The Mediating Effect of Authenticity on the Effectiveness of Influencer Marketing on Purchase Intentions for Skin Care Products, with Special Reference to Generation Z

Kehan Abesiri Samaranayake[1*], Kalni Peris[2]
[1]University of Plymouth, United Kingdom
[2]Department of Marketing and Tourism Management, NSBM Green University, Sri Lanka
Corresponding Author E-mail: 10822932@students.plymouth.ac.uk

Abstract— **Influencer Marketing has grown in popularity as a technique to promote goods and services by using different digital platforms. Further, there are a dearth of studies that were conducted in this context testing the mediating effect of authenticity on the influencer marketing effectiveness and purchase intentions. This study investigated how the authenticity of the influencer impacts their credibility and consumers' purchase decisions in the Sri Lankan context of skincare consumers, with special reference to Generation Z, A quantitative study was conducted, and the data were analyzed using SPSS. Furthermore, Regression analysis and Correlation analysis were conducted in order to statistically examine the direct relationships and mediated relationships from Authenticity, and they had positive results which showed significant positive impact from Authenticity towards the relationship between influencer marketing effectiveness and consumers purchase intentions. Moreover, a sample of 247 Generation Z respondents were taken as the sample. Adding value to the Influencer marketing context is essential nowadays to satisfy consumers and build strong relationships with customers. This Research paper aims to validate the impact of Authenticity on the relationship between the dimensions of Expertise, Attractiveness, and Trustworthiness (Source credibility model) towards purchase decisions of skincare consumers and this study comes up with a novel finding of Authenticity which is significant to all the skincare influencer marketers and skincare manufacturers.**

Keywords— Authenticity, Generation Z, Influencer Marketing, Expertise, Attractiveness, Trustworthiness

I. INTRODUCTION

Among the world's popular multibillion-dollar businesses the cosmetic industry has become one of the leading ones [1]. As mentioned in Euromonitor International (2016), the global value of the beauty industry is known to be $444 billion and the skincare segment has a share of US$ 120 billion. Moreover, Influencer Marketers are normal people but have a huge number of followers due to their talent to make high-quality content and expertise in specific areas such as fashion, fitness, or lifestyle as cited in [2]. According to [2] Ohanian's source credibility model (1990) is utilized to measure the effectiveness of influencer marketing based on credibility sources such as Trustworthiness, Attractiveness, and Expertise.

Furthermore, people born between 1997 and 2012 are called Generation Z people [3] and tend to be the target segment for influencer marketing. As cited in [4] the main reason for their ability to use digital platforms and much more likability for social media. This study focused on identifying the mediating effect of authenticity on the effectiveness of influencer marketing and purchase decisions of skincare consumers with special reference to Generation Z.

This is because, according to a study conducted by [5] states that perceived authenticity is growing in importance because they have examined self-acceptance, mindfulness, and perceived authenticity of influencers in carving behavior appearing in self-discrepancies and they expressed that these variables should be further examined in the future in much more detail. Not only that in a study conducted by [6], the author stated that it would be a valuable contribution to conduct a study on testing the mediating effect of authenticity using different product categories and specializations to see whether there are any differences in consumers' perceived authenticity in addition to the authors study conducted on social media and mediating role of authenticity in covert celebrity endorsement.

Furthermore, the purpose of this study was to identify the mediating effect of authenticity on the effectiveness of influencer marketing on purchase intentions for skincare product consumers with special reference to Generation Z. To achieve this purpose the following research questions were addressed, What is the impact of Authenticity on the relationship between Expertise and purchase intentions of Generation Z skincare consumers?

1. What is the impact of Authenticity on the relationship between Expertise and purchase intentions of Generation Z skincare consumers?

2. What is the impact of Authenticity on the relationship between Attractiveness and purchase intentions of Generation Z skincare consumers?
3. What is the impact of Authenticity on the relationship between Trustworthiness and purchase intentions of Generation Z skincare consumers?
4. What is the direct impact of Authenticity on the purchase intentions of Generation Z skincare product consumers?

This study is significant for every skincare manufacturing business that manufactures skincare for Generation Z, the findings will be beneficial in identifying the most appropriate influencers for marketing in different digital platforms. On top of that authenticity is integrated into this model as a mediating variable in order to explain the relationship between influencer credibility and consumers' purchase decisions hence adding authenticity promotes a deeper understanding of how influencer marketing effectiveness correlates purchase intentions significantly.

II. Literature Review

A. Influencer Marketing

According [7] Influencer Marketing can be explained as a marketing strategy that utilizes the supremacy of key individuals or opinion leaders to navigate consumer brand awareness and their purchasing decisions. As stated by [8] 94% of marketers who have utilized influencer marketing have identified that the return on investment is 11 times higher than traditional marketing.

B. Generation Z

Generation Z tends to be the age group to has a genuine connection with influencers. The main reason for this is that Generation Z was born in the time that the internet was evolving, and this generation grew up watching YouTube stars that are similar to them. Therefore, these generations mostly prefer the chance to engage with them [9]. Further, [10] analysed the characteristics of Generation Z. She explained that this is a generation that spends much of their time on the internet, they prefer to follow an influencer who has similarities that match their lifestyle, values, and beliefs. Not only that, but she also identified that this generation is more likely to share their product thoughts and experiences with others by using the internet in the forms of Reviews, comments, etc.

C. Source Credibility and Purchase Intention

According to [11] state that the expertise of an influencer elucidates the anticipated value of the information they contribute. On the other hand, as explained by [11] the expertise of an influencer can impact purchase intentions in two different ways

Firstly, it is necessary to make sure whether an influencer possesses an unequivocal level of acquaintance with a product or prevalent expertise, and secondly, it is compulsory to note whether an influencer can be anticipated to be a valuable etymology of knowledge regarding the purchase decision-making process.

H1 There is an impact from Expertise to Purchase intentions

Moreover, as cited in [12] celebrity endorsement depends on several models such as source credibility and source attractiveness. Further, according [11] states that the consistency theory and halo effect propounds that influencers who are physically attractive are seen as smarter and designated higher on other traits.

H2-There is an impact from Attractiveness to Purchase intentions

Further, according to [12] trustworthiness can impact purchase intentions, this is because credibility means the value of information given by their product recommendations. Not only that, according [13] mentions that the majority of researchers have grounded that there is a positive relationship between trustworthiness and purchase intentions.

H3- There is an impact from the trustworthiness to purchase intentions

D. Expertise

Expertise stipulates the "scope to which a speaker becomes aware as a fount of valid assertions" according to [14]. A communicator's expertise can be discerned from the quantity and quality of information, the degree of ability, education, and professional achievement, and the plausibility of the communicator's astuteness [14].

When evaluating the relationship between expertise and influencer marketing. For instance as cited in [13] states that the expertise of an influencer positively affects the purchase intention, however, as cited in [14] The Authors concluded that effectiveness varies according to authenticity, this is because brands are highly concerned about their image and the content shared by the influencer. Influencers will represent the credibility of the brand in addition to his/her self-credibility.

H4- There is an impact from Expertise to Purchase intention via Authenticity

E. Attractiveness

The Attractiveness of an influencer enlarges the impact of communication by resulting in substantial attention and espousal, according [14]. Further, when a communicator is attractive, the audience will be inclined to give credence to the communicator's message [15]. Moreover, a large number of past studies indicate that attractiveness will contribute positively to purchase intention [13]. However, influencers becoming attractive will not always contribute to

positive purchase decisions, this will be mediated by Authenticity.

H5- There is an impact from Attractiveness to Purchase intentions via Authenticity

F. Trustworthiness

Trustworthiness can be determined by the individual's level of credibility such as the source of information portrayed, whether it is their real and genuine thoughts, or whether they are impacted by different influencers [12]. Moreover, Trustworthiness can be defined as the degree of sincerity and honesty the influencer marketer exhibits. According to [16] consumers on Instagram assess or rate an influencer's trustworthiness regardless of whether their opinions are reliable, transparent, truthful, and open-minded.

Moreover, multiple research studies have concluded that trustworthiness and consumer purchase intention have a strong positive correlation. As per the research conducted by [17], Trustworthiness positively influences the consumer purchase intention of cosmetic products. However, the authors [14], state that the effectiveness varies on their authenticity. In addition, to the image and content shared the credibility of the influencer will have a collision on the credibility of the brand.

H6- There is an impact from Trustworthiness to purchase intentions via Authenticity.

G. Mediating Influence of Authenticity

According to [5] perceived authenticity has been tested as a moderator to identify the exposure to influencer content, whereas, in a study conducted by [18], perceived celebrities' authenticity is being measured by three components such as originality, Naturalness and continuity with influencer credibility utilized as a mediator to identify how this will affect Positive word of mouth. Not only, [6] states that authenticity has been examined in many disparate contents such as celebrity authenticity, Advertisement authenticity, brand authenticity, authenticity in social media, tourism authenticity and authenticity in politics. Additionally, this suggests that the authenticity variable is growing in importance and should be further measured, therefore this study will measure the mediating effect of authenticity on influencer marketing effectiveness towards purchasing intentions of skin care products, with special reference to Generation Z. This would support existing literature related to Authenticity, influencer marketing effectiveness, and Generation Z with novel results.

H7- There is an impact from Authenticity on purchase intentions

H. Purchase Intentions

Purchase intention is evidenced as cited in [7] which is "an individual's conscious plan to make an effort to buy a brand". Further, [19] explained purchase intention as "what we think we will buy". Not only that as cited in [20] described purchase intention as the great inclination to buy a product shortly. Even more important, purchase intentions consist of the possibility or conceivability that consumers will be inclined to purchase an irrefutable product.

In conclusion, according to a study administered [19] failed to manifest a positive relationship between influencer marketing and purchase intention, and this was determined after conducting a blog content. However, other past studies that were conducted on influencer marketing and purchase intentions asserted that there is a positive relationship between them according to [19].

The success of the marketing message created by the influencer depends upon authenticity. This outlines a Gap in influencer marketing engaging with truthful and authentic communication and connections with existing and potential consumers. Furthermore, a study conducted on Social media and the mediating role of perceived Authenticity in covert celebrity endorsement by [6] states that it would be a valuable contribution to conduct a study on this context with different product categories and different specializations, to see whether there is any differences of consumers perceived authenticity. Despite the growing prevalence of Authenticity, there is a lack of studies examining the impact of Authenticity [20].

Therefore, this study aims to explore the Gap of how authenticity mediates the impact of Gen Z consumers' purchase intentions for skincare care products.

III. METHODOLOGY



Fig. 1. Conceptual model (author)

This study consisted of 6 hypotheses, and the deductive approach was utilized [6]. Further, this study follows a quantitative research design, and a survey was conducted to gather primary data. Moreover, the purposive sampling technique was used, and data was analyzed using SPSS.

A. Measures

Purchase intentions was operationalized using 5 items with 5-point Likert scale , Authenticity was operationalized using 6 items with 7-point Likert scale , Trustworthiness was operationalized using 5 items with 7 point Likert scale , Attractiveness was operationalized using 4 items with 7 point Likert scale and Expertise was operationalized using 5 items with 7 point Likert scale.

B. Data and variables

1) Sample and Variables

A sample of 247 Generation Z respondents were taken as the sample. This study focused on evaluating the mediating effect of authenticity on the effectiveness of influencer marketing on purchase intentions for skin care products. The study consisted of 3 independent variables such as attractiveness, trustworthiness, and expertise. A mediator Authenticity and the dependent variable purchase intentions.

Further to move on with the findings of this study, all the objectives that were set before data collection and analysis were achieved effectively.

For example: Findings showed that there is a significant impact on authenticity for the relationship between expertise and purchase intentions, where the regression for the direct relationship (Expertise to purchase intentions) showed a beta value of 0.109 and the mediated relationship (Expertise- Authenticity-Purchase intentions) showed a beta value of 0.1677, therefore the change in the beta values shows the mediating effect.

Meanwhile, the other 2 variables trustworthiness and attractiveness have a significant impact on authenticity and the findings proved it.

IV. DATA ANALYSIS

The survey was distributed among 247 respondents and 233 were taken for analysis as the rest were removed during the outlier treatment, out of the 233 respondents 132 were males and 101 were females. The Age group was solely based on Generation Z which is 12-27 years. In the Education analysis the majority were people with bachelor's, and it was 177 respondents.

Additionally, the occupation had a higher frequency among university students, and it was 185 and income had a higher frequency for people who are earning less than 50,000 and it is 165 respondents.

A. Normality test

According to the normality test, the probabilities of Kolmogorov-Smirnov and Shapiro-Wilk tests are respectively 0.200 and 0.513. both P values of the tests are insignificant since P values are greater than 0.05. This demonstrates that residuals are normally distributed with zero means and residuals are highly valid.

B. Reliability Test

The independent factors of expertise, attractiveness, and trustworthiness and the mediating factor of authenticity with a dependent factor of purchase intention have a Cronbach value which is greater than 0.7 (reliable), which shows that there is a higher level of internal consistency.

Table 1. Reliability Analysis

Variable	Cronbach Alpha	No of items
Expertise	0.911	5
Attractiveness	0.917	4
Trustworthiness	0.956	5
Authenticity	0.924	6
Purchase Intentions	0.779	5

C. Correlation analysis

Since the Pearson correlation value is positive there is a positive relationship between the variables and all the variables are significant as the significant value should be less than 0.05.

Table 2. Correlation Analysis

Correlations					
		EX	AT	T	AU	PI
EX	Pearson Correlation	1				
AT	Pearson Correlation	.623**	1			
T	Pearson Correlation	.727**	.651**	1		
AU	Pearson Correlation	.772**	.734**	.823**	1	
PI	Pearson Correlation	.646**	.617**	.747**	.708**	1

**. Correlation is significant at the 0.01 level (2-tailed).

D. Multiple Regression and Hypothesis Testing

This statistical technique proved that all the independent variables have a positive and a significant impact on the dependent variable since all the significance values are below 0.05.

Table 3. Regression Analysis

Variables	β Value	Significance value
Mean Expertise	0.109	0.013
Mean Attractiveness	0.109	0.001
Mean Trustworthiness	0.253	0.000
Expertise on Authenticity	0.8699	0.000
Attractiveness on Authenticity	0.7120	0.000
Trustworthiness on Authenticity	0.6737	0.000

The current study aimed to investigate the mediating effect of authenticity on the effectiveness of influencer marketing on purchase intention for skin care products, with special reference to Generation Z. The study's results indicate that authenticity mediates the relationship between an influencer's Expertise, trustworthiness, and attractiveness and has a favorable influence on purchase intentions. This implies that consumers will purchase skin care products positively if the influencer is authentic.

The findings of this study are consistent with previous studies that have highlighted the significance of the mediating effect of Authenticity for purchase intention. For instance, previous research conducted

by [7] found that the perceived authenticity of celebrity endorsers has a positive influence on brand attitudes and behavioural intentions in covert social media marketing. Further as cited in [7] states that an infamous authentic celebrity will have a higher influence and success than a popular celebrity who is less authentic.

The current study used a model with 3 independent variables including Expertise, Trustworthiness, and Attractiveness. A mediator Authenticity and the Dependent variable purchase intentions. The study's findings suggested that there is a significant positive influence in the direct relationships and mediating relationships. The results will be discussed in detail on the topics below.

H1: Impact of Expertise on Purchase Intentions of Generation Z Skin Care Product Consumers: Accepted

The Expertise beta coefficient has a value of 0.109 and a significance value of 0.013, indicating a positive and statistically significant effect on purchase intention among skin care product consumers in Generation Z because under the hypothesis testing a significant relationship is when the significance value is lesser than 0.05, where the null hypothesis is rejected, and the alternative hypothesis is accepted. The results indicate that if Expertise changes by 1% the purchasing intention changes by 10.9%.

H2: Impact of Attractiveness on Purchase Intentions of Generation Z Skin Care Product Consumers: Accepted

H2 states that the Attractiveness of an influencer has a positive and significant impact on the purchase intentions of Generation Z skin care product consumers. As the beta coefficient of attractiveness is 0.109 and the significance level is 0.001 the regression analysis supports this hypothesis because under the hypothesis testing a significant relationship is when the significance value is less than 0.05, where the null hypothesis is rejected, and the alternative hypothesis is accepted. According to an international study on influencer marketing in social media, when a communicator is attractive, the audience will be inclined to give credence to the communicator's message. So, this has been further proved by the results of this current study. Especially in the practical scenario of skin care products, the influencer should be attractive to consumers to trust on their message.

H3: Impact of Trustworthiness on Purchase Intentions of Generation Z Skin Care Product Consumers: Accepted

H3 states that the Trustworthiness of an influencer has a positive and significant impact on the purchase intentions of Generation Z skin care product consumers. As the beta coefficient of trustworthiness is 0.253 and the significance level is 0.000 the regression analysis supports this hypothesis because under the hypothesis testing a significant relationship is when the significance value is less than 0.05, where the null hypothesis is rejected, and the alternative hypothesis is accepted. Further, an international study that was conducted by [12] on social influencers winning formula states that the trustworthiness of the influencer tends to be one of the most considered factors when implementing an influencer and this study proves it in the Sri Lankan context for skin care product consumers in Generation Z.

H4 - Impact of Expertise on Authenticity for Generation Z Skin Care Product Consumers - Accepted

H4 states that there is a significant partial mediation effect from Authenticity for the direct (Path A) and indirect (Path B) relationship for Purchase Intentions. After the mediation, the beta coefficient of expertise is 0.4408 and the significance level is 0.000 the regression analysis supports this hypothesis because under the hypothesis testing a significant relationship is when the significance value is less than 0.05, where the null hypothesis is rejected, and the alternative hypothesis is accepted.

This suggests that before making a purchase decision for skin care products Sri Lankan Generation Z consumers consider whether the influencer is authentic in addition to his/her expertise in the field, further an international study conducted by [21] states that a celebrity's perceived expertise will positively influence a celebrity's perceived authenticity when endorsing products related to his/her expertise covertly in social media. The current study has accepted the hypothesis in the influencer's context, yet another type of social media endorser.

H5 - Impact of Attractiveness on Authenticity of Generation Z Skin Care Product Consumers – Accepted

H5 states that there is a significant partial mediation effect from Authenticity for the direct (Path A) and indirect relationship (Path B) for purchase intentions. After the mediation, the beta coefficient is 0.3623 and the significance level is 0.000 the regression analysis supports this hypothesis because under the hypothesis testing a significant relationship is when the significance value is lesser than 0.05 the null hypothesis is rejected, and the alternative hypothesis is accepted.

Before making a purchase decision for skin care products the people in Generation Z will consider whether the influencer is authentic, they will not

directly decide on the attractiveness of the influencer. Hence this study corresponds to international studies that are conducted on celebrity endorsement, yet another type of social media endorser [22]. According to [21] a celebrity's perceived attractiveness will positively influence a celebrity's perceived authenticity when endorsing attractiveness-enhancing products covertly in social media. This study discovered that attractiveness positively influences influencer authenticity when consumers make purchase decisions.

H6 - Impact of Trustworthiness on Authenticity of Generation Z Skin Care Product Consumers – Accepted

Findings from the regression analysis have shown that this hypothesis is accepted as there is a significant partial mediation effect from Authenticity for the direct (Path A) and indirect relationships (Path B). After the mediation, the beta coefficient is 0.3703 and the significance level is 0.000, therefore under the hypothesis testing a significant relationship is when the significance value is lesser than 0.05 the null hypothesis is rejected, and the alternative hypothesis is accepted. This finding suggests that when Sri Lankan Generation Z consumers make purchase decisions on skin care products, they don't always believe that an influencer is trustworthy, without he/she is being authentic in terms of their character. For example- a consumer may accept the information communicated by an influencer not only if he/she is trustworthy but should be authentic too.

V. CONCLUSION

This study accentuates the significance of the Mediating Effect of Authenticity for the credibility components of an influencer (Expertise, Attractiveness, and Trustworthiness) affecting the purchasing intentions of Skin care product consumers. Moreover, marketers should concentrate more on the genuineness of an influencer when selecting to market skin care products on different digital platforms.

Furthermore, the findings of this study showed that authenticity plays a mediating role between influencers' credibility and the purchase intention of skin care product consumers, therefore the business must create efficient plans to exploit and guide online communications about skin care products. This might consist of interacting with the influencers, monitoring and responding to customer reviews, and motivating satisfied consumers by using skin care products to post positive reviews on social media.

REFERENCES

[1] T. K. Chin and S. H. M. Harizan, "Factors influencing consumers' purchase intention of cosmetic products in Malaysia," International Journal of Business and Innovation, vol. 3, no. 1, pp. 1–15, 2017.J. Clerk Maxwell, A Treatise on Electricity and Magnetism, 3rd ed., vol. 2. Oxford: Clarendon, 1892, pp.68–73.

[2] J. A. Lee and M. S. Eastin, "Perceived authenticity of social media influencers: Scale development and validation," Journal of Interactive Advertising, vol. 15, no. 4, pp. 1–20, 2021.

[3] M. Dimock, "Defining generations: Where millennials end and Generation Z begins," Fact Tank: News in the Numbers, Pew Research Center, Jan. 17, 2019.

[4] M. Nadanyiova and L. Sujanska, "The impact of influencer marketing on the decision-making process of Generation Z," Economics and Culture, vol. 20, no. 1, pp. 68–76, 2023, doi: 10.2478/jec-2023-0006.

[5] Shehzala, A. K. Jaiswal, V. Vemireddy, and F. Angeli, "Social media 'stars' vs 'the ordinary' me: Influencer marketing and the role of self-discrepancies, perceived homophily, authenticity, self-acceptance and mindfulness," European Journal of Marketing, vol. 58, no. 2, pp. 590-631, 2024, doi: 10.1108/EJM-02-2023-0141IEEE Transl. J. Magn. Japan, vol. 2, pp. 740–741, August 1987 [Digests 9th Annual Conf. Magnetics Japan, p. 301, 1982].

[6] M. Young, The Technical Writer's Handbook. Mill Valley, CA: University Science, 1989.

[7] D. S. Levitan, "Social media and the mediating role of perceived authenticity in covert celebrity endorsement: Influencing factors," Westminster Research, p. 237, 2020.

[8] Y. Li and Y. Peng, "Influencer marketing: Purchase intention and its antecedents," vol. 39, no. 7, p. 19, 2021.

[9] C. Lou and S. Yuan, "Influencer marketing: How message value and credibility affect consumer trust of branded content on social media," Journal of Interactive Advertising, 2019, p. 17.

[10] N. Gelati and J. Verplancke, "The effect of influencer marketing on the buying behavior of young consumers," 2022, p. 83

[11] J. Weismueller, P. Harrigan, S. Wang, and G. N. Soutar, "Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media," Australasian Marketing Journal, vol. 28, p. 30, 2020.

[12] K. P. Weidmann and W. v. Mettenheim, "Attractiveness, trustworthiness and expertise – social influencers' winning formula?," Emerald Insight, 2020, p. 19.

[13] E. S.-T. Wang and Y. J. Weng, "Influence of social media influencer authenticity on their followers' perceptions of credibility and positive word of mouth," Asia Pacific Journal of Marketing, vol. 36, p. 18, 2023.

[14] D. Y. Kim and H. Y. Kim, "Trust me, trust me not: A nuanced view of influencer marketing on social media," Journal of Business Research, 2021.

[15] I. B. Gavrilova and A. C. Shuleska, "Source credibility theory applied to influencer marketing," ResearchGate, p. 17, 2022.

[16] N. Gelati and J. Verplancke, "The effect of influencer marketing on the buying behavior of young consumers," 2022, p. 83.

[17] B. Chekima, Z. F. Chekima, A. Adis, and A. A. Abdul, "The role of attractiveness, expertise and trustworthiness," Journal of Economics and Business, 2020.

[18] E. S.-T. Wang and Y. J. Weng, "Influence of social media influencer authenticity on their followers' perceptions of credibility and positive word of mouth," Asia Pacific Journal of Marketing, vol. 36, p. 18, 2023.

[19] M. Kolarova, "#Influencer marketing: The effects of influencer type, brand familiarity, and sponsorship disclosure on purchase intention and brand trust on Instagram," 2018, p. 43.

[20] I. Bruns, "'Perceived Authenticity' and 'Trust' in Social Media Driven Influencer Marketing and Their Influence on Intentions-to-Buy of 18–24-Year-Olds in Ireland," 2018, p. 135.

[21] S. Levitan, Social Media and the Mediating Role of Perceived Authenticity in Covert Celebrity Endorsement: Influencing Factors, Ph.D. dissertation, Univ. of Westminster, London, UK, 2020. Available: https://westminsterresearch.westminster.ac.uk/item/w4w2v/social-media-and-the-mediating-role-of-perceived-authenticity-in-covert-celebrity-endorsement-influencing-factors.

[22] A. P. Schouten, L. Janssen, and M. Verspaget, "Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit," International Journal of Advertising, vol. 39, p. 25, 2020.