If someone asks for product recommendations, I would recommend the advertisements of the celebrities I have experienced.</p> <p>I am willing to voluntarily promote advertisements of the celebrities I have experienced on my SNS.</p>	
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First, six measurement questions were extracted as a result of revising and reorganizing them for the purpose of this study based on the questionnaire items used in previous studies by Kanungo and Pang [18], Park et al [19], Lee [20] to measure consumer attitudes toward influencer.

Second, in order to measure consumer attitudes toward celebrities, six measurement questions were extracted with the same number as consumer attitudes toward influencer as the result of revising and reorganizing them for the purpose of this study based on the questionnaire items used in previous studies by Kanungo and Pang [18], Park et al [19], Lee [20].

Third, to measure perceived behavioral control, the questionnaire items used in previous studies such as Lee and Han [21], Kim et al [22], Leem and Park [23] were extracted and four related measurement items were selected, and then the revised and reconstructed questions were referred to in the previous study of Ji [3].

Fourth, in order to measure the buyer's behavioral intention for influencer, the questionnaire items used in previous studies such as Ha et al [24], Kwak and Yoh [25], Ji and Kim [26], Choi and Kim [27] were extracted and revised and reconstructed to suit the purpose of this study.

Fifth, in order to measure the buyer's behavioral intention toward celebrities, the questionnaire items used in previous studies such as Ha et al [24], Kwak and Yoh [25], Ji and Kim [26], Choi and Kim [27] were extracted, and the measurement items were composed of eight in the same manner as the buyer's behavioral

intention for influencer, and revised and reorganized to suit the purpose of this study.

Sixth, in order to investigate the demographic characteristics of the respondents, four questions of gender, age group, educational background, and occupation of the questionnaire were composed and measured.

Finally, to investigate the respondents' information acquisition status, three questions were set to measure the respondents' main SNS, the time spent on SNS per day, and the frequency of SNS visits per week.

Except for demographic characteristics and information acquisition status, the rest of the items were designed using the Likert 5-point scale, and in the questionnaire, it consisted of 1 point for "not", 2 points for "slightly yes", 3 points for "normal", 4 points for "quite yes", and 5 points for "very yes".

## 2) Analysis method

In this study, the IBM SPSS Statistics 26.0 program was utilized to verify the research hypothesis through frequency analysis and reliability analysis. Additionally, the SmartPLS 4.0 program was employed to further examine the research hypothesis using structural equation model analysis.

First, demographic characteristics of respondents and their SNS information acquisition status were analyzed through frequency analysis. Second, reliability analysis and confirmatory factor analysis were conducted to ensure the reliability and validity of the research models and hypothesis verification. Finally, hypothesis verification was carried out using structural equation model analysis.

## 4. Analysis of results

### 4.1. Demographic characteristics of the sample

#### 4.1.1. Status of SNS information acquisition

The results of the analysis on the information acquisition status of the survey subjects are presented in Table 2.

**Table 2.** Status of SNS information acquisition

Category	Frequency (people)	Percentage (%)
Preferred SNS	Others	2
	Naver Blog	8
	YouTube	38
	Instagram	108
	Facebook	1
	twitter	5

Hours of social media visits per day	Less than 10 minutes	3	1.9
	More than 1 hour	119	73.5
	1 hour or less	23	14.2
Weekly Visit Frequency on SNS	Less than 30 minutes	17	10.5
	More than once a day	143	88.3
	Less than once a week	2	1.2
	Less than 3 times a week	5	3.1
	Less than 5 times a week	12	7.4

#### 4.1.2. Demographic characteristics

The results of the analysis of the demographic characteristics of the respondents are as follows. There were 55 males (34%) and 107 females (66%), and 41 teenagers (25.3%), 83 in their 20s (51.2%), 12 in their 30s (7.4%), 9 in their 40s (5.6%), and 17 in their 50s (10.5%). Regarding academic background, 49 students (30.2%) graduated from high school or lower, 92 (56.8%) graduated from college, and 21 (13%) graduated from graduate school or higher. In terms of occupation, 91 students (56.2%), 44 office workers (27.2%), and 27 others (16.7%).

**Table 3.** demographic characteristics

Category	General Characteristics	Frequency (people)	Percentage (%)
Gender	Male	55	34
	Female	107	66
Age	Teens	41	25.3
	Twenties	83	51.2
Education	Thirties	12	7.4
	Forties	9	5.6
	Fifties	17	10.5
	High school graduate (or currently enrolled)	49	30.2
	College graduate (or currently enrolled)	92	56.8

Occupation	Graduate school graduate (or currently enrolled)	21	13
	Others	27	16.7
	Employee	44	27.2
	Student	91	56.2

#### 4.2. Validation of the feasibility and reliability of the measurement tool

##### 4.2.1. Analysis of the validity and reliability of the scale

In this study, the principal component analysis extraction model was utilized through the method of factor analysis. Varimax rotation, an orthogonal rotation method, was applied for factor rotation. Additionally, the Kaiser-Meyer-Olkin(KMO) measure, with a threshold of 0.6, was employed to assess the sample adequacy. Variables with communalities below 0.4, indicating the proportion of variance in each variable accounted for by the common factors, were excluded from the analysis. If the factor loading representing the correlation between items was 0.4 or higher, the variables were considered significant, and factor analysis was conducted for each measurement item. After the factor analysis, the reliability of the extracted items was verified using Cronbach's  $\alpha$  coefficient. The analysis results indicated a sample adequacy of 0.933 and Bartlett's sphericity test yielded [ $\chi^2 = 3524.457(p<0.001)$ ], indicating the suitability of the factor analysis model.

The reliability analysis results showed that the Cronbach's alpha values were consistently above 0.8, meeting the criterion of at least 0.6, indicating satisfactory reliability of the main variables in this study. Factor loadings were all above 0.4, satisfying the overall validity of the measurement tool. Moreover, the reliability coefficients were all above 0.7, indicating high reliability, and no items were found to compromise reliability. Therefore, the reliability of the main variables in this study was considered satisfactory, with no items undermining reliability.

**Table 4.** Validity and Reliability Results for Each Factor

Category	Factor	Commonality	Cronbach's $\alpha$
Attitudes toward influencers	<b>0.785</b> 0.3630.153 0.095 0.78		
Attitudes toward influencers	<b>0.773</b> 0.4100.102 0.099 0.785		
Behavioral intent toward influencers	<b>0.736</b> 0.1850.304 0.252 0.731		
Behavioral intent toward influencers	<b>0.734</b> 0.1860.379 0.203 0.759		0.954
Attitudes toward influencers	<b>0.734</b> 0.2580.270 -0.0190.678		
Attitudes toward influencers	<b>0.714</b> 0.3830.114 0.182 0.702		

Attitudes toward influencers	<b>0.705</b>	0.416	0.153	0.129	0.71	
Behavioral intent toward influencers	<b>0.703</b>	0.096	0.502	0.004	0.756	
Behavioral intent toward influencers	<b>0.689</b>	0.083	0.465	0.089	0.706	
Behavioral intent toward influencers	<b>0.645</b>	0.136	0.539	-0.037	0.726	
Attitudes toward influencers	<b>0.630</b>	0.395	0.079	0.175	0.589	
Attitudes toward celebrities	0.334	<b>0.826</b>	0.166	0.101	0.832	
Attitudes toward celebrities	0.256	<b>0.813</b>	0.235	0.094	0.791	
Attitudes toward celebrities	0.206	<b>0.803</b>	0.332	0.023	0.798	
Attitudes toward celebrities	0.327	<b>0.765</b>	0.182	0.155	0.75	0.943
Attitudes toward celebrities	0.260	<b>0.762</b>	0.257	0.176	0.745	
Attitudes toward celebrities	0.309	<b>0.734</b>	0.397	0.029	0.792	
Behavioral intent toward celebrities	0.132	0.292	<b>0.818</b>	-0.045	0.774	
Behavioral intent toward celebrities	0.336	0.235	<b>0.769</b>	0.143	0.78	
Behavioral intent toward celebrities	0.346	0.240	<b>0.766</b>	-0.043	0.767	0.949
Behavioral intent toward celebrities	0.163	0.245	<b>0.750</b>	-0.041	0.651	
Behavioral intent toward celebrities	0.378	0.370	<b>0.721</b>	0.123	0.815	
Purchase decision autonomy	0.124	0.046	-0.111	<b>0.873</b>	0.646	
SNS visit freedom	0.200	0.103	-0.097	<b>0.872</b>	0.82	
SNS visitor autonomy	-0.086	0.089	0.110	<b>0.787</b>	0.792	0.838
Availability of SNS visit time	0.258	0.132	0.128	<b>0.708</b>	0.601	

#### 4.3. Structural Equation Modeling Analysis

**Table 5.** Structural Equation Model Analysis Results

Hypothesis	Path		Standardization coefficients	S.E.	T	p
H1	Attitudes toward celebrities → Behavioral intent toward celebrities		0.692	0.048	14.369	0.000

H2	Attitudes toward influencers	→	Behavioral intent toward influencers	0.786	0.034	22.986	0.000
H3	Perceived Behavioral Control	→	Behavioral intent toward celebrities	0.044	0.066	0.671	0.502
H4	Perceived Behavioral Control	→	Behavioral intent toward influencers	-0.015	0.058	0.253	0.8

H1, the effect of consumer attitude toward celebrities on consumer behavioral intention toward celebrities, was found to be 0.692, with  $T=14.369(P=.000)$ , which is significant. Therefore, H1, "Consumer attitude toward celebrities will have a significant effect on consumer behavioral intention toward celebrities," is accepted.

H2, the effect of consumer attitude toward influencers on consumer behavioral intention toward influencers, was found to be 0.786, with  $T=22.986(P=.000)$ , indicating a significant effect. Therefore, H2, "Consumer attitude toward influencers will have a significant effect on consumer behavioral intention toward celebrities," is accepted.

H3, the effect of perceived behavioral control on consumer behavioral intention toward celebrities, was found to be 0.044, with a  $T=0.671(P=0.502)$ , which is not significant. Therefore, H3, "Perceived behavioral control will influence consumer behavioral intention toward celebrities," was rejected.

H4, the effect of perceived behavioral control on consumer behavioral intention towards influencers, was found to be very low at -0.015, with a  $T=0.253(P=0.8)$ , which is not significant. Therefore, H4, "Perceived behavioral control will influence consumer behavioral intention towards influencers," was rejected.

The standardized regression coefficients show that consumers' attitudes toward celebrity and influencer-type ads positively influence their behavioral intentions toward those types of ads, respectively.

Comparing the relative influence between the two types of celebrities and influencers through the standardized regression coefficient, we find that consumer advertising attitudes toward the influencer type of advertising have a larger standardized regression coefficient ( $0.786 > 0.692$ ), suggesting that the influence of influencer advertising behavioral intention is relatively larger than the

influence of celebrity advertising behavioral intention.

#### *4.4. Summary of Hypothesis Testing*

##### *4.4.1. Summary of Hypothesis Testing Results*

The results of hypothesis verification of this study are summarized as Table 6.

**Table 6.** Summary of study results

Hypothesis	Result
Hypothesis 1	Consumer attitudes toward celebrities will have a significant influence on consumers' behavioral intentions toward celebrities. acceptance
Hypothesis 2	Consumer attitudes toward influencers will have a significant influence on consumers' behavioral intentions toward influencers. acceptance
Hypothesis 3	Perceived behavioral control will have a significant influence on consumers' behavioral intentions for celebrity advertisements. Rejection
Hypothesis 4	Perceived behavioral control will have a significant impact on consumers' behavioral intentions for influencer advertisements. Rejection
Hypothesis 5	There will be differences in behavioral intentions based on consumer attitudes toward advertisements featuring influencers and celebrities. acceptance

## **5. Discussion and Conclusion**

With the development of the online environment, social media has become a common communication tool. Companies have sought to expand the scope of direct communication with users through user-centered marketing, enabling them to create their own social media accounts and respond more quickly to consumer inquiries. Additionally, to establish a network for building friendly relationships with consumers, influencers, as well as celebrities, are used in marketing to increase familiarity and empathy for products and services through communication with consumers.

Therefore, the research hypothesis was analyzed based on the results to

determine the effect of celebrities and influencers using social media on advertising outcomes, reflecting this change in marketing.

First, it was discovered that consumers' attitudes toward influencer advertisements through social media had a significant impact on their behavioral intentions toward these advertisements. This suggests that influencer advertisements positively affect consumers, and that consumers' positive attitudes toward the advertisements lead to favorable purchasing intentions toward the product or brand.

Second, it was found that consumers' attitudes toward celebrity advertisements through social media had a significant effect on their behavioral intentions toward these advertisements. This indicates that celebrity advertisements also have a positive effect on consumers, and that consumers' positive attitudes toward these advertisements lead to favorable purchasing intentions toward the product or brand.

Third, the study found that the perceived behavioral control of consumers did not affect their behavioral intentions toward influencer or celebrity advertisements. This suggests that the extent to which consumers feel they are in control of their behavior does not significantly influence their behavioral intentions in response to influencer and celebrity advertisements. Therefore, other variables or factors may be influencing consumers' behavioral intentions.

Fourth, when examining the influence of consumers' attitudes and behavioral intentions toward celebrity and influencer advertisements, it was found that consumers' advertising attitude toward influencer advertisements had a relatively greater effect on their behavioral intentions than toward celebrity advertisements. These results suggest that advertising through influencers and celebrities on social media is effective for companies and brands in attracting more consumers, highlighting the importance of marketing in a space where interaction with consumers is possible. Furthermore, the finding that the marketing effect through influencers is greater than that of celebrities indicates that consumers are actively engaging as content providers and are showing a proactive attitude in accepting and sharing information through social media.

The purpose of this study was to examine the difference in consumer advertising effects between influencers and celebrities. However, a limitation arises from the narrow definition of influencers, which was restricted to the general public who have not appeared in mass media, due to the ambiguous boundary between influencers and celebrities. Although these individuals may have appeared in mass media, there is a lack of research on the types that people perceive differently from celebrities and view as general influencers. Therefore, future research should aim to more accurately determine the range of influencers recognized by consumers, distinguishing between general influencers and celebrities.

Additionally, this study surveyed individuals ranging from teenagers to those in their 50s, providing additional explanations regarding the concepts of influencers and celebrities during the survey process. However, variations in the understanding of these concepts still exist across different age groups. For instance, individuals in their 40s and 50s may not use social media or may not

recognize advertisements as such. Therefore, further research is needed to accurately assess the level of recognition of social media and advertisements across various age groups.

Research on influencers has grown due to the rise of marketing techniques through social media. However, this study is significant because there is a lack of research that extensively compares consumer interest in celebrities and influencers in the context of social media advertising effects and their impact on product purchase decisions. Nevertheless, this study only examines the attention and action stages of the AIDA model, which indicates a limitation. Therefore, future research should explore consumer responses to products and services by incorporating the Interest and Desire stages of the AIDA model.

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