AN INVESTIGATION OF CELEBRITIES' AND INFLUENCERS' CREDIBILITY DIMENSIONS IN DIFFERENT GENERATIONS

ISTRAŽIVANJE DIMENZIJA VJERODOSTOJNOSTI SLAVNIH I UTJECAJNIH OSOBA MEĐU RAZLIČITIM GENERACIJAMA

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Abstract

Purpose – The main goal of this paper is to investigate the differences between celebrity and influencer dimensions of credibility and identification and how they affect purchase intentions and attitudes toward an endorsed product among generations X, Y, and Z.

Design/Methodology/Approach – Our research model is based on the theories of source credibility and identification, as well as their impact on consumers' attitudes toward endorsed products and their purchase intentions. As part of an experiment we performed, participants were shown advertisements of women's sports apparel (leggings) combined with a picture of a celebrity or influencer before being asked questions about these ads to assess the response they evoked.

Findings and implications – Our study shows that the attitudes and purchase intentions of all three generations are influenced by endorsers, with Gen Z members exhibiting significantly higher values. Their identification and credibility dimensions are significantly higher for influencers. While Gen Y has no preference as to the type of endorser, Gen X members who perceive

Sažetak

Svrha – Glavni je cilj rada istražiti razlike između dimenzija vjerodostojnosti i identifikacije slavnih i utjecajnih osoba te kako one utječu na namjere kupovine i stavove prema preporučenom proizvodu za generacije X, Y i Z.

Metodološki pristup – Istraživački model temelji se na teorijama vjerodostojnosti i identifikaciji izvora te njihova utjecaja na stavove potrošača prema preporučenom proizvodu i namjerama kupovine. Proveden je eksperiment u kojem su sudionicima pokazani oglasi za žensku sportsku odjeću (tajice) u kombinaciji sa slikom slavne osobe ili utjecajne osobe, a zatim su im postavljana pitanja o oglasu kako bi se procijenila izazvana reakcija.

Rezultati i implikacije – Istraživanje pokazuje da su stavovi i namjere kupovine svih triju generacija pod utjecajem slavnih i utjecajnih osoba, pri čemu Generacija Z pokazuje znatno veće vrijednosti. Njihove dimenzije identifikacije i vjerodostojnosti značajno su veće za utjecajne osobe. Generacija Y nema preferenciju u pogledu vrste osobe, dok Generacija X doživljava vjerodostojnijima slavne osobe i veća je mogućnost za kupovinu proizvoda koje oni podupiru.

celebrities to be more credible also exhibit a higher chance of purchase from their endorsements.

Limitations – The study focuses on a single product category, which might differ from others in terms of consumer behavior. As using display ads is not typically the most natural way for endorsers to communicate with their target audience, its effects might differ from other types of communication. Although the celebrities used in the experiment are widely acclaimed internationally and locally, we assumed that the age of endorsers used does not affect their popularity among age groups. Also, the research only analyzes women who might behave differently from men.

Originality – This paper adds to the body of understanding of how celebrities and social media influencers differ when it comes to their effect on consumer behavior by investigating such differences among generations X, Y, and Z.

Keywords: social media marketing, influencer marketing, credibility theory, identification theory, purchase intentions.

Ograničenja – Istraživanje je usredotočeno na jednu kategoriju proizvoda koja bi se mogla razlikovati u smislu ponašanja potrošača od ostalih kategorija. Korištenje tzv. *display oglasa* (engl. *Display Ad*) obično nije najprirodniji način komunikacije osoba koje podupiru proizvode s njihovom ciljnom publikom. Stoga bi učinci drugih vrsta komunikacije mogli biti drugačiji. Iako su slavne osobe korištene u radu našhiroko hvaljene na međunarodnoj i lokalnoj razini, pretpostavili smo da dob podupiratelja ne utječe na njihovu popularnost među dobnim skupinama. Istraživanje analizira samo žene, čije ponašanje bi moglo biti drugačije od ponašanja muškaraca.

Doprinos – Rad pridonosi razumijevanju kako se slavne osoba i utjecajne osobe na društvenim mrežama razlikuju kada je u pitanju utjecaj na ponašanje potrošača istražujući takve razlike između generacija X, Y i Z.

Ključne riječi: marketing na društvenim mrežama, marketing utjecajnih osoba, teorija vjerodostojnosti, teorija identifikacije, namjere kupovine

1. INTRODUCTION

There is a wide consensus among academicians and practitioners alike that a famous person's character enhances the effects of a marketing-communication massage they are conveying. Such effects have been extensively researched in the last few decades. In the early research, the investigation was based on studying how the characteristics of celebrity endorsers (McGuire, 1985; Ohanian, 1990) affect consumer behavior. Even though influencers originate from different backgrounds, various recent studies have reported their substantial impact on consumer attitudes, purchase intentions (Heinecke, 2022; Leung, Gu, Li, Zhang & Palmatier, 2022; Moesser, 2022), and reliability of the information they communicate (Djafarova & Rushworth, 2017). This suggests that the models explaining the impact celebrities have could be applicable to a study of modern influencers' impact on consumer behavior. In this introduction, we provide an overview of early models (based on celebrity endorsement activities) and their latest adaptations aimed at studying social media influencers.

Social media influencers have achieved fame by promoting themselves as experts mainly on social media, as opposed to celebrities who are typically renowned for their talent. Their growth can be attributed to the development of social media that represent an ideal platform for the rise of liberal individuality, democratization of media with low to no entry barriers, and huge potential reach, all amplified by consumeristic logic (Khamis, Ang & Welling, 2016). The professionalization of influencers is opposite to celebrities; they first share their self-generated content on social media only then to become semi-expert in a certain profession/field (Lin, Bruning & Swarna, 2018). The level of expertise within the endorsed field varies among influencers. Interestingly, expert influencers (those who have a deep understanding of the field) are less effective than attractive influencers (Trivedi, 2018).

2. THEORETICAL BACKGROUND

Since a boom of influencers marketing communication in the second part of the last decade, researchers have been assessing the motives behind their enormous effectiveness that makes companies allocate an increasing percentage of their marketing communication budgets for social media (Chetioui, Benlafqih & Lebdaoui, 2020). It was straightforward to adapt the credibility construct in order to explain their success. Ohanian (1990, p. 40) provides a comprehensive review of the 1980s models, investigating which celebrities' properties have a potential impact on different behavioral patterns of consumers. The focus of those early models was to investigate a celebrity's ability to enhance the persuasiveness of a marketing communication message. Such ability finds its sources in trustworthiness, expertise (expertness), attractiveness, dynamism, objectivity, safety, qualification, likability, authoritativeness, believability, and sociability. Ohanian (1990) motivates the use of attractiveness, trustworthiness, and expertise as the constructs of celebrities' credibility by combining early research by Jackob and Huess (2016) that extracted expertness and trustworthiness as the factors underscoring the concept of source credibility and that by McGuire (1985), who presented a source-attractiveness model using familiarity, likability, similarity, and attractiveness. The credibility theory has been widely accepted and applied to various models investigating endorsers' activities. Below we show the building dimensions of credibility as well as identification and their application in the latest models. At the end, we introduce generation as a moderating factor.

2.1. Dimensions of credibility

Trustworthiness can be defined as a celebrity instilling confidence in the endorsement of a product being promoted. A wide range of research supports a positive leverage of trustworthiness on communication messages being

conveyed by celebrities: McGinnies and Ward (1980) indicated that a trustworthy source generated most opinion changes among target message receivers, showing trustworthiness to prevail over expertise when it comes to persuasion. They also showed a high correlation between trustworthiness and message recipients' own assessment of their similarity with the celebrity. Similarly, Djafarova and Rushworth (2017) and Chapple and Cownie (2017) claim that trustworthiness is an important factor in shaping consumer purchasing behavior. Influencers sharing user-oriented content such as reviews, recommendations, own experiences etc. are supposed to be more trustworthy than celebrities. Uzunoğlu and Misci Kip (2014) confirm such rationale and argue that influencers' trustworthiness comes from the product being used, as opposed to celebrities, who are perceived as more of a pushy promotion tactics. Erz and Heeris Christensen (2018) posit that influencers' trustworthiness also derives from the fact that many of them devote their whole career to a niche of products, thus gaining considerably greater knowledge than celebrities who just sell their image.

Expertise (also named authoritativeness, competence, or expertness by various authors) refers to consumers' assessment of how knowledgeable the celebrity is about the product he/she is endorsing. One's perceived expertise level has been found to positively affect consumer compliance (Crano, 1970), higher number of purchases (Woodside & Waddle, 1975), and attitude changes (Horai, Naccari & Fatoullah, 1974; Maddux & Rogers, 1980). Shouten, Janssen, and Verspaget (2020) encompass the construct of expertise outside the credibility as a moderating variable between credibility and endorser type, naming it product-endorser fit and hypothesize that such relationship is more pronounced in influencers. In our research, we will use Ohanian's (1990) interpretation of expertise as a building block of the credibility dimension.

Attractiveness has been defined in various ways in the past, namely as physical looks, chicness,

sexiness, sexuality. Ohanian (1990, pp. 44-47) developed a multidimensional scale to measure of all the three factors constituting credibility to provide a single unified framework for further research in this field.

2.2. Dimensions of identification

Newer models added the dimension of identification, constructed of wishful identification and perceived similarity between a celebrity and a message receiver (Basil, 1996; Hoffner & Buchanan, 2005). It encompasses demographic similarities, behavioral tendencies, life experiences, perceived intelligence, success, and humor. In the case of celebrities, identification is mainly a wishful (or inspirational) set of common attitudes, beliefs, and behaviors. We can expand the concept to actual similarities (or perceived similarities) in the context of influencers. Shouten et al. (2020) investigated differences in the celebrity and influencers' effect on consumer behavior mediated by identification (similarity and wishful identification) between a receiver and sender, and a product-endorser fit act. Their findings show that participants have a higher affection for and trust in the influencers compared to celebrities without confirming the moderating effects of credibility and identifications, thus suggesting that further research of such effects is necessary. Djafarova and Rushworth (2017) argue that influencers are perceived as more credible and relatable, especially for young females, than celebrities. This is also supported by the evidence of Zhang and Wei (2021).

Gräve (2017) argues that celebrities are perceived to be more credible, attractive, and trustworthy, implying that they could be more effective to a broader (more heterogeneous) audience due to mixed levels of identification; on the other hand, influencers tend to produce better effects when the audience is closely identifying. This suggests identification should play a mediating role in establishing the effects of celebrity/influencers' communications on consumer behaviors. Higher perceived identification for influencers is enhanced by social media interactivity

(through comments or even direct messages), presented as a "regular" and more direct way of communication when addressing the followers. We can thus expect a positive mediation effect from both types of endorsers on consumer attitudes originating from wishful (celebrities) or perceived (influencers) identification.

2.3. Generation

In a recent study, Gurunanthan and Lakshmi (2023) assess media consumption among three most active generations, identifying generation X or "Gen X" as digital migrants, generation Y ("Gen Y") as digital natives, and generation Z ("Gen Z") as mobile natives. While Gen X members are gradually moving away from classic media towards social media consumption, TV and magazines are still very influential for their behavior (Sharma, Gupta & Kapoor, 2020). Most of Gen X members have accounts on social media but spend considerably less time per day on such platforms. While appreciative of targeted advertising, they are concerned about the exploitation of their personal data. In their purchasing decision journey, they use social media mostly for gathering information while spending time seeking out the best deal. Millennials or Gen Y have mostly abandoned classic media in favor of social media and other platforms. They prefer innovative and interactive advertising with clear information about the product (Rahman, 2015). Sudha and Sheena (2017) argue that younger millennials follow social media influencers with similar affinities, suggesting an influence over their purchasing decisions. Gen Z members perceive the internet as an integral part of their lives. Their preferred social media are different from those of Gen X and Gen Y, and they very quickly adapt to new platforms. When buying, Gen Z prefers online stores to brick and mortar due to convenience and flexibility. They discuss the products they consider buying with others, valuing the opinion of ordinary people over that of celebrities. They are also less loyal to brands (Munsch, 2021). Some recent studies have found evidence of social media affecting Gen Z brand building (Sheak & Abdulrazak, 2023).

In a study of Turkish influencers' effects on consumer behavior across different generations, Bilginer Halefoglu and Otay Demir (2022) found that Gen Z members follow a substantially larger number of influencers than the other two generations, resulting in higher advertising awareness, higher action rate (researching the endorsed products/services), and purchase. They attribute the later to the fact that Gen Z tends to be more open to trying out new products and innovations, with no evidence provided. Similarly, Pham, Dang, Hoang, Tran, and Ngo (2021) revealed that Vietnamese Gen Z is influenced largely by influencers. They applied the theory of source credibility to study the sources of effects, finding attractiveness to be the main dimension of influence, with expertise having no impact at all. In a study of Gen Z consumption of financial services in the French market, Kaabachi, Mrad, and Barreto (2022) found that its members feel more self-image congruent. Expertise and trustworthiness are the main credibility dimensions for influencers, while attractiveness can be attributed to celebrities. They found support for such results in the influencers' more "down to earth" approach, sharing of personal experiences, and explaining daily finance problems and solutions using target generation language. The same research, however, identified no difference when it comes to the effectiveness of both types of endorsers on the attitudes to ads, with both types found to have no significant effect. Their result is consistent with the findings of Shouten et al. (2020). Our research delves further into these findings to explore whether this is a generational phenomenon only or whether it holds true for older generations as well. With respect to the credibility theory, Kaabachi et al. (2022) confirmed that trustworthiness and expertise have a considerable effect on Gen Z attitudes to ads, while attractiveness was found to have no effect.

3. RESEARCH DESIGN

Most recent research studies have analyzed Gen Z behavioral patterns but none address the differences, across generations, in the significance

of credibility theory dimensions for the shaping of consumer attitudes and behaviors. Our research is aimed at filling this gap by providing insights into two types of endorsers (celebrities and influencers) affecting the purchase behavior of different generations.

Based on the established theory of credibility proposed by Ohanian (1990) and identification with the endorser (Basil, 1996), we constructed the conceptual model depicted in Figure 1.

FIGURE 1: Conceptual model
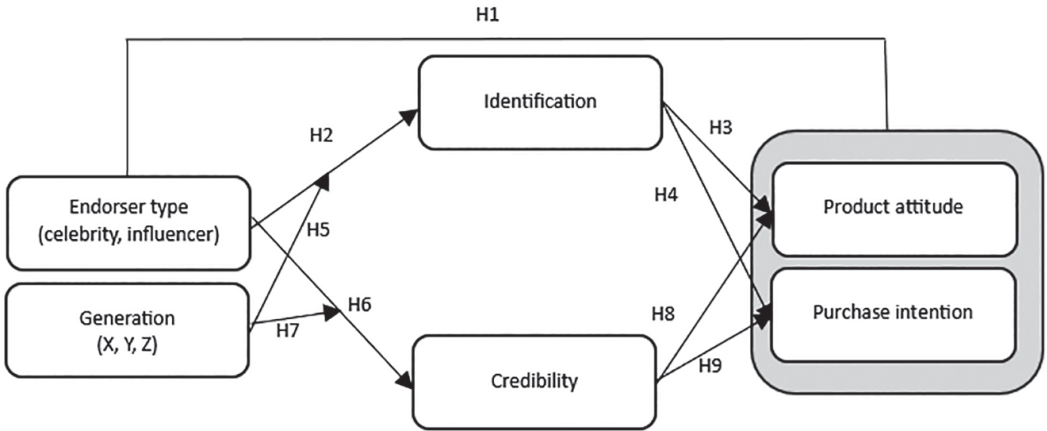
Departing from research findings by Schouten et al. (2020) and Djafarova and Rushworth (2017), we argue that endorser type can affect product attitudes and purchase intentions directly and indirectly through identification and credibility constructs. Following their findings and the model depicted in Figure 1, we hypothesize as follows:

H1: Influencers have a greater impact on consumers product attitudes and purchase intentions.

The theory of identification suggests that a higher identification with the endorser acts as a mediator in shaping consumer attitudes and purchase intentions. A more direct and personal approach of sharing experiences and daily life events undertaken by influencers tends to create stronger bonds with influencers being perceived as peers (Gannon & Prothero, 2018). We therefore hypothesize:

H2: Influencers lead to higher perceived identification than celebrities.

H3: Perceived identification positively mediates attitudes towards endorsed products.

H4: Perceived identification positively mediates purchase intentions.

Building on to the findings of Kaabachi et al. (2022), Bilginer Halefoglu and Otay Demir (2022), and Pham et al. (2021), we further argue that endorsers' impact on identification and credibility is affected by generation as follows:

H5: Younger generations identify with endorsers to a greater extent.

Similarly to identification, we test for the differences in endorser type of credibility construction mediated by generation:

H6: Influencers lead to higher perceived credibility than celebrities.

H7: Endorsers instill greater credibility in younger generations.

H8: Credibility positively mediates attitudes towards endorsed products.

H9: Credibility identification positively mediates purchase intentions.

3.1. Operationalization of variables

For the purposes of our study, we created 2 ads of unbranded sports apparel (women leggings), combined with 1 international celebrity and 1 locally renowned influencer. The celebrity and the influencer were carefully selected from within the women's sports apparel product category to avoid the moderating factor effect of product-endorser fit from the model of Schouten et al. (2020).

We filtered out respondents who did not know both endorsers and did not use the products shown in the ads. A total of 158 women were included in the survey sample (50 Gen X, 51 Gen Y and 57 Gen Z). Their demographics are shown in Table 1.

TABLE 1: Sample demographics

	Gen X	Gen Y	Gen Z
N	50	51	57
Mean age (sd)	48.31 (3.25)	34.80 (3.60)	22.36 (2.66)
Use of social media			
Instagram (%)	38	39	42
TikTok (%)	36	36	68

The survey was conducted through a web surveying service, using convenience sampling. Each participant was randomly selected to be shown either the celebrity ad or the influencer ad.

3.2. Measure

For the construction of the structural factors of identification and credibility we followed Hoffner and Buchanan (2005) and Ohanian (1990).

We constructed identification through two measures: wishful identification and similarity. The former, defined as a desire to be or act like a character, is supposed to be higher with celebrities; the latter, defined as perceived similarities towards a character, is more attributable to influencers (Schouten et al., 2020). Wishful identification was measured with 2 statements: "I wish I could be more like [personality].", "I'd like to do same things as [personality]"; perceived similarities with statements: "[personality] is like me", "I do similar things as [personality]." All were measured with scales ranging between 1 ("totally disagree") and 5 ("totally agree").

Credibility was assessed using trustworthiness, expertise, and attractiveness. For simplicity only one questions was asked per dimension as follows: I find [endorser] untrustworthy – trustworthy; not an expert – expert and unattractive – attractive, measured on a 5-point semantic differential scale.

For the measurement of product attitudes and purchase intentions we followed Spears and Singh (2004), constructing attitudes with semantic differentials (on a 5-point scale): I find the product [unappealing – appealing], [bad – good], [unpleasant – pleasant], [unfavorable – favorable], and [unlikable – likable] (factor analysis – mean=2.76, R^2=52%, α=0.872). For the purchase intentions we only used one statement: I will [definitely not – definitely] buy this product (measuring it on a 5-point scale). While the attitudes express various feelings about the product's physical and emotional properties, thus using more statements to the construct, we chose to simplify the construct of purchase intention into one statement, as opposed to five proposed by Spears and Singh (2004), based on the feeling that most statements address the same intention. Descriptive statistics are shown in Table 2.

TABLE 2: Means, standard deviations for the three generations

	Celebrity			Influencer		
	Gen X	Gen Y	Gen Z	Gen X	Gen Y	Gen Z
Identification: Wishful identification	3.12 (1.11)	3.19 (1.19)	3.15 (0.91)[a***]	2.95 (1.12)	3.26 (1.05)	4.15 (0.81)[a***,b***]
Identification: Perceived similarity	2.24 (1.22)[a*]	2.71 (1.51)	2.19 (1.19)[a***]	2.79 (1.59)[a*]	3.04 (1.57)	3.16 (1.63)[a***]
Credibility: Trustworthiness	2.78 (1.37)[a*]	2.86 (1.55)	2.5 (1.10)[a***]	2.24 (1.22)[a*]	2.33 (1.35)	3.45 (1.40)[a***,b***]
Credibility: Expertise	2.70 (1.50)[a***]	3.03 (1.23)	2.79 (1.44)[a*]	1.62 (0.80)[a***,b***]	2.80 (1.38)	3.40 (1.43)[a*]
Credibility: Attractiveness	3.40 (1.20)	3.24 (1.20)[a**]	3.57 (1.35)[a*]	3.74 (1.39)	3.11 (1.26)[a**]	3.10 (1.37)[a*]
Attitudes: Appeal	3.80 (0.88)[a***,b***]	2.11 (0.69)[a***]	2.19 (0.77)[a***]	2.18 (0.70)[a***,b***]	3.15 (1.12)[a***]	3.29 (0.92)[a***]
Attitudes: Good-bad	3.22 (0.91)[a***,b***]	2.23 (0.68)[a***]	2.21 (0.64)[a***]	2.12 (0.62)[a***,b***]	3.23 (1.03)[a***]	3.36 (0.74)[a***]
Attitudes: Pleasant	3.40 (0.90)[a***,b***]	2.15 (0.61)[a***]	2.20 (0.74)[a***]	2.30 (0.58)[a***,b***]	3.28 (1.04)[a***]	3.17 (0.86)[a***]
Attitudes: Favorable	3.06 (0.98)[a***,b***]	2.13 (0.67)[a***]	2.24 (0.57)[a***]	2.24 (0.65)[a***,b***]	3.21 (0.95)[a***]	3.19 (0.74)[a***]
Attitudes: Likeable	3.14 (0.94)[a***,b***]	2.01 (0.61)[a***]	2.33 (0.63)[a***]	2.18 (0.52)[a***,b***]	3.41 (0.98)[a***]	3.35 (0.76)[a***]
Purchase intention	2.78 (0.70)[a**]	2.80 (0.69)	2.40 (0.83)[a***,b***]	2.40 (0.72)[a**,b***]	2.78 (0.56)[b***]	4.38 (0.82)[a***,b***]

a = paired t-test between celebrity and influencer for each generation, *p<0.1, **p<0.05, ***p<0.001

b = ANOVA between Gen X, Gen Y and Gen Z for celebrity and influencer followed by pairwise t-tests, *p<0.1, **p<0.05, ***p<0.001

4. RESULTS

A comparison of within-generation means shows significant differences in attitudes and purchase intentions between the celebrity and the influencer for all three generations. Gen Z also shows differences in wishful identification, perceived similarity, and credibility dimensions (mostly trustworthiness). All measures for the influencer are higher in the Gen Z group, exhibiting a higher susceptibility towards this type of endorsers. The opposite is true for Gen X, where celebrities are preferred. The average values for attitudes for Gen X (endorsed by celebrity) are

as high as for Gen Z (endorsed by influencers), while purchase intentions are significantly higher for Gen Z. Gen Y behaves similarly to Gen Z, preferring the influencer to the celebrity, except for purchase intention where the effect tends to be at similarly low values as for Gen X. On average, the influencer has a greater impact on purchase intention with a mean of *3.24* (vs. *2.65* for the celebrity, *t=-5.43, p<0.001*) – see Table 2 (last row). Similarly, the influencer does a better job when it comes to favorable attitudes toward the endorsed product. The averages for all 5 dimensions of attitudes for the whole sample are shown in Table 3.

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TABLE 3: Differences for attitude dimensions between celebrity and influencer

	Celebrity	**Influencer**
Appeal	2.54***	2.89
Good-bad	2.53***	2.93
Pleasant	2.56***	2.93
Favorable	2.47***	2.89
Likable	2.49***	3.00

*** $p < 0.001$

To test the conceptual model (Hypotheses H2 to H5), we use Hayes' Process Macro v.4.3 for SPSS that enables different models of mediation and moderation to be tested. Model 7 allows for the testing of moderating effects (generation) on mediation variables (identification and credibility) (Confente, Scarpi & Russo, 2020; Hayes, 2018).

4.1. Direct and indirect effect of endorser type on attitudes and purchase intentions

We first discuss a direct effect of the endorser type on attitudinal changes and purchase intentions (Hayes' model 4). Our premise in H1 was that influencers have a greater effect on consumer behavior than celebrities. Table 4 shows direct and indirect unmoderated effects of the endorser type on consumer behavior.

TABLE 4: Standardized direct and indirect effects of endorser type on attitudes and purchase intentions

Outcome Variable	Wishful identification		Perceived similarity		Trustworthiness		Expertise		Attractiveness	
	Direct	Indirect	Direct	Indirect	Direct	Indirect	Direct	Indirect	Direct	Indirect
Attitudes: Appeal	0.32**	0.02**	0.30***	0.05**	0.34***	0.06	0.37***	0.12***	0.35**	0.01
Attitudes: Good-bad	0.36***	0.03**	0.36***	0.03**	0.39***	0.07**	0.41***	0.08**	0.39***	0.00
Attitudes: Pleasant	0.34***	0.03**	0.31***	0.06**	0.35***	0.07**	0.38***	0.10**	0.36***	0.00
Attitudes: Favorable	0.40***	0.03**	0.42***	0.01	0.42***	0.01	0.44***	0.00	0.43***	0.00
Attitudes: Likable	0.48***	0.03**	0.47***	0.05	0.50***	0.09**	0.52***	0.00	0.52***	0.00
Purchase intention	0.54***	0.05***	0.55***	0.03	0.57***	0.02***	0.62***	-0.03***	0.58***	0.00

***$p < 0.001$, **$p < 0.01$, *$p < 0.05$

The direct effect of endorser type can be confirmed for attitude dimensions and purchase intentions for the whole sample, confirming that influencers have a greater impact than celebrities. The indirect (mediated) effect is small or zero.

The direct effect analysis of endorser type on mediating variables (identification and credibility) has revealed a positive impact of influencers on identification (both dimensions) as well as trustworthiness and a negative impact on expertise and attractiveness (favorizing celebrities). The magnitudes of these effects are shown in Table 5.

TABLE 5: Direct effect of endorser type on mediating variables

Mediating variable	Mean value	Direct effect of endorser type[a]
Wishful identification	3.29	0.22**
Perceived similarity	2.37	0.67***
Trustworthiness	2.64	0.12
Expertise	2.84	-0.19
Attractiveness	3.57	-0.42***

***p<0.001, **p<0.01; a positive sign means the influencer has a greater impact.

Looking at the whole sample, we therefore find support for H2, while H6 cannot be confirmed as the effect is statistically significant only for attractiveness; this suggests that celebrities have a greater impact on attractiveness than influencers.

4.2. Moderated mediation analysis

Using model 7 (Hayes' process 4.2), we tested for the moderating effect of generation on mediating variables hypotheses H5 and H6. Our findings show that the impact of wishful identification on appeal, good-bad, pleasant, and likable is highly increased in Gen Z, whereas there is no significant difference in effect for Gen X or Gen Y. Perceived similarity is not affected by generation, nor does it moderate the effect on any attitudinal variables. Trustworthiness is higher for Gen Z and lower for Gen X, whereas the moderating effect of trustworthiness on the attitudinal variables is statistically significant, positive, and small for Gen Z. Generation has no effect on attractiveness nor does it moderate attractiveness' mediation of the celebrity type on attitudes. All the findings are shown in the tables of Appendix 1 (We only present the effects of moderated mediation on appeal and purchase intentions to show how the procedure was performed on one outcome variable). The summary of our findings is shown in Table 6.

TABLE 6: Significant relationships within the model

Mediator	Outcome variable	Type of relationship
Wishful identification	Appeal	Direct effect of ET (0.33) and WI (0.12) moderated by Gen Z (0.82), indirect effect of ET through WI moderated by G is small (-0.02, 0, 0.1) but significant.[a]
Wishful identification	Good-bad	Direct effect of ET (0.36) and WI (0.12) moderated by Gen Z (0.82), indirect effect of ET through WI moderated by G (ns, ns, 0.1).
Wishful identification	Pleasant	Direct effect of ET (0.34) and WI (0.12) moderated by Gen Z (0.10), indirect effect of ET through WI moderated by G (ns, ns, 0.10).
Wishful identification	Favorable	Direct effect of ET (0.40) and WI (0.13) moderated by Gen Z (0.10), indirect effect of ET through WI moderated by G (ns, ns, 0.10).
Wishful identification	Likable	Direct effect of ET (0.48) and WI (0.13) moderated by Gen Z (0.10), indirect effect of ET through WI moderated by G (ns, ns, 0.10).
Wishful identification	Purchase intentions	Direct effect of ET (0.55) and WI (0.23) moderated by Gen Z (0.10), indirect effect of ET through WI moderated by G (ns, ns, 0.19).
Perceived similarity	Appeal	Direct effect of ET (0.30) and PS (0.07), no effect of generation, indirect effect of ET through PS moderated by G is small (0.04, 0.03 +0.08) but significant.

Mediator	Outcome variable	Type of relationship
Perceived similarity	Good-bad	Direct effect of ET (0.56) on PS, no generation moderation. Direct effect of ET (0.36), no direct or indirect effect of PS.
Perceived similarity	Pleasant	Direct effect of ET (0.56) on PS. Direct effect of ET (0.31) and PS (0.10) moderated by Gen Z (0.10), indirect effect of ET through WI moderated by G (ns, ns, 0.10).
Perceived similarity	Favorable	Direct effect of ET (0.56) on PS. Direct effect of ET (0.42) and PS (0.09). No moderation of G.
Perceived similarity	Likable	Direct effect of ET (0.56) on PS. Direct effect of ET (0.47) and PS (0.05). No moderation of G.
Perceived similarity	Purchase intentions	Direct effect of ET (0.56) on PS. Direct effect of ET (0.55) and PS (0.05). No moderation of G.
Trustworthiness	Appeal	Direct effect of ET (-0.54) on T (moderated by Gen Z +1.66). Direct effect of ET (0.35) on appeal. Effect of CT on appeal is only indirect and moderated by generation (-0.03, -0.02,0.07)
Trustworthiness	Good-bad	Direct effect of ET (-0.54) on T moderated by Gen Z +1.66. Direct effect of ET (0.38) and T (0.06) on good-bad. No moderation of G.
Trustworthiness	Pleasant	Direct effect of ET (-0.54) on T (moderated by Gen Z +1.66). Direct effect of ET (0.35) and T (0.07) on pleasant. No moderation of G.
Trustworthiness	Favorable	Direct effect of ET (-0.54) on T (moderated by Gen Z +1.66). Direct effect of ET (0.42) and T (0.01) on pleasant. No moderation of G.
Trustworthiness	Likable	Direct effect of ET (-0.54) on T (moderated by Gen Z +1.66). Direct effect of ET (0.50) and T (0.08) on pleasant moderated by generation (-0.04, -0.03, 0.09).
Trustworthiness	Purchase intentions	Direct effect of ET (-0.54) on T (moderated by Gen Z +1.66). Direct effect of ET (0.56) and T (0.18) on pleasant moderated by generation (ns, ns, 0.20)
Expertise	Appeal	Direct effect of ET (0.30) on E (moderated by Gen Z +1.70). Direct effect of ET (0.37) and E (0.12), indirect effect of ET through E moderated by G (ns[b], ns[b], +0.07).
Expertise	Good-bad	Direct effect of ET (-1.31) on E (moderated by Gen Y +0.84, Gen Z +1.70). Direct effect of ET (0.40) and E (0.08). No moderation of G.
Expertise	Pleasant	Direct effect of ET (-1.08) on E (moderated by Gen Y +0.84, Gen Z +1.70). Direct effect of ET (0.48) and E (0.10), indirect effect of ET through E moderated by G (-0.10, -0.23, +0.06).
Expertise	Favorable	Direct effect of ET (-1.08) on E (moderated by Gen X -1.08, Gen Y -0.23, Gen Z +0.61). Direct effect of ET (0.48) and E (0.10). No moderation of G.
Expertise	Likable	Direct effect of ET (-1.08) on E (moderated by Gen X -1.08, Gen Y -0.23, Gen Z +0.61). Direct effect of ET (0.52) and E (0.04). No moderation of G.
Expertise	Purchase intentions	Direct effect of ET (-1.08) on E (moderated by Gen X -1.08, Gen Y -0.23, Gen Z +0.61). Direct effect of ET (0.62) and E (0.16) moderated by G (ns, ns, 0.10)

Mediator	Outcome variable	Type of relationship
Attractiveness	Appeal	Direct effect of ET (0.36), no direct or indirect effects of A.
Attractiveness	Good-bad	Direct effect of ET (0.38). No moderation of G.
Attractiveness	Pleasant	Direct effect of ET (0.35). No moderation of G.
Attractiveness	Favorable	Direct effect of ET (0.42). No moderation of G.
Attractiveness	Likable	Direct effect of ET (0.52). No moderation of G.
Attractiveness	Purchase intentions	Direct effect of ET (0.58). No moderation of G.

[a] ET=endorser type (0=celebrity, 1=influencer), G=generation, WI=wishful identification, PS=perceived similarity, T=trustworthiness, E=expertise, A=attractiveness. (-0.02, 0, 0.1) = mediation effect moderated by (Gen X, Gen Y, Gen Z).
[b] ns=not significant

5. DISCUSSION

The goal of our analysis was to study the direct and indirect (by credibility and identification mediators) effects of the endorser type on consumer attitudes and purchase intentions moderated by generation. Our hypotheses were investigated by means of an experiment showing the respondents from different generations graphical ads for a sports apparel item featuring an international celebrity and a local (Slovenian) influencer, both being strongly connected to the product category exhibiting a strong product-endorser fit. Our analysis shows that Gen Z respondents identify more with influencers, perceive them as more credible, and have a substantially higher probability of purchasing the product endorsed by the influencer compared to that being endorsed by the celebrity. When it comes to Gen Y, the identification with the endorser and his credibility is similar, but attitudinal variables and purchase income are higher for the influencer. Similarly, the effect of generation on identification for Gen X is similar for both types of endorsers, while the credibility construct is higher for the celebrity. In terms of attitudes and purchase intention, Gen X prefers the celebrity. Mean values of Gen X, Gen Y, and Gen Z purchase intentions for both endorsers are similar. As for influencers, the Gen X purchase intention is slightly lower (but statistically significant), the Gen Z purchase intention

is considerably higher, while Gen Y exhibits no difference between the two types of endorsers. We can thus find support for H1 on Gen Z but not for Gen Y or Gen X on both the attitudes and purchase intentions. Our findings are similar to those by Pham et al. (2021), Bilginer Halefoglu and Otay Demir (2022), and partially Kaabachi et al. (2022), who found evidence of higher wishful identification for Gen Z with influencers and higher attractiveness with celebrities but no evidence of different effects of the endorser type on attitudes and purchase intentions, as our research shows.

Similarly, we find support for H2 only for Gen Z (for wishful identification and perceived similarity), whereas there is no evidence of differences for the two other groups. To test for H5, we need to look at total mean numbers across both types of endorsers for wishful identification and perceived similarity. Wishful identification is the highest in Gen Z (*mean=3.78, sd=1.02*), average in Gen Y (*mean=3.32, sd=1.05*), and the lowest in Gen X (*mean=3.07, sd=1.17*). Differences are statistically significant (*ANOVA F=12.15, p<0.001*). The findings are similar for perceived similarity in Gen Z (*mean=3.54, sd=1.36*), Gen Y (*mean=3.24, sd=1.05*), and Gen X (*mean=3.00, sd=1.00*), as well as being significant (*ANOVA F=5.437, p<0.01*). We can thus confirm H5.

In terms of inferences of generation on credibility (H6), we again find support in Gen Z for

trustworthiness and expertise (higher values for influencers); however, when it comes to attractiveness, Gen Z prefers the celebrity (as found by with Kaabachi et al., 2022). Gen Y also attributes higher attractiveness to the celebrity, but there is no evidence of differences for trustworthiness and expertise. Gen X exhibits a different pattern, preferring celebrity on dimensions of trustworthiness and expertise, with lower

means for both endorsers than within the other two generations, thus showing a generally smaller influence of endorsers on this group's decision making. Analogously to H5, we looked at the total means for credibility dimensions to test H7. The means are shown in Table 7. We can only confirm H7 on the dimension of expertise, whereas the differences for trustworthiness and attractiveness proved not to be significant.

TABLE 7: Means of credibility dimension across generations

Credibility dimensions	Gen X mean (sd)	Gen Y mean (sd)	Gen Z mean (sd)	ANOVA F (p)
Trustworthiness	2.51 (1.32)	2.69 (1.35)	2.89 (1.48)	2.05 (0.130)
Expertise	2.16 (1.32)	2.92 (1.31)	3.10 (1.47)	13.69 (0.000)
Attractiveness	3.32 (1.29)	3.43 (1.38)	3.34 (1.38)	0.20 (0.814)

However, we argue that the inclusion of the endorser type reveals the true effect. Gen Z shows similar average trustworthiness and expertise towards endorsers to the other two generations but is very high for influencers and lower (like the other two generations) for celebrities.

Comparably, total mean purchase intentions are the highest for Gen Z (*3.39, sd=1.22*), average for Gen Y (*2.79, sd=0.76*), and the lowest for Gen X (*2.59, sd=0.74*), reflecting a lower power of influence that endorsers have on older generations (*ANOVA F=21.22, p<0.001*). Likewise for attitudes, the total means of purchase intentions by generation are distorted by a significantly higher purchase intention of Gen Z from influencers' endorsement (*4.38, sd=0.82*).

Table 6 describes the mediating effects (of wishful identification and credibility) and moderating effects of generation on the endorser type effect on attitudes and purchase intentions. The direct effect of endorser type on attitudes ranges from *0.30* to *1.08* (unstandardized absolute values).

The generation moderation is present in the effects through wishful identification, trustworthiness, and expertise, but not in perceived

similarity or attractiveness. Correspondingly similar moderation is found for purchase intention for the same dimension. Therefore, we can only find partial support for H3, H4, H8, and H9 through the abovementioned dimensions. The moderating effect is small (*0.10*) for the outcome variables of pleasant and favorable. However, the moderation is high for other attitudinal outcome variables (*0.4* for favorable, *0.49* for likable, and *0.82* for appeal). This shows that the mediation of wishful identification, trustworthiness, and expertise is significantly moderated by Gen Z.

The mediating effect of wishful identification on outcome variables ranges from *0.12* to *0.23* and is again moderated by Gen Z (*0.10* to *0.19*), trustworthiness does not have a mediating effect on either attitudinal dimensions or purchase intentions, the expertise mediation effect ranges from *0.04* to *0.10* and is not moderated by generation, and attractiveness does not mediate any effects either. This implies that generation mostly affects attitudes and purchase intentions by directly moderating the effects of endorser type on mediating variables of wishful identification, trustworthiness, and expertise. Attractiveness plays no role in attitudes creation and

purchase intentions (thus, generation moderates no such effect); however, due to the specificity of product category and endorsers used, further research is necessary. The moderating effect of generation is the strongest on wishful identification, trustworthiness, and expertise, showing a distinct increase in effects for Gen Z. There are no notable differences between Gen X and Gen Y. The indirect (mediated) effects of identification and credibility are low (*0.06-0.18*). Except for trustworthiness and attractiveness, they are all moderated by Gen Z (*0.1-0.2*), which means that the indirect effect is roughly doubled for this generation.

6. CONCLUSION

The present study offers an insight into generational differences in consumers' reactions to endorser marketing-communication activities. We demonstrated the existence of significant differences among the three studied generations when it comes to identification and credibility constructs. Generation was shown to play a role in shaping consumer attitudes and purchasing intentions too. This implies that the magnitude of endorser activities varies for different ages, also requiring different approaches to marketing campaigns for different generations. The second finding shows that younger generations are more susceptible to influencers activities, while the older ones are more inclined to the activities of celebrities, considering them more credible, expert, and attractive. Our research study confirms the findings by Schouten et al. (2020) that influencers are more trustworthy than celebrities for Gen Z, while indicating that the opposite is the case for Gen X. It also proves that identification is stronger with influencers than celebrities. Similar positive correlations between credibility and attitudes were found by Belanche, Casaló, Flavián, and Ibáñez-Sánchez (2021).

Even though this study is one of the first attempts to understand how age group affects endorser effects on consumer behavior, further research is required to gather more insightful information on this phenomenon. First, as our study focuses on sports apparel, a wider range of products should be analyzed, especially given the fact that our study only applied to women and that the local influencer whom we used is famous and closely associated with the endorsed products through her own product line. Second, our experiment was conducted using manipulated image ads that do not reflect a natural interaction (especially of influencers) with target consumers, which could result in a different than the usual effectiveness of such communication. Future studies should address different, more natural ways of communicating to account for such effects. Finally, within the scope of our study we only focused on the effect of endorser type on consumer behavior, which is a very simplistic approach that does not consider various other factors shaping consumer attitudes and purchase intentions.

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APPENDIX 1

TABLE 8: Mediation of wishful identification on appeal moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Wishful identification	-0.18		-0.85
Wishful Identification -> Appeal	0.12*		2.35
Endorser Type -> Appeal	0.33*		2.90
Endorser Type * Generation Y -> Wishful identification	0.12		0.41
Endorser Type * Generation Z -> Wishful identification	1.00*		3.50
Indirect Relationship	Direct Effect	Indirect Effect	Confidence interval
Endorser Type -> Wishful Identification -> Appeal	0.33	-0.02[a]	[-0.111, 0.02]
Probing Moderated Indirect Relationships	Effect	Confidence interval	
Generation Y[b]	-0.01	[-0.0567, 0.0531]	
Generation Z[b]	-0.1*	[0.0138, 0.2120]	
Indexes of moderated mediation	Value	CI	
	-0.014	CI= [-0.425, 0.127]	
	0.1195	CI= [0.010 ,0.30]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]), * p<0.05.

TABLE 9: Mediation of perceived similarity on appeal moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Perceived Similarity	0.56***		11.17
Perceived Similarity -> Appeal	0.07**		1.00
Endorser Type -> Appeal	0.302**		2.61
Endorser Type * Generation Y -> Perceived Similarity	-1.68		-0.16
Endorser Type * Generation Z -> Perceived Similarity	0.45		1,15
Indirect Relationship	Direct Effect	Indirect Effect	Confidence interval
Endorser Type -> Perceived Similarity -> Appeal	0.30	-0.04[a]	[-0.008, 0.094]
Probing Moderated Indirect Relationships	Effect	Confidence interval	
Generation Y[b]	-0.03	[-0.0111, 0.1139]	
Generation Z[b]	-0.8*	[-0.0007, 0.1907]	
Indexes of moderated mediation	Value	CI	
	-0.0131	CI= [-0.671, 0.0745]	
	0.0356	CI= [-0.013, -0.1514]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]), * p<0.05.

TABLE 10: Mediation of trustworthiness on appeal moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Trustworthiness	-0.56***		14.63
Trustworthiness -> Appeal	0.06		1.51
Endorser Type -> Appeal	0.347***		3.07
Endorser Type * Generation Y -> Trustworthiness	0.187		0.49
Endorser Type * Generation Z -> Trustworthiness	1.628**		4.51
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Trustworthiness -> Appeal	0.34	-0.03[a]	[-0.1186, 0.046]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	-0.02	[-0.00671, 0.018]	
Generation Z[b]	-0.07	[-0.0142, 0.1823]	
Indexes of moderated mediation	**Value**	**CI**	
	0.0115	CI= [-0.024, 0.0990]	
	0.1024	CI= [-0.020, -0.2821]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]), * p<0.05.

TABLE 11: Mediation of expertise on appeal moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Expertise	-1.08***		14.36
Expertise -> Appeal	0.12*		3.11
Endorser Type -> Appeal	0.38**		3.38
Endorser Type * Generation Y -> Expertise	0.84*		2.25
Endorser Type * Generation Z -> Expertise	1.69***		4.65
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Expertise -> Appeal	0.38*	-0.13*[a]	[-0.2662, -0.0366]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	-0.03	[-0.092, -0.0367]	
Generation Z[b]	-0.07*	[0.004, 0.1834]	
Indexes of moderated mediation	**Value**	**CI**	
	0.0103	CI= [0.092, 0.2542]	
	0.0576	CI= [-0.020, 0.4193]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]), * p<0.05.

TABLE 12: Mediated of attractiveness on appeal moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Attractiveness	-0.16		0.53
Attractiveness -> Appeal	0.00		0.04
Endorser Type -> Appeal	0.35**		3.09
Endorser Type * Generation Y -> Attractiveness	-0.47		-1.28
Endorser Type * Generation Z -> Attractiveness	-0.31		-0.88
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Attractiveness -> Appeal	0.35*	-0.00*[a]	[0.1300, 0.5819]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	-0.000	[-0.042, 0.0622]	
Generation Z[b]	-0.001*	[-0.308, 0.0576]	
Indexes of moderated mediation	**Value**	**CI**	
	-0.0017	CI= [-0.042, 0.0622]	
	-0.011	CI= [-0.0308, 0.0576]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]),
* p<0.05.

TABLE 13: Mediation of wishful identification on purchase intentions moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Wishful identification	-0.18		-0.85
Wishful Identification -> Purchase Intentions	0.12*		2.35
Endorser Type -> Purchase Intentions	0.53*		5.11
Endorser Type * Generation Y -> Wishful identification	0.24*		5.04
Endorser Type * Generation Z -> Wishful identification	1.00*		3.50
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Wishful Identification -> Purchase Intentions	0.55	0.03[a]	[-0.0200, 0.0764]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	0.02	[-0.0204, 0.0722]	
Generation Z[b]	-0.05	[-0.0190, 0.1704]	
Indexes of moderated mediation	**Value**	**CI**	
	-0.0084	CI= [-0.0657, 0.0502]	
	0.0230	CI= [-0.0076, 0.1305]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]),
* p<0.05.

TABLE 14: Mediation of perceived similarity on purchase intentions moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Perceived similarity	0.56		11.16
Perceived similarity -> Purchase Intentions	0.05		1.33
Endorser Type -> Purchase Intentions	0.55*		4.99
Endorser Type * Generation Y -> Perceived similarity	-0.16		-0.41
Endorser Type * Generation Z -> Perceived similarity	0.45		1.15
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Perceived similarity -> Purchase Intentions	0.53	-0.02[a]	[-0.111, 0.02]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	-0.01	[-0.0567, 0.0531]	
Generation Z[b]	-0.1*	[0.0138, 0.2120]	
Indexes of moderated mediation	**Value**	**CI**	
	-0.014	CI= [-0.425, 0.127]	
	0.1195	CI= [0.01, 0.30]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]),
* p<0.05.

TABLE 15: Mediation of trustworthiness on purchase intentions moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Trustworthiness	-0.54*		-2.01
Trustworthiness -> Purchase Intentions	0.18*		5.41
Endorser Type -> Purchase Intentions	0.57***		4.79
Endorser Type * Generation Y -> Trustworthiness	0.18		0,49
Endorser Type * Generation Z -> Trustworthiness	1.66***		4,51
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Trustworthiness -> Purchase Intentions	0.57	-0.098*[a]	[-0.2261, -0.0059]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	-0.06	[-0.1761, 0.0308]	
Generation Z[b]	-0.20*	[0.0775, 0.3614]	
Indexes of moderated mediation	**Value**	**CI**	
	0.0337	CI= [-0.0945, 0.1854]	
	0.2997	CI= [0.1183, 0.5352]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]),
* p<0.05.

TABLE 16: Mediation of expertise on purchase intentions moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Expertise	-1.08***		14.36
Expertise -> Purchase Intentions	0.16***		4.44
Endorser Type -> Purchase Intentions	0.62*		5.88
Endorser Type * Generation Y -> Expertise	0.84*		2.25
Endorser Type * Generation Z -> Expertise	1.69***		4.65
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Expertise -> Purchase Intentions	0.32	-0.18*[a]	[-0.3064, -0.0751]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	-0.04	[-0.1408, 0.0392]	
Generation Z[b]	0.10*	[0.0102, 0.2302]	
Indexes of moderated mediation	**Value**	**CI**	
	0.1389	CI= [0.238, 0.2746]	
	0.2785	CI= [0.1048, 0.4998]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]),
* p<0.05.

TABLE 17: Mediation of attractiveness on purchase intentions moderated by endorser type

Direct Relationships	Unstandardized Coefficient		t values
Endorser Type -> Attractiveness	-0.16		-0.61
Attractiveness -> Purchase Intentions	0.00		-0.04
Endorser Type -> Purchase Intentions	0.59***		5.36
Endorser Type * Generation Y -> Attractiveness	-0.47		-1.28
Endorser Type * Generation Z -> Attractiveness	-0.32		-0.88
Indirect Relationship	**Direct Effect**	**Indirect Effect**	**Confidence interval**
Endorser Type -> Attractiveness -> Purchase Intentions	0.59	-0.00[a]	[-0.0397, 0.0174]
Probing Moderated Indirect Relationships	**Effect**	**Confidence interval**	
Generation Y[b]	0.00	[-0.0397, 0.0174]	
Generation Z[b]	0.00	[-0.0349, 0.0629]	
Indexes of moderated mediation	**Value**	**CI**	
	0.0001	CI= [-0.0467, 0.0629]	
	0.0001	CI= [-0.0219, 0.0690]	

[a] indirect effect of Generation X. To get generation Y and Z, add the effect of the generation per below rows (marked [b]),
* p<0.05.