

# Celebrity vs Non-Celebrity Influencer: Which One Produces Stronger Brand Responses?

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## Abstract

### Research purpose:

*Social media marketing plays an important role in business and drives the new influencer trends through celebrity and non-celebrity influencers. Influencers who have strong engagement with their followers use their opportunity to build a business by creating their brand and also promote other brands at the same time. This study aimed to discover which type of influencer produces stronger brand responses in promoting self-brand vs general brand.*

### Research motivation:

*Relevant influencers can help marketers to transfer their value to build brand authenticity. To the best of the authors' knowledge, this research is the first research to delve into the impact of celebrity vs non-celebrity influencer in promoting self-brand and general brand on brand response. Based on finding, it can help marketers to choose relevant influencers in brand promotion.*

### Research design, approach, and method:

*Two-way static group comparison design, 2x2 factorial design between subjects with 139 respondents were collected via online survey. Two-way ANOVA was used to analyze the data.*

### Main findings:

*Study proves type of influencer affects brand attitude, brand trust, purchase intention whereas non-celebrity influencers have more significant influence than celebrity influencers. Brand ownership affects brand attitude where self-brand has a more substantial effect than general brand. There was an interaction between type of influencer and brand ownership with general brands promoted by celebrity influencers having stronger effect than non-celebrity influencers.*

### Practical/managerial implications:

*This research can be used as a consideration for marketers in deciding on selection of influencers based on the purpose of brand campaign strategy.*

### Keywords:

*Non-celebrity influencers, celebrity influencers, brand response, brand ownership, self brand, general brand, experimental design*

## 1. INTRODUCTION:

Social media marketing in the digital era has become very important for businesses to reach and connect with a larger and more diverse audience due to the increasing use of social media every year. Increasing smartphone usage in recent years also had a significant impact on social media marketing. Social media is a platform or website that allows users to interact with each other online (Obar, et al., 2015; Boyd D. et al., 2007). Popular social media like Facebook, Twitter, Instagram, LinkedIn, TikTok, and Youtube allow users to interact through comments, direct messages, share information, opinions, ideas and various types of content such as images, videos with a wider audience, as well as promoting products or services. Social media platforms have adapted to this trend by optimizing the user experience on mobile devices. The social media platform is constantly introducing new features, such as direct purchases, stories,

reels, and videos. Interesting content is not enough to attract users' attention on social media, but also needs someone to influence their behavior in making purchase decisions of product or service. This situation caused a new trend in digital marketing through influencers, known as influencer marketing. Indonesia is a country with a large number of social media users with 191 million users in January 2022 and increased by 12.35% compared to the previous year (wearesocial.com, 2022) making influencers an important factor in digital marketing. Companies have used the power of influencers to introduce their brand or product to a wider audience.

Influencers are people who have built an audience and network of followers through the use of social media and other online platforms. They can influence and build emotional interactions with their followers through the content they create (Abidin, 2015). Influencers can provide original and unique content to their audience (Cotter, 2019) and can influence consumer decisions due to the credibility of information and high trust in influencers (Xiao et al., 2018). Influencers who have a sizable fan base can function as effective marketing agents, publishing valuable content on social media to support brands and cultivate large followings, each of which has its marketing value. Consumers can build attachments with specific brands or products through connections and interactions with these influencers (Liu, 2021).

Influencer marketing has many types, including conventional celebrities, micro-celebrity or social media celebrities, and AI influencers (Zhang and Wei, 2021). Celebrities, who are also referred to as celebrity influencers or celebrity endorsers, are individuals who are well-known for their accomplishments in a particular field. Furthermore, in this study, the term celebrity influencer refers to conventional influencers or celebrity endorsers.

Micro-influencers or social media influencers are different from celebrity influencers, who have strong and enthusiastic followers and are usually more targeted, with followers between thousands and hundreds of thousands (Appel et al., 2020). Furthermore, in this study, the term for non-celebrity influencers refers to micro-influencers or social media influencers. The two groups are very different even though they have similarities, such as being perceived as professional, popular, and trustworthy (Choi and Rifon, 2007; Khamis et al., 2017). Celebrity influencers usually gain public recognition through both traditional media and social media, while non-celebrity influencers build their reputation almost exclusively through social media platforms (Stever & Lawson, 2013).

Celebrity and non-celebrity influencers are often used to build a business by building their brand as a result of business developments in the digital world. Influencers can avoid the initial risks of launching their own business while expressing their values and style by establishing their line or brand. In the beauty, fashion, and jewelry industries, this trend is very common. Conversely, influencers who have their brand (self-brand) also become influencers for general brands. This raises new questions about the brands promoted by these two types of influencers. This is mainly related to how effective the promotion for the self-brand and general brand is, the level of trust in the self-brand and general brand, as well as the desire to acquire the brand.

Several previous studies have looked at the impact of influencers, both celebrities and non-celebrities. Ads that have celebrity endorsers are more effective and liked by more viewers than ads that don't have celebrity endorsers (Kohly and Augustine 2019). Other studies have found that the credibility of people who are not famous plays an important role in increasing advertising effectiveness and gains more positive attitudes than famous people (Gaided and Benrached, 2010). The study shows that this type of influence, both celebrity, and non-celebrity, has unique strengths in various aspects.

There is no previous research that discusses the differences between the influence of celebrity and non-celebrity influencers who promote their brands (self-brands) and general brands. The purpose of this study is to find out the effect of celebrities and non-celebrities who promote their brands as well as general brands and to provide the scientific evidence and methodology that supports the discovery.

## **2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT**

Digital marketing is the application of digital media, data and technology integrated with traditional communications to achieve marketing goals (Chaffey and Chadwick, 2015). Digital marketing is more effective since it can be monitored, measured and more efficient with a wider reach. In online marketing, many factors influence customer decision making such as websites, content and blogs; so marketers must put the best investment to highlight their brand and provide relevant content to support decision making process at every stage of customer journey, particularly when customers interact with brands in commercial and social contexts at various touch points (Lemon and Verhoef,

2016; Edelman and Singer, 2015).

Influencers trend found along with the raising of social media and digital platforms. At the beginning, celebrities, industry experts, and well-known figures were considered as influencers, since they can influence their followers. Nowadays, the role of influencer has become wider to ordinary individuals who have the ability to build and manage large online audiences.

Influencers are individuals who have the ability to influence other people, especially on social media platforms, by having large and loyal followers (Uzunoglu and Klip, 2014). Influencers mostly have particular expertise or knowledge such as fashion, beauty, or food, and they use their social media platforms to share content and their opinion on topics they care about. Influencers are also able to act as content creators through their role in creating and sharing relevant and interesting content with their followers. By leveraging their influence and authority on social media, influencers can help brands to expand their reach and strengthen their brand image (Uzunoglu and Klip, 2014) and make cost effectiveness (Whatmough, 2018).

Collaboration with influencers is one of marketing strategies in digital marketing to influence, change opinions and behavior of the audience through online channels with the character of the influencer themselves. Influencer marketing is social media marketing that involves businesses collaborating with individuals or opinion leaders who have significant influence on social media to encourage consumer brand awareness and/or their purchasing decisions both to their followers/network and/or to consumers who are targeted by the brand. (Brown and Hayes 2008; Lou and Yuan, 2019; Chan and Kim 2022). Influencers can provide information conformity for consumers and encourage purchase intentions through online interaction (Wang et al., 2012).

Right influencers selection is very important for brand promotion. Celebrities can add their value to a brand through a process of meaning transfer (McCracken 1986, 1989). When a celebrity endorses a product, the meaning developed around that particular celebrity will transfer to the company, brand or product (Erdogan and Baker 2000). Using traditional celebrities in marketing strategy have been used for a long time (Knoll et al., 2017) in brand marketing. The accretion of social media makes traditional celebrities to become influencers and this phenomenon is increasingly popular. Traditional celebrities who already have a significant followers and fan base, leverage their popularity and status to become celebrity influencers on social media platforms. Using celebrity influencers is quite expensive and may provide influence for big brands. Due to limited costs, small brands are starting to use influencers who are popular for certain targets, resulting in the emergence of a new concept known as micro-influencers who have smaller followers than traditional celebrities or other large influencers with highly engagement (Appel, et, al. 2020).

Engagement is one of the important factors in determining the success and influence of an influencer. Engagement includes the number of comments, likes, and other actions followers take on influencer posts. The more engagement, the more likely it is that followers will respond and engage with content posted by influencers (Arora et al., 2019). Influencers can connect brands with potential and existing customers through their posts on social media.

As someone who have a great influence on social media, influencers can influence the buying decisions of their followers and help brands to reach a wider audience (De Vries et al., 2012; Arwachyntia et al., 2022; Nurhandayani et al., 2019; Jimenez -Castillo et al., 2019). Consumers tend to trust more on recommendations from influencers who are considered to have better knowledge and experience in using a product or service from a brand. Influencers who are deemed to have a high level of expertise and integrity will be more effective in influencing consumer purchasing decisions because they are considered reliable sources of information (Erdogan, 1999).

The support of attractive celebrity influencers had a significant impact on consumer attitudes toward brands (Trivedi and Sama, 2020). This impact leads to brand admiration which ultimately results in online purchase intentions. This study also shows that brand attitude and brand admiration play a mediating role in this impact, and the level of consumer involvement is a moderating factor. Another study also found that celebrity endorsement can increase purchase intention by increasing consumer confidence in the endorsed product (Shi et al., 2021). The preferences created by celebrity endorsements and product attractiveness also have a major effect on consumer purchase intentions (Min et al., 2019).

Research investigated the relationship between influencer credibility, brand trust, and purchase intention on Instagram, found that influencer credibility has a positive effect on brand trust and purchase intention, and brand trust plays a

mediating role between influencer credibility and purchase intention (Kemeç and Yüksel's, 2021). Influencer credibility has an important role in creating brand awareness and ultimately driving purchase intentions and suggests that brand managers should consider influencer credibility when creating brand marketing strategies (Kemeç and Yüksel's, 2021)..

The importance of using influencers in promotional activities for a product and the rise of self-brand development by influencers has prompted researchers to conduct research to understand the effect of influencers in promoting brands on brand response, including brand attitude, brand trust, and purchase intention. The results of this study can also be used as reference material and additional references in conducting further research. The company's marketing activities are also inseparable from the role of influencers to increase engagement and purchase intentions for a product, so this research is also intended as a consideration for business people in deciding on the selection of influencers as part of their brand campaign strategy.

Online marketers often use celebrity endorsements to promote goods and services and enhance the brand's image. Technology and social media have enabled brands to connect with their target audience through influencers and celebrities. Advertising greatly influences consumers' purchase intentions, with age and education affecting their response to advertisements. Ads that use celebrities or public figures as models have the potential to be more attractive and influence customer behavior more than ads that don't use celebrities (Osei-Frimpong et al., 2019).

The presence of celebrities in advertisements or marketing campaigns can be an effective marketing strategy for brands or companies (Till and Busler, 1998). This is because the brand image and consumer perceptions of the product or service are positively influenced. Celebrity endorsers tend to have more positive attitudes toward advertising and higher purchase intentions than non-celebrity endorsers (Atkin & Block, 1983; Petty et al., 1983). Celebrities transfer their value to brands, building credibility (Byrne et al., 2003).

Attractive and likable celebrities make advertising more effective because customers will associate brands with celebrities they like (Atkin & Block, 1983). Celebrities advertise products with images that are appropriate and relevant to themselves; these advertisements and celebrities are more trusted (Kotler and Stoller, 1997). Conversely, the match between the person and the brand will be less precise if the product is advertised by someone who is not well known. Those who are not known to the public but appear in product advertisements are called non-celebrities (Menon et al., 2001). Non-celebrity endorsers are usually more representative of the target market than celebrity endorsers, and non-celebrity endorsers can increase their focus on the product or brand being endorsed rather than the endorser himself.

Previous research has found that celebrities are less trustworthy than influencers because of people's skeptical views (De Veirman et al., 2017; Obermiller and Spangenberg, 1998). Previous research studies have shown that the type of influence (celebrity or non-celebrity) used in promotions has a different impact on the responses given by brands, such as feelings, brand trust, and purchase intentions.

*H1: The type of influencer (celebrity or non-celebrity) has a different effect on brand response including (a) brand attitude, (b) brand trust, and (c) purchase intention.*

Kotler (1991) found that the essence of a brand is the ability to differentiate the goods and services produced by one company from those sold by its competitors. Brands can be perceived as similar to human personalities. Perceptions of potential consumers about a particular brand can be influenced by its personality. Brand attributes and customer self-image are interrelated and can influence customer buying behavior. Choosing a brand with the right attributes allows customers to show a unique self-image (Austin et al., 2003).

In Retail industry, companies produce private brands, known as private labels, which are brands created and owned by retail sellers of goods and services (Kotler and Keller, 2012). Private label or own label product as a company identity and seen as an important source of company profitability. Private labels were initially introduced and positioned as “best value products,” but retailers increasingly improved the quality of private label products in order to elevate the company's image and encourage consumer loyalty rather than general brands (Dekimpe & Steenkamp, 1997).

A study conducted by Baltas & Argouslidis (2007) shows that consumers who shop more frequently tend to buy

private label products. This study found that consumers have a higher level of store loyalty and are less likely to be influenced by external factors such as advertising and promotions. Referring to the retail industry, creating their own brand/self-brand is often done by influencers to optimize their influence on their followers (Tseng and Wang, 2023).

Influencers create their brand to reflect their interests, personalities, lifestyles, or vision through the products they create. By building a brand, people can express themselves, generate creative ideas, and build stronger relationships with their fans. Brand authenticity, influencer engagement, and brand-consumer alignment are positively correlated with consumer attitudes and purchase intentions toward influencer brands (Tseng and Wang, 2023).

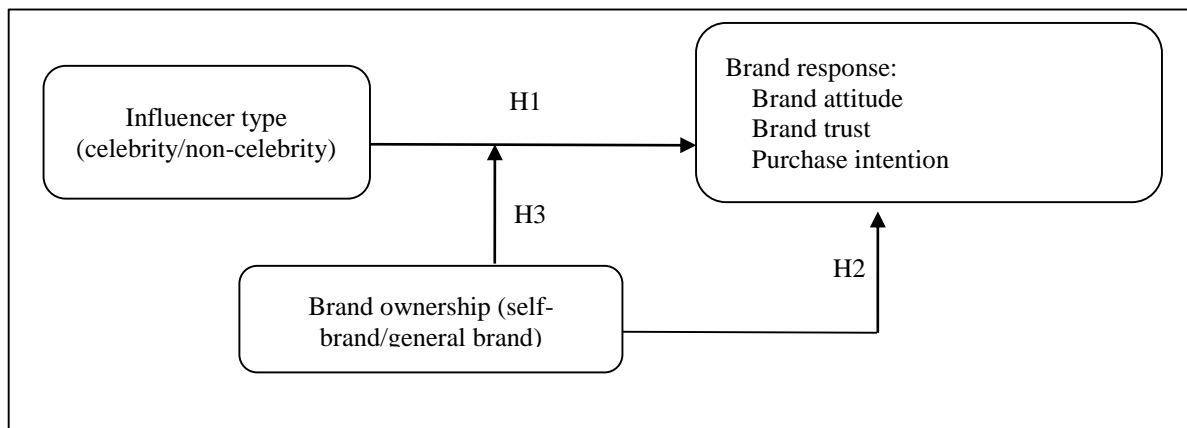
*H2: Brand ownership (self-brand and general brand) has a different effect on brand response, including (a) brand attitude, (b) brand trust, and (c) purchase intention.*

According to Machleit et al. (1990), brand perception is an emotional evaluation of a brand. This perception consists of two dimensions: valence (positive or negative value) and strength (intensity of positive or negative feelings). Valence indicates whether the customer's perception of the brand is positive or negative. Product quality and brand communication have a significant effect on brand trust (Rai and Medha, 2013). Brand trust is influenced by product quality, brand consistency, and a positive brand image (Mittal, 1990). Consumer behavior, such as purchase intention, loyalty, and the dissemination of positive recommendations about the brand, can be influenced by brand trust (Mittal's, 1990).

Promotions carried out by influencers affect the desire of customers to buy goods. Trust in influencers, interactions with influencers, and good brand image can influence endorsements and customer purchase intentions (Jin et al., 2019). Influencers can build trust with their followers through three dimensions: credibility, familiarity, and a positive brand image (Lou and Yuan, 2019). Trust has a large impact on consumer purchase intentions and positive attitudes toward brands promoted by influencers (Lou and Yuan, 2019).

Another study showed that consumers who focused on prevention had a greater intention to buy items recommended by non-celebrity influencers than celebrity influencers. Attitudes, beliefs, and intentions to buy a brand are influenced by the type of influence and brand ownership (Ren et al., 2023).

*H3: The type of influencer and brand ownership create interaction effect on the brand response, including (a) brand attitude, (b) brand trust, and (c) purchase intention, where celebrity influencers have a greater influence on brand self, while non-celebrity influencers will have a greater influence on the general brand.*



**Picture 1. Research Conceptual Framework**

### 3. RESEARCH METHODOLOGY AND ANALYSIS

The research design was a causal research design using a two-way static group comparison experiment with a 2x2 factorial design between subjects. This design involves two independent variables, each with two levels, and one dependent variable. The data collection method is an online survey by dividing respondents into four groups according to a 2 x 2 factorial design with the experimental group of non-celebrity influencers promoting self-brands/general brands (other brands) versus celebrity influencers promoting self-brands/general brand (other brands). In this study,

all experimental groups will receive different treatments. Each group consists of 30 respondents, with the total number of respondents being 120 (Hair et al., 2020).

**Table 1. Experimental Design Factorial 2x2**

Brand Ownership	Influencer Type	
	Celebrity Influencer (IS)	Non-Celebrity Influencer (IN)
<i>Self-Brand (SB)</i>	A	B
<i>General Brand (GB)</i>	C	D

The group of respondents with celebrity influencers who promote self-brands is called cell A and non-celebrity influencers who promote self-brands is called cell B. The group of respondents with celebrity influencers who promote general brands is called cell C and non-celebrity influencers who promote general brands is called cell D. There are two objects in this study, namely celebrity influencers and non-celebrity influencers who have self-brands who also carry out general brand promotions in the same product category, namely Sandra Dewi as a celebrity influencer. The non-celebrity influencers used in this research are Lizzie Parra, Tasya Farasya, and Titan Tyra.

The product category in this study uses the cosmetic industry, considering that this industry has experienced rapid development in the last three years. The celebrity self-brand influencers used are SAINT by Sandra and the non-celebrity self-brand influencers are Secondate, BLP, and MOP. The general brand used for the entire survey is the cosmetic brand Luxcrime.

The research was conducted online and restrictions on respondents were carried out through screening tests, such as respondents aged 26-35 years, female, had an interest in women's beauty products, especially cosmetics, had social media accounts, were active on social media, knew existing influencers on social media, already working, and live in Jabodetabek.

Respondents in each experimental cell (Cells A, B, C, and D) were asked to see brochures that had been designed differently for each cell. The brochures consist of information regarding influencers who were endorsing the brand. All respondents in the four groups will also be given information about celebrity and non-celebrity influencers according to the manipulations given.



Picture 2. Celebrity influencers who promote self-brands (Cell A)



Picture 3. Non-celebrity influencers who promote self-brands (Cell B1)



Picture 4. Celebrity influencers who promote general brands (Cell C)



Picture 5. Non-celebrity influencers who promote general brands (Cell D1)

**SAINT BY SANDRA**

"Pergi jalan-jalan sehabisan, dandananku tetap lumayan awet. Eyeshadow SAINT memang pigmented banget. Warna lipstiknya pas banget juga di aku dan bikin bibir aku tetap kelihatan sehat meskipun finishnya soft-matte."  
-Sandra Dewi

Sandra Dewi adalah seorang aktris, model iklan dan beauty influencer beberapa produk kosmetik di Indonesia. Ia juga dikenal mempunyai brand kosmetik merek sendiri dengan nama **Saint by Sandra**. Saat ini, ia sedang membagikan pengalamannya menggunakan kosmetik mereknya sendiri yaitu **Saint by Sandra** di akun media sosial

Picture 6. Celebrity influencers who promote self- brands (Cell A)

**SECONDATE**

"Ngopi bebas worry dengan Milky gel lipstick dari Secondate yang awet meski kena gelas berkali-kali! Untuk hari yang santai, aku suka pakai eye shadow warna natural dengan sedikit shimmer dari Secondate juga!  
-Titan Tyra

Titan Tyra adalah beauty influencer beberapa produk kosmetik di Indonesia. Ia juga dikenal mempunyai brand kosmetik merek sendiri dengan nama **Secondate**. Saat ini, ia sedang membagikan pengalamannya menggunakan kosmetik mereknya sendiri yaitu **Secondate** di akun media sosial

Picture 7. Non-celebrity influencers who promote self-brands (Cell B2)

**luxcrime**

"Cobain gaya baru "no make up" make up dengan Ultra Dreamy Eyeshadow dari Luxcrime. Hasilnya beneran flawless. Ditambah Ultra Creamy Lip Velvet varian pearl milk yang bikin bibir aku cerah anti menor."  
-Sandra Dewi

Sandra Dewi adalah seorang aktris, model iklan, dan beauty influencer yang sedang memberikan testimoni tentang produk kosmetik lokal yang ia gunakan yaitu **luxcrime**. Sandra Dewi juga memiliki merek kosmetik serupa dengan nama **Saint by Sandra**.

Picture 8. Celebrity influencers who promote general brands (Cell C)

**luxcrime**

"Make up outdoor andalanku adalah yang natural dan not too much warna yang narsk. Ultra Dreamy Eyeshadow dari Luxcrime plus Ultra Creamy Lip Velvet varian pearl milk warnanya cantik banget sampai matahari aja kalah!"  
-Titan Tyra

Titan Tyra adalah seorang beauty influencer yang sedang memberikan testimoni tentang produk kosmetik lokal yang ia gunakan yaitu **luxcrime**. Titan Tyra juga memiliki merek kosmetik serupa dengan nama **Secondate**.

Picture 9. Non-celebrity influencers who promote general brands (Cell D2)





Picture 10. Celebrity influencers who promote self-brands (Cell A)



Picture 11. Non-celebrity influencers who promote self-brands (Cell B3)



Picture 12. Celebrity influencers who promote general brands (Cell C)



Picture 13. Non-celebrity influencers who promote general brands (Cell D3)

The results of the questionnaire were analyzed using the two-way ANOVA method. Data analysis was also carried out with reliability tests and validity tests. In this study, the reliability test was carried out using the alpha coefficient method (Cronbach's alpha). Control covariates were carried out to test the internal validity in this study including the same sex (all women), knowing celebrity and non-celebrity influencers, actively surfing social media, active online shopping, influencer's positive image, and variable level of liking for celebrities and non-celebrities.

#### 4. RESULT AND DISCUSSION

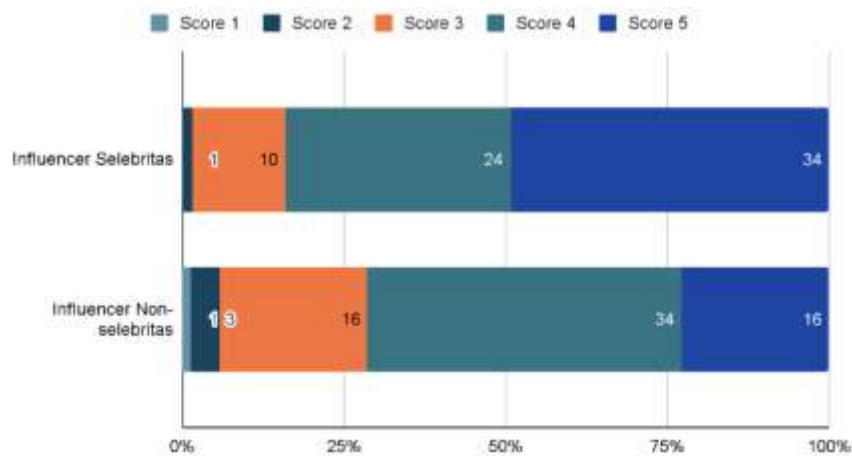
##### *Manipulation Check and Covariates*

Respondents who were willing to fill out the questionnaire were 192 respondents from a total of four survey cells and there were 139 respondents who passed the manipulation check.

**Table 2. Number of Valid Respondents After Manipulation Check Test Results**

Brand Ownership	Influencer Type	
	Celebrity Influencer (IS)	Non-celebrity Influencer (IN)
Self Brand (SB)	Sel A 34 respondents	Sel B 33 respondents
General Brand (GB)	Sel C 35 respondents	Sel D 37 respondents

Controlled covariate analysis was performed on the age, gender, and working status of the respondents, and uncontrolled covariate analysis was assessed on the influencer's positive image. The total number of respondents who participated in cells A and C (celebrity influencers) was 69, and cells B and D (non-celebrity influencers) with a total is respondents.



**Picture 14. Positive Image of an Influencer**

The survey results show that respondents view both celebrity and non-celebrity influencers well. Non-celebrity influencers received the highest score of 4 (34 respondents; 48.6%), followed by score 5 (24 respondents; 34.8%), 3 (10 respondents; 14.5%), and 2 (1 respondent; 4%). Celebrity influencers received the highest score of 4 (34 respondents; 48.6%), followed by 5 (24 respondents; 22.9%), 3 (16 respondents; 22.9%), 2 (3 respondents; 4.3%), and 1 (1 respondent; 4%).

*Testing the Validity and Reliability Analysis*

**Table 3. Validity and Reliability Test Results**

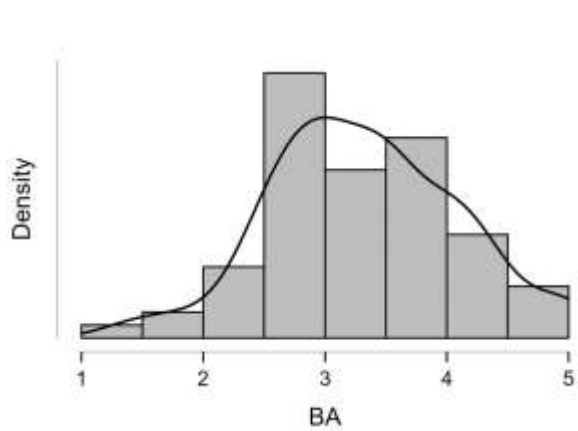
Variabel	Code	Indikator	Loading Factor	Cronbach's Alpha
<i>Brand Attitude</i>	BA1	I easily remember the brand in the brochure	0.676	0.901
	BA2	The brand in the brochure evokes a pleasant feeling	0.712	
	BA3	I like the brand in the brochure	0.820	
	BA4	I feel positive about the brand in the brochure	0.744	
	BA5	I feel up to date when I choose a brand in the brochure	0.836	
	BA6	I was more interested in the brand after seeing the message in the brochure	0.707	
	BA6	I will choose the brand in the brochure	0.870	
<i>Brand Trust</i>	BT1	The brand in the brochure is reliable	0.838	0.921
	BT2	The brands in the brochure are credible	0.884	
	BT3	The brands in the brochure are able to fulfill my wishes	0.768	
	BT4	The brands in the brochure provide correct information	0.804	
	BT5	The brands in the brochure are trustworthy	0.819	
	BT6	The brand in the brochure is safe when used	0.740	
	BT7	The brands in the brochure are committed to living up to their claims	0.715	
<i>Purchase Intention</i>	PI1	I will look for brand related information in the brochure	0.821	0.933
	PI2	I will look for brand-related promotions in the brochure	0.830	
	PI3	I will buy the brand in the brochure	0.890	
	PI4	I prefer the brand in the brochure compared to other brands	0.903	
	PI5	I would consider using the brand in the brochure over any other product	0.776	
	PI6	I will recommend the brands in the brochure to friends/relatives who are looking for the same type of product	0.798	

***Analysis Normality Test***

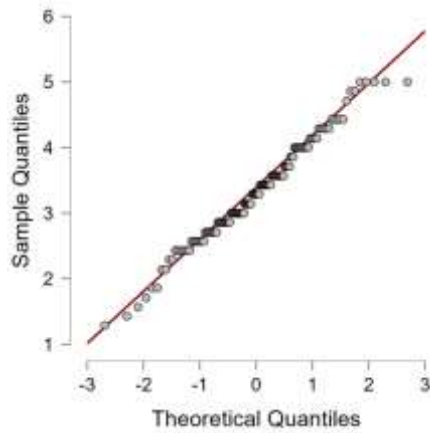
The normality test was carried out by looking at the results of Shapiro-Wilk statistics and visual data. One way to do this is to look at distribution plots and Q-Q plots. In the visual distribution plot, which is considered normal, the P-value on Shapiro-Wilk is more than 0.05, and in the Q-Q plot, the data distribution is closer to the line.

**Table 4. Normality Test Results**

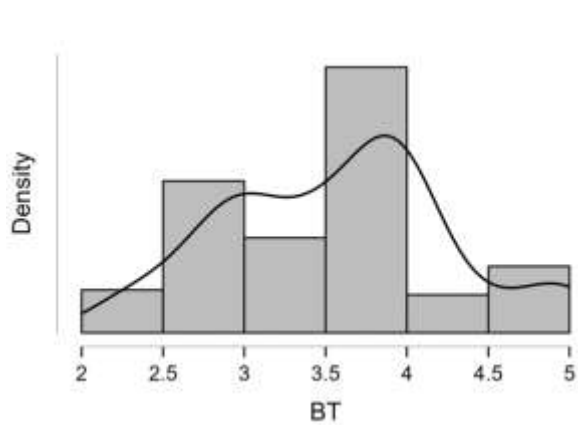
Test of normality using Shapiro-Wilk				
Variable	Mean	Std. deviation	Shapiro-Wilk	P-value of Shapiro-Wilk
Brand Attitude	3.324	0.777	0.985	0.143
Brand Trust	3.568	0.701	0.971	0.004
Purchase Intention	3.290	0.914	0.983	0.074



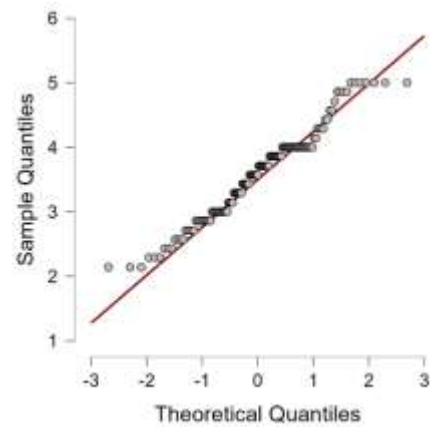
**Picture 15. Distribution Plots Brand Attitude**



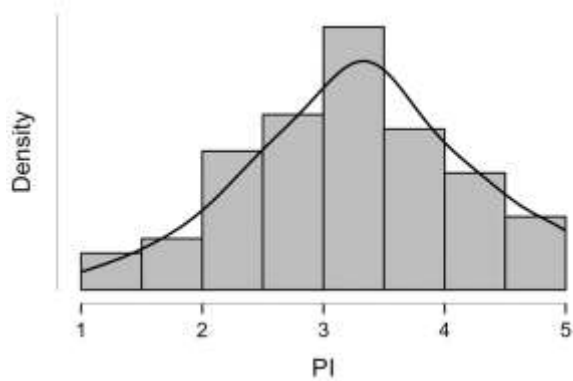
**Picture 16. Q-Q Plot Brand Attitude**



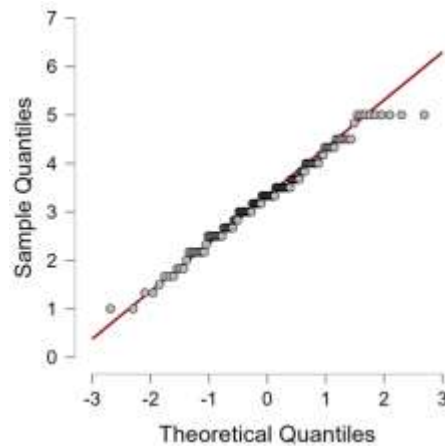
**Picture 17. Distribution Plots Brand Trust**



**Picture 18. Q-Q Plot Brand Trust**



Picture 19. Distribution Plots Purchase Intention



Picture 20. Q-Q Plot Purchase Intention

**Hypothesis test**

**H1:** the type of influencer (celebrity, non-celebrity) has a different influence on brand response, including (a) brand attitude, (b) brand trust, and (c) purchase intention.

**Table 5. Hypothesis Test 1 Result**

Cases	Dependent Variable	Sum of Squares	df	MeanSquare	F	p	Hasil
Influencer	Brand Attitude	4.977	1	4.977	11.327	< .001	Sig.
CP		16.298	1	16.298	37.093	< .001	
Residuals		58.878	134	0.439			
Influencer	Brand Trust	2.898	1	2.898	7.558	0.007	Sig.
CP		15.108	1	15.108	39.397	< .001	
Residuals		51.385	134	0.383			
Influencer	Purchase Intention	5.771	1	5.771	8.403	0.004	Sig.
CP		17.571	1	17.571	25.585	< .001	
Residuals		92.028	134	0.687			

In the dependent variable brand attitude hypothesis test, the p-value is <0.001 (<0.05) which shows significant results so that it can be concluded that the type of influencer influences brand attitude. The type of influencer also influences the brand trust variable with a p-value of 0.007 (<0.05). The purchase intention variable also has a p-value <0.05 so it is proven that the type of influencer has an effect on purchase intention.

**Table 6. Brand Attitude, Brand Trust, and Purchase Intention Descriptive Viewed From Influencer Types**

Variable	Influencer Type	Mean	Std. Deviation
Brand attitude	Celebrity	3.228	0.769
	Non-celebrity	3.419	0.779
Brand trust	Celebrity	3.510	0.718
	Non-celebrity	3.625	0.684
Purchase Intention	Celebrity	3.181	0.907
	Non-celebrity	3.398	0.915

According to data analysis, the influence of non-celebrity influencers is greater than that of celebrity influencers on brand attitude, with an average value of 3.419 compared to celebrity influencers. In addition, the influence of non-celebrity influencers on brand trust is greater, with an average value of 3.625. The effect of non-celebrity influencers on purchase intention is greater than that of celebrity influencers because the mean value of non-celebrity influencers on purchase intention is higher, namely 3.398.

The type of influencer (celebrity and non-celebrity) has a different effect on brand response, including (a) brand attitude, (b) brand trust, and (c) purchase intention, and we conclude that hypothesis 1 is fully accepted. Non-celebrity influencers have a stronger influence on brand attitude, brand trust, and purchase intention compared to celebrity influencers, in line with research by Appel et al. (2020) that stated micro-influencers have a smaller number of followers than traditional celebrities or other large influencers but have a highly engaged follower base and stronger connectedness with their followers (Appel et al., 2020). Another similar study was conducted by Gaied and Rached (2010) that credible non-celebrity influence is very important to increase advertising effectiveness and also encourages more positive attitudes than celebrity influence.

Non-celebrity influencers have a stronger effect on brand trust than celebrity influencers when promoting brands, in line with Çelik, Z. et al. (2022), who stated that influencer attractiveness has an important moderating role in the influence of brand awareness, brand trust, love of the brand, and brand image on brand loyalty.

Previous research conducted by Nurhandayani et al. (2019) show that the effect of social media has a positive and significant impact on the emergence of consumer interest in beauty and skincare products, in line with non-celebrity influencers who have a greater impact on purchase intentions.

**H2:** Brand ownership has different effects on brand response, including (a) brand attitude, (b) brand trust, and (c) purchase intention.

**Table 7. Hypothesis Test 2 Result**

Cases	Dependent Variable	Sum of Squares	df	Mean Square	F	p	Hasil
Brand ownership	Brand Attitude	4.851	1	4.851	11.040	0.001	Sig.
CP		16.298	1	16.298	37.093	< .001	
Residuals		58.878	134	0.439			
Brand ownership	Brand Trust	0.001	1	0.001	0.003	0.953	Non Sig.
CP		15.108	1	15.108	39.397	< .001	
Residuals		51.385	134	0.383			
Brand ownership	Purchase Intention	0.001	1	0.001	0.002	0.963	Non Sig.
CP		17.571	1	17.571	25.585	< .001	
Residuals		92.028	134	0.687			

Testing the dependent variable brand attitude hypothesis produces a p-value <0.05 (research result is 0.001), indicating significant results (Hair et al., 2020), so it can be concluded that brand attitude is influenced by brand ownership. The hypothesis test for brand trust and purchase intention variables produces a p-value above 0.05 (the research results are 0.953 for brand trust and 0.963 for purchase intention), showing insignificant results, so it can be concluded that brand ownership has no effect on brand trust and purchase intention so that hypothesis 2 is partially accepted.

**Table 8. Brand Attitude, Brand Trust, and Purchase Intention Descriptive Viewed From Brand Ownership**

Variable	Brand Ownership	Mean	Std. Deviation
Brand attitude	Self-brand	3.531	0.870
	General brand	3.131	0.627
Brand trust	Self-brand	3.578	0.726
	General brand	3.558	0.681
Purchase Intention	Self-brand	3.301	0.968
	General brand	3.280	0.868

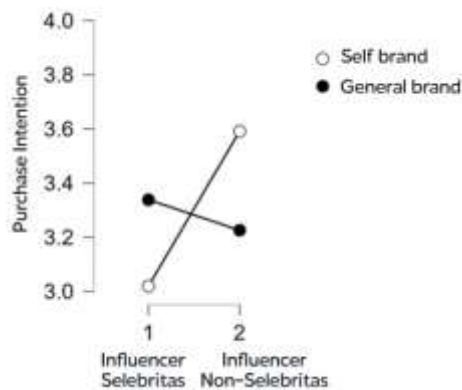
The average value of self-brand on brand attitude is higher with an average value of 3.531 compared to general brand, which indicates that self-brand has a greater influence than general brand. The mean value of self-brand on brand trust and purchase intention is not valid because the hypothesis test for these two dependent variables is not significant with a p-value > 0.05. This finding is in line with the study by Tseng & Wang (2023) who found that internet celebrity self-brands (which in this study are considered non-celebrity influencers who have their brands) are positively correlated with consumer attitudes towards brands.

**H3:** The type of influencer and brand ownership interact in their influence on brand response, including (a) brand attitude, (b) brand trust, and (c) purchase intention where celebrity influencers have greater influence on brand self, while non-celebrity influencers will have greater influence on the general brand.

**Table 9. Hypothesis Test 3 Result**

Cases	Variable	Sum of Squares	df	MeanSquare	F	p	Hasil
Influencer type X brand ownership	<i>Brand attitude</i>	0.678	1	0.678	1.544	0.216	Non Sig.
CP		16.298	1	16.298	37.093	< .001	
Residuals		58.878	134	0.439			
Influencer type X brand ownership	<i>Brand trust</i>	0.353	1	0.353	0.920	0.339	Non Sig.
CP		15.108	1	15.108	39.397	< .001	
Residuals		51.385	134	0.383			
Influencer type X brand ownership	<i>Purchase Intention</i>	2.919	1	2.919	4.250	0.041	Sig.
CP		17.571	1	17.571	25.585	< .001	
Residuals		92.028	134	0.687			

The results of the analysis show that there is no interaction between the type of influencer and brand ownership on brand attitude and brand trust variables because the p-value of this interaction is  $> 0.05$ , so the results are not significant. A p-value of less than 0.05 states that the results of research on the purchase intention variable show that there is a relationship between the type of influencer and brand ownership on purchase intention, so hypothesis 3 is partially accepted. Self-brands promoted by non-celebrity influencers have a greater effect on purchase intention than celebrity influencers, as can be seen in picture 9.



**Picture 21. Descriptive Plots of Interaction Type of Influencer x Brand Ownership Against Purchase Intention**

Ren et al. (2023) stated that people are more likely to buy products recommended by non-celebrity influencers than celebrity influencers. This finding is consistent with the idea that non-celebrity influencers are more acceptable and



trusted by their followers than celebrity influencers. Self-brands are considered a more "special" product because they are tied indirectly to the image of the influencer who owns them.

General brands are more widely known and considered to be independent of certain influencer owners. Traditional celebrities (celebrity influencers) who are considered endorsers, not owners, actually have more positive and more effective endorsements than DIY online celebrities (non-celebrity influencers) (Fan, 2021). Celebrity influencers endorse a product capable of transferring value to the advertised company, brand, or product (Erdogan & Baker 2000).

## **5. CONCLUSION**

This research enriches the scientific novelty that examines the influence of the type of influencer and brand ownership and their interaction on brand response, including brand attitude, brand trust, and purchase intention in one study and this has never been done in previous research. This research concludes that the type of influencer influences brand attitude, brand trust, and purchase intention, that is, non-celebrity influencers have a greater influence than celebrity influencers. Brand ownership also influences brand attitude, namely non-celebrity influencers who promote self-brands have a stronger influence on brand attitude.

An interaction was found between the type of influencer and brand ownership on purchase intention, that is, non-celebrity influencers have a greater effect on self-brands than celebrity influencers and celebrity influencers have a greater effect on general brands. This is in line with the approach of several previous studies. Research conducted by linking the type of influencer and brand ownership to several dependent variables such as brand attitude, brand trust, and purchase intention has not existed in previous literature. This research was conducted to close the gap in the existing literature, namely research on the influence of influencers in general, research on celebrity brands, and research on comparisons of influencer types on purchase intention.

This study also confirms that self-branded products promoted by non-celebrity influencers are preferred and give positive feelings towards the product and general brands promoted by celebrity influencers provide more positive support for the product.

Non-celebrity influencers are more effective at promoting their own brands than celebrity influencers so non-celebrity influencer managers could target the self-brand promotion excessively by using non-celebrity influencers. Meanwhile, celebrity influencers will be more effective when promoting a general brand compared to non-celebrity influencers. Celebrity influencers who have a self-brand are advised to use other influencers to generate greater influence when promoting their own brand.

Self-brands built by influencers become a big attraction because they produce positive brand attitudes when compared to general brands that are not associated with certain influencers, so brand managers can build attachments between brands and the image of someone who is considered strong and can represent the brand well for producing favorable brand attitudes among consumers.

Some limitations are present in this study that can be the way to the expansion of future research directions. First, this research focuses on a specific industry (skincare) and the results may not be relevant for any particular industry. Second, this research was conducted in limited areas and specific gender and may not directly represent consumer preferences in Indonesia. Third, the research use of real products and real influencers (non-celebrity and celebrity) may increase respondents' perceptions or preference towards influencers or brands, even though they have been minimized by using several controlled and uncontrolled covariate variables that were determined at the beginning of the research.

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