University of Economics, Prague

Master's Thesis

2019   Mohamed Amine Najid

University of Economics, Prague

Faculty of Business Administration

Master´s Field: International management

Title of the Master´s Thesis:

How the Influencer/Celebrity Brand Endorsement and the Identity of the Endorser Influence the Customer Engagement of Female Millennials in the Czech Republic

Author: Mohamed Amine Najid

Supervisor: Ing. Martin Machek, Ph.D.

D e c l a r a t i o n   o f   A u t h e n t i c i t y

I hereby declare that the present Master´s Thesis and the experimental research it encompasses are my own, or fully and specifically acknowledged wherever adapted from other sources. This work has not been published or submitted elsewhere for the requirement of a degree program, and consulted published works have always been clearly attributed

Prague, May 15th, 2019

Abstract:

The aim of the present study is to investigate the influence of both the advertising medium and the identity of the endorser on the customer engagement of the female Millennials in the Czech market. In order to serve this purpose, the cosmetics industry was selected. Besides, the research, consisting of a four-scenario experimental design, puts in contrast the influence of traditional and digital channels on a one hand, and the effect of influencer and celebrity endorsements on a second hand. The customer engagement was addressed using the four indicators: brand involvement, self-brand connection, brand purchase intention, and brand loyalty. Furthermore, the mediating effect of the endorser congruence with the brand was also examined in order to assess the potential impact of this factor on the studied variables. The experiment was conducted in the Czech Republic with a main focus on the city of Prague, and the questionnaires were administered in an online format among the female millennial group. Prior to the data collection phase, a pre-test was directed on a smaller sample (n=15). A total of 198 valid responses (out of 205) were collected and analyzed using a statistical model for the aim of confirming or refuting the hypotheses of the study. In addition to that, the present research comes as an extension of the findings from the literature review. In that respect, some of the generated results are aligned with the outcomes of prior experiments, while other outputs were revealed to be divergent. The study concluded that the advertising channel had a significant influence on all the engagement dimensions, while the endorser identity was proven to influence the brand involvement in particular. The findings of the experiment also revealed that there is a manifested synergy between the two variable dimensions, since celebrities were more influential on traditional media while influencers were more persuasive and better drivers of engagement on new digital media. Alongside, the endorser-product congruence portrayed itself as a less moderating factor and did not have a direct influence on the engagement of the studied sample. On a second hand, further insights and managerial recommendations were drawn from the study which intends to help local practitioners get a better grasp of the studied market.

Keywords: Millennials, Cosmetics industry, Brand endorsement, Customer engagement, self-brand connection, brand loyalty, brand involvement, brand purchase intention, endorser-congruence, influencer marketing.

Acknowledgement:

I would like to address my warmest gratitude to my supervisor Doctor Martin Machek who with his great guidance, supervision, knowledge, and mutual support has supported this research in each of its phases. I would also like to thank him for the constructive inputs, and invaluable learnings I have acquired in the scope of this thesis and throughout the experimental journey.

I would also like to seize the opportunity to thank the CEMS office for providing the needed means that are crucial to the success of this research. Further, I owe special thanks to CEMS students and alumni, VSE students, friends, and family for not only their precious help in data collection, but also for their inspiring presence, positive energy, and endless support that made this study an enriching journey.

Table of content:

List of Tables:

List of Figures:

Introduction:

It goes without saying that the success of a venture is conditioned by how well it responds to the needs of its customers. More, success is also depending on how sizable the customer base is, and how this pool of customers is satisfied, willing to engage, and becoming loyal. In fact, companies not only strive to attract new customers in order to enlarge their customer base and drive more sales, but are also highly concerned about maintaining their current clients, and reactivating their buying activity by arousing their interests in the brand and its offerings. In fact, Forbes reported that 9 out of 10 start ups fail, and fortune added on that that the main reason for these failures is the inability to address the actual needs of customers (Forbes, 2015; Fortune, 2015). Nowadays with the new era of digital communication means, it seems like there is already a business in place for every single service or good a person may need or think of. It even seems like there is an app for every possible need. In Google play store for instance, the number of available applications reached 3.6 million on March 2018 (Statista, 2018). It should also be noted that many actual companies with full operational capacity are either a single app or a set of few applications, which gives us a flavor about how the market is already over-saturated and how fierce is the competition to attract and maintain customers and that is in almost every industry.

With a fast-changing environment and fluctuating customers' needs and buying behaviors, businesses are desperately trying to survive the endless chase of competitors to gain more market share and maintain a profitable position in the market. In this regard, customer engagement steps-in as one of the key pillars of staying in business. As a matter of fact, customers would be willing to spend about 20% to 40% more when the brand is interacting with its customers (Barry, Markey, Almquist, Brahm, 2011). Not only that signifies a one-way communication where the brand sends the message and the customer is the recipient, but that also incorporates allowing for the audience voice to be heard, being accessible to reach out to, and even co-creating with customers. Nowadays, digital media have given more authority to customers who can appraise the brand and its offerings through powerful tools such as reviews sections, forum discussions, and Youtube video trials. Customer engagement is also a reliable indicator of growth. According to Gallup, it is the best predictor of organic growth (Gallup, 2014). With this in mind,

the growth of a brand could also be counted by the number of followers, likes, and shares that the brands have on social media.

Luckily with the digital transformation, it became relatively easier for companies to engage with their target markets in order to understand their needs and to mutually tailor the offers according to their wants. Innovative communication tools also emerged, opening the door for a more efficient two-way communication with customers. This could be illustrated by digital tools such as live chat box, social media stories, SEO, big data and more, that could undoubtedly be crucial competitive advantages if well managed and used.

Engaging customers in the right way is not an easy thing to do. However, it is becoming easier with the time since Millennials grow older and start to represent a larger portion of companies' target markets. With Millennials, customer engagement through social networks and internet in general is relatively easier to achieve when compared with engaging baby boomers or Gen X. Generation Z that is succeeding the Millennials triggers also the points of interest of brands considering its ease of technology use and its speculated potentials in terms of purchasing power and willingness to spend. According to the National Retail Federation, about $44 billion of buying power is hold by Gen Z (Forbes, 2018).

Even if Millennials are relatively an easier generation to engage with, a set of considerations must be taken into account. Among those, the choice of an appropriate communication channel has a crucial importance since traditional marketing practices such as magazines and TV advertisements are perceived by Gen Y as disruptive as reported by Hubpost Research (2015). In fact, tailored communication campaigns that convey a personal message are highly appreciated by Millennials when compared with mass communication that old school means of communication usually carry. Furthermore, and according to the same source, outbound marketing is negatively considered by Millennials. Indeed, these push strategies do not engage Gen Y that prefers opting for brands where the interest lies without being influenced by intrusive company-centric efforts to drive sales (Hubpost Research, 2015). Even more, foot on the door strategies could harm the brand image of companies. Rather than that, Millennials enjoy having the choice and the freedom to make their own buying decisions without external

influence. From here, inbound marketing with tailored advertising content is more effective and favored when targeting Millennials. Moreover, the aforementioned generation has a likelihood of 44% of following experts' advice in comparison with traditional endorsements. Surprisingly, this also applies when those expert endorsers are strangers (Hubpost Research,2015). On the same line, the consulting firm Invesp reported that inbound marketing saves about 14 US Dollars on every freshly joining customer, while its leads are less than outbound marketing by about 61% (Invesp, 2017). This being mentioned, brands are advised to carefully consider the communication channels, implement more inbound marketing techniques, and choose appropriate product endorsers in order to respond effectively to the pre-requirements that Millennials impose. Generation Y has always been subject to identity and self-concept matters. In truth, Millennials favor the sense of belongness to groups more than previous generations as it helps them find themselves and relate to their peers. Consequently, it happened that this need could be fulfilled through adhering to and following online groups and communities. The percentage of 247 is the speculated likelihood of Millennials falling for the influence of social media according to Hubpost research center. This could be illustrated for instance by taking part of social networks' private groups and following specific movements, personalities, and events.

This comes along with the fact that Generation Y is keen on technology as they are generally referred to by tech-savvy considering their manifested ease of manipulating technological devices. According to Nielsen, 98% of the Millennial cohort who are aged between 18 and 24 own a smartphone while this generation still holds the highest penetration of smartphones (Nielsen, 2016). Adding on that, being active on different social media such as Facebook and Instagram, Gen Y value most online reviews and expert's recommendation as it portrays honesty and trust. It is very common among Millennials to do the homework of online research before proceeding with a purchase especially when it is a relatively expensive product or a health-related one. This would consist of a ritual that could be illustrated by checking forum discussions, online stores' reviews, news feed or press release conveying technicalities about the product, and Youtube reviews videos.

Sponsoring influencers and celebrities has become a common practice not only by global firms, but also with small ventures that partner mostly

with micro influencers or social media endorsers with a lower followers base. Brand endorsement is nowadays perceived as an influential tool for sharing marketing messages and engaging customers effectively. A Forbes article pointed out that brand endorsement magnifies the impact of advertising campaigns and induces more sales (Forbes, 2016). Furthermore, the stock prices of brands who sponsor endorsers raise subsequently as the partnership enhances the brand equity (Elberse & Verleun, 2012).

Despite the fact that celebrity endorsement has proven its influential effect throughout the years, it is now handing over its legacy to social influencer endorsement. In fact, businesses are reverting to sponsorships of social media influencers to raise awareness about their offerings and drive the interests and arousals of their following audience. Influencers are also preferred for their authenticity and informality in communicating the message. Bloomberg reported a monthly spending of $225 million on influencer Marketing in 2016 (Bloomberg, 2016). As this number has presumably escalated since then considering the fast grow of the industry, the influencer marketing agency Mediakix speculated an ad spend between 5 and 10 billion on influencer marketing by 2020 (Mediakix, 2018). Instagram is an adequate illustration of how social networks allow for an efficient interaction between endorsers and customers. Through Instagram posts and stories, followers feel entitled to an exclusive access to the daily personal life of popular and rich people who sometimes could be seen as idols for their followers.

Brand endorsement is not a quick fading trendy wave that would go obsolete. At least not anytime soon, especially when the era we live in knows the emergence of a demonstrated obsession over celebrities and the buzz. Global brands are in a mutual seek of talents from dancers to athletes or simply people who are creating the hype either online or offline, and that in order to wrap up an endorsement partnership that will allow the brand to grow further its customer base.

In 2018, Kylie Jenner announced her partnership with Adidas after being a Puma ambassador for 2 years. Kylie, one of the most followed celebrities on social media and the expected to become the youngest self-made billionaire ever, helped Adidas turn the Falcon shoes into real trendy sneakers. With 132,5 M followers on Instagram, Kylie also led her

cosmetics company 'Kylie cosmetics' to make more than 630 Million US Dollars in sales in two years only (Insider, 2018).

The current study addresses the generation Y as a target market for the experiment considering the large size of the generation that according to Goldman Sachs is the largest generation ever in the history of the United States. Also, it is speculated that Millennial will have around 1.4 trillion US Dollars as a ready to spend income by 2020 (Wilson, 2016). Nevertheless, the Gen Y has witnessed different world events that modeled its buying attitudes such as the financial crisis of 2008, along with the disruptive emergence of novel telecommunications (Schawbel, 2013).

Alongside, and in terms of social media demographics, women followers were found to be the leading force. In fact, in most of social networks, the audience usage is led by females. For instance, and according to Statista report as of January 2019, women count for 65,5% from twitter audience, 50.3% from the active users of Instagram, and 60% of the active audience on Snapchat (Statista, 2019). Indeed, not only women represent a considerable portion of the audience of social networks, but constitute also the gender that generates content the most. In 2017, 68% of social media influencers were women (IndaHash, 2017). Furthermore, according to Bloomberg, 70% to 80% of consumer purchases are driven by women (Bloomberg, 2018). With this in mind, women customers constitute a solid market with a very high potential that is likely to yield high return on investment.

The following research examines the influential effect of brand endorsements on customer engagement and addresses the impact of celebrity and social media influencers using both traditional and digital communication channels on self-brand connection, brand involvement, brand purchase intention, and brand loyalty. Furthermore, the mediating effect of the endorser congruence will also be investigated considering its potential role in mitigating the customer perceptions. The research experiment targets the female Millennials in Czech Republic with a focus on the city of Prague, and the cosmetics industry was chosen in order to serve the purpose of the study. The results of this research are intended to help local businesses understand better the female Millennial market and establish adequate business strategies that would yield further customer engagement and drive more sales.

Henceforth, the study aims at answering the research question: On the light of brand endorsement, how does the choice of the advertising medium and the endorser's identity influence the following customer engagement dimensions: self-brand connection, brand involvement, brand purchase intention and brand loyalty?

2. Literature Review:

2.1. Millennials: a promising target market:

The Millennials, notably referred to by the Generation Y, are known for being the second largest consumer groups with the highest influence on driving market changes (Paul, 2001). Millennials' generation has always been a subject of controversy mainly regarding the period that frames this generation. While the US chamber of commerce Foundation defines the Millennial cohort as individuals who were born between 1980 and 1999, The U.S Public Interest Research Groups (PIRGs) defines the period between 1983 and 2000 (US Public Interest Research Groups, 2014). Millennials' buying behavior has uncontestably been considered as one of the very profitable ones with a considerably high purchasing power based on extensive research of practitioners and experts (Sox, Kline and Crews, 2014). This most recent generation is also spending a considerable portion of their time on internet with 75% of them having a profile on a social network compared with only 30% for boomers (Statista, 2018). Nevertheless, Accenture has reported that Millennials have a yearly spending power of about 600 billion US Dollars, in addition to their influential pressure exerted on their parents buying behaviors. In fact, perceived as a spoiled generation along with Gen z, Baby boomers and Gen x do not want to decline their kids wishes and tend to accommodate the preferences and desires of Millennials into their purchasing decisions. It's also proven that Millennials spend their income more quickly than the other generations, considering their life's philosophy of living the present moment and maintaining the work-life balance (Moreno, Lafuente, Avila, 2017). Adding on that, Gen Y has demonstrated its impatience and great appreciation of instinct rewarding. It is the cohort of "I want it and I want it now".

Moreover, according to Goldman Sachs, Generation Y is the first cohort to be tech-savvy with a showcased comfort in adopting new technologies and digital formats, which reshapes their shopping attitudes (Goldman Sachs, 2016). On that note, the likelihood of relying on the content shared through social media before proceeding with a purchase is three times higher for the latter generation (Millennial Marketing, 2014). Also, when compared with previous generations, Millennials display more

comfort towards corporate brands (Merril, 1999). Indeed, they enjoy engaging with brands, co-creating with them, and contributing in marketing research through variety of media: blogs, forums, mobile applications, and more (Moore, 2013). Even more, Millennials consumers relate their self-identities and personalities to certain brands with which they identify themselves (Wattanasuwan, 2005). Taking into account their profitability, companies are in a mutual quest to engage Millennials in order to outpower the competition. Henceforth, several brands have committed themselves to an extensive analysis of factors that drive customer engagement for a further value generating.

2.2. Millennials and the influential effect of brand-endorsements:

The intensification of technological solutions, the upsurge of advertising means during the past few years, and the shift transference from print-media to digital networks such as: Facebook, Instagram, Whatsapp, and Youtube, has marked the beginning of a new era in marketing (McCormick, 2016). Those social media opened the door for a higher engagement between consumers and brands, which triggered the need for an optimized exploitation and usage of those broadcasts by companies seeking to reach out to specific target markets. According to Creswell, from 14 to 19 percent of broadcasted advertisements in the American market rely on celebrity endorsements (Creswell, 2008). Adding on that, Millennials are not only heavier users of online channels, but are also more willing to share and engage online with brands. In 2018, over 50% of Instagram sponsored posts were shared by Millennials (Klear, 2019). Nowadays, the interaction of celebrities and social media influencers with their target audiences is considerably faster than before thanks to Social network sites (SNS) and their wide spread (McCormick, 2016). This being mentioned, as Millennial consumers follow the content shared online by their preferred endorsers, they are in all likelihood to purchase the featured products (Pate & Adams, 2013). This could be justified by the trust and credibility that endorsers convey through social media.

For a better grasp of the interaction between the endorser and the consumer, a research study conducted by Dotson and Hyatt revealed that products endorsed by celebrities had a higher perceived value. The latter enables consumers to reidentify themselves through their consumption of the endorsed goods (Dotson & Hyatt, 2005). As a matter

of fact, symbolic cues that are strong enough to develop a self-identity of consumers, is created in the process of consumption (Wattanasuwan, 2005). Customers would identify themselves with the goods they buy as they would like to portray a picture of who they are to the external world through what they eat, what they wear, and what services they use. The literature review also revealed that Generation Y are particularly absorbed and hooked by celebrities' lifestyles and express a curiosity in knowing more about their lives (Saxton, 2007). This, consequently, triggers a hidden need of keeping a mutual watch over what the celebrities do, what they wear, where they go (Noble et al, 2009). Before the era of social media, there was a limited access to the privacies of famous personalities. Nowadays, followers have an exclusive watch over the private life of celebrities and are able to interact with them through comments, private messages, contests and challenges and more. Besides, the younger generations are known for being tech-savvy which both justifies and enforces an attachment to technological devices and novel communication mediums. They fear missing out something important when they are prevented from receiving mutual updates about their friends, their favorite celebrities, or brands (Miller, 2010; Jones & Johnson & Millermaier & Perez, 2009). Additionally, Millennials are also more likely to follow celebrities they grew up watching as that assists them in meeting their identification needs (Lazarevic, 2012). On that note, choosing the right celebrity endorser is a game-changing element to the effectiveness of the advertisement in a media saturated environment where products are cluttered more than any other time (McCormick, 2016).

The obsession with the self-image that consumers constantly express results in a higher likelihood of purchase, and that whenever there is a perceived tie linking them to the endorser's conveyed personality (McCormick, 2016). According to Rachbini, the background of the artist that is associated with their attractiveness and trustworthiness should be particularly considered by marketing managers while selecting celebrities for the product promotion (Rachbini, 2018). In a nutshell, the likability of the featured celebrity or endorser leads to a higher congruence between the brand and the consumer, which creates a fertile ground for a more profitable relationship with the target market (Lazarevic, 2012).

2.3. Traditional versus digital channels:

Novel digital means of communication have undoubtedly imposed a brand-new trend of targeting customers to a point where companies can either adapt or assume a loss of market share and a slowdown of their operations. Nowadays, the digital media has clearly overridden the traditional mediums of advertising that encompass TV, Radio, print media and more, which has significantly changed the way customers engage with brands. Social media have gained a significant popularity notably since it smoothly engages the customers on the process. Whereas customers are continuously subject to a heavy exposure to bombardments of advertising messages either direct or subliminal, digital means provide brands with efficient tools to interact directly with the targeted market. Those means also give them the choice to select the endorsers and brands they would like to follow and how they want to be notified. For instance, subscribers could choose to receive or not notifications when a new post by their favorite influencer is released. This freedom of choice, in itself, induces customers to engage even more.

The mutation towards digitalized means of advertising drove a relocation of resources for most companies. Importantly, digital advertising advocates for a more optimized use of non-digital advertising by brands. Microsoft, through a conducted study, reached the conclusion that online advertising exceeds yielding a high Return On Investment (ROI) rate to making traditional mediums be of a better use and efficiency (Microsoft, 2011). However, this could be a hidden fact from the costumer standpoint who would still perceive that digital media is clearly ahead as testifies the spent time on social media. One of the important differences that prevails between digital and traditional communication is that data is properly used in digital marketing, with elements such as product reviews, what makes the process of purchase decision less complicated for customers (Durmaz, Efendioglu, 2016).

It should be bore in mind that the targeted market, the Gen Y cohort, grew up in an environment which is oversaturated by the advertisement noise. Since their early age, Millennials have been constantly absorbed by the new technology that diffuses all kinds of ads. The latter cohort has, henceforth, developed an awareness towards cognitive manipulations that ads encompass. On this note, research has shown that the generation Y filters and seeks authenticity and quality in terms

of promotions they are likely to react to. Furthermore, Millennials appreciate overall brands that are involved in social responsibility. In addition, their most preferred communication channels are social networking sites (SNS) along with Word of Mouth (WoM) as these two mediums convey trustworthiness and make Millennials feel connected (NewsCred, 2014). With this in mind, adjusting marketing strategies is becoming a must for brands in order to attract Millennial customers. The latter do not respond to traditional advertising as much, they await for innovative and cutting-edge technology in order to connect and interact with brands. The Emarketer predicts that 94,2 % of Millennials in the US market will be smartphone users in 2019, while 84,4 % will be digital buyers (Emarketer,2019).

2.4. Celebrities versus social media influencers:

Undoubtedly, tech devices in addition to social networks constitute nowadays an integral part of consumers' everyday lives. Also, the digital emergent solutions have made the social transmission easier and more efficient. Twitter came up, throughout a study, to the conclusion that around 40% of twitters assert that at least one of their purchase decisions was a straight outcome of a tweet from an influencer (Twitter, 2016). For the purpose of fully understanding the concept of Word Of Mouth communication in the digital era where we live, it is necessary to depict what is referred to by influencers and to dig deeper into what affects customer attitudes. An influencer represents a new type of independent third-party endorsers who create and share content with a followers' base (MediaKix, 2018). By doing so, influencers remodel the perceptions and beliefs of the following group through different formats of social networking (Freberg, Graham, McGaughey and Freberg, 2011). As part of the evolution of the online solutions, it became a must for marketers to account for the shift of consumers' preferences and attitudes: Nowadays, as internet emerged, influencer marketing is also slowly transcending from its full reliance on celebrity featuring. Prior studies showcased that brands would switch to social media influencers instead of celebrities for an improved brand image and a more trustworthy communication. A study reported by the global press firm Fox news confirms that bloggers have a higher influence on purchases than celebrities. It also reported that the marketing guru Dan Schawbel

justified this event by the fact that average Americans do not identify themselves with rich and famous people. Contrary to that, followers prefer to cling to people in the same social status, as the latter are more reliable than celebrities (Foxnews, 2016). A research led by the influencer marketing agency entitled CollectiveBias comes as a support to the previous fact. In truth, it reported that about 3% of the participants had previously considered purchasing a celebrity-endorsed product. On a second hand, 60% claimed that their buying decision was triggered by the exposure to social media material. Among the other drawn conclusions of the study was the fact that 70% of the Gen Y have a taste for products endorsed by non-celebrity endorsers. As a matter of fact, trust and reliability were proven to be among the crucial elements that lay behind the wide popularity that social media influencers enjoy in the recent times. This was wisely exploited by brands that gain the loyalty of customers by pulling the weakest string which is the emotional binding some customers have towards their favorite endorsers.

The Influencer Orchestration Network reported that 51 % of marketers are convinced that more customers steam from influencer marketing mainly because of the prevailing trust in the relationship influencer-follower (Burgess, 2017). From this point of start, among the objectives of this research study figure depicting the endorsement format that is most efficient and most preferred among Millennial customers in Czech Republic.

2.5. Women as customers:

The statement saying that women are one half of the society happens not to be applicable to brand endorsement on social media. As a matter of fact, a study of over 2,200 digital influencers worldwide run by the platform IndaHash reported that female constitute 68% of social media influencers in 2017 (IndaHash, 2017). According to the same source, 47,3 % of the studied pool of influencers post from 1 to 3 posts a day, while the favorite type of post for roughly 60% was selfies as a shortened form of engagement with the audience (IndaHash, 2017). Klear, a leading platform for influencer marketing for Fortune 500 brands reported from its side that women posted about 84.6% of sponsored posts (that includes a branded hashtag) on Instagram

worldwide (Klear,2019). The report that analyzed more than 2.1 million Instagram sponsored posts during the period between January 1ˢᵗ and December 31ˢᵗ stated that influencer endorsement is perceived to be a profession with a constant stream of revenue (Klear,2019). It goes with no doubt that women represent a very promising target audience if we come to compare the influence that social media endorsement could have on both gender. Also, it is important to note that women try products more than men (IndaHash, 2017). furthermore, "real" people are more opinion-forming for females, and the acts of sharing interests by bloggers is not usually perceived by women as a commercial act (Bickart and Schindler, 2001; Wolfinbarger and Gilly, 2001).

2.6. Cosmetics and endorsement:

In branded partnerships, and particularly on Instagram, cosmetics and beauty care ranks among the top 3 most featured industries together with Lifestyle and Fashion (Klear, 2109). This industry had also an annual revenue of 62.46 billion dollars in 2016 which credits an outstanding peak in production and promotion throughout the recent years. By nature, cosmetics industry is predestinated for social media diffusion. This being said, it fully takes advantage of the different media formats to engage, educate, and enlighten the audience with the latest products and practices on how these products are intended to be used instead of solely displaying the item. A viable illustration of that is the tutorials trend on platforms such as Youtube that is becoming more popular with the time (Likeable, 2016). It has been reported that about 95% of followers who search for beauty content consult Youtube videos to watch product-related videos and to seek advice from professional youtubers and users (Likeable, 2016).

2.7. Glance about the Czech market:

The consumer spending in Czech Republic has known a constant growth in the past few years. In fact, according to Tradingeconomics, the consumer spending reached 563,2 Billion Czech Crowns in the last quarter of 2018 growing with about 12,08 Billion Czech Crowns from the fourth quarter of 2017. The same source forecasted a growth to 579,25B

CZK in a period of one year, and a projection of 616,92B CZK in 2020 (Tradingeconomics, 2019). As promising as the consumer consumption is, the unemployment rate in Czech Republic is currently the lowest rate ever recorded in the EU with a percentage of 1,9% according to November 2018 statistics reported by Eurostat (Eurostat, 2019). From a second hand, the household saving rate is in a mutual fluctuation and is in the first quarter of 2019 at a rate of 12,38% (Tradingeconomics, 2019). In this respect, the Czech market is at the moment a very fertile ground for investments, and global companies demonstrate a high interest in the market not only by expanding their operations and business units, but also by rising their marketing efforts that target Czech customers. The latter are readier to spend, contrary to the traditional label of price-sensitivity that was associated with Czech consumers.

Nevertheless, households in Czech Republic are increasingly becoming keen of online shopping which has exceeded 10% in the industry of retail since 2017 when online purchases accounted for 115 Billion Czech Crowns (Nordeatrade, 2017). Following the same pathway, the online retailers have also rapidly grown, and the competition is becoming fiercer (Export, 2017). In 2017, the online shoppers in the Czech Republic accounted for roughly 56 % of the population with a young generation buying mostly using smartphones (Export, 2017). The current trends of the Czech market are indicators of the wellbeing of the Czech economy, which arouses further interest in targeting the Czech consumer with the present experiment. Also, the market insights are aligned with the overall setup of the experiment since the trends such as the high internet penetration, popularity of online shopping, heavier use of smartphones, and readiness to purchase online would potentially lead to survey answers that are free from economic ties and fallacies.

2.8. Customer engagement:

In fact, brands are continuously on an ever-lasting race to drive the engagement of customers since that engenders subsequently purchase intentions, actual sales, and brand loyalty. Driving customer engagement is therefore perceived to be one of the factors that pertain as vital to the success of marketing campaigns (Yoo and Bad, 2012). In fact, with the new technological era and customers becoming tech savvy

individuals who are mutually connected, new interacting tools and ways are being used by marketers to engage the most inclusive audience possible (Xiang et al., 2015). From the influencers' perspective, there is a clear shift towards video communication. According to the Entrepreneur, vlogging is becoming a sustainable business model for vloggers. Furthermore, vlogging is expected to be more popular and even over-used in 2019 (Entrepeneur, 2019). A general definition of customer engagement comes as follows: "is customers' transactional and non-transactional interactions with the firm and with other customers, in ways that generate value for the firm" (Kumar et al., 2010). This study addresses the four main indicators of customer engagement in an attempt to get a full grasp and acquaintance of the concept. The tackled indicators are: brand involvement, self-brand connection, brand purchase intention and brand loyalty.

2.8.1. Indicator 1: Brand involvement:

As previously stated, this research study counts under its scope the analysis of the four main indicators of customer engagement. The first indicator that will be tackled is the brand involvement. The latter has been extensively studied by multiple scholars considering its showcased influence on consumers' attitudes along with their perceptions and preferences of brands (Schiffman, Kanuk and Hansen, 2008). Mitchell Andrew (1979) being one of the first who leaned on researching brand involvement in the late 70s and beginning of 80s defines brand involvement as "an internal state variable that indicates the amount of arousal, interest or drive evoked by a particular stimulus or situation" (Andrew,1979). Alongside, Cohen from his part describes it as "a person's activation level at a particular moment in time" (Cohen, 1983). Next, Guthrie & Kim (2009) have drawn a further attention to the motivational nature of brand involvement that helps understanding the attitudes of the consumer towards a product/brand. On those same references, brand involvement was agreed to be an analytical tool that could serve in the measurement of the interest level towards a brand.

Throughout this study, we intend to verify the validity of the following assumptions:

(H1): Digital brand endorsement has a more considerable influence on brand involvement than the traditional brand endorsement.

 (H2): Social media influencers have a more significant influence on brand involvement than celebrities.

2.8.2. Indicator 2: Self-brand connection:

The second customer engagement indicator of the study on hand is the self-brand connection. Moore and Homer (2008) reported that self-brand connection is profiled in marketing review as an emerging topic. In fact, the way this connection is modeled throughout the development stages of a person's identity lies on the ground of the self-identity concept, which was studied back in the late 80s. Self-brand connection was defined by Escalas and Bettman (2003) as: "the extent to which a consumer integrates a brand into his or her self-concept". In fact, according to fellow scholars, this indicator is of a significant relevancy to this study considering that the construct of consumers' self-concept is directed by the set of symbolic associations that consumers absorb from a surrounding disruptive environment. Those associations are foremost infused by corporate brands through the broadcasted endorsements (Cutright, Samper and Fitzsimons, 2013). Nevertheless, a positive relationship prevails between the trustworthiness of the celebrity/influencer and self-brand connection, as those idols portray an aspirational reference for their following audience (Escalas, 2004). Moreover, and as reported by the same scholar Escalas, self-brand connection rises with age (Escalas, 2004). Respectively, this comes along with an increase in the depth of those connections as the consumer starts to perceive the interference with self-concept. Next, factors such as brand personality and reference group affiliation start to see the light of existence (Chaplin, 2005). Nevertheless, market studies have also indicated that the relationship between how consumers perceive themselves and how likely they are to proceed with a purchase is enhanced by self-presentation. As an illustration of that, higher social value products trigger a stronger connection from narcissistic consumers. This being said, consumers with a narcissistic self-presentation connect more with luxury brands considering their interests in social status (McCarthy, 2016).

The assumptions that are tested under the self-brand connection indicator are the following:

(H3): Digital brand endorsement has a more considerable influence on self-brand connection than the traditional brand endorsement.

(H4): Social media influencers have a more significant influence on self-brand connection than celebrities' endorsements.

2.8.3. Indicator 3: Brand purchase intention:

Moving along, the next indicator that raises as a vital element to this study is the brand purchase intention. In simple words, this concept refers to the degree to which consumers are willing to purchase the brand's product. In literature, purchase intention was defined as "the attitudinal conduct pattern of the consumer regarding a future purchase" (Sabir, Aziz, Mannan, Bahadur, Farooq and Akhtar, 2014). Furthermore, a special attention was drawn to the fact that brand purchase intention, along with brand recall, are highly stimulated by brand endorsements (Spry, Pappu and Cornwell, 2011). Today, companies are in a fierce strive to have a better grasp of customers buying behaviors. Henceforth, the current study aims at elaborating further the existing ties between brand purchase intention and brand endorsements in the studied market. Further, the research aims at depicting the type of brand endorsements that has a more significant impact on the purchase intent of costumers.

The assumptions to be investigated in regard to this indicator are the following:

(H5): Digital brand endorsement has a more significant influence on brand purchase intention in comparison with traditional brand endorsement.

(H6): Social media influencers have a more considerable influence on brand purchase intention than celebrities.

2.8.4. Indicator 4: Brand loyalty:

The last indicator addressed in this study, is profiled as one of the key elements of relationship marketing since it lies on developing lasting profitable ties with the customers. In fact, brand loyalty reflects the extra mile companies run in order to exceed the satisfaction of customers to a level of delight. Research studies that tackled this concept have defined it as "positive feelings towards the brand and intense dedication to purchase the same product/service repeatedly now and in the future from the same brand, regardless of competitors' actions or changes in the environment" (Liu, 2007; Wood, 2004; Oliver, 1999). Alongside, Heskett (1997) defines loyalty as a form of repeated purchasing and a continuous referral of the brand to other buyers (Heskett et al., 1997). Furthermore, another provided definition comes as follows: "generating positive long-term financial results" (Duffy, 2003). Indeed, both established companies and startups are usually highly invested in achieving brand loyalty since it is less costly to reactivate the sales of existing customers rather than obtaining new ones (Oliver, 1999; Sheth and Parvatiyar, 1995). On the same note, having loyal customers helps the company achieve greater profits since those advocates tend to mutually purchase the company's products even the newest ones, driving henceforth the first sales of the new launches. The latter makes these customers innovators by being the first to try out the products. Further, companies will not need to invest more on advertising campaigns for the purpose of driving the interest of further potential buyers (Rundle-Thiele and Bennett, 2001; Sheth and Parvatiyar, 1995). This also leads us to the fact that loyal customers, being delighted, tend to promote the brand's offering through word of mouth (WoM) which increases the customers base and enables, in the meantime, a lifelong relationship with the target group (Aaker, 1991; Dick & Basu, 1994).

Considering that the scope of our study has for a target market the female Millennials cohort, it is vital to have a look at their loyalty level. Indeed, wide research has emerged during the 90s in order to investigate and analyze the Millennial customers attitudes, and interestingly, the results led to two diverging outcomes. First, Ritchie (1995) came in his research to the conclusion that Millennials tend not to foster attachment ties to brands and are not per say perceived as loyal customers. This comes as a result of their exposure to bombardments of advertisements and promotional content in an age where different digital communication channels started to see the light of existence in comparison with the generations that preceded them (Ritchie, 1995). Ritchie's claims were

supported by other more novel studies that concluded that the Gen Y believe themselves to be rational customers and price-oriented individuals who are indifferent to the tempting pulls exerted by brands. Moreover, it was shown that Millennials consider the price and the product's features and characteristics as the attributes that come first in the evaluation of a product instead of the brand name (Phillips, 2007). However, these findings are far from assured. In fact, and in contrast with the first conclusion, the global market research agency Edelman and StrategyOne (2010) reported through a research study conducted on an international scale that Millennials tend to be loyal. Further, the same study stressed that Millennials usually take the initiative to share their tastes and preferences about their favorite brands and products on social networks. These findings were also backed up before that by DeBard who suggested that Gen Y showcase a sense of commitment to a brand as long as their needs are fulfilled, and the brand's offerings come as a response to their wants (DeBard, 2004). In a nutshell, Millennials are perceived as conscious and reasonable consumers who are less tempted by brands pressures but who, in the same time, develop feelings towards brands they like and take the action of sharing positive reviews and word of mouth (WoM) notably on social networks and particularly from brands that consider offering loyalty programs.

When it comes to the brand loyalty of women, the common wisdom of female being more loyal than their male counterparts was proven not to be a trustable claim. In fact, there are prevailing gender specifications in which women tend to be more loyal to individual employees while men would showcase more loyalty on a group level (Melnyk Van Osselaer and Bijmolt, 2008). This being mentioned, women would prefer buying a product from a store where a single acquaintance would provide assistance, which relies on the same foundation as the factual tendency of women to trust social media endorsers as they are seen as peers more than advertisers.

The assumptions we seek to verify throughout this study are as follow:

(H7): The digital brand endorsement has a more considerable influence on brand loyalty than traditional brand endorsement.

(H8): Social media influencers have a more significant influence on brand loyalty than celebrities' endorsements.

2.8.5. The effect of Endorser-brand Congruence:

The last element this research investigates in the Czech market is the endorser-brand congruence. As implied as this concept sounds, congruence between the endorser and the brand could be simply defined by the extent to which the endorser is fit or conform with the promoted brand and product. In fact, a successful brand endorsement campaign needs a set of requirements to be met to have a wider impact on the recipient. From this sense, Erdogan, Baker and Tagg (2001) maintain that endorsers, either celebrities or influencers have to diffuse advertising materials that are conform with the branded product and that in order for the message to be most impactful. According to Till & Busler, endorser-brand congruence is "the harmony of the match between the celebrity endorser and the brand being endorsed" (Till & Busler,2010). Further, this congruence was perceived by other scholars as a decisive element to the success of a sponsorship campaign (Baker and Churchill, 1977; Friedman and Friedman, 1979; Joseph, 1982; Kahle and Homer, 1985; Kamins, 1990; Peterson and Kerin, 1977), notably since endorsements with a higher congruence are considered by consumers to be more believable and trustworthy (Kamins and Gupta, 1994). Moreover, the notion of congruence in advertising has a substantial importance considering its influence on the process of receptor's attitude formation (Gaied & Ben Rached, 2010). We will, therefore, seek to confirm the following hypothesis:

 (H9): The higher the endorser-brand congruence, the higher is the influence of brand endorsements on the four indicators: self-brand connection, brand involvement, brand purchase intention and brand loyalty.

The hypotheses that will be examined in the present study are summarized in the table below:

Hypothesis 1	Digital brand endorsement has a more considerable influence on brand involvement than traditional brand endorsement.
Hypothesis 2	Social media influencers have a more significant influence on brand involvement than celebrities.
Hypothesis 3	The digital brand endorsement has a more considerable influence on self-brand connection than the traditional brand endorsement.
Hypothesis 4	Social media influencers have a more significant influence on self-brand connection than celebrities' endorsements.
Hypothesis 5	Digital brand endorsement has a more significant influence on brand purchase intention in comparison with traditional brand endorsement.
Hypothesis 6	Social media influencers have a more considerable influence on brand purchase intention than celebrities.
Hypothesis 7	The digital brand endorsement has a more considerable influence on brand loyalty than traditional brand endorsement.
Hypothesis 8	Social media influencers have a more significant influence on brand loyalty than celebrities' endorsements.
Hypothesis 9	The higher the endorser-brand congruence, the higher is the influence of brand endorsements on the four indicators: self-brand connection, brand involvement, brand purchase intention and brand loyalty.

3-Research Design:

Research problem:

In an era where the digital technologies have become emergent in most of the industries, an optimized usage of those novel means started to constitute both an opportunity and a disturbance for businesses. Today, companies are mutually in a quest for adapting the newest technology not only for the purpose of optimization, but also in order to stay up to date with the current practices of other players in the market and to be safe from being overruled. Technology has henceforth become a necessity rather than a competitive advantage.

More particularly, marketing campaigns are nowadays heavily leaned on digital solutions with the booming growth of mobile devices penetration and the invasion of internet. Following the same reasoning, influencer marketing has noticeably climbed in the recent time and more brands are converting from celebrity endorsement to influencer endorsement. This pull factor leading to this shift is nevertheless not all the time well assessed by businesses that engage in online marketing campaigns. It is a valid assumption that neither the digital means of communication nor the influencer endorsements are viable options for a successful campaign. Indeed, depending on the market synergies and the target market characteristics, traditional media and celebrity endorsement could yield better results in terms of drawing customer engagement.

This study aims at investigating the extent to which the eventual market trends, in terms of digital media and influencer marketing, yield better outcomes than traditional media and celebrity endorsement, and that in order to draw a general conclusion about the effectiveness of each of the media and each of the types of endorsement in specific contexts.

Conceptual Model:
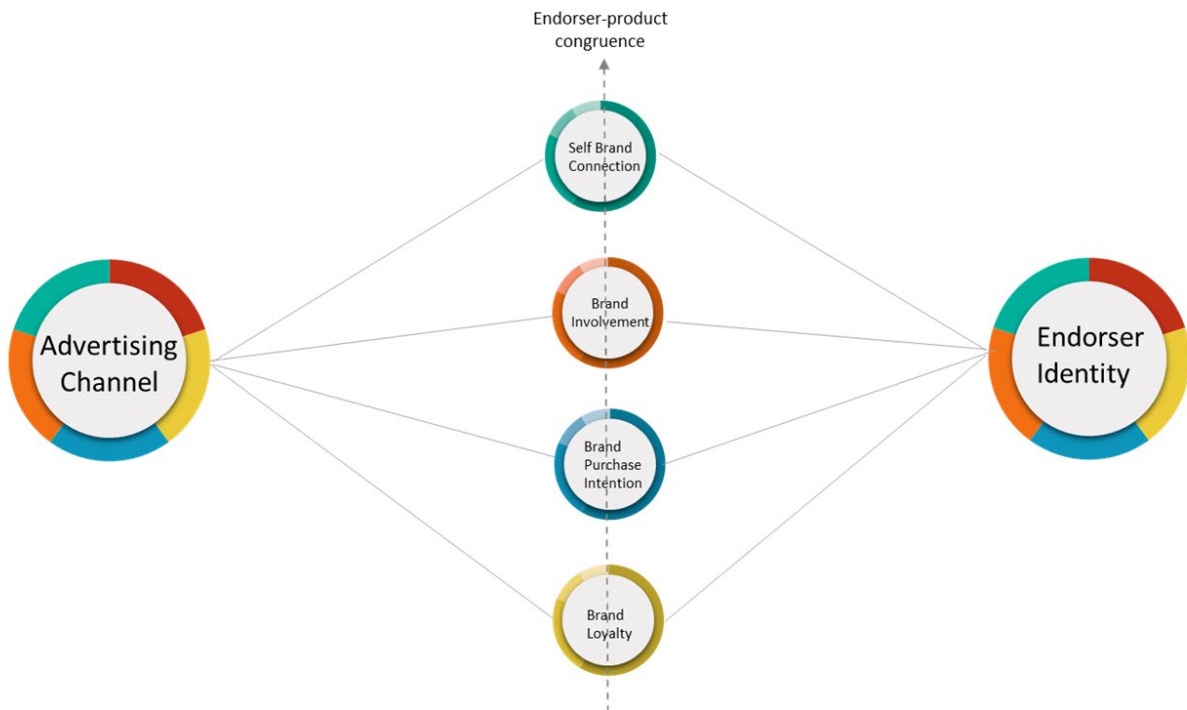
Figure (1): Conceptual Model

The research framework of this study serves the purpose of investigating the impact of two variables: the advertising medium and the endorser identity on the four indicators of customer engagement: brand involvement, self-brand connection, brand purchase intention, and brand loyalty. As the model displays above, the endorser identity variable compares and depicts the influential pressure imposed by both the celebrity endorsers and the social media influencers on the customer engagement dimensions. Alongside, the advertising channel studies the impact of the used medium, either traditional or digital, on the four indicators. In our case, the traditional medium is represented by magazine while the digital channel is illustrated by Instagram. The two studied variables are independent, and their influential effects will be analyzed parallelly. Nevertheless, the model is transcended by a third variable which is the endorser-product congruence, and which investigates the mediating effect of the level of conformity between the endorser and the product/brand. This latter variable interconnects with

the two prior parameters (Celebrity/influencer and traditional/digital channel) in respect to the four possible scenarios and will explore the potential mitigating effect of the degree of harmony (between the endorser and the product) on the generated results of the experiment.

4. Methodology:

4.1 Preliminary test:

During the phase of the elaboration of the surveys' questions, it was necessary to monitor in the meantime several factors that influence directly the quality of the answers, the interest in the survey, and the ability of the questionnaire to attract a wide pool of respondents. For this reason, a pre-test was conducted on a smaller-scale sample of 15 individuals before proceeding further with the conduction of the full-scale study. The pre-test was performed on different stages of the experiment, and encompassed, in addition to multiple choice questions, a set of open questions that offered the chance to the respondents to add more inputs and comments on specific sections. This first study also helped us determine the time range that the completion of the survey questionnaires will approximately take (which stands from 6 to 7 minutes), and make sure the set up offers an ease of understanding and follow through. Also, the provided insights allowed us to spot flaws in the flow of the questions, their phrasing, and the excessive length of either the questions or the accompanying descriptive texts.

4.2. Experimental design:

As the main objective of the study is to compare the two sets: The influence of celebrity versus the influence of the social media influencer, and the role of digital versus traditional media types, the questionnaires were maneuvered at these two levels. To achieve highly representative results and avoid biased responses, the design of the study was setup in four different scenarios which were deployed with different advertisement posts while maintaining the same image scenario. In fact, the respondents were assigned on a random basis to four distinct questionnaires in which they were subjects to two different

advertisement mediums and endorser identities. Moreover, the endorser brand congruence, was investigated alongside at the two degrees (higher congruence versus lower congruence). The randomization of the data collection was emphasized on the divergence of the participants background who come from different universities/companies, have different age ranges, and were invited to take the surveys through different online streams.

4.2.1. Brand selection:

As previously mentioned, the pre-test questions were separately addressed at different phases of the experiment. This pre-test was not only for refining purposes, but conveyed also a first check-up by allowing the confirmation of a set of assumptions before proceeding to the subsequent steps on a consistent foundation and pillars. Even-though the cosmetics industry was favored, the pre-test confirmed that assumption as a clear lean was noticed towards beauty care products. On that note, the respondents were asked to select industries for which they have a specific interest. As the target market is the Millennial women group, the selection list was limited to the following options: Health Care, Beauty care and cosmetics, Consumer goods, Fashion, Spirituality, Motherhood, Sport, Well-being. The provided selection encompassed a set of industries with a significant activity of influencers and where social media endorsement is prominent. Also, these industries know a particularly wide presence of female influencers. Cosmetics, consumer goods, and clothing figured on the top of the selected options. Henceforth, the cosmetics industry was chosen considering the proactivity of the sample audience in the open questions sections, as a set of the provided suggestions fell within this area. Furthermore, the brand l'Oréal was consistently brought up along with MAC and Sephora. In this light, L'Oréal reflects a seemingly adequate brand for the research considering its leading position in the cosmetics industry and providing its appeal to a large pool of women Millennials in the Czech Republic. The studied market is notably a heavy user of makeup products and focuses on self-image, a need that the brand L'Oréal fulfills.

4.2.2. Endorser's selection:

Apart from investigating the expressed interests of the target audience in the brand to be featured in the experiment, the pre-test looked also at the preference of the participants in terms of the endorsers. The sample (n=15) was therefore presented with a list of endorsers that presumably are good fits for the experiment on hand. The latter were both social media influencers and celebrities. The aim was to identify an endorser who would be likable by the participants, and consistent with the cosmetics industry. All that, with a careful attention towards avoiding cognitive fallacies that might trigger biased responses. Also, the selected endorsers have to be advocates of L'Oréal products either through an official sponsorship or unpaid voluntary promotion.

As a matter of fact, L'Oréal has a wide arrow of ambassadors and spokesperson that account for more than 30 in the different product segments. First, the provided answers aroused the need to select a female endorser. In fact, the female participants we are targeting seem to be more likely to relate themselves to a female endorser as they would mirror themselves in her more than they would with a male endorser. Also, for the cosmetic industry, a female representative is simply more in harmony considering the heavier use of beauty care products by women in comparison with men. Finally, female endorsers evoke considerably more trust and reliability. According to Sliburyte, women trust more women celebrities (Sliburyte, 2009). Hence, the listed pool of influencers was narrowed down to women endorsers only. The choices of the sample elicited an orientation towards celebrities who gained more popularity in the recent years and who are at the actual moment at the top of their career realizations. The selection phase resulted in the choice of the Cuban-American singer Camila Cabello who first rose to fame as a member of the Fifth Harmony group. She went afterwards viral in 2017 with her leading single "Havana".

Similarly, the choice of the representative social media influencer followed the same selection process. However, a driven factor that favored the choice of the influencer comes from the need to have a wide arrow of products promoted under her wings, and that's for the purpose of favorably finding the same, or relatively close, product that was endorsed by the celebrity too. The pool included both bloggers and vloggers about cosmetic products and who stand in different levels of

prominence ranging from an established name as a social media star and who already endorsed big brands, to newbies who are focusing more on trials of products and makeup tutorials. But, a special light was shed on the five-member Beauty Squad of L'Oréal Paris that encompasses Patricia Bright, Emily Canham, Kaushal, Ruth Crilly and Victoria Magrath. The chosen influencer was Emily Canham who is an English Youtuber and blogger with more than 660,000 followers on Instagram. Emily is noticeably one of the five-member Beauty Squad mark. She blogs about makeup, fashion, and lifestyle. She also collaborated with famous brands such as Disney, Rimmel, and Primark.

4.2.3. The experiment's featured product:

In order to ensure conformity in the four scenarios that will be tested through this experiment, it was preferable to feature the same product both in the celebrity and influencer advertising posts but also using the two mediums traditional and digital. This would assure a more neutral setup since the personal preference of respondents towards a certain cosmetic product would not affect the collected answers, especially for semantic scale questions where participants could unconsciously twist their answers due to the influence of their tastes. In this regard, and as mentioned on the previous section, the choice of the celebrity/influencer was all the way conditioned by the necessity to find a common product promoted by both endorsers. L'Oréal Paris has a wide portfolio of sub brands that were advertised both using social media influencers and celebrities, which proposes different options for potential products that would serve the purpose of the study. Among the possible alternatives figured the makeup range Infallible. Infallible encompasses an arrow of products ranging from eyeliner and lip gloss to foundations. It was advertised by celebrities such as Beyoncé and Jennifer Lopez. Alongside, Infallible was also promoted by different social media influencers notably by the beauty squad of L'Oréal. From its side, the foundation True Match by L'Oréal was also a viable option for the experiment. The latter product was endorsed by Beyoncé, Aishwarya Rai, Eva Longoria and more. In terms of influencer endorsement, L'Oréal launched different advertising campaigns in different markets in order to promote the True match product. Among those there was '#Yours Truly', and 'Your skin, your story' in the US.

The campaigns involved many influencers including the Beauty Squad who showcased the different shades of the foundation. Both Infallible and True Match were very mediatized and well known, which suggests selecting a novel and less popular product in order to avoid biases.

The selected product was henceforth the highlighting powder palette 'La Vie En Glow' that is part of the range 'Wake up & Glow'. This product was a good fit for the study not only since it meets the prior condition of being endorsed by both celebrities and influencers, but also as the nature of the product supports its featuring. In fact, highlighters are widely used products and are just as popular as foundation or blush. The application and the choice of an adequate highlighter depending on the skin tone is widely covered through Youtube tutorials and the following audience is sizable. In the meantime, there is not a considerable hype around la Vie en Glow product in comparison with the previous options, which makes it adequate for the experiment. In order to accommodate the fact that not all participants would relate to a highlighting powder as it is not used by everyone, it was essential to add a descriptive text on the surveys that clearly states that the choice of the product and brand are for the purpose of the experiment. The phrasing of the latter statement came as follows on the questionnaires: "Please note that the product/brand of this survey is for the purpose of measuring the ad influence. You do not necessarily have to have a particular attachment or care for the featured product/brand".

4.2.4. The digital advertising medium: Instagram:

Internet penetration continues to grow at a prominent pace, and so is the case for social media that already count among their active users about 3.4 Billion users, which is already around 80% of the total number of internet users. More, the mobile friendliness that most of the social networks offer elevates to 3.2 Billion which profiles the importance the portable devices are gaining nowadays (SmartInsight, 2018). Internet users are keen of easy to access and to use devices and computer versions are no longer enticing the interests. Apart from their popularity, social networks continue to innovate using different tools and concepts in order to keep customers mutually connected, which works just fine for businesses that use SNS as a bridge to their target markets.

In terms of popularity, and as reported by Statista on October 2018, Facebook still ranks first with about 2.2 Billion active users, while Instagram ranks 6th with a million user (Statista, 2018). Under this assumption, Facebook seems to be a more convenient global platform to test the present study on. However, the truth is not entirely revealed, since Instagram is the leader when it comes to Influencer Marketing. According to eMarketer, Instagram still holds high and tight the leading position among the social networks used for influencer-brand advertisement, and that for most of the countries of the world (EMarketer, 2018). A survey study conducted on a global level in February 2018 by Activate, an influencer marketing agency, stated that almost 89% of influencers around the globe use Instagram for brand endorsement with Instagram stories being the most used tool for sponsored featuring of products (EMarketer, 2018).

Furthermore, Instagram is the media for pictures and videos. Contrary to Facebook or Twitter that use a considerable portion of text, Instagram brought a new flavor by focusing mainly on the visuals while putting 'the people' under the spotlight more than the events or the news. The hashtag concept adds on that since it limits the heavy text description and emphasizes on branded hashtags that entice further engagement. In this sense, Instagram is the social medium for brand endorsement. It also considered the previously mentioned point about mobile friendliness, since it didn't have a web version. It is only recently that a computer-based version of Instagram came to light. All this being mentioned, using Instagram platform to serve the purpose of the present study seemed to be a more evident choice, especially considering its fast growth. This would not only that the findings of this research could be more meaningful and useful in the future, but also that the fast expansion of Instagram could be a perk if the present study was to be conducted in a different market or in a larger scale.
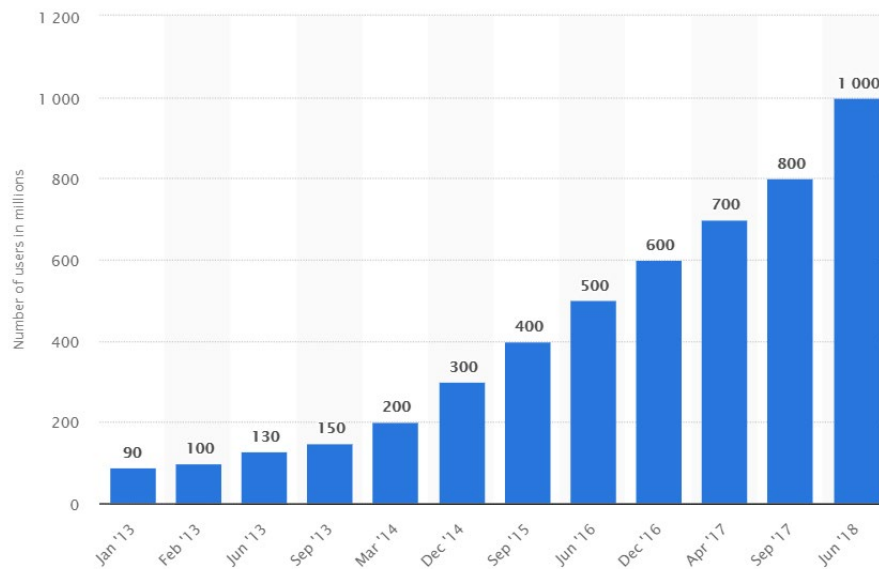
Statista 2018

Figure (2): Number of monthly active Instagram users from January 2013 to June 2018 (in millions)

4.2.5. Data collection:

The performed study targets the millennial females in the Czech market. More specifically, the research does not solely cover the Czech born females, but also internationals who are residing in Czech Republic for a period of time not less than 3 months. It is also important to note that the study focused more on the city of Prague; however, this does not infer that all participants are from Prague. Contrary to that, and as much diverse are the roots and origins of university students in Prague are, the study includes participants from different other Czech regions and cities. Nevertheless, they all belong to the generational cohort of Generation Y who are born between 1983 and 2000. Hence, the participants pool of interest was individuals who are aged between 19 years and 36 years.

Answers were collected via online questionnaires that were distributed through different streams. The main one being sharing the surveys on social media groups, and particularly on private Facebook and Whatsapp groups of specific study programs of different universities. The main universities whose students were considered for this purpose were: University of Economics, Charles University, University of New York in

Prague, Anglo-American University, Czech technical University, The Czech University of Life Sciences, and the University of Finance and Administration. Other participants were reached out through direct network, while other participants whose email addresses were provided through external databases were contacted via email. The final data collection stream was research platforms relying on a collaborative answer generation based on the target market criteria such as the platform SurveyCircle. As the study consisted of 4 different surveys, the share of the questionnaire links on the different data collection streams was monitored in the way where the number of filled-in surveys is approximately balanced between the 4 scenarios. That being mentioned, if for instance one of the surveys is being noticeably responded to more than the other questionnaires, further sharing of the three other surveys is carried out so as the number of respondents for each one of them stays within the same range. In total, 205 were filled-in in the period of time ranging from March 25th to April 15th. In order to collect insights about the respondents, the questionnaires raised also questions related to the demographics of the participants such as the age and the educational level.

4.2.6. Running of the Experiment:

The experiment entailed four different setups that displayed the studied product in four distinct promotional scenarios (see appendix). The participants were provided with a briefing text about the purpose of the study, the selected product, along with the endorser introduction and that in order to put the participants in the experiment conditions prior to taking the questionnaire. It was also important mentioning in the questionnaire introduction that the studied brand and product are solely for the purpose of the experiment which aims at measuring the ad influence, and that participants do not necessarily have to have a particular attachment or care for the product "La Vie En Glow" or the brand L'Oréal Paris. For the purpose of contrasting digital and traditional media, the research presents the same set of questions and product but using two different formats: magazine advertisement and Instagram post, the latter being one of the fast growing and most popular social media. The generated results will allow us to draw conclusions regarding the response of customers to the two types of formats.

Furthermore, in order to study the endorser identity influence, the research presented both the selected celebrity and influencer under the same conditions and using an identical promotional message. The Instagram posts display the following caption:

'Woke up this morning and going crazy about the new La Vie En Glow Highlighting Powder Palette by L'Oréal Paris. Check out the whole collection now @lorealmakeup.

#lOrealParis #Makeup #FeelPretty.'

In order to avoid cognitive biases that may arise as a result of the exposure to differentiated elements between the two posts on Instagram, the number of likes and the number of comments was kept the same. In addition to that, other details such as the 'follow' label, the user profile, the like on the post in question, and the story status were maintained in both ads. The two mediums present a similar image scenario. Nevertheless, as Instagram posts were supported by the mentioned caption, the logo of the brand was inserted in the magazine posts.

4.2.7: Selection of the qualitative data collection method:

Considering the fact that the experiment requires generating responses from a wide population that fits within the scope of the studied market and that under four different scenarios several alternative data collection methods were not used. First, generating insights through a focus groups was not a viable option as the experiment on hand aims at collecting more quantitative data from a large sample instead of putting more focus on collection qualitative responses. The setup also consists of a set of multiple choice or semantic scale questions instead of open questions. Furthermore, as the target market is relatively wide, having a small group that would form a coherent representative sample would be a challenge. Further, the framework relies on implicit measurement items from previously conducted studies; therefore, it would not be appropriate to the experiment setup to share explicitly and in group the thoughts about the raised scenarios.

Second, for similar reasons, face to face personal interviews were not preferred as they are not expected to deliver representative results and the answers sought do not need further follow-up questions that would require the interviewee to elaborate further. Building up on this process of elimination and in view of the requirements of the run experiments, quantitative surveys were selected to serve the aim of the study. First, this method is adequate for large samples like the present case, and doesn't require detailed answers. Also, web-based questionnaires were considered over paper surveys bearing in mind the characteristics of the targeted market that is represented by a millennial cohort mutually connected through new technological devices. Nevertheless, web-based surveys make it easy to access a spread-out population, especially in our case where different cities and group ages needed to be investigated. Online surveys also provide a simpler analytical tool that permits an insistent count of responses and answers and that is significantly less time consuming in comparison with paper-based surveys. The data collection used for this experiment is supported by a documental revision and is also recommended to be performed on a larger scale, in different geographical areas, and using different measurement items. Regarding that, longitudinal studies could also be considered in order to study the changing pattern of customers' perceptions over different periods of time, especially for a topic and an industry where new trends are continuously appearing.

4.2.8. Measurement items and variables:

In order to ensure the validity and a higher accuracy of the used measurement variables, the study relied on already-existing scales while exploring the customer engagement factors. Each one of the shared surveys portrayed a set of 7-likert scale items that address all the four dimensions. Self-brand connection was examined using the measurement items developed by Escalas (2004). Next, the brand involvement of respondents was captured using few of the measurement statement of Zaichkowsky scale (1985). The latter comprises the following: "Of no concern to me/Of concern to me", " Useful/Useless", "Means a lot to me/Means nothing to me" etc. (Brakus et al,. 2009).

The endorser-brand congruence dimension was analyzed by means of the measurement items: "Compatible/Not compatible", "A good fit/Not a good fit" and "Congruent/Not congruent" (Rifon et al, 2004). The last set of questions of the questionnaire assessed the level of brand loyalty and brand purchase intention of the participants and that using respectively the scales developed by Yoo & Donthu (2001), and Netemeyer et al,. (2004).

5. Analysis and results:

5.1. Descriptive Statistics

After collecting the data, the demographic characteristics of the surveyed sample were highlighted in the present section. The number of respondents to the four surveys amounted to 205 participants who willingly participated in the study. The pool of respondents included a small portion of 3,4 % of participants who didn't belong to any of the provided age ranges. Therefore, not being part of the Millennials cohort that encompass the age group 19-36, the 7 entries were dropped from the sample which brought down the number of valid participations to 198 instead of 205. Next, 21,5% of the participants were from the age group 20-22 years, the majority represented by 41.9% of the participants were aged between 23 and 25 years, and finally 33.2% were older than 25 years but less than 34 years old. The study also looked into the educational level of the surveys' respondents. Most of the participants were either holding or pursuing a Master's Degree (64.6%), followed by Bachelor Degree holder or pursuant (30%), next there was Doctorate Degree holders or pursuant (3%), and (2%) completed no more than high school studies.

Furthermore, participants also reported how much they are willing to spend on the featured product. In that regards, the majority have reported that they can spend between 200 CZK and 500 CZK (42.4%), followed by the price range 501 - 800 CZK (30.3%). About 16.2% of the participants testified that they would be willing to spend less than 200 CZK, and finally 10.1% would be willing to offer more than 800 CZK for the La Vie En Glow highlighting powder palette.

The following table (Table 1) summarizes the descriptive characteristics of the sample.

Demographical characteristic	Frequency	Percent	Cumulative Percent
Age between 19 and 22 years	44	21.5%	21.5%
Between 23 and 25 years	86	41.9%	63.4%
Age more than 25 years and less than 36	68	33.2%	96.6%
None of the provided age ranges	7	3.4%	100%
Bachelor's degree	60	30.3%	30.3%
Doctorate Degree	6	3.0%	33.3%
High school	4	2.0%	35.4%
Master's Degree	128	64.6%	100%
Between 200 CZK and 500 CZK	84	42.4%	42.4%
Between 501 CZK and 800 CZK	62	31.3%	73.7%
Less than 200 CZK	32	16.2%	89.9%
More than 800 CZK	20	10.1%	100%

Table (1): Sample Demographics

Further statistical insights about the sample such as the minimum value, maximum value, mean, standard deviation, and skewness values for each variable and for all indicators are summarized in Table 2. It is evident that highest mean value is obtained for Self-Brand Connection (M = 30.19; S.D = 11.09) followed by Brand Loyalty (M = 22.13; S.D = 7.47). These high mean scores pinpoint to the high number of items constructing a variable. The skewness values were used in order to test the normality of the variables. As a result of that, the data is normally distributed for all variables.

	N	Min	Max	Mean	Std. Dev	Skewness
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic
Brand Involvement	198	6.00	12.00	9.31	2.399	-.179
Brand Purchase Intention	198	1.00	7.00	4.92	1.750	-.978
Brand Loyalty	198	5.00	35.00	22.13	7.474	-.583
Self-Brand Connection	198	7.00	49.00	30.19	11.093	-.415
Influencer vs. Celebrity	198	1.00	2.00	1.46	.500	.143
Digital vs. Traditional	198	1.00	2.00	1.45	.499	.184

Table (2): Descriptive Statistics

5.2. Assumptions:

Prior to running the t-test and the two-way ANOVA on our sample, it was necessary to verify the preliminary assumptions and that is for the purpose of checking if the dataset could be analyzed using the analysis of variance. In that respect, the normality testing and the outlier analysis were conducted as illustrated in the next sections.

The experiment uses the 7-likert scale for the continuous measurement of the studied dependent variables. Besides, the independent variables in the experiment are represented by the two categories: traditional channel opposed to digital one (Advertising channel variable), and celebrity endorser versus social media influencer (Endorser Identity variable). The experimental model considers also the independence of the observations since four random groups of respondents provided their inputs to four distinct questionnaires with the same experimental conditions but different scenarios. Furthermore, targeting participants with different academic backgrounds and age groups added on to the independence of observations.

5.2.1.Normality testing:

In order to confirm the normal distribution of the variables and indicators, the Shapiro Wilk test was used as displayed on Table 3. As the Sig. value of Shapiro Wilk test is greater than 0.05 for all variables, this signifies that the data is normally distributed and that there is no significant difference between the variables. The noticed exception is in regard to the Endorser brand congruence that is not normally distributed since the sig. value is 0.008.

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brand Involvement	.202	198	.200	.834	198	.825
Brand Purchase Intention	.266	198	.200	.837	198	.882
Brand Loyalty	.185	198	.200	.932	198	.827
Digital vs. Traditional	.364	198	.218	.633	198	.597

		.359	198	.225	.635	198	.567
Influencer vs. Celebrity		.359	198	.225	.635	198	.567
Self-Brand Connection		.135	198	.200	.944	198	.789
Endorser Brand Congruence		.531	198	.001	.275	198	.008

<p style="text-align:center">Table (3): Normality Tests</p>

5.2.2. Outlier Analysis

Extreme Values

			Case Number	Value
Brand Involvement	Highest	1	6	12.00
		2	7	12.00
		3	14	12.00
		4	15	12.00
		5	19	12.00a
	Lowest	1	190	6.00
		2	187	6.00
		3	186	6.00
		4	184	6.00
		5	183	6.00b
Brand Purchase Intention	Highest	1	7	7.00
		2	36	7.00
		3	59	7.00
		4	62	7.00
		5	63	7.00c
	Lowest	1	183	1.00
		2	182	1.00
		3	162	1.00
		4	161	1.00
		5	144	1.00d
Brand Loyalty	Highest	1	59	35.00
		2	84	35.00
		3	110	34.00
		4	134	34.00
		5	177	33.00e
	Lowest	1	182	5.00
		2	161	5.00
		3	136	5.00
		4	112	5.00
		5	33	5.00f
Digital vs. Traditional	Highest	1	109	2.00
		2	110	2.00
		3	111	2.00
		4	112	2.00
		5	113	2.00g
	Lowest	1	108	1.00
		2	107	1.00

		3	106	1.00
		4	105	1.00
		5	104	1.00d
		1	59	2.00
	Highest	2	60	2.00
		3	61	2.00
		4	62	2.00
		5	63	2.00g
Influencer vs. Celebrity		1	156	1.00
		2	155	1.00
	Lowest	3	154	1.00
		4	153	1.00
		5	152	1.00d
		1	59	49.00
	Highest	2	84	49.00
		3	110	48.00
		4	134	48.00
		5	125	47.00h
Self-Brand Connection		1	139	7.00
		2	115	7.00
	Lowest	3	182	8.00
		4	161	8.00
		5	144	8.00i
		1	1	6.00
	Highest	2	2	6.00
		3	3	6.00
		4	5	6.00
		5	6	6.00j
Endorser Brand Congruence		1	150	4.00
		2	143	4.00
	Lowest	3	126	4.00
		4	119	4.00
		5	44	4.00k

Table (4): Extreme Values

An outlier analysis was also conducted on the sample, and the outcome confirms that none of the highest and lowest values for each of the variables vary significantly from the mean as shown on Table 4 above. However, and as discussed previously, the variable Endorser Brand Congruence is not normally distributed which results in the presence of outliers as shown on the Boxplot for Endorser Brand Congruence in Figure (3). Manifestly, the box plot displays two outliers in the dataset. Nevertheless, since the value of the outliers is not extremely different from the mean, the outliers were not removed.
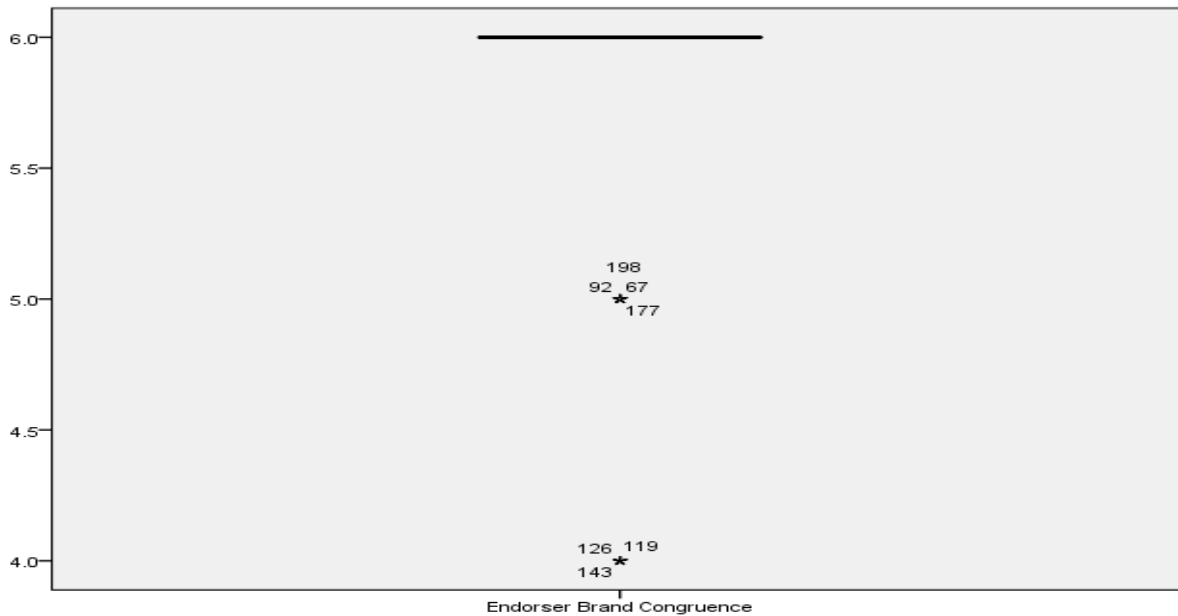
Figure (3): Boxplot

5.3. Two-way ANOVA and T-test and profile plots:

On each of the four indicator of engagement, two hypotheses were set as stated in the section of literature review. The first hypotheses tackle the impact of digital endorsement on the indicator as compared to the influence of the traditional brand endorsement on the same parameter. On a second hand, the second hypotheses contrast the impact of celebrity and influencer endorsement on the indicator in question. This being stated, since the first hypotheses do not present the celebrity/influencer aspect, only the independent variable digital/traditional is addressed. Therefore, as the independent variable is a single variable with two levels, and the dependent variable is a continuous variable, the t-test analysis is more appropriate to the case.

The Independent sample t-test is used for the purpose of comparing the means of the two independent groups, digital and traditional media. The independent t-test will allow us to check if there is a statistical evidence that proves either the associated means are significantly different or not.

However, in the 2nd hypotheses that address all together the two independent variables : endorser identity (influencer/celebrity) and advertising medium (digital/traditional) and both with two levels, the

two way ANOVA is more relevant to test the second assumptions for each parameter of customer engagement.

The two-way ANOVA explores the main effect along with the interaction effect of the independent variable (Pallant, 2007). The latter effect takes place when there is a changing effect of an independent variable on the dependent one.

Alongside, the profile plots who as referred to by interaction plots will be used in order to compare the marginal means of our dependent variables. Each point of the line plot designates the estimated marginal mean of the studied indicator. The profile plot will permit us to assess across the levels either the estimated marginal means of an indicator increase or decrease. For more than one factor, parallel lines signify that there is no existing interaction between the factors, while nonparallel lines pinpoint to an existent interaction.

5.4. BRAND INVOLVEMENT

5.4.1 Impact of Digital Vs. Traditional Media on Brand Involvement

In this section, we investigate if the used advertising medium has an impact of the brand involvement indicator. In order to compare the impact of digital media endorsement and traditional media endorsement, independent sample t-test was conducted and the results retrieved from SPSS show a significant difference between the scores of digital media brand endorsement and traditional media brand endorsement on brand involvement, with higher mean scores for digital media (M = 9.92; $S.D$ = 2.35) as compared to traditional media (M = 8.57; $S.D$ = 2.24) as displayed on Table 5. This means that H1 hypothesis of the study is supported with p = .000; F = 1.29; t = 4.09. (Table 6)

Group Statistics

	Digital vs. Traditional	N	Mean	Std. Deviation	Std. Error Mean
Brand Involvement	Digital	108	9.92	2.358	.226
	Traditional	90	8.57	2.248	.237

Table (5): Group Statistics

Independent Samples Test

		Levene's Test		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI of the Difference	
									Lower	Upper
Brand Involvement	Equal variances assumed	.129	.720	4.090	196	.000	1.348	.329	.698	1.998
	Equal variances not assumed			4.108	192.462	.000	1.348	.328	.700	1.995

Table (6): Independent Sample *t*-test

5.4.2. Two-Way ANOVA analysis Social Media Influencers on Brand Involvement

The descriptive statistics retrieved from SPSS for the Two-way ANOVA analysis conducted to evaluate the impact of endorser's identity on brand involvement is featured on Table 7. It is evident that the mean score for digital media Influencer endorsement (M = 11.0; $S.D$ = 1.91) is higher compared to digital media celebrity endorsement (M = 9.0; $S.D$ = 2.32). Similarly, the mean score for traditional media influencer (M = 8.71; $S.D$ = 2.59) is higher in comparison with the mean of traditional media celebrity (M = 8.45; $S.D$ = 1.91). Thereby, the conditions presenting social media influencers portrayed a greater brand involvement than conditions presenting celebrity endorsement. The second hypothesis H_2 is therefore accepted. The significance values of the profile plot highlight from their part the significant interactional effect with (p = .006) < .05 as represented in Figure 4.

Descriptive Statistics

Dependent Variable: Brand Involvement				
Digital vs. Traditional	Influencer vs. Celebrity	Mean	Std. Deviation	N
Digital	Celebrity	9.00	2.324	58
	Influencer	11.00	1.916	50
	Total	9.92	2.358	108
Traditional	Celebrity	8.45	1.912	48
	Influencer	8.71	2.597	42
	Total	8.57	2.248	90
Total	Celebrity	8.75	2.155	106
	Influencer	9.95	2.515	92
	Total	9.31	2.399	198

Table (7): Two Way ANOVA Descriptive Statistics

Tests of Between-Subjects Effects

| Dependent Variable: Brand Involvement					
Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	198.098a	3	66.033	13.679	.000
Intercept	16875.087	1	16875.087	3495.791	.000
Digital vs. Traditional	97.627	1	97.627	20.224	.000
Influencer vs. Celebrity	62.153	1	62.153	12.875	.000
Digital vs. Traditional* Influencer vs. Celebrity	37.146	1	37.146	7.695	.006
Error	936.488	194	4.827		
Total	18308.000	198			
Corrected Total	1134.586	197			
a. R Squared = .175 (Adjusted R Squared = .162)					

Table (8): Tests of Between Subject Effects
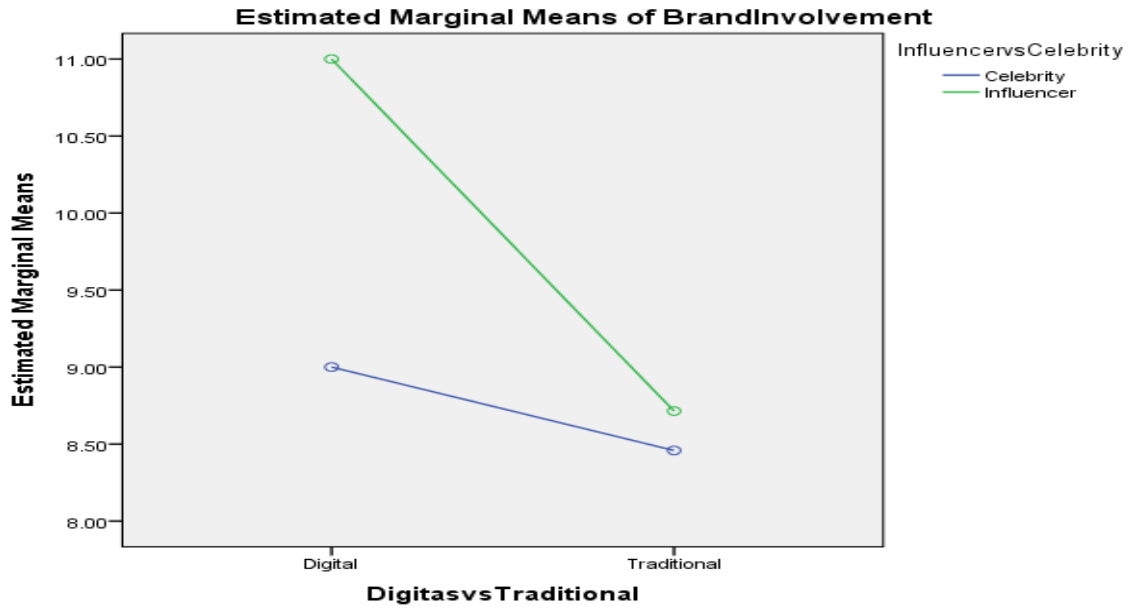
Figure (4): Profile Plots

5.5. SELF-BRAND CONNECTION

5.5.1. Impact of Digital Vs. Traditional Media on Self-Brand Connection

First of all, the independent sample *t*-test was conducted in order to explore the difference between digital media brand endorsement and traditional media brand endorsement for the first indicator that is self-brand connection. The results of the independent sample *t*-test analysis, as shown in Table 9, revealed a significant difference between the digital medium brand endorsement (Instagram post) and traditional media brand endorsement (magazine post) with higher mean scores for the digital medium (*M* = 32.62; *S.D* = 8.40) as compared to the traditional medium (*M* = 27.26; *S.D* = 13.09). This means that third hypothesis H_3 of the study is accepted with *p* = .001; *t* = 3.352. (See Table 10)

Group Statistics

	Digital vs. Traditional	N	Mean	Std. Deviation	Std. Error Mean
Self-Brand Connection	Digital	108	32.62	8.408	.809
	Traditional	90	27.26	13.096	1.380

Table (9): Group Statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Self-Brand Connection	Equal variances assumed	41.191	.000	3.482	196	.001	5.36296	1.54039	2.32509	8.40084	
	Equal variances not assumed			3.352	146.288	.001	5.36296	1.60015	2.20057	8.52536	

Table (10): Independent Sample *t*-test

5.5.2. Impact of Social media Influencer vs. Celebrity on Self-Brand Connection

Table 11 displays the descriptive statistics for Two-way ANOVA analysis that is run in order to evaluate the impact of endorser identity on Self-Brand connection. The mean score for digital media influencer (M = 37.84; $S.D$ = 5.58) is higher compared to the mean of the digital media celebrity (M = 28.13; $S.D$ = 7.84) . On the other hand, the mean score for traditional media celebrity (M = 29.41; $S.D$ = 14.36) is higher as compared to traditional media influencer (M = 24.80; $S.D$ = 11.13). Overall, the mean scores for the influencer endorsement is higher (M = 31.89; $S.D$ = 10.73) as compared to that of celebrity endorser (M = 28.71; $S.D$ = 11.23) for self-brand connection no matter which channel is used. However, since the difference between the two types of identity endorsements is insignificant (p = .080), the hypothesis H4 is henceforth rejected. Further, the significance values in the profile plot (Figure 5) shows that the interactional effect (p = .000) is significant with p < .05.

Descriptive Statistics

Dependent Variable: Self-Brand Connection

Digital vs. Traditional	Influencer vs. Celebrity	Mean	Std. Deviation	N
	Celebrity	28.1379	7.84376	58
Digital	Influencer	37.8400	5.58920	50
	Total	32.6296	8.40849	108
	Celebrity	29.4167	14.36875	48
Traditional	Influencer	24.8095	11.13824	42
	Total	27.2667	13.09670	90
	Celebrity	28.7170	11.23494	106
Total	Influencer	31.8913	10.73810	92
	Total	30.1919	11.09322	198

Table (11): Descriptive Statistics

Tests of Between-Subjects Effects

Dependent Variable: Self-Brand Connection

Source	Type III Sum of Squares	Df	Mean Square	F	Sig.
Corrected Model	4414.948[a]	3	1471.649	14.399	.000
Intercept	176456.806	1	176456.806	1726.500	.000
Digital vs. Traditional	1686.569	1	1686.569	16.502	.000
Influencer vs. Celebrity	317.012	1	317.012	3.102	.080
Digital vs. Traditional * Influencer vs. Celebrity	2500.525	1	2500.525	24.466	.000
Error	19827.759	194	102.205		
Total	204730.000	198			
Corrected Total	24242.707	197			
a. R Squared = .182 (Adjusted R Squared = .169)					

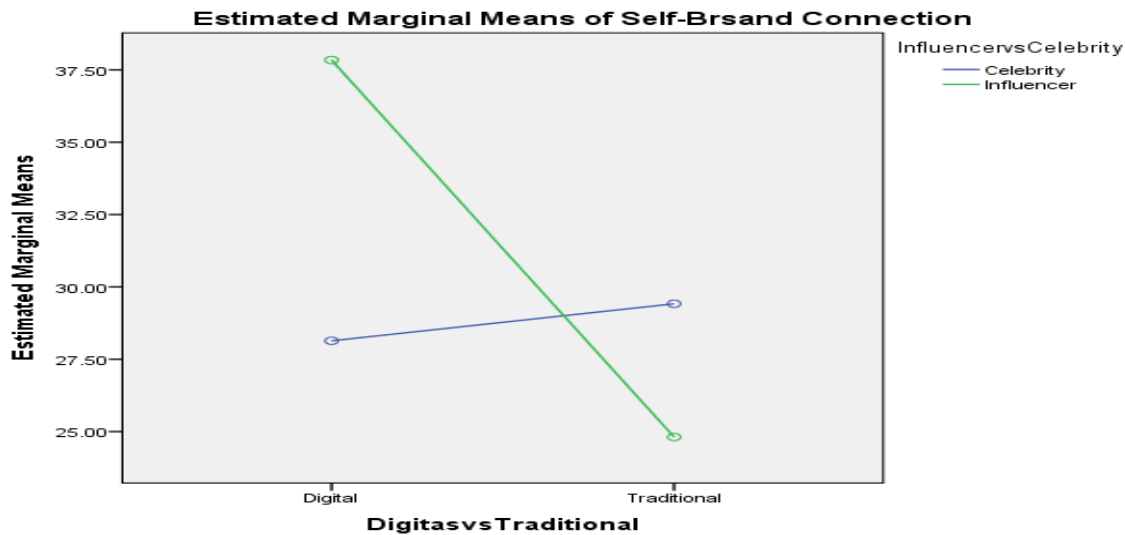Table (12): Tests of Between Subject Effects

Figure (5): Profile Plots

5.6. BRAND PURCHASE INTENTION

5.6.1. Impact of Digital Vs. Traditional Media on Brand Purchase Intention

Similarly, independent sample t-test was used for the purpose of evaluating the influence of the advertising channel effect on the 3rd indicator which is the Brand Purchase Intention. The generated results from the analysis displayed in Table 13 suggest a significant difference between the two communication media with higher mean scores for digital media (M = 5.47; $S.D$ = 1.39) as compared to traditional media (M = 4.26; $S.D$ = 1.91). Consequently, a greater influence of digital media endorsement is pertaining when it comes to Brand purchase intention. This being mentioned, the hypothesis H_5 of the study is accepted with p = .000; t = 4.98 (see Table 14).

Group Statistics

	Digital vs. Traditional	N	Mean	Std. Deviation	Std. Error Mean
Brand Purchase Intention	Digital	108	5.47	1.390	.133
	Traditional	90	4.26	1.912	.201

Table (13): Group Statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% CI of the Difference	
									Lower	Upper
Brand Purchase Intention	Equal variances assumed	19.433	.000	5.124	196	.000	1.205	.235	.741	1.669
	Equal variances not assumed			4.982	159.013	.000	1.205	.241	.727	1.683

Table (14): Independent Sample *t*-test

5.6.2. Impact of Social Media Influencers Vs. Celebrities on Brand Purchase Intention

The output of the run Two-way ANOVA analysis that is conducted in order to evaluate the impact of endorser's identity on Brand Purchase Intention as displayed on Table 15 shows that the mean score for digital media endorsement with a influencer (*M* = 5.03; *S.D* = 1.61) is higher when compared with the digital media endorsement with a celebrity (*M* = 5.98; *S.D* = .84) . In contrast, the mean score for traditional media celebrity endorsement (M = 4.62 ; S.D = 2.01) is higher compared to traditional media influencer endorsement (*M* = 3.85; *S.D* = 1.71). Nevertheless, the total mean scores in aggregate still leverage the influencer's endorsement (*M* = 5.01; *S.D* = 1.68) over celebrity endorsement (*M* = 4.84; *S.D* = 1.80) for the purchase Intention indicator for both media channels. However, the significance is low with a p-value over 0.05 (p = .698). Hereby, we do not accept H_6. On the same line with the previous indicators, a interactional effect was noticed for the brand purchase intention from the profile plot since (*p* = .000) < .05 as shown on figure 6.

Descriptive Statistics

Dependent Variable: Brand Purchase Intention				
Digital vs. Traditional	Influencer vs. Celebrity	Mean	Std. Deviation	N
Digital	Celebrity	5.03	1.610	58
	Influencer	5.98	.844	50
	Total	5.47	1.390	108
Traditional	Celebrity	4.62	2.017	48
	Influencer	3.85	1.718	42
	Total	4.26	1.912	90
Total	Celebrity	4.84	1.808	106
	Influencer	5.01	1.687	92
	Total	4.92	1.750	198

Table (15): Descriptive Statistics

Tests of Between-Subjects Effects

Dependent Variable: Brand Purchase Intention					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	108.560^a	3	36.187	14.174	.000
Intercept	4642.144	1	4642.144	1818.229	.000
Digital vs. Traditional	78.315	1	78.315	30.674	.000
Influencer vs. Celebrity	.385	1	.385	.151	.698
Influencer vs. Celebrity * Digital vs. Traditional	35.851	1	35.851	14.042	.000
Error	495.304	194	2.553		
Total	5405.000	198			
Corrected Total	603.864	197			
a. R Squared = .180 (Adjusted R Squared = .167)					

Table (16): Tests of Between-Subjects Effects
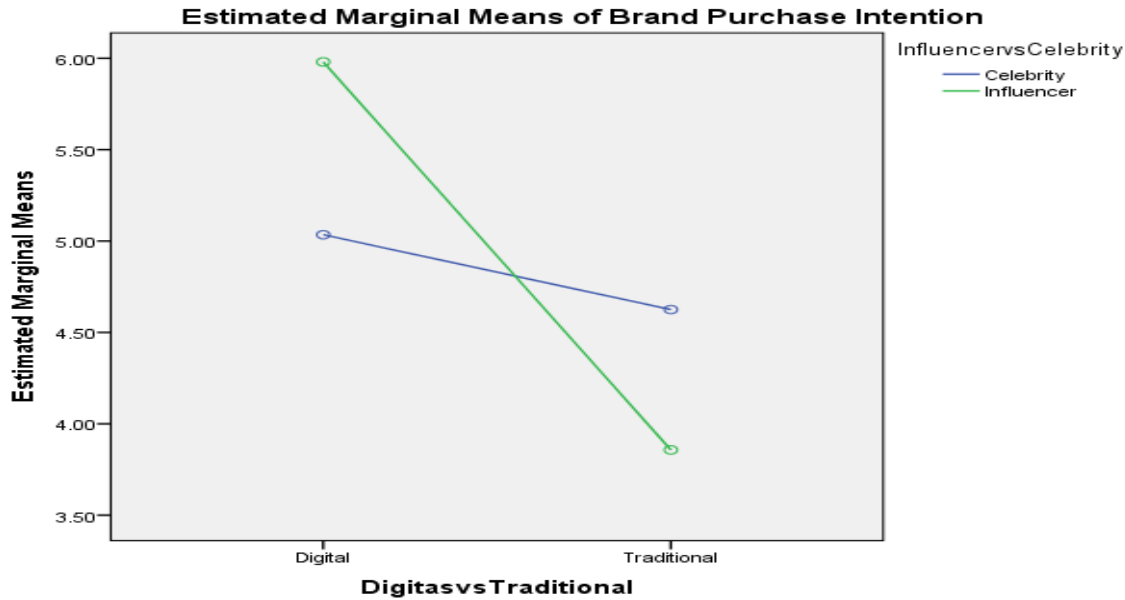
Figure (6): Profile Plots

5.7. BRAND LOYALTY

5.7.1. Impact of Digital Vs. Traditional Media on Brand Loyalty

In order to compare the impact of digital media endorsement and traditional media endorsement on Brand Loyalty, independent sample t-test was conducted following the same analysis of the previous indicators. The results from independent sample t-test analysis pinpoints to a significant difference between digital media brand endorsement and traditional media brand endorsement when it comes to Brand Loyalty, with higher mean scores for digital media (M = 23.83; $S.D$ = 6.01) compared to traditional media (M = 20.08; $S.D$ = 8.51). This suggests that the experimental conditions using the digital medium Instagram are more influential. Henceforth, the hypothesis H_7 of the study is accepted with p = .001; t = 3.50 (see Table 18).

Group Statistics

	Digital vs. Traditional	N	Mean	Std. Deviation	Std. Error Mean
Brand Loyalty	Digital	108	23.8333	6.01167	.57847
	Traditional	90	20.0889	8.51389	.89744

Table (17): Group Statistics

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Brand Loyalty	Equal variances assumed	32.059	.000	3.616	196	.000	3.74444	1.03556	1.70217	5.78672	
	Equal variances not assumed			3.507	155.930	.001	3.74444	1.06772	1.63537	5.85351	

Table (18): Independent Sample *t*-test

5.7.2. Impact of Social Media Influencers Vs. Celebrities on Brand Loyalty

The two-way ANOVA analysis (Table 19) that is conducted in order to evaluate the impact of social media influencers and celebrity endorsement on Brand Loyalty shows that the mean score for digital media influencer endorsement (*M* = 25.72; *S.D* = 4.27) is high compared to digital media endorsement (*M* = 22.20; *S.D* = 6.80). Nevertheless, the mean score for traditional media celebrity endorsement (*M* = 22.00; *S.D* = 9.00) is higher as compared to traditional media influencer endorsement (*M* = 17.90; *S.D* = 7.43). Still, the aggregate mean score

favours the influencers' endorsement (M = 22.15; $S.D$ = 7.07) over that of celebrities (M = 22.11; $S.D$ = 7.07) in brand loyalty but not significantly with p = .773. This testifies that celebrities induce more brand loyalty in traditional media while influencers are more influential on digital media. Thus, we fail to accept H$_8$. Following the same trend, a significant interactional effect (p = .000) exists between the digital and traditional media endorsement as profiled on the profile plot in Figure 7.

Descriptive Statistics

Dependent Variable: Brand Loyalty				
Digital vs. Traditional	Influencer vs. Celebrity	Mean	Std. Deviation	N
Digital	Celebrity	22.20	6.807	58
	Influencer	25.72	4.271	50
	Total	23.83	6.011	108
Traditional	Celebrity	22.00	9.005	48
	Influencer	17.90	7.430	42
	Total	20.08	8.513	90
Total	Celebrity	22.11	7.840	106
	Influencer	22.15	7.072	92
	Total	22.13	7.474	198

Table (19): Descriptive Statistics

Tests of Between-Subjects Effects

Dependent Variable: Brand Loyalty					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	1395.370[a]	3	465.123	9.388	.000
Intercept	94211.054	1	94211.054	1901.627	.000
Digital vs. Traditional	785.922	1	785.922	15.864	.000
Influencer vs. Celebrity	4.139	1	4.139	.084	.773
Digital vs. Traditional* Influencer vs. Celebrity	706.935	1	706.935	14.269	.000

Error	9611.216	194	49.542		
Total	107986.000	198			
Corrected Total	11006.586	197			
a. R Squared = .127 (Adjusted R Squared = .113)					

Table (20): Tests of Between-Subjects Effects
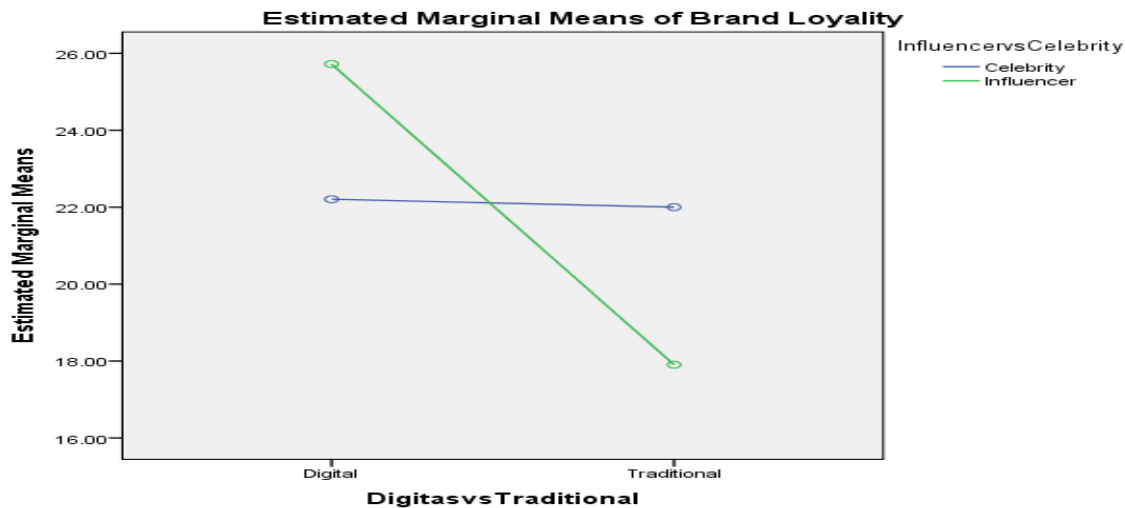
Figure (7): Profile Plot

5.8. CONGRUENCE

5.8.1. Impact of Congruence on Brand Involvement, Self-brand Connection, Brand Purchase Intention, Brand Loyalty

In the study experimental design presented previously in this paper, the concept of ''product-brand congruence'' and its potential moderating effect was brought up, and we hypothesized following up the findings from previous studies that the greater the endorser-product congruence, the greater is the influence of brand endorsements on the dependent variables: self-brand connection, brand involvement, brand purchase intention and brand loyalty. In order to explore either this assumption applies to the Female Millennial Czech market, we used the Spearman's Rho Correlation Analysis. The latter is conducted instead of Pearson Correlations because the variable Endorser Brand Congruence is not normally distributed and thereby parametric tests cannot be

applied on the investigated congruence. The Spearman rank-order correlation coefficient is a nonparametric test that measures the strength of the existing associations between two variables (Statistics.laerd). However, the finding of Spearman's Rho correlation analysis revealed that Endorser Brand Congruence is not related to Brand Involvement, Self-brand Connection, Brand Purchase Intention, Brand Loyalty with a significant P-value (p > .01) as shown on Table 21. Thereby, we fail to accept the last hypothesis of the study H_9.

Correlations:

Spearman's Rho		Endorser Brand Congruence	Brand Involvement	Brand Purchase Intention	Brand Loyalty	Self-Brand Connection
Endorser Brand Congruence	Correlation Coefficient	1.000	.100	.121	.136	.054
	Sig. (2-tailed)		.159	.090	.057	.454
Brand Involvement	Correlation Coefficient		1.000	.487**	.365**	.440**
	Sig. (2-tailed)			.000	.000	.000
Brand Purchase Intention	Correlation Coefficient			1.000	.870**	.755**
	Sig. (2-tailed)				.000	.000
Brand Loyalty	Correlation Coefficient				1.000	.837**
	Sig. (2-tailed)					.000
Self-Brand Connection	Correlation Coefficient					1.000
	Sig. (2-tailed)					.
**. Correlation is significant at the 0.01 level (2-tailed).						

Table (21): Spearman Rho Correlation Analysis

6-Discussion:

The following section highlights the main outcomes of the research and pinpoints the most insightful takeaways that marketers and practitioners could benefit from. On that note, the study draws first a

list of hypotheses and verifies them through a set of questionnaires designed with different experimental scenarios. Either accepted or rejected, the verified hypotheses themselves provide a list of conclusions that intend to orient local and global brands to the right direction in their quest to engage with Millennials in the Czech market. Literature review and market research have investigated customers attitudes and have consequently shed the light on the higher influence of social media influencers in comparison with celebrities. It has been suggested that influencers convey a more persuasive impression and particularly when a strong congruence exists between the endorser and the promoted product. Also, the advertising channel that was proposed as more suitable for the generation Y cohort was the digital channels. From this stand point, the research verifies the extent to which these findings are applicable to the Czech market and particularly to the female consumer in the beauty care industry.

First, while examining the endorser identity effect and the traditional versus digital visibility and their impact on the four indicators of customer engagement, research has come to the conclusion that the medium of communication manifestly increases the scores of all the indicators. In fact, all hypotheses that suggested a potential greater influence of digital advertising channels on the effectiveness of the brand endorsement when compared to traditional media were supported. Illustrating that by Instagram and magazine, this could be justified by the rapid growth of Instagram that is slowly becoming the most used social media yielding henceforth a higher self-brand connection among the millennial cohort. According to Simon Sinek, the social network websites (SNS) offer an instinct gratification from the notifications and text message people receive, which helps the body release the dopamine that is the "feels good" chemical. The dopamine is highly addictive; and as a result, SNS became a real hook that keep the Millennials permanently connected to their smartphones and computers (Forbes, 2018). This intuitively increases the exposure of Millennials, who are known for being tech savvy, to news feed of social media and increases their likelihood to be subject to advertisement posts and to engage and interact with brands.

Second, the identity of the endorser was proven to affect the brand involvement but do not have a considerable impact on the rest of the indicators. In fact, the brand enticed more the interest of participants

when a social media influencer was featured in the advertisement than when a celebrity endorser was presented. The finding is conformed with what the literature review suggests: influencers induce more the engagement of customers as they are perceived trustworthy and have closer ties with their followers. Further, they permanently share WoM which is perceived as a peer recommendation by customers. Alongside, a common practice of the influencers is to explicitly declare being sponsored by a brand and display or write about the promoted products only in specific sections of their videos or blogs, which deliberately deepens the trust with their followers as they appreciate the influencers' honesty about the products they feature.

However, the endorser identity was revealed to be less influential when it comes to brand purchase intention. Although, despite the insignificancy of this impact, this indicator's effect is still conditioned by the used medium. This condition also applies to self-brand connection and brand loyalty. In fact, the study drew the conclusion that the customer's intention to purchase, his or her self-concept perception towards the brand, and his or her willingness to become a frequent purchaser was higher when traditional media such as magazines feature a celebrity. In the meantime, these parameters also increase when an influencer is featured on a social medium such as Instagram. Form here, it could be concluded that upon the choice of the medium of communication, brands could respectively opt for an endorser set up according to the medium. This finding goes hand in hand with preset perceptions that people grew up with since the first TVs start to emerge in houses in the 60s. At that time, celebrities were solely relied on to advertise products in radios and TVs, being inaccessible and considered as idols who should be trusted for the status they hold. This association lived up to today where celebrities still have their word to say on the TV. This illustrates the persisting influence of celebrities in traditional media that survived until today. However, in the world of social media, people relate more to their peers who are trustworthy, share commonalities with the audience, and are more accessible to interact with, which explains the popularity of influencers on social media.

Nevertheless, digital media was overall found to drive a higher intention for purchase, brand loyalty, and self-brand connection in comparison

with the traditional media. The influence of the digital presence is also transcending this sphere, as the research concluded that customers exposed to digital posts, and more specifically Instagram posts in our case, are more likely to develop long lasting profitable relationships with the promoted brand. On the same line, advertising on social media yielded a noticeably higher brand loyalty in comparison with traditional media. Indeed, relating continuously to the lifestyle of social media influencers, their passions, habits and more induces followers to be loyal to a brand and to identify themselves with it. By mutually creating relevant content and creating the fear of missing out (FOMO), endorsers help increase awareness, involvement, purchase intention, and loyalty at the end of the chain. Interestingly, followers themselves choose to follow the influencers they like and who share common interests with them. This choice it itself is a big push towards a successful endorsement if we come to compare it with the saturating mass communication that traditional media diffuse. Also, consistency drives brand exposure. More explicitly, when the celebrity of influencer promotes dedicatedly the same brand, this creates more credibility and reduces the noise. Another aspect of social media customer engagement is the possibility for marketers to assess closely customers attitudes online. Analyzing purchasing behaviors, observing users' journeys, studying the preferences and tastes of customers are all easy to perform actions on the digital media which helps the brand respond better to the needs of their customers and tailor the communication messages.

Interestingly, and contrary to what was hypothesized in the beginning of the research, the analysis has shown that there is no interaction effect on the general model between the communication channel and the congruence on all four indicators of engagement. In fact, the study tested the congruence effect as an independent variable on all the four dependent variables represented by the customer engagement indicators. Despite this conclusion, that doesn't interfere with the necessity for brands to sponsor an endorser who fits both the brand and the product. In fact, even if the importance of endorser's congruence might not be applicable to the millennial female cohort in Czech Republic or to the studied industry or brand, congruence is uncontestably pre-required condition that could be game changing in case it is not carefully considered. For instance, if a Rockstar celebrity was to promote a baby diapers brand, the success of the advertising campaign might go to jeopardy. As stated by Till and Busler (2013), congruence is an important

element in the success of the sponsorship campaign since the image of trustworthiness, and likeability that endorsers convey prevents customers from re-questioning their integrity and credibility.

7. Managerial Implications:

The main aim of this research is to perform a small-scale study on a targeted market in order to understand the impact of the communication medium and the endorser identity on their likelihood to engage with the brand. That being said, the study provides a good basis for performing a larger scale study that could be designed for a wider target market and would accommodate a different set of parameters, products, and industries. Nevertheless, the current study intends also to help gaining a further grasp of the researched market in order to help marketers decide on the medium of communication, the type of endorser, and how to engage more effectively the targeted audience in their brand endorsements campaigns. First, with the new era of technological advancements, social media present themselves as a-must-to-use channel. The research pinpoints that digital channels, illustrated in this experiment by Instagram, entices significantly the self-brand connection of the participants. The latter indicator is profiled as one of the key pillars to establish a long-lasting relationship with the customer (Dwivedi, 2014).

Further, the concept of self-brand connection is deeply rooted in self-concept. In fact, the featured brand image helps in shaping the person's self-concept, which deliberately induces the customer to develop a higher self-brand connection towards the company's legal name, products, advertisements and more. Moreover, when the customer identify himself or herself with the brand and relate to it, it is very likely that the person becomes an advocate or a brand ambassador of its product. This was one of the areas of focus of the brand Apple in its efforts to integrate the brand in the self-concept of customers. A higher self-brand connection also means the tendency of the customer to maintain a positive assessment and a favorable perception towards the brand even when it is subject to negative promotions and reviews (White, 2012). This could be illustrated by the expressed loyalty and the maintained positive evaluations of NIKE enthusiasts despite the

threatening scandals of sweatshops and Colin Kaepernick campaign (Theguardian, 2018). On this foundation, and regardless of the identity of the endorser, companies need to develop and maintain a viable online presence considering that it drives self-brand connection. Furthermore, it also provides a set of analytical tools that would help marketers assess the performance of their campaigns. However, it should be noted that this online presence comes in the form of a wide spectrum of digital mediums with a divergent efficiency. Therefore, businesses should consider the digital solutions that suit best their marketed products according to industry specifications.

Besides, a second key finding of the study states that brand involvement is considerably influenced by the endorser identity. In fact, social media influencers are better positioned to drive higher involvement in comparison with celebrities. The research participants' lean towards influencers in the survey questions related to brand involvement is aligned with the previously cited literature review. Indeed, social media influencers do raise the interest in a particular brand and boost further its visibility. This being mentioned, collaborating with bloggers, vloggers, influencers, and micro-influencers is the way to go for companies to drive an arousal towards the brand. Nevertheless, for established brands that already run wider advertising campaigns on traditional media such as TV, the findings of the present study highlight the fact that the influence of celebrities is sizable in that case. Consumers still relate considerably to the influential effect of celebrities when they are featured on traditional channels since the popularity of those superstar calls for a self-identification with idols. On TV for instance, the featured celebrity is still perceived as inaccessible, eventually since TV is a one-way communication channel. In contrast, novel digital media such as online social networks allow for an engagement with the featured endorser, which emphasizes further the trustworthiness and identification with a personality that is more perceived as a peer than an idol.

Third, and as concluded through the analysis of the collected questionnaires' answers, both the identity of the endorser and the used channel have an impact on the four indicators of engagement: brand involvement, self-brand connection, brand purchase intention, and brand loyalty. Henceforth, it is suggested that companies should carefully study the market synergies and the local trends before investing in a sponsorship. Even though, it is clear that the Millennial

customer leans towards digital campaigns held by influencers, which has showcased higher sales and greater loyalty among this generation.

Finally, and in regard to the endorser-congruence, companies are highly recommended to consider the extent to which the endorser is fit and compatible with the promoted product. As the endorser congruence was found throughout the research to influence the engagement of customers, it is necessary for businesses to carefully assess and select a suitable endorser. Congruence is particularly important in the stage of driving costumers' interest. It is in fact a determinant factor of the level of arousal. When the endorser is perceived as congruent with the branded product, customers are more likely to listen to the conveyed message, to trust the advertising content, and subsequently to take an action either by generating WoM, engaging with the brand, or proceeding with a purchase to try the product or service. Henceforth, the company should verify either the endorser is both in harmony with the brand, and is conform with the traits, lifestyle, needs, and aspirations of the target market in the light of the conveyed brand personality.

Apart from its findings, this research study drives overall the attention of marketing managers and business owners to the importance of the endorser's identity and the communication channels as it could happen that a minor consideration could be carried when deciding on these two aspects. Often times, managers could fall into the fallacy of following the actual trends of the market or matching the competition's campaigns without an in-depth research on what particularly drives consumer's engagement on the specific industry of the promoted product and in respect to the tastes of the targeted market.

8-Limitations:

First and foremost, the study on hand targeted women residing in Czech Republic. This being mentioned, the researched market is narrowed down to a specific portion of the society which could be extended to a larger one. The generated insights convey an outlook on the buying behaviors of women only. As much as it is true that gender imposes significant differences in consumers' attitudes and that studying each one separately would redeem better results, the chosen

product could have been a gender-neutral product which could have extended the sphere of the research in order to get a better grasp of the attitudes of the society in the studied geographical area. Second, despite the wide spread of the questionnaires through different diffusing channels, the heavier focus of the present study was on the city of Prague. In this respect, the experiment didn't explore the geodemographic dimension on the questionnaires, which could be accommodated in future researches. The study could also have included other age groups that would undoubtedly have different approach and perception of the advertising endorsement along with the communication channels.

When it comes to the setup of the study, the surveys were conditioned by a set of variables in order to avoid and eliminate possible biases and fallacies. An example of that is the use of the same product and same experiment scenarios which might have led to miss-capturing more representative attitudes in their true light. Furthermore, respondents could have had initially a pre-set perception about the used brand or product which would have led to a mitigation of the sought-after results. In fact, as popular as the brand l'Oréal is, an either good or bad use of any of the company's products prior to the experiment, which is very likely, could have helped instituting a prejudice or a preset idea or association which would have influenced the collected outputs. Alongside, when it comes to the content, the layout and flow of the questions might have helped the respondent maintain a certain tone while answering the semantic scales questions, deflecting henceforth the original intent. For instance, a question: Do you identify yourself with the brand 'La Vie En Glow' may have collected a different response if asked alone instead of having it preceded by a bucket of questions raising the same point.

As the study concerns the Czech Republic residing women which include both local Czech citizens and internationals, the respondents pool diverges among English speakers with different proficiency levels. Considering that surveys were also administered to participants speaking solely Czech, the survey setting doesn't accommodate for this difference. Moreover, the level of English could deliberately be a game-changing factor since the phrasing of some of the used statements might not be understood in its true sense. An illustration of that is the question: 'Do you think that the Camila Cabello/Emily Canham is

Compatible/Incompatible, A good fit/A bad fit, Congruent/Incongruent'. Despite the carried explanation between the brackets, participants could neglect the existing difference between the meanings of congruent, fit, and compatible. This was practically confirmed, as most of the people who responded 'fit' for the first question, also replied 'congruent' in the following question. In truth, the wording was not changed in most of the statements for the purpose of maintaining the true meaning of each of them in regard to the used statements in the original prior studies that serve as a reference.

Next, as the cultural aspect is a crucial element in understanding, accepting, and perceiving a product or a brand in a particular way, the use of foreign endorsers might have imposed a condition that alters the recipient's taste and understanding. In fact, despite the fact that English speaks to everyone especially that part of the targeted market are internationals residing in Czech Republic, a future research could explore the validity of the set hypothesis using local endorsers who could convey the message differently in a more consumable way to the local market.

Conclusion:

The conducted study aimed at investigating the effect of the advertising channel along with the impact of endorser's identity on customer engagement and that for the female Millennial's generation in the Czech market. In this respect, the four dimensions of customer engagement (self-brand connection, brand involvement, brand purchase intention and brand loyalty) were tackled though an experimental design that consisted of setting up four different scenarios using the same conditions. The randomization of the questionnaires in addition to the geographical coverage and the age group scope had for an objective to generate inputs from a representative sample while avoiding cognitive biases. Alongside, the prior research studies from which the measurement scales for each of the customer engagement indicators were derived, are aligned with the aforementioned aim of ensuring objectivity and neutrality.

The run pre-tests on a smaller sample along the different phases of the experiment was an important factor when it comes to the selection of the industry, the featured brand and product, and the advertising channel. Further, a set of assumptions built up on literature review were sought to be verified in order to assess either the results of the experiment will be in an alignment and serve as an extension of the literature review in the studied market, or if the drawn conclusions will oppose to prior conducted researches. Regarding that, the independent sample t-test and the two-way ANOVA analysis were run on the collected data. As a result of that, the assumptions suggesting that the digital advertising media are more influential that the traditional means of advertising in respect to customer engagement were supported, while the hypotheses proposing that influencers' endorsements is more impactful than celebrity endorsements were rejected. In fact, an alternate conclusion was drawn, since the influence of the endorser's identity was proven to be conditioned by the used advertising channel. Indeed, the influencer's endorsement is more impactful when the ad is featured on a digital channel such as Instagram, while the celebrity's endorsement is more effective when diffused on a traditional channel such as magazine and TV.

Nevertheless, the conclusions of the experiment were not all aligned with the literature review, since the endorser congruence was in contrast with prior research. In fact, a less impact of the endorser congruence was noticed on the influence of the ad on customer engagement, and that is for the female Millennials Czech Market.

Besides, the present study could serve as a reference for a larger scale research that could tackle more customer engagement dimensions in a larger geographical area. The study could also be conducted for a different industry using a wider range of products, endorsers, and advertising channels. Even though this research presents a set of managerial implications and insightful findings that could help local businesses develop strategies and tactics that could pave the way towards successful marketing campaigns, it still encompasses limitations that could be addressed further in future research.

Considering the fast grow of digital endorsement that is expected to grow further in the upcoming years which adds on the saturation of the media environment, and with the large pool of influencers in a time where everyone would like to become one, to what extent could the influencer endorsement serve efficiently its present purpose? and what direction will this trend be taking in the future years?

References:

Aaker, D. (1991). *Managing brand equity.* San Francisco: Free Press.

Bandyopadhyay, S., & Martell, M. (2007). Does attitudinal loyalty influence behavioral loyalty? A theoretical and empirical study. *Journal of retailing and consumer services,* 14(1), 35-44

Barry, C., Markey, R., Almquist, E., & Brahm, C. (2011). *Putting social media to work.* Retrieved from http://www.bain.com/publications/articles/putting-socialmedia-to-work.aspx

Beydoun, K. A., (2018). *Nike just thrust Kaepernick back in the spotlight where he belongs.* Retrieved from https://www.bain.com/insights/putting-social-media-to-work

BlogHer. (2011). *Social Media Matters Study.* Retrieved from https://www.brandchannel.com/2011/04/13/blogher-why-social-media-matters/

Bloomberg. (2018). *Top 10 things everyone should know about women consumers.* Retrieved from https://www.bloomberg.com/diversity-inclusion/blog/top-10-things-everyone-know-women-consumers/

Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty?. *Journal of marketing,* 73(3), 52-68.

Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and

implications for research. *Journal of service research,* 14(3), 252-271. doi:10.1177/1094670511411703

Brodie, R. J., Hollebeek, L. D., & Conduit, J. (Eds.). (2016). *Customer engagement: Contemporary issues and challenges.* London, New York: Routledge.

Burgess, E. (2016). *11 Essential stats for influencer marketing in 2016.* Retrieved from http://www.ion.co/11-essential-stats-for-influencer-marketing-in-2016

Caplan, E. (2005), Brand loyalty. *Dealerscope,* 60. Retrieved from: http://www.readabstracts.com/Electronics-and-electrical-industries/The-final-link-Brand-loyalty.html

Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *Journal of marketing,* 65(2), 81-93. doi:10.1509/jmkg.65.2.81.18255

Cleverism. (2017). *Overview of qualitative and quantitative data collection methods.* Retrieved from https://www.cleverism.com/qualitative-and-quantitative-data-collection-methods/

Cohen, J. B. (1983). Involvement and you: 1000 great ideas. *ACR North American Advances,* 10(1), 325-328.

Creswell, J. (2008). Nothing sells like celebrity. *New York Times.* Retrieved from https://www.nytimes.com/2008/06/22/business/worldbusiness/22iht-22celeb.13876488.html

DeBard, R. (2004). Millennials coming to college. *New directions for student services*, 2004(106), 33-45. doi:10.1002/ss.123

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, 22(2), 99-113. doi:10.1177/0092070394222001

Dotson, M. J., & Hyatt, E. M. (2005). Major influence factors in children's consumer socialization. *Journal of Consumer Marketing*, 22(1), 35-42. doi:10.1108/07363760510576536

Duffy, D. L. (2003). Internal and external factors which affect customer loyalty. *Journal of consumer marketing*, 20(5), 480-485. doi:10.1108/07363760310489715

Durmaz, Y., & Efendioglu, I. H. (2016). Travel from traditional marketing to digital marketing. *Global journal of management and business research*, 16(2), 34-40.

Econsultancy. (2016). *Could L'Oréal's 'beauty squad' mark a shift for influencer marketing ?*. Retrieved from https://econsultancy.com/could-l-oreal-s-beauty-squad-mark-a-shift-for-influencer-marketing/

Edelman and StrategyOne, (2010). *The 8095 exchange: millennials, their actions supporting brands, and the dynamics of reverberation.* Retrieved from https://www.slideshare.net/EdelmanDigital/8095-white-paper

Elberse, A., & Verleun, J. (2012). The economic value of celebrity endorsements. *Journal of advertising Research,* 52(2), 149-165. doi:10.2501/JAR-52-2-149-165

EMarketer. (2013). *Digital set to surpass TV in time spent with US media: mobile helps propel digital time spent.* Retrieved from https://www.emarketer.com/Article/Digital-Set-Surpass-TV-Time-Spent-with-US-Media/1010096

EMarketer. (2018). *Instagram leads as a global platform for influencer marketing.* Retrieved from https://www.emarketer.com/content/instagram-is-the-leading-platform-for-influencer-marketing

Escalas, J. E., & Bettman, J. R. (2003). You are what they eat: The influence of reference groups on consumers' connections to brands. *Journal of consumer psychology, 13(3), 339-348.* doi:10.1207/S15327663JCP1303 _14

Erdogan, B. Z., Baker, M. J., & Tagg, S. (2001). Selecting celebrity endorsers: The practitioner's perspective. *Journal of advertising research,* 41(3), 39-48. doi: 10.2501/JAR-41-3-39-48

Export.gov. (2018). *Czech Republic – E-Commerce.* Retrieved from https://www.export.gov/article?id=Czech-Republic-ECommerce

Ferguson, R. (2012). *Born this way: the US millennial loyalty survey.* Retrieved from https://www.slideshare.net/recsportsmarketing/aimia-gen-yus

Forbes. (2015). *90% of startups fail: here's what you need to know about the 10%.* Retrieved from

https://www.forbes.com/sites/neilpatel/2015/01/16/90-of-startups-will-fail-heres-what-you-need-to-know-about-the-10/#1fd757f66792

Forbes. (2018). *How to win over generation Z, who hold $44 billion of buying power*. Retrieved from https://www.forbes.com/sites/jiawertz/2018/10/28/how-to-win-over-generation-z-who-hold-44-billion-of-buying-power/

Fortune. (2015). *The Real Reason so Many Businesses Fail*. Retrieved from http://fortune.com/2015/12/30/entrepreneur-why-businesses-fail/

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public relations review, 37*(1), 90-92. doi:10.1016/j.pubrev.2010.11.001

Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of advertising research*, 19(5), 63-71.

Gaied, A.M., & Ben Rached, K.S. (2017). The congruence effect between celebrity and the endorsed product in advertising. *Journal of marketing management*, 5(1), 27-44. doi:10.15640/jmm.v5n1a4

Gardner, M. P., & Shuman, P. J. (1987). Sponsorship: An important component of the promotions mix. *Journal of advertising*, 16(1), 11-17. doi:10.1080/00913367.1987.10673055

Goldman Sachs. (2016). *Millennials Infographic*. Retrieved from https://www.goldmansachs.com/insights/archive/millennials/

Grassl, W. (1999). The reality of brands: towards an ontology of marketing. *American journal of economics and sociology*, 58(2), 313-359.

Guthrie, M. F., & Kim, H. S. (2009). The relationship between consumer involvement and brand perceptions of female cosmetic consumers. *Journal of brand management*, 17(2), 114-133.

IndaHash. (2017). *Women are the new media: How influencers became publishers.* Retrieved from https://labs.indahash.com/wp-content/uploads/2017/06/indaHash_LABS_report_2017.pdf

Insider. (2018). *Here's how Kylie Jenner makes her millions and set herself up to be the world's youngest self-made billionaire.* Retrieved from https://www.businessinsider.com/how-does-kylie-jenner-make-money-2018-7

Kameleon. (2019). *Emily Canham.* Retrieved from http://www.kameleon.co.uk/our_talent/emily-canham/

Klear. (2019). *The state of influencer marketing 2019.* Retrieved from https://socialnomics.net/wp-content/uploads/2019/01/Klears-State-of-Influencer-Marketing-2019-Report.pdf

Launchmetrics. (2018). *The state of influencer marketing in fashion, luxury & cosmetics 2018.* Retrieved from https://www.launchmetrics.com/resources/whitepapers/influencer-marketing-report-2018

Lazarevic, V. (2012). Encouraging brand loyalty in fickle generation Y consumers. *Young consumers*, 13(1), 45-61.

Likeable. (2018). *How the makeup and cosmetic industry is ruling social media.* Retrieved from https://www.likeable.com/blog/2016/how-the-makeup-and-cosmetic-industry-is-ruling-social-media/

Liu, Y. (2007). The long-term impact of loyalty programs on consumer purchase behavior and loyalty. *Journal of marketing,* 71(4), 19-35. doi:10.1509/jmkg.71.4.019

L'Oreal Paris. (2019). *Our Ambassadors.* Retrieved from https://www.loreal-paris.co.uk/inside-loreal-paris/our-ambassadors

McCarthy, J. B. (1997). Narcissistic adolescents' object relations. *Psychoanalytic Psychology,* 14(1), 95.

McCormick, K. (2016). Celebrity endorsements: Influence of a product endorser match on Millennials attitudes and purchase intentions. *Journal of retailing and consumer services,* 32(1), 39-45. doi:10.1016/j.jretconser.2016.05.012

McKay, H. (2016). *Bloggers have more influence on purchases than celebrities, study says.* Retrieved from https://www.foxnews.com/entertainment/bloggers-have-more-influence-on-purchases-than-celebrities-study-says

Mediakix. (2018). *The influencer marketing industry global ad spend: a $5-$10 Billion market by 2000.* Retrieved from http://mediakix.com/2018/03/influencer-marketing-industry-ad-spend-chart/#gs.8s6b4t

Mediakix. (2018). *What constitutes an influencer?.* Retrieved from
    http://mediakix.com/2018/ 08/influencer-definition-
    marketing/#gs.bid4l6

Melnyk, V., Van Osselaer, S. M., & Bijmolt, T. H. (2009). Are women more
    loyal customers than men? Gender differences in loyalty to firms and
    individual service providers. *Journal of Marketing,* 73(4), 82-96.
    doi:10.1509/jmkg.73.4.082

Merrill, C. (1999). *The ripple effect reaches gen Y.* Retrieved from
    https://adage.com/article/american-demographics/ripple-effect-
    reaches-gen-y/43423/

Miller, A. J. (2010). *Mining social networks: Untangling the social web.*
    Retrieved from
    http://www.economist.com/node/16910031?story¨id=16910031andf
    src=rss.

Mitchell, A. A. (1979). Involvement: a potentially important mediator of
    consumer behavior. *ACR North American Advances,* 6(1), 191-196

Moraes, M. (2017). *8 Modern tips for marketing to millennials.* Retrieved from
    https://blog.hubspot.com/marketing/marketing-to-millennials

Moore, D. J., & Homer, P. M. (2008). Self-brand connections: The role of
    attitude strength and autobiographical memory primes. *Journal of
    Business Research, 61(7), 707-714.*
    doi:10.1016/j.jbusres.2007.09.002

Moreno, F. M., Lafuente, J. G., Carreon, F. A., & Moreno, S. M. (2017). The
    characterization of the millennials and their buying
    behavior. *International Journal of Marketing Studies,* 9(5), 135-144.

Nielsen. (2016). *Millennials are top smartphone users.* Retrieved from
https://www.nielsen.com/us/en/insights/news/2016/millennials-
are-top-smartphone-users.html

Noble, S. M., Haytko, D. L., & Phillips, J. (2009). What drives college-age
Generation Y consumers?. *Journal of business research*, 62(6), 617-
628.

Nordea. (2019). *Advertising and marketing in the Czech Republic.* Retrieved
from https://www.nordeatrade.com/no/explore-new-market/czech-
republic/marketing

Oliver, R. L. (1999). Whence consumer loyalty?. *Journal of marketing*, 63, 33-
44.

Paço, A., & Oliveira, S. (2017). Influence marketing in the fashion and beauty
industry. *Estudos em comunicação*, 1(25), 119-136

Pate, S. S., & Adams, M. (2013). The influence of social networking sites on
buying behaviors of millennials. *Atlantic marketing journal*, 2(1), 7.

Phillips, C. (2007). Millennials: clued in or clueless. *Advertising age,* 78(46),
12-13.

Rachbini, W. (2018). The influence of celebrity endorsements on purchase
Intention (A study on VIVO V7). *Journal of business and management
(IOSRJBM),* 20(8), 59-66

Rifon, N. J., Choi, S. M., Trimble, C. S., & Li, H. (2004). Congruence effects in sponsorship: The mediating role of sponsor credibility and consumer attributions of sponsor motive. *Journal of advertising,* 33(1), 30-42.

Ritchie, K. (1995). *Marketing to generation X. New York*: The Free Press.

Rundle-Thiele, S., & Bennett, R. (2001). A brand for all seasons? A discussion of brand loyalty approaches and their applicability for different markets. *Journal of product & brand management, 10(1), 25-37.*

Ruvio, A. A., & Belk, R. W. (2013). *The Routledge companion to identity and consumption.* New York: Routledge.

Sabir, I., Aziz, S., Mannan, A., Bahadur, W., Frooq, R., & Akhtar, N. (2014). Cause' attributes and consumers' purchase intention: empirical evidence from telecommunication sector of Pakistan. *International review of management and business research,* 3(1), 364-375.

Saleh, K. (2012). *How Effective is Inbound Marketing – Statistics and Trends (Infographic).* Retrieved from https://www.invespcro.com/blog/how-effective-is-inbound-marketing/

Sasser, W. E., Schlesinger, L. A., & Heskett, J. L. (1997). *Service profit chain.* Simon and Schuster. New York: Free Press.

Saxton, G. (2007), "Collections of cool", young consumers: Insights and ideas for responsible marketers. *Emerald insight,* 6(2), 18-27.

Schatsky, D., & Mahidhar, V. (2013). *Digital marketing and the mind of the CMO.* Retrieved from

https://www2.deloitte.com/insights/us/en/focus/signals-for-strategists/digital-marketing-and-the-mind-of-the-cmo.html

Schawbel, D. (2013). *Why you can't Ignore millennials.* Retrieved from http://www.forbes.com/sites/danschawbel/2013/09/04/why-you-cant-ignore-millennials/#148377c06c65

Schein, M. (2018). *Author Simon Sinek is full of hot air (and other reasons you should follow his lead).* Retrieved from https://www.forbes.com/sites/michaelschein/2018/06/13/simon-sinek-is-full-of-fluff-and-other-reasons-you-should-follow-his-lead/

Schiffman, LG, Leslie, LK, & Hansen H. (2008). *Consumer behavior A European outlook.* New Jersey: Pearson Education.

Seppanen, S., & Gualtieri, W. (2012). *The millennial generation research review. US:* National Chamber Foundation, US Chamber of Commerce.

Smart Insights. (2019). *Global social media research summary 2019.* Retrieved from https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/

Sox, C. B., Kline, S. F., & Crews, T. B. (2014). Identifying best practices, opportunities and barriers in meeting planning for Generation Y. *International journal of hospitality management,* 36(1), 244-254. doi:10.1016/j.ijhm.2013.09.009

Spry, A., Pappu, R., & Bettina Cornwell, T. (2011). Celebrity endorsement, brand credibility and brand equity. *European journal of arketing,* 45(6), 882-909.

Statista. (2018). *Number of available applications in the Google Play Store.* Retrieved from https://www.statista.com/statistics/266210/number-of-available-applications-in-the-google-play-store/

Statista. (2019). *Distribution of twitter users worldwide as of April 2019, by gender.* Retrieved from https://www.statista.com/statistics/828092/distribution-of-users-on-twitter-worldwide-gender/

Statistics laerd. (2019). *Spearman's rank-order correlation using SPSS statistics.* Retrieved from https://statistics.laerd.com/spss-tutorials/spearmans-rank-order-correlation-using-spss-statistics.php

Syrett, M., & Lammiman, J. (2004). Advertising and millennials. Sliburyte, L. (2009). How celebrities can be used in advertising to the best advantage. *World academy of science, engineering and technology, 58*(1), 934-939.

Till, B. D., & Busler, M. (2000). 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), 113.

Tradingeconomics. (2018). *Czech Republic consumer spending.* Retrieved from https://tradingeconomics.com/czech-republic/consumer spending

US Public Interest Research Group. (2013). *Millennials in motion changing travel habits of young Americans and the implications for public policy.* Retrieved from http://www.uspirg.org/reports/usp/millennialsmotion

White, D. W., Goddard, L., & Wilbur, N. (2009). The effects of negative information transference in the celebrity endorsement relationship. *International journal of retail & distribution management*, 37(4), 322-335.

Wilson, A. (2016). *Focus on the fringes: Marketing to Millennials is complicated.* Retrieved from https://www.iprospect.com/en/us/our-blog/focus-on-the-fringes-marketing-to-millennials-is-complicated/

Wmagazine. (2018). *Kylie Jenner announces adidas deal, bringing peace to Kardashian family.* Retrieved from https://www.wmagazine.com/story/kylie-jenner-adidas-deal

Xiang, Z., Wang, D., O'Leary, J. T., & Fesenmaier, D. R. (2015). Adapting to the internet: trends in travelers' use of the web for trip planning. *Journal of travel research*, 54(4), 511-527.

Yoo, B., & Donthu, N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of business research, 52(1), 1-14.*

Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of hospitality management*, 33(1), 166-177.

Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of consumer research*, 12(3), 341-352.

Appendices:

Customer Engagement Questionnaire 1

Thank you for accepting to take the following survey and to participate in the present study that investigates the customer engagement among the female Millennial population in the Czech market. The following questionnaire is part of a master thesis research, and its outcomes could potentially bring a value in paving the way towards a better understanding of the Millennial costumer. For this purpose, the beauty care industry was chosen and the product "La Vie En Glow" by L'Oréal Paris will serve the aim of this study. The survey will take you about 6 minutes to complete. Be kindly advised that the answers are solely upon the preferences and tastes of the respondent, and that there are no right or wrong responses. Be also assured that all the provided inputs will be maintained anonymous and will be kept in the strictest confidentiality.

PLEASE NOTE THAT THE PRODUCT/BRAND OF THIS SURVEY IS FOR THE PURPOSE OF MEASUREMENT OF THE AD INFLUENCE. YOU DO NOT NECESSARILY HAVE TO HAVE A PARTICULAR ATTACHMENT OR CARE FOR THE PRODUCT/BRAND.

For the purpose of the experiment, the advertisement shown below is a representation of a magazine post that promotes "La Vie En Glow" Highlighting Powder Palette by L'Oréal Paris. The model appearing in the ad is the singer and dancer celebrity Camila Cabello, notably known for her song entitled "Havana".

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The brand ''La Vie En Glow'' can reflect who I am.	☐	☐	☐	☐	☐	☐	☐
2. I can identify with the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
3. I can feel a personal connection to the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
4. I can use the brand ''La Vie En Glow'' to communicate who I am to other people.	☐	☐	☐	☐	☐	☐	☐
5. The brand ''La Vie En Glow'' suits me well.	☐	☐	☐	☐	☐	☐	☐
6. I think the brand ''La Vie En Glow'' (could) help me become the type of person I want to be.	☐	☐	☐	☐	☐	☐	☐
7. I consider the brand ''La Vie En Glow'' to be ''me''. (It reflects who I consider myself to be or the way I want to present myself to others.)	☐	☐	☐	☐	☐	☐	☐

Based on the advertisement shown above, I think the "La Vie En Glow" product of the brand L'Oréal is:

Important   ___:___:___:___:___:__:___   Unimportant

Of concern to me___:___:___:___:___:__:___   Of no concern to me

Relevant   ___:___:___:___:___:__:___   Irrelevant

Means a lot to me___:___:___:___:___:__:___   Means nothing to me

Useful   ___:___:___:___:___:__:___   Useless

Significant   ___:___:___:___:___:__:___   Insignificant

86

What do you think of ''Camila Cabello'' promoting ''La Vie En Glow'' Highlighting Powder?

Compatible   ___:___:___:___:___:__:___   Incompatible

A good fit   ___:___:___:___:___:__:___   A bad fit

Congruent
(In harmony/agreement   ___:___:___:___:___:__:___   Incongruent
with the promoted
product)

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The next time I buy a highlighting powder or foundation, I intend to buy ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
2. In the future, I would be loyal to the ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
3. I would buy the brand ''La Vie En Glow'' again.	☐	☐	☐	☐	☐	☐	☐
4. The ''La Vie En Glow'' brand could be my first choice in the future.	☐	☐	☐	☐	☐	☐	☐
5. I would not buy other brands if the brand ''La Vie En Glow'' is available at the store.	☐	☐	☐	☐	☐	☐	☐
6. I would recommend the brand ''La Vie En Glow''to others.	☐	☐	☐	☐	☐	☐	☐

I can easily recognize the person appearing in the post:

Strongly Agree ___:___:___:___:___:___:___ Strongly Disagree

How much would you be willing to pay for the product shown above?

___Less than 200 CZK
___Between 200 CZK and 500 CZK
___Between 500 CZK and 800 CZK
___More than 800 CZK

What is your age range?
___Between 19 and 22 years
___Between 23 and 25 years
___More than 25 years and less than 36
___None of the mentioned ranges

What is the highest degree you are holding or currently pursuing?
___High school
___Bachelor Degree
___Master's Degree
___Doctorate degree

Thank you for your time and collaboration.
For SurveyCircle users (www.surveycircle.com): The Survey Code is: Q76C-H9V9-3U44-7K2Z

Customer Engagement Questionnaire 2

Thank you for accepting to take the following survey and to participate in the present study that investigates the customer engagement among the female Millennial population in the Czech market. The following questionnaire is part of a master thesis research, and its outcomes could potentially bring a value in paving the way towards a better understanding of the Millennial costumer. For this purpose, the beauty care industry was chosen and the product "La Vie En Glow" by L'Oréal Paris will serve the aim of this study. The survey will take you about 6 minutes to complete. Be kindly advised that the answers are solely upon the preferences and tastes of the respondent, and that there are no right or wrong responses. Be also assured that all the provided inputs will be maintained anonymous and will be kept in the strictest confidentiality.

PLEASE NOTE THAT THE PRODUCT/BRAND OF THIS SURVEY IS FOR THE PURPOSE OF MEASUREMENT OF THE AD INFLUENCE. YOU DO NOT NECESSARILY HAVE TO HAVE A PARTICULAR ATTACHMENT OR CARE FOR THE PRODUCT/BRAND.

For the purpose of the experiment, the advertisement shown below is a representation of a magazine post that promotes "La Vie En Glow" Highlighting Powder Palette by L'Oréal Paris. The model appearing in the ad is Emily Canham, known as @emilycanham on social media. Emily is a digital influencer and is one of the five-member Beauty Squad of L'Oréal Paris. She blogs about makeup, fashion, and lifestyle.

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The brand ''La Vie En Glow'' can reflect who I am.	☐	☐	☐	☐	☐	☐	☐
2. I can identify with the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
3. I can feel a personal connection to the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
4. I can use the brand ''La Vie En Glow'' to communicate who I am to other people.	☐	☐	☐	☐	☐	☐	☐
5. The brand ''La Vie En Glow'' suits me well.	☐	☐	☐	☐	☐	☐	☐
6. I think the brand ''La Vie En Glow'' (could) help me become the type of person I want to be.	☐	☐	☐	☐	☐	☐	☐
7. I consider the brand ''La Vie En Glow'' to be ''me''. (It reflects who I consider myself to be or the way I want to present myself to others.)	☐	☐	☐	☐	☐	☐	☐

Based on the advertisement shown above, I think the "La Vie En Glow" product of the brand L'Oréal is :

Important ___:___:___:___:___:__:___ Unimportant

Of concern to me___:___:___:___:___:__:___ Of no concern to me

Relevant ___:___:___:___:___:__:___ Irrelevant

Means a lot to me___:___:___:___:___:__:___ Means nothing to me

Useful ___:___:___:___:___:__:___ Useless

Significant ___:___:___:___:___:__:___ Insignificant

What do you think of ''Emily Canham'' promoting ''La Vie En Glow'' Highlighting Powder?

Compatible   ___:___:___:___:___:__:___   Incompatible

A good fit   ___:___:___:___:___:__:___   A bad fit

Congruent
(In harmony/agreement ___:___:___:___:___:__:___   Incongruent
with the promoted
product)

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The next time I buy a highlighting powder or foundation, I intend to buy ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
2. In the future, I would be loyal to the ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
3. I would buy the brand ''La Vie En Glow'' again.	☐	☐	☐	☐	☐	☐	☐
4. The ''La Vie En Glow'' brand could be my first choice in the future.	☐	☐	☐	☐	☐	☐	☐
5. I would not buy other brands if the brand ''La Vie En Glow'' is available at the store.	☐	☐	☐	☐	☐	☐	☐
6. I would recommend the brand ''La Vie En Glow''to others.	☐	☐	☐	☐	☐	☐	☐

I can easily recognize the person appearing in the post:

Strongly Agree ___:___:___:___:___:___:___ Strongly Disagree

How much would you be willing to pay for the product shown above?

___Less than 200 CZK
___Between 200 CZK and 500 CZK
___Between 500 CZK and 800 CZK
___More than 800 CZK

What is your age range?
___Between 19 and 22 years
___Between 23 and 25 years
___More than 25 years and less than 36

___None of the mentioned ranges

What is the highest degree you are holding or currently pursuing?
___High school
___Bachelor Degree
___Master's Degree
___Doctorate degree
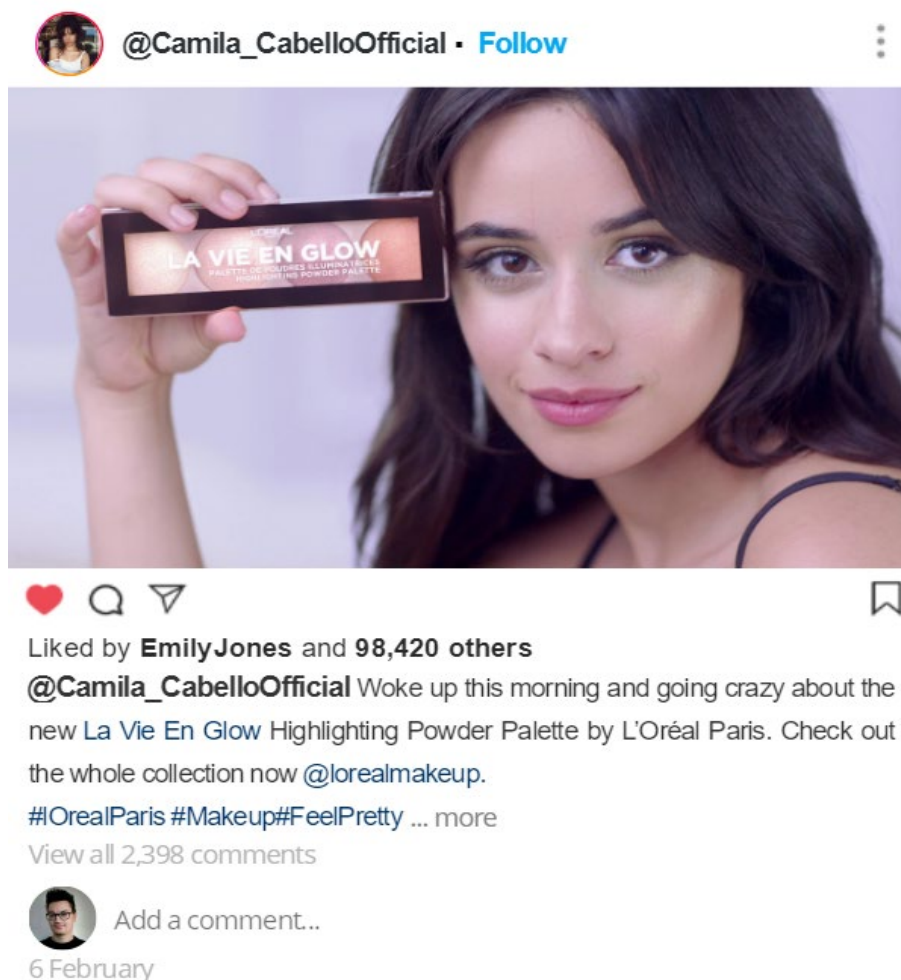
Thank you for your time and collaboration.
For SurveyCircle users (www.surveycircle.com): The Survey Code is: Q76C-H9V9-3U44-7K2Z

Customer Engagement Questionnaire 3

Thank you for accepting to take the following survey and to participate in the present study that investigates the customer engagement among the female Millennial population in the Czech market. The following questionnaire is part of a master thesis research, and its outcomes could potentially bring a value in paving the way towards a better understanding of the Millennial costumer. For this purpose, the beauty care industry was chosen and the product "La Vie En Glow" by L'Oréal Paris will serve the aim of this study. The survey will take you about 6 minutes to complete. Be kindly advised that the answers are solely upon the preferences and tastes of the respondent, and that there are no right or wrong responses. Be also assured that all the provided inputs will be maintained anonymous and will be kept in the strictest confidentiality.

PLEASE NOTE THAT THE PRODUCT/BRAND OF THIS SURVEY IS FOR THE PURPOSE OF MEASUREMENT OF THE AD INFLUENCE. YOU DO NOT NECESSARILY HAVE TO HAVE A PARTICULAR ATTACHMENT OR CARE FOR THE PRODUCT/BRAND.

For the purpose of the experiment, the advertisement shown below is a representation of an Instagram post that promotes "La Vie En Glow" Highlighting Powder Palette by L'Oréal Paris. The model appearing in the ad is the singer and dancer celebrity Camila Cabello, notably known for her song entitled "Havana".

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The brand ''La Vie En Glow'' can reflect who I am.	☐	☐	☐	☐	☐	☐	☐
2. I can identify with the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
3. I can feel a personal connection to the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
4. I can use the brand ''La Vie En Glow'' to communicate who I am to other people.	☐	☐	☐	☐	☐	☐	☐
5. The brand ''La Vie En Glow'' suits me well.	☐	☐	☐	☐	☐	☐	☐
6. I think the brand ''La Vie En Glow'' (could) help me become the type of person I want to be.	☐	☐	☐	☐	☐	☐	☐
7. I consider the brand ''La Vie En Glow'' to be ''me''. (It reflects who I consider myself to be or the way I want to present myself to others.)	☐	☐	☐	☐	☐	☐	☐

Based on the advertisement shown above, I think the "La Vie En Glow" product of the brand L'Oréal is :

Important   ___:___:___:___:___:__:___   Unimportant

Of concern to me___:___:___:___:___:__:___   Of no concern to me

Relevant   ___:___:___:___:___:__:___   Irrelevant

Means a lot to me___:___:___:___:___:__:___   Means nothing to me

Useful   ___:___:___:___:___:__:___   Useless

Significant   ___:___:___:___:___:__:___   Insignificant

What do you think of ''Camila Cabello'' promoting ''La Vie En Glow'' Highlighting Powder?

Compatible   ___:___:___:___:___:___:___   Incompatible

A good fit   ___:___:___:___:___:___:___   A bad fit

Congruent
(In harmony/agreement   ___:___:___:___:___:___:___   Incongruent
with the promoted
product)

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The next time I buy a highlighting powder or foundation, I intend to buy ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
2. In the future, I would be loyal to the ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
3. I would buy the brand ''La Vie En Glow'' again.	☐	☐	☐	☐	☐	☐	☐
4. The ''La Vie En Glow'' brand could be my first choice in the future.	☐	☐	☐	☐	☐	☐	☐
5. I would not buy other brands if the brand ''La Vie En Glow'' is available at the store.	☐	☐	☐	☐	☐	☐	☐
6. I would recommend the brand ''La Vie En Glow''to others.	☐	☐	☐	☐	☐	☐	☐

I can easily recognize the person appearing in the post:

Strongly Agree ___:___:___:___:___:___:___ Strongly Disagree

How much would you be willing to pay for the product shown above?

___Less than 200 CZK
___Between 200 CZK and 500 CZK
___Between 500 CZK and 800 CZK
___More than 800 CZK

What is your age range?
___Between 19 and 22 years
___Between 23 and 25 years
___More than 25 years and less than 36
___None of the mentioned ranges

What is the highest degree you are holding or currently pursuing?
___High school
___Bachelor Degree
___Master's Degree
___Doctorate degree

Thank you for your time and collaboration.
For SurveyCircle users (www.surveycircle.com): The Survey Code is: Q76C-H9V9-3U44-7K2Z

Customer Engagement Questionnaire 4

Thank you for accepting to take the following survey and to participate in the present study that investigates the customer engagement among the female Millennial population in the Czech market. The following questionnaire is part of a master thesis research, and its outcomes could potentially bring a value in paving the way towards a better understanding of the Millennial costumer. For this purpose, the beauty care industry was chosen and the product "La Vie En Glow" by L'Oréal Paris will serve the aim of this study. The survey will take you about 6 minutes to complete. Be kindly advised that the answers are solely upon the preferences and tastes of the respondent, and that there are no right or wrong responses. Be also assured that all the provided inputs will be maintained anonymous and will be kept in the strictest confidentiality.

PLEASE NOTE THAT THE PRODUCT/BRAND OF THIS SURVEY IS FOR THE PURPOSE OF MEASUREMENT OF THE AD INFLUENCE. YOU DO NOT NECESSARILY HAVE TO HAVE A PARTICULAR ATTACHMENT OR CARE FOR THE PRODUCT/BRAND.

For the purpose of the experiment, the advertisement shown below is a representation of a magazine post that promotes "La Vie En Glow" Highlighting Powder Palette by L'Oréal Paris. The model appearing in the ad is Emily Canham, known as @emilycanham on social media. Emily is a digital influencer and is one of the five-member Beauty Squad of L'Oréal Paris. She blogs about makeup, fashion, and lifestyle.

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The brand ''La Vie En Glow'' can reflect who I am.	☐	☐	☐	☐	☐	☐	☐
2. I can identify with the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
3. I can feel a personal connection to the brand ''La Vie En Glow''.	☐	☐	☐	☐	☐	☐	☐
4. I can use the brand ''La Vie En Glow'' to communicate who I am to other people.	☐	☐	☐	☐	☐	☐	☐
5. The brand ''La Vie En Glow'' suits me well.	☐	☐	☐	☐	☐	☐	☐
6. I think the brand ''La Vie En Glow'' (could) help me become the type of person I want to be.	☐	☐	☐	☐	☐	☐	☐
7. I consider the brand ''La Vie En Glow'' to be ''me''. (It reflects who I consider myself to be or the way I want to present myself to others.)	☐	☐	☐	☐	☐	☐	☐

Based on the advertisement shown above, I think the "La Vie En Glow" product of the brand L'Oréal is :

Important   ___:___:___:___:___:__:___   Unimportant

Of concern to me___:___:___:___:___:__:___   Of no concern to me

Relevant   ___:___:___:___:___:__:___   Irrelevant

Means a lot to me___:___:___:___:___:__:___   Means nothing to me

Useful   ___:___:___:___:___:__:___   Useless

Significant   ___:___:___:___:___:__:___   Insignificant

What do you think of ''Emily Canham'' promoting ''La Vie En Glow'' Highlighting Powder?

Compatible   ___:___:___:___:___:__:___   Incompatible

A good fit   ___:___:___:___:___:__:___   A bad fit

Congruent
(In harmony/agreement   ___:___:___:___:___:__:___   Incongruent
with the promoted
product)

@EmilyCanhamOfficial · Follow

Liked by EmilyJones and 98,420 others
@EmilyCanhamOfficial Woke up this morning and going crazy about the new La Vie En Glow Highlighting Powder Palette by L'Oréal Paris. Check out the whole collection now @lorealmakeup.
#lOrealParis #Makeup#FeelPretty ... more
View all 2,398 comments

Add a comment...
6 February

Based on your assessment of the advertisement shown above, please rate the following statements:	strongly agree						strongly disagree
1. The next time I buy a highlighting powder or foundation, I intend to buy ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
2. In the future, I would be loyal to the ''La Vie En Glow'' brand.	☐	☐	☐	☐	☐	☐	☐
3. I would buy the brand ''La Vie En Glow'' again.	☐	☐	☐	☐	☐	☐	☐
4. The ''La Vie En Glow'' brand could be my first choice in the future.	☐	☐	☐	☐	☐	☐	☐
5. I would not buy other brands if the brand ''La Vie En Glow'' is available at the store.	☐	☐	☐	☐	☐	☐	☐
6. I would recommend the brand ''La Vie En Glow''to others.	☐	☐	☐	☐	☐	☐	☐

I can easily recognize the person appearing in the post:

Strongly Agree ___:___:___:___:___:___:___ Strongly Disagree

How much would you be willing to pay for the product shown above ?

___Less than 200 CZK
___Between 200 CZK and 500 CZK
___Between 500 CZK and 800 CZK
___More than 800 CZK

What is your age range?
___Between 19 and 22 years
___Between 23 and 25 years
___More than 25 years and less than 34
___None of the mentioned ranges

What is the highest degree you are holding or currently pursuing?
___High school
___Bachelor Degree
___Master's Degree
___Doctorate degree

Thank you for your time and collaboration.
For SurveyCircle users (www.surveycircle.com): The Survey Code is: Q76C-H9V9-3U44-7K2Z