



RESEARCH ARTICLE

Exploring the Criteria for Advertisers to Choose Social Media Internet Celebrities: A Qualitative Study Based on the Source Credibility Model

Wang Zilong^{1*}, Noor Aziah Binti Abdullah², Aselawati Binti Che Ab Adziz³

^{1,2,3} School of Multimedia Technology and Communication, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia.

ARTICLE INFO	ABSTRACT
Received: Sep 13, 2024	With the widespread adoption of social media, internet celebrities have become an important channel for advertisers to promote brands and products. However, advertisers face numerous challenges in choosing appropriate internet celebrities. This study aims to explore the criteria for advertisers to choose social media internet celebrities. Based on the source credibility model, this research employed in-depth interview to collect experiential data from 6 advertisers and utilized qualitative analysis methods for coding and thematic analyses. The results indicated that attractiveness and expertise are the initial criteria for choosing internet celebrities, while trustworthiness and compatibility are crucial for the effectiveness of cooperations. The study also found that past performance and consumer stickiness factors are considered important in evaluating the commercial potential of internet celebrities. The contribution of this research lies in constructing a framework for internet celebrity choosing criteria through analyzing advertisers' practical experience. It provides new theoretical perspectives and practical strategic recommendations for the field of internet celebrities.
Accepted: Nov 11, 2024	
Keywords	
Social Media	
Internet Celebrity	
Source Credibility Model	
Advertisers	
*Corresponding Author:	
wangzilong5658@163.com	

INTRODUCTION

With the widespread adoption of social media, internet celebrities have become an important channel for advertisers to promote brands and products. However, advertisers face numerous challenges in choosing appropriate internet celebrities. Internet celebrities have gained significant popularity by effectively showcasing their charisma and charm on various social media platforms. They offer a diverse range of content and exert an impact on consumer trends by leveraging the credibility they have established via ongoing engagement with their audience (Li, 2018). Consequently, the importance of internet celebrities using audiovisual content for electronic word-of-mouth (eWOM) communication is rising, Audiovisual content is becoming a trusted source for consumers (Israfilzade and Baghirova, 2022). Internet celebrities' audiovisual content is trusted because they disclose their positive and negative experiences (Saura et al., 2022). Hence, positive consumer attitudes toward internet celebrity referrals improve purchase intention and eWOM (Ermeç, 2022). Internet celebrities are increasingly influencing consumer attitudes across branded products and ads.

Internet celebrities are often praised for their achievements; nonetheless, they exhibit a transitory and unstable nature, encountering multiple challenges such as limited rates of success, frequent turnover, and personal instances of attack (Zhang and De Seta, 2018). Although a few internet celebrities have successfully transitioned their online popularity into real achievements, the absence of standardized practices within the sector has resulted in mixed effects. The industry as an entire community is now experiencing an overwhelming sense of urgency in its pursuit of achieving success. (Abidin, 2018). In recent years, many disputed cases have arisen concerning the credibility of

internet celebrities, especially in China. These cases have given rise to concerns such as deceptive advertising, substandard product quality, and the misguidance of consumers (Chang, 2023; Lin, 2023; Wang, 2023). It indicates consumers possess a level of worry over the credibility and authenticity of the content they provide. Internet celebrities must consistently preserve their online image and enhance their credibility. The investigation of internet celebrities necessitates a thorough analysis of their credibility since these factors play a crucial role. Consequently, the adaptation and change of internet celebrities developed as an important and immediate issue.

In recent years, Internet celebrities have become an essential component of brand advertising strategies. Controversial issues concerning the authenticity and credibility of internet celebrities have increased in China, presenting substantial challenges for marketers in evaluating the actual internet celebrity and benefits of sponsored content (Dhun and Dangi, 2022). The erosion of trust is commonly linked to the inclination of specific internet celebrities to take endorsements without discrimination, placing financial gain above the integrity of their work (Bastrygina et al., 2024). The commercialization of numerous internet celebrities leads to the production of homogenous material that lacks authenticity. They exploit their internet celebrity unethically to generate profit and seek substantial commissions by disseminating false advertising, resulting in objections from many advertisers (Chang, 2023; Wang, 2023). This shows the necessity for advertisers to collaborate with expert/credible internet celebrities to help safeguard their brand reputation and prevent any harm to the interests of consumers and merchants.

Similarly, many internet celebrities attract consumers through exaggerated advertising and low-priced solicitation. However, the actual services they provide differ greatly from what is promised in their advertisements. Some of them have infringed upon others' rights to their image and privacy by engaging in inappropriate actions to achieve a desired effect, resulting in legal disputes (Lin, 2023). These events not only result in a decrease in consumer trust and unexpected financial losses for advertisers but also emphasize the importance for advertisers to ensure that the internet celebrities they collaborate with have adequate credibility and expertise. Furthermore, studies have emphasized the various factors and lack of criteria for advertisers to consider in choosing internet celebrities such as follower basis and internet celebrity, professionalism and domain relevance, brand image match, cooperation experience and cases, and word-of-mouth evaluation and feedback (Janssen et al., 2021; Vrontis et al., 2021). Therefore, this study will focus on exploring the criteria the advertisers investigate in choosing internet celebrities.

In the research of Ohanian (1991), the source credibility model was introduced, which encompasses the dimensions of expertise, attractiveness, and trustworthiness of the source. The model focuses significant emphasis on the pivotal role of source credibility in both the distribution of information and the process of decision-making. Internet celebrities have the potential to be seen by consumers as trustworthy and credible sources of information, leading to a greater likelihood of influencing consumer decisions (Lou et al., 2019). Recent research has shown the significant impact that internet celebrities have on consumer decisions and behavior. Various elements, including reputation, trustworthiness, audience engagement, brand connection, and personality, have been identified as influential determinants of consumer intentions (Pradhan et al., 2023).

Indeed, existing literature predominantly focuses on the internet celebrity of internet celebrities on consumer behavior in social media, such as electronic word-of-mouth (e-WOM), brand awareness, and purchase intention (Chen et al., 2021; Jin and Phua, 2018; Sokolova and Kefi, 2020). However, research on how advertisers select suitable internet celebrities and evaluate their credibility is relatively scarce. Current studies primarily address the impact of internet celebrities' attractiveness, expertise, and credibility on consumers, but lack in-depth exploration of advertisers' decision-making criteria (Hwang and Zhang, 2020; Lou and Yuan, 2019; Zhang and Li, 2020). There is a lack of a systematic theoretical framework detailing how advertisers combine these traditional factors with social media interaction data (such as compatibility and past performance) in their evaluations. This study aims to fill this gap by exploring the multidimensional criteria advertisers consider when selecting internet celebrities, based on the credibility model, and constructing a relevant decision-making framework.

LITERATURE REVIEW

Internet celebrity concept

The phrase “internet celebrity” can be used for persons and fame. Various internet celebrities rely on how they achieved their fame, their motives, and the activities and content they create. Understanding the different sorts of internet celebrities is necessary to study their impact on society and the media landscape. Microcelebrity, internet celebrity, and influencer are all names that are commonly used interchangeably; however, many expressions apply to all forms of social media popularity.

Abidin (2018) presents a definition of an internet celebrity, which he describes as “a person who has become renowned due to their presence or activity on the internet”. This concept helps separate internet celebrities from conventional celebrities as it stresses that internet celebrities become renowned through online activities rather than traditional media such as television, radio, or newspapers. According to Luo et al. (2023), internet celebrities are “social media celebrities who utilize their online presence and internet celebrity to become well-known and benefit from their activities”.

In the context of this research, an internet celebrity refers to a person who has attained prominence and exerted internet celebrity within a particular domain or field through their online presence or engagement on social media platforms (Abidin, 2018). This refers to individuals who have achieved renown as internet celebrities focusing on areas such as gastronomic tourism (Deges, 2018). They cultivate a robust following by generating content that highlights their individuality and viewpoints, therefore engaging with their consumer (Lakomy, 2022). Internet celebrities often capitalize on their digital presence to generate income, while exerting internet celebrity on consumer attitudes and purchase intentions (Luo et al., 2023).

Source credibility theory

The multifaceted nature of source credibility has been identified by researchers. The source credibility model was first proposed by Hovland and Weiss in 1951. They posited that the credibility of information is primarily determined by the expertise and trustworthiness of its source. The theoretical framework posits that the perceived credibility of the individual endorsing a product or idea may have an impact on the recipient's beliefs, attitudes, and behaviors toward the endorsed entity. Scholars have since provided comprehensive justifications for the various elements of source credibility.

According to McGuire's (1985) proposition, the source attractiveness model posits that the credibility of information is contingent upon the attractiveness of the source. Research studies have provided evidence indicating that individuals who possess physical attractiveness as communicators tend to have a more favorable internet celebrity on attitude change, product appraisal, and other indicators of reliance (Joseph, 1982). The use of celebrities as advertising spokespersons has been more prevalent in the marketing of products and services. Consequently, Ohanian (1990) proposed source attractiveness as a significant aspect of source credibility. According to Ohanian (1990), a synthesis of scholarly perspectives suggests that the source credibility model needs to include expertise, trustworthiness, and attractiveness. These three dimensions indeed offer a comprehensive perspective for understanding the effectiveness of information sources. However, the traditional model faces challenges in fully explicating advertisers' decision-making processes in social media contexts, given the evolving interactive nature and content dissemination characteristics of social media platforms, as well as the diversity of consumers and the heterogeneity of internet celebrities.

Ohanian (1990) posited that the dimensions including source credibility consist of source expertise, trustworthiness, and attractiveness. Fifteen sub-dimensions have been extensively acknowledged and used by many scholars (Pornpitakpan, 2003; Sertoglu et al., 2014). These factors included five sub-dimensions of each dimension. Trustworthiness included dependable, trustworthy, reliable, sincere, and honest. Expertise included expert, experienced, knowledgeable, qualified, and skilled. Attractiveness included attractive, classy, beautiful, elegant, and sexy (Ohanian, 1990, 1991).

The application of source credibility theory to internet celebrities has been seen in previous studies (Jia, 2022; Weismueller et al., 2020; Wellman, 2023). The phenomenon of internet celebrities' ability to establish and sustain credibility may be elucidated using the concept of source credibility (Wellman, 2023). According to Weismueller et al. (2020), there is a considerable positive relationship between perceived source attractiveness, source trustworthiness, source expertise, and consumer purchase intentions. In the realm of consumer behavior, continuous exposure to trustworthy social media information has a significant role in shaping consumers' attitude shifts and behavior. This phenomenon fosters a feeling of trust, connection, and identification between internet celebrities and consumers, as highlighted by Jia (2022). Moreover, within the realm of online video streaming, the three primary elements that include the source's credibility are trustworthiness, expertise, and attractiveness, as suggested by Todd and Melancon (2017). Therefore, the theory of source credibility serves as a robust basis for the present investigation on internet celebrities.

Factors influencing advertisers to choose internet celebrities

Advertisers' selection of internet celebrities is not solely based on follower count but is internet celebrity by multiple factors. According to the credibility model, advertisers need to comprehensively consider factors such as attractiveness, expertise, and credibility of internet celebrities to optimize marketing effects (Ohanian, 1990). Firstly, attractiveness is one of the primary factors advertisers focus on when selecting internet celebrities. Based on Ohanian's (1990) credibility model, attractiveness includes not only the internet celebrity's appearance but also their style and emotional connection with followers. In the social media environment, the compatibility between an internet celebrity's attractiveness and brand tonality directly impacts advertising effectiveness. For instance, Evans et al. (2017) found that internet celebrities with high visual appeal and distinctive personalities can better attract followers' attention and enhance brand communication effects. Moreover, the interactivity between internet celebrities and followers, as well as the creation of personalized content, elevates their attractiveness beyond traditional celebrity endorsements (Xiao and Liu, 2019).

However, attractiveness is not the sole criterion considered by advertisers, especially in industries involving high technology or strong professionalism. As Jin and Phua (2018) pointed out, overemphasis on an internet celebrity's physical attractiveness may undermine their credibility in certain knowledge-intensive industries (e.g., technology, finance). Therefore, advertisers must balance internet celebrities' attractiveness with other factors to ensure their applicability in specific industries.

Expertise is another crucial factor advertisers consider when selecting internet celebrities. Research indicates that internet celebrities with high expertise in specific domains are more likely to gain followers' trust, thereby enhancing brand credibility and internet celebrity (Sokolova and Kefi, 2020). Particularly in fields such as travel, beauty, and fitness, the level of expertise determines the quality of internet celebrities' recommended content. Smith et al. (2021) empirically found that internet celebrities with professional backgrounds or industry experience can more effectively influence internet celebrity audience purchasing decisions. Additionally, internet celebrities' continuous learning and content output in relevant fields further consolidate their expertise (Zhang and Li, 2020). However, over-specialization also carries certain risks. Chen et al. (2021) noted that overly professional internet celebrities might lose resonance with some audiences in the mass market, especially when their content is too specialized or technical. Therefore, advertisers need to gauge internet celebrities' expertise based on the target audience's knowledge level to ensure their recommended content is widely acceptable.

Notably, advertisers must consider internet celebrities' trustworthiness when making selections. Trustworthiness can be understood as the honesty, dependability, and authenticity demonstrated by internet celebrities within their follower groups, which is crucial for advertising effectiveness (Djafarova and Rushworth, 2017). Unlike traditional endorsers, internet celebrities establish long-term interactive relationships with followers through continuous content output, and the quality of these relationships directly affects internet celebrities' credibility. Wang et al. (2020) demonstrated that highly credible internet celebrities can effectively enhance brand credibility and drive sales growth by sharing authentic personal experiences. However, as collaboration forms between

advertisers and internet celebrities diversify, consumers have gradually become skeptical of certain overly commercialized internet celebrity content, particularly when internet celebrities' authenticity may be compromised in frequent commercial promotions (De Veirman et al., 2019). Therefore, when selecting internet celebrities, advertisers need to evaluate the authenticity of their content and its compatibility with the brand, in addition to follower count, to maintain advertising credibility.

Advertisement content has been one of the factors receiving increased attention in recent years when studying internet celebrities. In their 2020 study, Smith et al. identified that personalized advertisement content, which can be tailored according to consumers' interests and behaviors, significantly enhances engagement and brand loyalty. Similarly, Huang et al. (2021) pointed out that emotionally driven advertisement content can effectively evoke consumer resonance, strengthening their emotional connection to the brand. This complements the research findings of Wang et al. (2019), who argued that the interactivity of advertisements is another crucial factor in enhancing consumer stickiness, with consumers demonstrating higher levels of engagement and satisfaction when interacting with advertisement content.

In the year of 2020, Li et al. reported the importance of visual appeal in advertising effectiveness, noting that high-quality visual content not only effectively captures consumers' interest but also enhances brand awareness. Complementing this, Abidin (2021) emphasizes the importance of authenticity and relatability, noting that influencers who connect genuinely with their audience foster trust and loyalty. Additionally, Jin et al. (2020) identifies past performance and engagement metrics as essential factors, suggesting that influencers with a successful track record and high engagement rates are preferred. Expounding on this, Xu and Pratt (2021) focus on self-compatibility theory, arguing that influencers who align with the values of their target audience enhance emotional connections and consumer stickiness. Through these studies, it is evident that the multidimensional characteristics of advertisement content significantly influence consumer stickiness.

Previous research has found that brand compatibility is one of the core factors advertisers consider when selecting internet celebrities. Whether an internet celebrity's personal style, values, and content tone align with the brand directly affects marketing effectiveness. As Khamis et al. (2017) pointed out, compatibility between internet celebrities and brands can enhance the credibility and resonance of brand stories. For example, collaboration between an environmental internet celebrity and a sustainable development brand can generate stronger brand associations and loyalty (Lou and Yuan, 2019). However, low compatibility may lead to poor advertising effects or even negative impacts on brand image. Therefore, when making selections, advertisers need to evaluate the compatibility between internet celebrities' content style, values, and brand tonality, in addition to considering their follower base.

A review of existing literature reveals that advertisers typically consider multiple factors such as attractiveness, expertise, credibility, interactivity, and compatibility when selecting internet celebrities. This is particularly evident in the gastronomic tourism sectors, where internet celebrities' personalized content and authentic experience sharing can effectively attract target audiences (Evans et al., 2017; Jin & Phua, 2018). However, despite progress in these areas, some research gaps remain. Firstly, there is a lack of systematic research on the differences in selection criteria for gastronomic tourism internet celebrities across various social media platforms (e.g., TikTok and RED). User behaviors, content forms, and community cultures differ across platforms, potentially leading to platform-specific applications of internet celebrity selection criteria (Sokolova and Kefi, 2020). Secondly, current research mostly focuses on single platforms or Western social media, with insufficient academic exploration of platforms like TikTok and RED, which have significant internet celebrity in the Chinese and global markets (Lou and Yuan, 2019). Therefore, this study should focus on exploring selection criteria for gastronomic tourism internet celebrities, combining the characteristics of TikTok and RED platforms to further refine the applicability of these criteria, and construct an operational advertiser selection model through empirical research.

MATERIALS AND METHOD

Informants and processes

The methodology comprised several steps, beginning with one-on-one semi-structured interviews (n=6), identifying informants with diverse perspectives relevant to the research topic, including advertisers from different backgrounds (Table 1). Purposive sampling techniques targeted advertisers with extensive experience in social media marketing and successful projects and operations on TikTok and RED.As Sofaer (2002) notes, by selecting individuals who can provide rich information, researchers can better deconstruct and interpret their experiences, leading to a profound understanding of the phenomenon under study. Interviews lasted approximately 45 minutes, with questions covering the criteria for choosing internet celebrities by advertisers. Interviews were conducted on platforms such as Tencent Meet and WeChat. Prior to the interview's informed consent was obtained from participants through prepared consent forms, ensuring adequate equipment for seamless communication. Interviews were recorded for documentation and subsequent analysis.

Table 1: Informant background

Informant	Background
A1	Brand Vice President
A2	Advertising Planner
A3	Marketing Manager
A4	Brand Manager
A5	Marketing Manager
A6	Advertising Producer

Data analysis

Thematic analysis was employed to identify and interpret themes and patterns within the dataset. The primary focus was on interview transcripts as the basic unit of analysis. Guided by the source credibility model, the thematic analysis aimed to analyze the specific criteria and requirements for advertisers to choose internet celebrities. NVivo 14, a widely used qualitative data analysis software, can organize, analyze, and visualize complex datasets. It supports various data types, including text, audio, video, and images. NVivo 14 offers powerful coding and analysis tools capable of deeply exploring themes and patterns within the data. Through its visualization features, such as models, charts, and word clouds, data results can be intuitively presented and understood.

RESULT AND DISCUSSION

Long-term brand trust (Djafarova and Trofimenko, 2019). Meanwhile, compatibility directly affects the effectiveness and efficiency of collaboration. Advertisers tend to choose internet celebrities who highly align with the brand image and target audience, a trend that has been increasingly confirmed by research in recent years (De Veirman et al., 2021).

Advertisers also specifically mentioned that past performance is an important basis for assessing the commercial potential of internet celebrities, which helps predict their performance in future collaborations and the maintenance of consumer stickiness (Jin et al., 2020). Furthermore, key factors affecting consumer stickiness are mainly related to advertising content, including information quality, user-generated videos, and the number of comments. These factors directly influence consumer engagement and purchase decisions, supporting the research conclusions of Xu and Pratt (2021).

Theme 1: Attractiveness, trustworthiness and expertise are the basic criteria for choosing internet celebrities

Based on an analysis of interviews with six advertisers, this study reveals that advertisers exhibit varying considerations and emphases on attractiveness, expertise, and trustworthiness when selecting internet celebrities for collaborations. The importance of these factors varies according to the diverse needs of advertisers.

In discussions on attractiveness, advertisers generally perceive that the appeal of internet celebrities extends beyond physical appearance to encompass their interaction style and approachability with fans. This diverges from the traditional "appearance-centric" standard of attractiveness, indicating the multidimensionality of internet celebrity appeal. For instance, most advertisers do not consider appearance as a primary criterion. As Vice President of Branding for a subsidiary of a well-known company, A1 states: "An internet celebrity's appearance has no direct correlation with product sales; rather, their personality and mode of expression are more important." (A1)

This suggests that advertisers place greater emphasis on an internet celebrity's communication skills and content output capabilities rather than appearance. While several interviewees mention physical attractiveness, they further note: "An internet celebrity's appearance only needs to meet a basic 'presentable' standard, and more importance is placed on the overall atmosphere or approachability created by the internet celebrity." (A2, A3, A5)

Both A4, the brand leader, and A6, the advertising producer, expressed agreement on this point: "Internet celebrities do not need to possess exceptionally striking looks, but their approachability and ability to interact with fans are crucial, especially in the gastronomic tourism sectors where fan engagement is particularly important." (A4, A6)

A4, as the brand leader who has collaborated with multiple influencers, further emphasized: "The visual presentation of short videos and the internet celebrity's filming techniques are more important than appearance." (A4) This indicates that content creation skills, especially performance on short video platforms, are significant factors influencing attractiveness.

According to the perspective of A6, the advertising producer: "The appeal of female internet celebrities includes not only appearance but also the lifestyle and image presentation of single women, which carries considerable weight in the attractiveness factor." (A6)

These results indicate that while the physical attractiveness of internet celebrities is not a decisive factor for advertisers, their approachability and ability to interact with fans, as well as their capacity to enhance consumer interest in brands through the visual appeal of short video content, remain key considerations. Therefore, although the appearance aspect of the attractiveness factor is diminished, advertisers still focus on whether internet celebrities can attract fans with their approachability and a fresh, natural image. This approachability serves as a preliminary criterion for selecting internet celebrities in the measurement of attractiveness.

Regarding expertise, advertisers' views differ. A1 and A5 believe that an internet celebrity's expertise plays a crucial role in enhancing brand credibility and sales conversion rates. A1 states: "Internet celebrities must possess an in-depth understanding of the product and accurately analyze its advantages; only then can they effectively attract consumers and facilitate purchases." (A1)

A2, the advertising planner, also expressed agreement with this view: "Expertise doesn't necessarily mean the internet celebrity must be an expert in the field, but they need to have unique insights or experiences in a particular aspect." (A2)

A5, the marketing manager further adds: "Internet celebrities need to learn and quickly grasp relevant product knowledge. This knowledge base can help them better articulate product features, thereby increasing fan trust." (A5)

In contrast, A3, as the marketing manager, argues: "Overly professional expressions might alienate consumers or even make them feel deceived, which deviates from the relaxed, authentic communication style consumers expect." (A3) Thus, A3 advocates for internet celebrities to use easily understandable language to bridge the gap with fans.

A4, as the brand manager, also concurs with this viewpoint: "An internet celebrity's expertise is not key in the gastronomic tourism sectors; rather, aesthetic filming and photography techniques are more important." (A4)

These views reflect that advertisers focus more on an internet celebrity's "professional performance" rather than "professional background," i.e., whether the internet celebrity can clearly convey product features to the audience in an easily understandable manner.

Meanwhile, A4 also emphasizes: "The internet celebrities we choose are not necessarily industry experts, but they at least need to have an in-depth understanding of the products they recommend. If an internet celebrity can provide a deep analysis of product features and user experience, we are more inclined to collaborate with them." (A4)

This indicates that an internet celebrity's professional performance plays an important role in influencing consumer purchasing decisions, especially when the recommended products involve specific domain knowledge. Professional performance can significantly enhance the credibility and persuasiveness of recommendations.

Therefore, the expertise of internet celebrities is more reflected in practical expression skills and content dissemination abilities rather than traditional academic or technical backgrounds. Although internet celebrities need not be experts, possessing professional knowledge or experience can significantly increase their internet celebrity, thereby affecting brand decisions in choosing collaboration partners. The research results emphasize the importance of internet celebrities' professional knowledge and experience in enhancing content depth, especially in the gastronomic tourism sectors.

In terms of trustworthiness the interview results demonstrate advertisers' high regard for internet celebrities' trustworthiness performance. All advertisers unanimously consider this as one of the core criteria when selecting internet celebrities. According to A1, the vice president of the brand:

"The sincere performance of internet celebrities and their genuine understanding of the product are key factors. If an internet celebrity cannot participate in communication or shows a tendency towards false advertising, advertisers will consider them unworthy of collaboration." (A1)

A2, as the advertising planner, further emphasized the importance of authenticity and relatable lifestyle expression: "Internet celebrities must recommend products through genuine experiences to win the trust of fans." (A2)

A6, from the perspective of an advertising producer, also suggested: "Internet celebrities should authentically reflect a life-like work state, winning fan trust with a simple and genuine image." (A6)

A5, the marketing manager, focused on the influencer's sincere attitude towards their followers: "False hype or scripted content will seriously affect an internet celebrity's credibility." (A5)

Simultaneously, A3 and A6 also emphasize: "False or scripted recommendations may damage an internet celebrity's credibility, while authentic content and sharing can maintain their image in the long term." (A3, A6)

This indicates that advertisers consistently prioritize trustworthiness when selecting internet celebrities, believing that only by possessing authentic and honest qualities can internet celebrities effectively convey brand messages and win consumer trust.

Moreover, all interviewees mentioned that they judge an internet celebrity's trustworthiness through their collaboration history, reputation, and performance in promotions. A3, the marketing manager, mentioned, "Verifying the authenticity of internet celebrities through peer reviews and the activity of their social media accounts." (A3) A4, the brand manager, emphasizes: "Internet celebrities should be trustworthy and punctual, and their authenticity can be judged through specific fan interaction activities (such as giveaways)." (A4) Therefore, trustworthiness becomes an important criterion for advertisers in assessing whether an internet celebrity can continuously influence internet celebrity consumer purchasing decisions.

In conclusion, existing literature suggests that traditional credibility factors still play an important role in advertisers' selection of internet celebrities (Chen et al., 2021; Djafarova and Rushworth, 2017). However, this study, through experiential data from six advertisers, demonstrates that with the evolution of social media and changes in user behavior, the internet celebrity of these traditional factors has gradually become limited, especially in the gastronomic tourism sectors. Although the physical attractiveness and professional background of internet celebrities may appeal to certain audiences, trustworthiness remains the core focus for advertisers (Sokolova and Kefi, 2020). For instance, fans place greater importance on whether internet celebrities provide authentic consumer

experiences or information, rather than relying solely on appearance and knowledge (Hwang and Zhang, 2020). Therefore, while the role of traditional credibility factors is limited, the core position of trustworthiness in internet celebrity marketing remains unshaken, which is consistent with existing literature.

Theme 2: The influence of compatibility to enhance the effectiveness and efficiency of social media internet celebrities

Thematic analysis results indicate that compatibility is undoubtedly a key factor determining the effectiveness and efficiency of collaborations when advertisers select internet celebrities. Based on interviews with multiple advertisers, compatibility primarily manifests in three aspects: product compatibility, fan base compatibility, and style compatibility. These factors closely impact the collaboration outcomes between internet celebrities and brands, thus determining the success of brand promotion.

Advertisers generally believe that the compatibility between the types of products recommended by internet celebrities and brand products determines the initial selection for collaboration. A1, as the company's brand management leader, stated:

"The vertical categories of products previously recommended by internet celebrities are relevant to our product content. Additionally, the internet celebrity's development type should align with the gastronomic tourism domain." (A1) This indicates that when selecting internet celebrities, advertisers prioritize those with content direction like their own brand to ensure the internet celebrity can more naturally integrate into brand promotion.

According to A5, the marketing manager, the professional alignment of the internet celebrity: "We consider factors such as the match between the internet celebrity's professional type and product target audience, as well as whether the internet celebrity's personality type corresponds to the product's consumer demographic." (A5) This view underscores the importance of the compatibility between an internet celebrity's expertise and their fan base for brand collaborations. Product compatibility not only refers to the consistency between the categories of goods recommended by internet celebrities and the brand but also considers the match between the internet celebrity's professional background, personal style, and the consumer group targeted by the brand.

A6, the advertising producer, supplemented the discussion by focusing on the internet celebrity's exposure levels: "Although they may not have a high number of followers, internet celebrities with just tens of thousands of followers can achieve millions of views per short video, indicating sufficiently high exposure for their content." (A6) Advertisers assess the value of collaboration by evaluating the internet celebrity's exposure capability and the potential promotional impact of their short video content on products.

Besides product compatibility, fan base compatibility is another crucial factor advertisers use to measure collaboration potential. A1, the vice president of the brand, mentions: "We consider whether the internet celebrity's fan demographics align with our product's target audience." (A1) This shows that when selecting internet celebrities, advertisers analyze whether their fan base matches the brand's target market, ensuring the internet celebrity can reach the brand's potential consumers.

A4 further emphasizes the impact of fan loyalty on collaborations: "The fan demographics show compatibility with the target service group, and fan loyalty is relatively high. This will increase fans' trust in the internet celebrity, thereby enhancing purchase intention." (A4) A high overlap between the internet celebrity's fan base and the brand's target consumers makes brand promotion more targeted.

A6, the advertising producer, adds a technical assessment of fan base compatibility: "We rely on data to evaluate the internet celebrity's short video views, completion rates, and exposure. The fan base should consist of consumers of our products." (A6) Through data analysis, advertisers can more accurately judge the compatibility between an internet celebrity's fan base and the brand, ensuring maximized benefits from the collaboration.

Style compatibility is another important criterion for advertisers when selecting internet celebrities. A2, the advertising planner, expressed: "The internet celebrity's style must be in the gastronomic

tourism domain, and their original works should be related to gastronomic tourism and consistent with their personal style, which will motivate consumers." (A2) In the gastronomic tourism sector, an internet celebrity's personal style not only affects their fans' loyalty but also determines whether they can accurately convey the brand's core message.

According to A4, the brand manager: "The internet celebrity's personal style should align with the characteristics of gastronomic tourism. The internet celebrity should project a positive and energetic image." (A4) Whether the internet celebrity's personal style aligns with the brand image directly relates to whether the brand can leverage the internet celebrity to enhance market recognition. Especially in the gastronomic tourism sector, internet celebrities need to possess a lifestyle and content tone consistent with the brand to resonate with consumers.

As the marketing manager, A5 stated: "The internet celebrity has a unique performance style and can express their unique personal style in standard Mandarin." (A5) This indicates that the internet celebrity's language expression ability and performance style also internet celebrity the brand's selection. Advertisers tend to choose internet celebrities who can attract consumers through their unique style to ensure brand messages are delivered in the most impactful way.

When choosing internet celebrities, advertisers also consider demographic compatibility. A1 points out: "Gender and age are key factors we consider; the internet celebrity should be female and between 26 to 28 years old." (A1) Matching the internet celebrity's gender, age, and other demographic characteristics with the brand's target audience can further enhance the effectiveness of brand promotion. A4, the brand manager, also added: "We prefer young females because female fans tend to have higher loyalty than male fans." (A4)

According to the perspective of A6, the advertising producer: "We require the internet celebrity to be local or from the same city, with a preference for young females." (A6) In some specific brand promotion activities, advertisers prioritize internet celebrities with local characteristics to better coordinate and execute offline activities.

In conclusion, compatibility is one of the core criteria for advertisers in selecting internet celebrities, influencing collaboration effectiveness and efficiency through multiple dimensions including product compatibility, fan base compatibility, style compatibility, and demographic characteristics. Advertisers comprehensively analyze the internet celebrity's personality, fan base, past recommendation records, and professional background to ensure high compatibility with the brand. This not only enhances the brand's market internet celebrity but also ensures the long-term sustainability of the collaboration. Therefore, the compatibility between internet celebrities and brands is a core standard for advertisers when evaluating collaboration feasibility, laying a solid foundation for successful brand marketing.

Existing research indicates that the compatibility between brands and internet celebrities determines the success of marketing campaigns, especially when the internet celebrity's personality aligns with the brand tone, making advertising messages more easily accepted by the audience (Lou and Yuan, 2019). This study further confirms this point and reveals that compatibility not only affects the communication effectiveness of advertisements but also impacts the efficiency of collaboration between both parties. For example, advertisers tend to choose internet celebrities who align with the brand's target market to ensure consistent brand image delivery and improve content conversion rates. This is consistent with existing research while also expanding the discussion on compatibility in terms of collaboration efficiency, filling a gap in the existing literature.

Theme 3: Past performance as a criterion for assessing the commercial potential of internet celebrities

Analysis results indicate that when advertisers select internet celebrities, past performance serves as a crucial criterion for evaluating their commercial potential, directly impacting the effectiveness of brand collaborations and the market value of internet celebrities. The historical recommendations of internet celebrities are one of the primary bases for advertisers to assess their commercial potential. A1, the vice president of the brand, pointed out: "We review the celebrity's history, including the depth and professionalism of their previous product recommendations." (A1) Advertisers pay close attention to the professionalism demonstrated by internet celebrities in their

past product recommendations, especially their grasp of product details and in-depth exploration. Whether an internet celebrity can showcase product advantages through professional content directly affects future cooperation relationships and brand image.

A3, the advertising planner, also emphasized the importance of prior product recommendations: "We examine the data from the internet celebrity's previous product recommendations." (A3) Advertisers rely not only on qualitative analysis but also on quantitative data to evaluate the effectiveness of internet celebrities' recommendations, including reasons for follower growth and related data changes. This data-driven analytical approach helps advertisers more accurately predict the future commercial performance of internet celebrities.

Similarly, the past negative records of internet celebrities are a key factor that advertisers must examine when choosing collaboration partners. A2 points out: "We focus on examining the internet celebrity's past negative controversies. We prioritize collaborating with internet celebrities who have a good reputation." (A2) When evaluating internet celebrities, advertisers focus on whether they have a history of negative controversies or false advertising. If an internet celebrity has had negative incidents in the past, it directly affects the advertiser's decision-making, as these negative events may damage the brand image and adversely impact brand marketing.

A4, the brand manager, also stressed the importance of avoiding negative records: "We review whether the internet celebrity has had any negative or controversial cases in the past." (A4) Advertisers are particularly careful to avoid selecting internet celebrities who have been involved in controversial events, especially in areas related to the same brand or product. This cautious selection criterion helps brands maintain a good reputation in the market.

When choosing internet celebrities, advertisers also consider whether their past recommended products have homogenization issues. A1 mentions: "The internet celebrity's past records should not include completely homogenized products. Recommending competitive products is absolutely unacceptable." (A1) Advertisers are concerned that if an internet celebrity has previously recommended similar or even competing brand products, it may lead to brand confusion or market saturation, affecting the effectiveness of the current collaboration.

However, A5 holds a slightly different attitude, believing that: "If the internet celebrity has recommended gastronomic products similar to ours, we would collaborate at a lower price." (A5) This indicates that homogenized products are not an absolute taboo but need to be weighed against specific circumstances. When selecting internet celebrities, advertisers flexibly adjust their cooperation strategies based on the celebrity's past recommendation history and market performance to obtain more favorable cooperation conditions.

Furthermore, advertisers generally value the past sales data of internet celebrities and their followers' feedback. A5, the marketing manager, clearly stated: "The internet celebrity's past sales data record, their sales volume is the main data we refer to." (A5) Advertisers assess the ability of internet celebrities to drive product sales by reviewing their past product recommendation sales records. This data-based evaluation method allows advertisers to make more scientific judgments about the future commercial potential of internet celebrities.

A6, the advertising producer, further pointed out that excessive participation in commercial activities by internet celebrities may affect their long-term commercial value: "Internet celebrities should engage in fewer commercial promotional activities and should not sell their accounts." (A6) Too many commercial promotions and product recommendations may lead to a decrease in followers' trust, thereby weakening the market value of internet celebrities. Therefore, when evaluating the past performance of internet celebrities, advertisers also need to consider the frequency of their commercial activities and their followers' acceptance of these activities.

In conclusion, past performance is one of the key criteria for assessing the commercial potential of internet celebrities. Existing literature suggests that internet celebrities' successful past promotional activities can provide reference for future collaborations (Evans et al., 2017). Advertisers comprehensively examine their market performance by analyzing internet celebrities' recommendation history, collaboration depth, sales data, follower feedback, and negative records. These findings further indicate that advertisers not only focus on the past performance of internet

celebrities but also emphasize their performance diversity in different fields. For example, internet celebrities with successful gastronomic tourism promotion experiences are more likely to be favored by advertisers because they can adapt to different promotional content, demonstrating higher commercial potential (Jin and Phua, 2018). Although internet celebrities past homogenized product recommendations or negative events may pose risks to future collaborations, advertisers can maximize the market influence of internet celebrities through flexible cooperation strategies and data analysis.

Theme 3: Key factor to influence the consumer stickiness on advertisement

The results of the thematic analysis show that key factors influencing consumer stickiness in advertising are not only reflected in the quality of information and user-generated videos but also relate to the establishment of emotional connections through interactions between internet celebrities and consumer comments, as well as the quantity of reviews.

When advertisers select internet celebrities, the information quality of advertising content is one of the key factors affecting consumer stickiness. Interviewees believe that an internet celebrity's reputation depends not only on their ability to recommend products but also on their personal image and lifestyle. For example, A1, the vice president of the brand, mentioned: "Reputation means whether the internet celebrity has increased fan evaluations through negative news or attracted fan evaluations through their original content." (A1) This indicates that the authenticity and relevance of information quality are important foundations for shaping consumer trust in brands. When conducting advertising promotions, internet celebrities need to focus not only on the product itself but also carefully manage their own image to maintain trust relationships with consumers.

Additionally, A1 emphasized that while interactive comments are easily manipulated commercially, maintaining them within a certain range is still necessary: "Interactive comments are easily manipulated commercially... Consumers who purchase products are not due to strong interactivity, but momentary emotional impulses." (A1) This reflects that high-quality information, and moderate interaction can evoke emotional resonance in consumers, promote purchasing decisions, and thus enhance consumer stickiness.

The value of user-generated videos has become increasingly significant. A2, the advertising planner, emphasized that the style and interactivity of internet celebrities are crucial for attracting consumers. A2 pointed out: "Internet celebrities can create topic relevance. The level of discussion and interactivity between the internet celebrity and consumers is strong." (A2) This demonstrates the potential of original content in driving social interaction. The generation and spread of these topics directly affect consumer perception of the brand.

A3 added, "We evaluate internet celebrities, and their fans mainly based on discussion data," indicating that user-generated content is more likely to resonate with consumers due to its authenticity. Therefore, advertisers should encourage internet celebrities to produce high-quality original videos to attract and maintain consumer attention and loyalty.

Consumer comments and the number of comments is also factors that cannot be ignored. A4, the marketing manager, mentioned: "Interactivity is an important indicator in our selection criteria." (A4) This interview emphasized that the interaction between internet celebrities and fans is positively correlated with their consumer stickiness, and data such as likes, number of comments, and exposure should be key considerations in evaluation.

For example, A4 pointed out: "A few short videos should have over a thousand comments, while most short videos have between five hundred and a thousand comments." (A4) This observation reflects that as internet celebrities establish connections with consumers, increasing the number of comments not only increases brand exposure but also further enhances consumer identification and loyalty to the brand.

A5, as the advertising producer, further emphasized: "Interactivity is a role we focus on examining. Fan interaction is a prerequisite for conversion to consumers." (A5) When choosing internet celebrities, advertisers particularly focus on whether the interaction between internet celebrities and fans can truly translate into product sales and successful service promotion. Whether it's product

recommendations or after-sales service, internet celebrities need to maintain fan trust through interaction, thereby promoting the conversion of fans into actual consumers.

In the process of evaluating interaction situations, advertisers generally rely on data analysis. According to A3, the marketing manager: "Interaction situation is one of our selection criteria. We value the interaction between internet celebrities and fans, and we mainly look at comment data and product after-sales feedback to evaluate the interaction between internet celebrities and fans." (A3) This indicates that through high-frequency, high-quality content output, internet celebrities can continuously maintain connections with fans, thereby enhancing consumer engagement and brand loyalty. Advertisers comprehensively evaluate the interactive performance of internet celebrities through data such as likes, comments, and shares. Especially those internet celebrities with high comment volumes and many likes are often seen as typical representatives of good interaction with fans.

A4, the brand manager, stated: "We prioritize internet celebrities whose interaction data is in an upward trend, especially examining the number of likes, favorites, and exposure." (A4) Internet celebrities with high consumer stickiness often show an upward trend in their interaction data and can maintain high fan engagement. This type of internet celebrity not only has higher fan loyalty but can also continuously enhance fan trust and reliance through interaction, thereby increasing purchase conversion rates.

A6, the advertising producer, further supplemented specific evaluation criteria: "We have three assessment standards to evaluate the interaction between internet celebrities and fans: first is a large number of comments, second is all positive comments, and third is accurate feedback content." (A6) The number and quality of comments become important bases for evaluating interactivity. By analyzing the interaction data between internet celebrities and fans, advertisers can judge the level of fan stickiness and whether the interaction is truly effective.

A5, the marketing manager, further emphasized the commercial value of consumer stickiness: "Internet celebrities do not deceive fans and seek benefits for fans, which is reflected in their good interactivity with fans." (A5) Internet celebrities with strong interactivity can often provide valuable information and services to fans through positive interactions, which not only enhances fans' reliance on the internet celebrity but also strengthens fans' trust in the brand. Under this interaction mechanism, internet celebrities bring higher conversion rates to brands through highly sticky consumer groups.

Notably, the diversified creative ability of internet celebrities is also an important aspect affecting consumer stickiness. As the advertising producer, A6 stated: "Internet celebrities should create more excellent works based on their personal abilities." (A6) Unique content allows internet celebrities to stand out in fierce market competition, thereby attracting more fan attention and interaction.

As A6, the advertising producer, pointed out: "Whether the works created by internet celebrities have uniqueness in the entire vertical category." (A6) This uniqueness not only enhances brand awareness but also provides consumers with more consumption choices and references, thereby enhancing consumer stickiness.

In summary, factors such as the information quality of advertising content, user-generated videos, consumer comments, and the review quantity greatly influence consumer stickiness. Recent studies have shown that information quality and the interactivity of user-generated content are crucial for enhancing consumer engagement and brand loyalty (Cheng et al., 2020; Liu et al., 2021). Therefore, when formulating marketing strategies, advertisers should pay attention to these content characteristics, aiming to enhance consumer loyalty and brand image through high-quality advertising content.

In conclusion, through the analysis of interviews with advertisers, six key factors - attractiveness, expertise, trustworthiness, compatibility, past performance, and advertising content - have become important criteria for advertisers when choosing internet celebrities (Figure 1). These factors not only help advertisers select the most suitable internet celebrities for their brands but also provide a solid foundation for the brand's long-term development and marketing effectiveness. These findings provide practical guidance for brands when selecting cooperation partners, emphasizing the multi-

dimensional considerations in advertisers' decision-making process, and can provide beneficial insights for future marketing strategies.

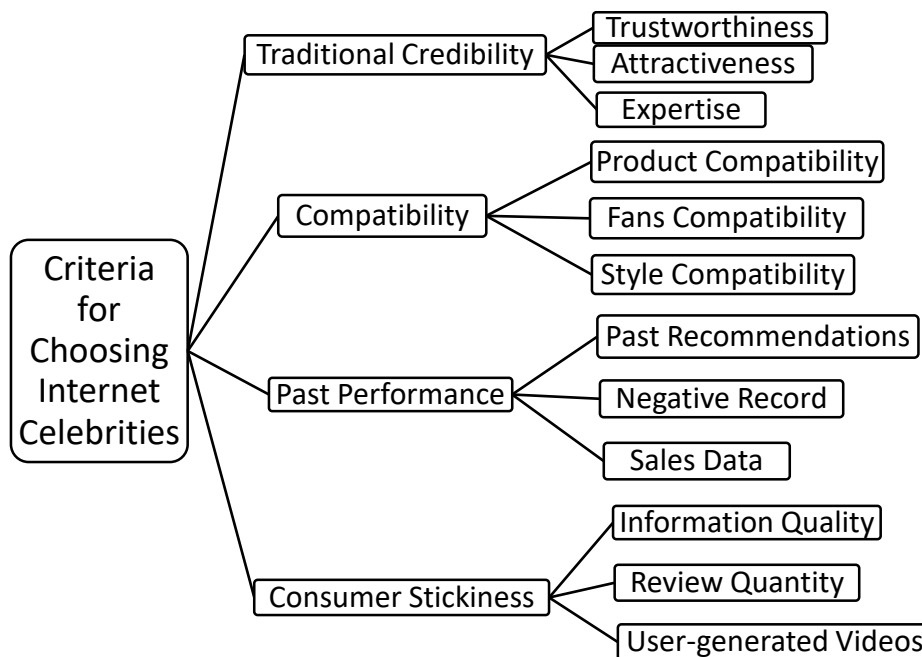


Figure 1: The framework of criteria for choosing internet celebrities

CONCLUSION AND RECOMMENDATIONS

In conclusion, this study addresses the significant issue of advertisers' criteria for selecting internet celebrities by combining the Source Credibility Model (SCM) with social media platforms. Through an analysis of the SCM dimensions (attractiveness, trustworthiness, and expertise), key criteria influencing advertisers' decisions were identified apart from the SCM element. This study also finds out the compatibility and past performance also contributed s criteria to choose the internet celebrity. The study examined specific elements combined with SCM in the social media environment, providing multifaceted approaches to effectively enhance internet celebrities' commercial value and advertisers' selection strategies. Internet celebrities should improve their attractiveness and expertise, ensure compatibility with advertisers, and maintain good past performance to achieve more successful brand promotions, while focusing on the quality of advertising content to enhance consumer stickiness.

This research employs the Source Credibility Model (SCM) as a research framework and foundational reference, aiding researchers in addressing the primary question of how internet celebrity credibility affects advertisers' selection. SCM is crucial for studying the impact of internet celebrity selection criteria, as it provides a comprehensive understanding of attractiveness, trustworthiness, and expertise. By applying SCM, this study advances theoretical knowledge about internet celebrity credibility in the advertiser selection process. It enhances SCM's applicability in addressing the relationship between internet celebrity impact and advertiser decision-making, emphasizing SCM's relevance in guiding internet celebrity-brand collaborations.

The thematic analysis results identified criteria for advertisers' internet celebrity selection. Firstly, attractiveness serves as the initial screening criterion, with advertisers seeking to collaborate with internet celebrities who can capture target audience attention. Secondly, expertise is considered a key factor in enhancing collaboration depth and credibility, implying that internet celebrities' domain knowledge will help elevate brand image and consumer trust. Additionally, trustworthiness is viewed as the core basis for internet celebrity selection, with advertisers preferring to collaborate with internet celebrities who demonstrate high integrity in product promotion. Compatibility is particularly important as it directly affects collaboration effectiveness and efficiency, ensuring that brand-internet celebrity partnerships effectively convey brand messages. Past performance is seen as an important basis for assessing internet celebrities' commercial potential, with advertisers

favoring those who have performed well in previous collaborations. Lastly, the key factors influencing consumer stickiness are primarily related to advertising content, including information quality, user-generated videos, and the quantity of reviews. Therefore, advertisers focus on the quality of advertising content produced by internet celebrities, encourage user-generated videos, and actively manage and respond to comments to enhance consumer engagement and loyalty.

This research greatly benefits advertisers and internet celebrities facing selection and collaboration challenges in social media. Through this study, researchers can identify advertisers' criteria for selecting internet celebrities, particularly in terms of attractiveness, expertise, and trustworthiness. Furthermore, this research aids in optimizing collaborative relationships between advertisers and internet celebrities, especially in enhancing collaboration effectiveness and interactivity. Insights gained from this study allow advertisers and internet celebrities to formulate more scientific collaboration strategies, effectively addressing trust and responsibility issues in partnerships. This research holds significant value for the advertising industry and social media marketing. Moreover, by identifying key factors influencing internet celebrity selection, this study provides advertisers with more targeted decision-making bases.

Although this research successfully addressed the research questions and achieved its established goals, it has some inherent limitations like all studies. Firstly, as the interview data relies on advertisers' personal experiences and views, there may be subjective biases. This subjectivity could affect the objectivity and trustworthiness of the results. Future research could incorporate multiple data sources (such as consumer feedback or social media data) for cross-validation. Secondly, this study's research subjects were limited to internet celebrities in the gastronomic tourism sectors. Considering the diversity of internet celebrities, future research could expand to internet celebrities in other fields (such as fitness, education, or technology). Thirdly, this study focused on Chinese internet celebrities in the short-video formats; future research could compare different forms of internet celebrities in different countries (such as image-text formats or live streaming). Lastly, this study employed qualitative methods to gain an in-depth understanding of internet celebrity selection criteria. Future research could use quantitative methods to further validate these relationships and provide more statistically significant support.

REFERENCES

- Abidin, C. (2018, December). Internet celebrity: Understanding fame online. *European Journal of Communication*, 33(6), 696–697. <https://doi.org/10.1177/0267323118814646a>
- Abidin, C. (2021). *Internet celebrities and influencer cultures: Critical perspectives on internet fame*. Palgrave Macmillan.
- Bastrygina, T., Lim, W. M., Jopp, R., & Weissmann, M. A. (2024, March). Unraveling the power of social media internet celebrities: Qualitative insights into the role of Instagram internet celebrities in the hospitality and tourism industry. *Journal of Hospitality and Tourism Management*, 58, 214–243. <https://doi.org/10.1016/j.jhtm.2024.01.007>
- Chang, Jialin. (2023, May 6) *Gastronomic tourism internet celebrities frequently stumble, success isn't achieved overnight.* "People Data. Retrieved April 25, 2024, from <https://baijiahao.baidu.com/s?id=1765046504697061515&wfr=spider&for=pc>
- Chen, S., Lin, Q., & Fang, Z. (2021). The role of internet celebrity endorsement in online shopping: The moderating effect of expertise and trustworthiness. *Journal of Business Research*, 125(5), 204–216. <https://doi.org/10.1016/j.jbusres.2021.01.036>
- Deges, F. (2018). Internet celebrity im Kontext von Social Media. *Quick Guide Internet celebrity Marketing*, 13–31. https://doi.org/10.1007/978-3-658-22163-8_2
- Dhun, & Dangi, H. K. (2022, September 22). Internet celebrity Marketing: Role of Internet celebrity Credibility and Compatibility on Brand Attitude and eWOM. *Journal of Internet Commerce*, 22(sup1), S28–S72. <https://doi.org/10.1080/15332861.2022.2125220>
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68(5), 1–7. <https://doi.org/10.1016/j.chb.2016.11.009>
- Ermeç, A. (2022, March 27). How Effective Are Social Media Internet celebrities Recommendations The Effect of Message Source on Purchasing Intention and e-Word of Mouth (WOM) from a

- Para-Social Interaction Perspective. *Journal of Business Research - Turk.* <https://doi.org/10.20491/isarder.2022.1428>
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Disclosing Instagram internet celebrity advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 17(2), 138-149. <https://doi.org/10.1080/15252019.2017.1366885>
- Glucksman, M. (2017). The rise of social media internet celebrity marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77-87.
- Hovland, C. I., & Weiss, W. (1951). The Internet celebrity of Source Credibility on Communication Effectiveness. *Public Opinion Quarterly*, 15(4), 635. <https://doi.org/10.1086/266350>
- Huang, L., Chen, Z., & Li, M. (2021). The impact of emotionally driven advertisement content on consumer brand resonance. *Journal of Consumer Psychology*, 31(2), 123-136.
- Hwang, K., & Zhang, Q. (2020). Internet celebrity of parasocial relationship between digital internet celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 108(3), 106309. <https://doi.org/10.1016/j.chb.2020.106309>
- Israfilzade, K., & Baghirova, S. (2022, December 1). Comparing the Impact of Brand and User-Generated Video Content on Online Shoppers' Purchasing Intentions. *Management of Organizations: Systematic Research*, 88(1), 69-84. <https://doi.org/10.2478/mosr-2022-0013>
- Janssen, L., Schouten, A. P., & Croes, E. A. J. (2021, October 28). Internet celebrity advertising on Instagram: product-internet celebrity fit and number of followers affect advertising outcomes and internet celebrity evaluations via credibility and identification. *International Journal of Advertising*, 41(1), 101-127. <https://doi.org/10.1080/02650487.2021.1994205>
- Jia, I. (2022). *Source Credibility and Persuasive Communication: Effects on social media internet celebrities, internet celebrity marketing, and consumer attitude change*. Scholarship @ Claremont. https://scholarship.claremont.edu/cmcs_theses/2881
- Jin, S. V., & Phua, J. (2018). Following celebrities' Tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181-195. <https://doi.org/10.1080/00913367.2017.1368075>
- Jin, S. V., Muqaddam, A., & Ryu, E. (2020). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 38(4), 567-579. <https://doi.org/10.1108/MIP-09-2019-0415>
- Joseph, W. B. (1982, October). The Credibility of Physically Attractive Communicators: A Review. *Journal of Advertising*, 11(3), 15-24. <https://doi.org/10.1080/00913367.1982.10672807>
- Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, 'micro-celebrity' and the rise of social media Internet celebrities. *Celebrity Studies*, 8(2), 191-208. <https://doi.org/10.1080/19392397.2016.1218292>
- Lakomy, M. (2022, December 27). Internet celebrity media novi hominem. *Perspektywy Kultury*, 39(4), 179-194. <https://doi.org/10.35765/pk.2022.3904.14>
- Li, R. (2018). The Secret of Internet Celebrities: A Qualitative Study of Online Opinion Leaders on the Web. *Proceedings of the 51st Hawaii International Conference on System Sciences* (pp. 533-542). Honolulu, HI: Scholar Space
- Lin, Jing. (2023, August 21) "Discrepancies in Goods, Poor After-sales Service...": Lawsuits Stemming from "Live Streaming + Tourism" Increase Annually. Beijing Daily. Retrieved April 25, 2024, from <https://news.bjd.com.cn/2023/08/21/10537937.shtml>
- Li, X., Chen, Y., & Zhang, J. (2020). The impact of visual appeal on advertising effectiveness: Enhancing consumer engagement and brand awareness. *Journal of Marketing Research*, 57(3), 456-472. <https://doi.org/10.1509/jmr.17.0288>
- Lou, C., & Yuan, S. (2019). Internet celebrity marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Luo, B., Nie, M., & Ji, H. (2023, April 9). The Internet celebrity of Internet Celebrities' Expertise and Attraction on Residents' Intention to Purchase Household Energy-Saving Products in the

- Context of an Online Community. *Energies*, 16(8), 3332. <https://doi.org/10.3390/en16083332>
- McCracken, G. (2020). *Culture and Consumption II: Markets, Meaning, and Brand Management*. Indiana University Press.
- McGuire, W.J. (1985), 'Attitudes and attitude change', in Lindzey, G. and Aronson, E. (Eds.), *The Handbook of Social Psychology*, 2nd ed., Erlbaum, Hillsdale, New Jersey, pp. 262–276.
- Ohanian, R. (1990, October). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39–52. <https://doi.org/10.1080/00913367.1990.10673191>
- Ohanian, R. (1991). The impact of celebrity spokespersons' perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46–54.
- Pornpitakpan, C. (2003, February). Validation of the Celebrity Endorsers' Credibility Scale: Evidence From Asians. *Journal of Marketing Management*, 19(1–2), 179–195. <https://doi.org/10.1080/0267257x.2003.9728206>
- Pradhan, B., Kishore, K., & Gokhale, N. (2023, February 8). Social media internet celebrities and consumer engagement: A review and future research agenda. *International Journal of Consumer Studies*, 47(6), 2106–2130. <https://doi.org/10.1111/ijcs.12901>
- Saura, J. R., Dwivedi, Y. K., & Palacios-Marqués, D. (2022). Online user behavior and user-generated content. *Frontiers in Psychology*, 13, 895467.
- Sertoglu, A. E. , Catli, O. & Korkmaz, S. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*, 4 (1), 66-77. Retrieved from <https://dergipark.org.tr/en/pub/irmm/issue/32079/355045?publisher=http-www-cag-edu-tr-ilhan-ozturk>
- Smith, J., Johnson, T., & Brown, A. (2020). Personalized advertisement content and its effect on consumer engagement and brand loyalty. *Marketing Science*, 39(4), 245-258.
- Sofaer, S. (2002). Qualitative research methods. *International Journal for Quality in Health Care*, 14(4), 329-336. doi.org/10.1093/intqhc/14.4.329
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction internet celebrity purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- Till, B. D., & Busler, M. (2000, October). The Match-Up Hypothesis: Physical Attractiveness, Expertise, and the Role of Fit on Brand Attitude, Purchase Intent and Brand Beliefs. *Journal of Advertising*, 29(3), 1–13. <https://doi.org/10.1080/00913367.2000.10673613>
- Todd, P. R., & Melancon, J. (2017, December 19). Gender and live-streaming: source credibility and motivation. *Journal of Research in Interactive Marketing*, 12(1), 79–93. <https://doi.org/10.1108/jrim-05-2017-0035>
- Vrontis, D., Makrides, A., Christofi, M., & Thrassou, A. (2021, January 17). Social media internet celebrity marketing: A systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. <https://doi.org/10.1111/ijcs.12647>
- Wang, X., Liu, H., & Zhang, Y. (2019). The role of interactivity in enhancing consumer stickiness through advertisement content. *Journal of Interactive Marketing*, 43(1), 75-89.
- Wang, S., Zhang, Q., & Fan, J. (2020). Impact of trust on online consumer behavior: Trust transfer and mediation effects. *Journal of Business Research*, 120, 476-488. <https://doi.org/10.1016/j.jbusres.2020.09.037>
- Wang, Yuelong. (2023, August 15). "Customer service reduced to tears!" Internet celebrity's live-streaming sales on New Oriental goes awry, leading to blacklisting and terminated partnerships by multiple advertisers. National Business Daily. Retrieved April 25, 2024, from <https://www.nbd.com.cn/articles/2023-08-15/2961821.html>
- Weismueller, J., Harrigan, P., Wang, S., & Soutar, G. N. (2020, November). Internet celebrity endorsements: How Advertising Disclosure and Source Credibility Affect Consumer Purchase Intention on Social Media. *Australasian Marketing Journal*, 28(4), 160–170. <https://doi.org/10.1016/j.ausmj.2020.03.002>

- Wellman, M. L. (2023, April 17). "A friend who knows what they're talking about": Extending source credibility theory to analyze the wellness internet celebrity industry on Instagram. *New Media & Society*, 146144482311620. <https://doi.org/10.1177/14614448231162064>
- Xiao, M., & Liu, Y. (2019). The internet celebrity of aesthetic preferences on fashion product engagement on Instagram. *Journal of Fashion Marketing and Management*, 23(4), 516-529. <https://doi.org/10.1108/JFMM-12-2018-0155>
- Xu, H., & Pratt, S. (2021). Social media influencers as endorsers to promote travel destinations: An application of self-compatibility theory to the Chinese Generation Z. *Journal of Travel & Tourism Marketing*, 38(8), 773-787. <https://doi.org/10.1080/10548408.2021.1993423>
- Zhang, G. and de Seta, G. (2018), "Being "Red" on the Internet", Abidin, C. and Brown, M.L. (Ed.) *Microcelebrity Around the Globe*, Emerald Publishing Limited, Leeds, pp. 57-67. <https://doi.org/10.1108/978-1-78756-749820181005>
- Zhang, Y., & Li, H. (2020). Examining internet celebrity marketing on social media: Insights from TikTok and Instagram internet celebrities. *Journal of Marketing Development and Competitiveness*, 14(1), 12-25.