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## The Effect of Marketing Communication Strategies Through Celebgrams on Perceptions of the Product among Indonesian Millennials

### Pengaruh Strategi Komunikasi Pemasaran Melalui Selebgram Terhadap Persepsi Produk di Kalangan Milenial Indonesia

Duddy Zein<sup>1</sup>, Wagiaty<sup>2</sup>

<sup>1</sup> Faculty of Communication Science, Universitas Padjadjaran, Bandung, Indonesia\*

Email: zein@unpad.ac.id

<sup>2</sup> Faculty of Cultural Sciences, Universitas Padjadjaran, Bandung, Indonesia

Email: wagiaty@unpad.ac.id

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#### **Abstract**

*The rapid growth of social media has opened up vast opportunities for companies to capture the attention of potential customers. In this context, it has become imperative for brands to adapt their strategies to effectively target millennials through social media platforms. Notably, brands in the fashion industry have increasingly relied on online "celebrities" or influencers of social media (ISMs), commonly referred to as celebgrams on Instagram, to disseminate information and enhance consumer awareness of their products. This article aims to investigate the impact of celebgram endorsements on consumer perceptions of products by examining social comparatives and personal conformity. Experimental research was conducted with three conditions: celebgram, brand, and surveillance. Through a comprehensive questionnaire consisting of forty-eight questions related to celebgram, personal conformity, social comparative, and product perceptions, data was collected from a sample of 50 participants. The results revealed a significant correlation between the source of advertisement uploads and consumer perceptions of the products. Moreover, a relationship was found between personal conformity, social comparative factors, and perceptions of both celebgrams and the endorsed products. These findings highlight the substantial influence of the source of posts on consumers' perception of the products. Additionally, the research demonstrates that consumer perceptions of celebgrams play a pivotal role in shaping their perceptions of the endorsed products. These research findings have practical implications for marketing communication professionals utilizing social media platforms. By understanding the impact of celebgram endorsements on consumer perceptions, marketers can devise effective strategies to leverage social comparatives and personal conformity to enhance product awareness and influence consumer behavior.*

**Keywords:** celebgram, Instagram, marketing communication, perception, social media

#### **Abstrak**

Pertumbuhan media sosial yang pesat telah membuka peluang besar bagi perusahaan untuk menarik perhatian pelanggan potensial. Dalam konteks ini, menjadi sangat penting bagi merek untuk menyesuaikan strategi mereka agar dapat secara efektif menyasar

generasi milenial melalui platform media sosial. Khususnya, merek-merek di industri fesyen semakin mengandalkan "selebriti" online atau influencer media sosial (ISM), yang biasa disebut selebgram di Instagram, untuk menyebarkan informasi dan meningkatkan kesadaran konsumen akan produk mereka. Artikel ini bertujuan untuk menyelidiki dampak dukungan selebgram terhadap persepsi konsumen terhadap produk dengan memeriksa perbandingan sosial dan kesesuaian pribadi. Penelitian eksperimental dilakukan dengan tiga kondisi: selebgram, merek, dan pengawasan. Melalui kuesioner komprehensif yang terdiri dari empat puluh delapan pertanyaan terkait selebgram, konformitas pribadi, komparatif sosial, dan persepsi produk, data dikumpulkan dari sampel sebanyak 50 partisipan. Hasil penelitian menunjukkan adanya korelasi yang signifikan antara sumber unggahan iklan dan persepsi konsumen terhadap produk. Selain itu, ditemukan juga hubungan antara konformitas pribadi, faktor komparatif sosial, dan persepsi terhadap selebgram dan produk yang di-endorse. Temuan ini menyoroti pengaruh substansial dari sumber postingan terhadap persepsi konsumen terhadap produk. Selain itu, penelitian ini menunjukkan bahwa persepsi konsumen terhadap selebgram memainkan peran penting dalam membentuk persepsi mereka terhadap produk yang didukung. Temuan penelitian ini memiliki implikasi praktis bagi para profesional komunikasi pemasaran yang menggunakan platform media sosial. Dengan memahami dampak dukungan selebgram terhadap persepsi konsumen, pemasar dapat merancang strategi yang efektif untuk memanfaatkan perbandingan sosial dan kesesuaian pribadi untuk meningkatkan kesadaran produk dan memengaruhi perilaku konsumen.

**Kata Kunci:** Instagram, komunikasi pemasaran, media sosial, persepsi, selebgram

## Introduction

The internet and social media are pervasive in nearly every corner of the world, directly or indirectly changing patterns of communication and sharing. Indonesia's internet users grew significantly from 2018 to 2022. The We Are Social Report (2022) shows an upward trend in the number of internet users in Indonesia. In 2018, it had 132.7 million users; in 2019, it had 150 million users; in 2020, it had 175.4 million users; 202.6 million in 2021 and 210 million in 2022. More than 60% of the population in Indonesia utilizes various social media platforms. It is anticipated that these figures will keep increasing in the future. The increasing number of social media users has led various community groups to utilizing social media for the purpose of communication and as a marketing vehicle for multiple products to consumers (Cinelli et al., 2022; Hall & Liu, 2022; Jong et al., 2021; Leighton et al., 2021; Martin & MacDonald, 2020).

Social media platforms can disseminate information, build communities, and inspire large-scale action. His one form of information dissemination via social media platforms is word of mouth. Various parties are using online "word-of-mouth (WOM)" strategies to build communication with possible consumers and seek to capture audience consideration through communication and engagement (Fan & Dong, 2021; Soare et al., 2022; Zhang & Gupta, 2018). Offline WOM marketing strategy is guided by his opinion leader, who has a strong influence on the decisions of others, and they are generally the person others turn to for advice and information (He & Jin, 2022). The public will generally receive opinion leader information more than mass advertising. As a

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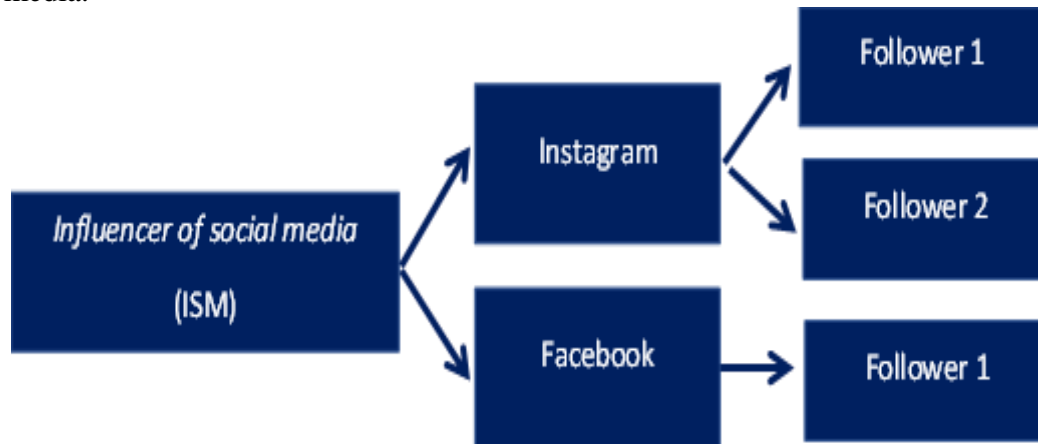
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result, consumers perceive opinion leaders as more trustworthy while deciding to purchase. This trend persists within the realm of social media.

The emergence of various platforms of social media has prompted professionals to create new model of authoritative figure known as a "influencer of social media" (ISM) (Archer et al., 2021; Wang & Lee, 2021; Zou et al., 2021). ISMs are virtual opinion leaders who utilize a social media platform like Instagram to share their posts on personal details and used products and services with their followers. In the context of the Instagram social media platform, these ISMs are often referred to as celebgrams. They commonly influence their audience's behavior via personal blogs, feeds, tweets, and other social media platforms. Like real-world opinion leaders, ISM's opinions are often perceived as credible and trustworthy, influencing the perception of their followers. Whoever utilizes social media can sway their followers. However, ISM has distinct characteristics due to its high follower count and ability to elicit responses from networks and followers. Factors that explain ISM include credibility, increased activity, a distinctive brand, a large number of followers, and significant exposure (Wang & Lee, 2021).

Today, more and more brands are using ISM as a component of their corporate social media strategies to reach their targeted audience (Buvár et al., 2022; Hassan et al., 2021). Social media celebrities who work together with specific brands are often motivated by taking the complimentary items or some form of financial compensation related to their posts. A case in point on an international scale is the Daniel Wellington watch company from Sweden. The company has partnered with several thousand social media celebgrams to boost its brand. The brand gave free wristwatches to the celebgrams for their support online. Celebgrams who received the watch uploaded their photos with their Daniel Wellington watch. After that, they will participate in various activities like travelling, purchasing, consuming, and interacting with various pets. In addition to the photo, the celebgram also includes a caption consisting of, for example, a specific discount code for purchasing a Daniel Wellington watch. This promotion with influencer-based marketing was so effective that in one year, Daniel Wellington experienced a 214% increase in profits and gained 1.2 million followers on Instagram.

The following diagram further explains the influencer concepts in social media.



**Figure 1:** Influencer of Social Media (Gillin, 2007)

Some of the literature mentions that ISM recommendations are considered an alternative source of authoritative information about specific products and services (Alam et al., 2022; Coates et al., 2019; Fielden & Holch, 2022; Pan et al., 2022; Wang & Lee, 2021). However, there are still gaps in research on other types of celebgrams, such as ISM, at least so far. Related previous studies regarding ISM center around how ISMs are used to build perceptions of a company's specific brand, identify its ISMs, and effective consumer behavior towards ISMs (Mustafa et al., 2022). There are still limited studies regarding how ISM principles affect consumers in case of messages impact.

This study focuses on how information sources, social comparatives, and personal-conformity with celebgrams influence consumer perceptions of products. Much of the literature on ISM focuses on such platforms as YouTube and Facebook. However, the focus of this study will be on Instagram due to its immense popularity within the online fashion world and its projected fostering among both the general public and businesses. "Instagram is the fastest growing social network" (Sheldon & Bryant, 2016). This platform supplies its users with the ability to capture photographs, edit them, and distribute them amongst acquaintances, relatives, and beyond. Recently, Instagram platform also offered video-sharing features like reels and more. According to Business of Apps data, Instagram users reach 1.96 billion worldwide in the first quarter of 2022. Based on Napoleon Cat's data, this platform has 97.38 million users in Indonesia as of October 2022. This number is up 7% from his 91.01 million users the year before.

So far, the literature has focused on the Facebook platform, which is considered very effective because the number of monthly active users outperforms other social media platforms. Nonetheless, Instagram boasts the highest engagement rate per page among all social media platforms, with a rate of 4.21%. It means the user average is up to eight times more engaged with a particular brand on Instagram than on Facebook, LinkedIn, Twitter and Pinterest (Social Media College, 2022). Instagram users are expanding more rapidly than other social network users.

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Instagram's growing audience has led many brands to adopt this visual platform. The platform offers a location feature to tailor product and service messages to specific potential consumers. High levels of engagement have encouraged over 500,000 brand owners to integrate Instagram into their marketing strategies (Instagram, 2022). The platform has been dubbed the “King of Social Engagement” as it continues to grow and bring more benefits to the business community (Bonilla Quijada et al., 2021).

The internet and social media platforms have transformed marketing with WOM communication strategies from access that was only accessible through face-to-face physical interactions to online, anytime access through electronic word-of-mouth (eWOM) (Li et al., 2022; M. Liu & Yan, 2022; Z. Liu et al., 2022; Rani & Shivaprasad, 2021). Businesses can use their e-WOM strategy to make information about their products and services readily available to consumers.

ISM is used by brands on almost every social media platform, including Instagram, with some success. Based on a study by Annalect, a data-based solutions-focused marketing company and Twitter, up to 40% of the consumers reported that they have and use a specific brand due to viewing an ISM on the social media site that was promoting it. They stated that they purchased the product on Instagram's eWOM strategy, which has been an impressive and powerful information resource due to its massive proliferation and flexible accessibility. With Instagram's explosive rise, there is an urgent requirement for more studies about Instagram to comprehend better how this platform is being utilized, particularly in advertising campaigns.

Instagram's continued growth suggests that the social media platform needs further research. More than 32% of US businesses used Instagram in 2015, and more than 70% of US businesses will use Instagram to market their products and services in 2017, according to E-Marketer research. In addition, up to 96% of major American fashion labels are on Instagram, pointing out that fashion is the popular Instagram genre.

Some fashion brands use ISM to communicate and reach their target audience. Several fashion brands like Schmileymo, Bad Influence, Medina Zein Boutique, Raven Is Odd, and Ricis By Khayra use their ISM on Instagram. Some of these brands are owned by celebgrams. ISM is considered the most potent force in the fashion world. Fashion and clothing are essential to other fashion brands because they are a way for consumers to express their economic standing, social standing and personal identity (Netty Lisdiantini et al., 2019; Pattipeilohy & Wijaya, 2018; Retno Hendariningrum & M. Edy Susilo, 2008; Trisnawati, 2016; Ummah & Siti Azizah Rahayu, 2020).

Although studies have explored the impact of social media on consumer behavior (Calvo-Porrall et al., 2021; Choi & Ahn, 2023; Ebrahimi et al., 2021; Han & Xu, 2020; Leong et al., 2022; Zheng et al., 2021), the research specifically focusing on the influence of Celebgrams in the Indonesian context is limited. The rapid growth of social media and the increasing popularity of Celebgrams in Indonesia highlight the urgent need for research in this area. Understanding how marketing communication strategies through Celebgrams affect product perceptions among Indonesian millennials is crucial for marketers and

practitioners to design effective promotional campaigns that resonate with this target demographic.

This paper analyses how the source of Instagram posts affects perceptions of products and how the social comparability and personal-conformity of celebgrams correlate to perceptions of products. This study, therefore, fills a research gap regarding users' experiences with ISM and social media rather than organisational perceptions of ISM. Against this background, this research aims to provide responses to the following inquiries: First, is the product promotion source influence consumer perceptions of the product? Second, how does the social comparative with celebgrams relate to consumer perceptions of the product? Third, how does Instagram users' personal-conformity with celebgrams correlate with users' perceptions of products?

## Methods

The Methods section includes an explanation of the procedures used to conduct the research. The author should explain the specific research methods used in the research, the technique for selecting the sample or respondents, the procedures for collecting the data, and the technique for analyzing the research question or problem.

The objective of this study is to address a frequently asked question from a consumer standpoint: whether social media celebrity posts hold greater influence than those published by particular brands. To identify the types of posts that influence consumer perceptions of products. Specifically, we inspect the impact of celebgram on costumer perceptions of female consumers aged 18 to 25. The primary focus of this study is consumer perceptions of celebgram. This study examines how social comparison and personal-conformity influence consumer perceptions of products. The survey focuses on celebgrams who specialise in fashion on Instagram. Celebgram has been used as a research subject for various reasons. First, Instagram already has fashion brands. Sustainability fashion labels gain more engagement with their customers across Instagram than any other platforms, reported research from L2, a non-profit organisation that analyses the data to boost the digital performance of their customers (Pathak & Jindal, 2022).

Moreover, over 50 percent of Instagram users followed a brand they personally care for, irrespective of its industry. Secondly, fashion is a way of expressing yourself (Netty Lisdiantini et al., 2019; Trisnawati, 2016). Everyday clothes generate emotional and social responses in person or through social media like Instagram. For example, interacting with someone who wears fashionable clothes can make them feel positive, and positive evaluations of their clothes can increase sociability. Moreover, since the fashion industry is predominantly visual, and Instagram is a platform that caters to visual content, utilizing Instagram as a marketing tool is highly appropriate for both fashion and beauty brands. The clothing brands were selected for this research due to users perceiving clothes as forms of personal expression and the aesthetic appeals of clothing being more critical than their functional values.

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## **Research Design**

The three-condition one-factor design was used to examine the influence of celebgrams on consumer perceptions of products and posts shared on social media. It found that social comparatives and personal-conformity by celebgrams determined whether it affects consumer perceptions of the affected products. We used an experimental design to test how participants perceive celebgrams through comparative social and social impact theory.

## **Participants**

Fifty participants in total (millennial females) participated in this study. Females were the biggest demographic on Instagram (Pew Research Center, 2016). They're also more inclined to be engaged social media users, especially on Instagram (Sheldon & Bryant, 2016). Finally, male responses were excluded as the products accepted in this study were intended for females.

The online questionnaire was collected and distributed through an online research survey site Zoho. The average age of participants is 20.5 years old. Additionally, 44% (n=22) of the participants were Javanese, 20% (n=10) were Sundanese, 12% (n=6) were Malayan, 18% (n=9) were other, and 6% (n=3) did not provide information on ethnic identity. This study focuses on millennial participants, as 59% of Instagram users are between 18 and 29. Millennials are the target group for this study (Pew Research Center, 2016). Millennials are a clear target for fashion marketing.

## **Data Collection**

Randomly, the participants were instructed to see one of the nine modified Instagram post images. Three use celebgrams as marketing sources, three use product brands, and three use external business partners. Sampling was implemented using three versions of the item per condition, but we collapsed it into three source conditions for analysis.

## **Dependent Variable**

### *Personal-Conformity*

Personal-conformity was measured using a 20-point index adopted from personality tests that measure personality's rational and emotional dimensions. This study examined participants' personal-assessments and celebgram personality ratings to determine concordance. Participants are requested to express their level of agreement with the given statements using a five-point Likert scale: 1) Women are (a) trustworthy, (b) active, (c) sincere and unique, (d) passionate, (e) honest, (f) witty, (g) friendly, (h) cheerful, (i) successful, (j) adventurous. This tool is employed to analyse the bonds between Instagram users and celebgrams. Reliability ratings for the celebgram (Cronbach's  $\alpha = 0.714$ ) and participants (Cronbach's  $\alpha = 0.861$ ) were excellent.

### *Actual Personal-Conformity*

The personal-conformity was assessed using a four-item adapted questionnaire from Sirgy and Su (2000). Participants are requested to express their level of agreement with the given statements using a five-point Likert scale: 1) This consumer-typical image of these garments is quite similar to mine; 2) This consumer-typical image of clothing is similar to how I view me; 3) This consumer-typical image of this garment is similar to what others think of me; and 4) This garment's typical consumer image is similar to how other people see me. On the personal-conformity scale, Cronbach's  $\alpha$  is 0.981, considered very high reliability.

### *Ideal Personal-Conformity*

Ideal personal-conformity was assessed by using a four-items measuring instrument. The respondents are instructed to respond to the statements provided below by utilizing a five-point Likert scale: 1) This consumer-typical image of these clothes is like whom I want to be, 2) The image typically associated with consumers of these clothes is comparable to the way I envision myself, 3) The consumer-typical image of these clothes represents how I want others to see me, 4) The typical consumer image associated with these clothes is comparable to how I would like to be perceived by others. This resulted in the Cronbach  $\alpha$  of 0.910.

### *Social personal-Conformity*

Social personal-conformity was assessed by using a one-item variable. The participants are asked to provide their response to the statements below, using a five-point Likert scale: The consumer-typical image of these clothes is similar to mine.

### *Ideal Social personal Conformity*

Ideal social personal-conformity was assessed by using a three-item questionnaire. The participants are required to respond to the statements provided below using a five-point Likert scale: 1) The typical wearer of these clothes has similar personality characteristics to me in the sight of others; 2) The typical wearer of this clothes has a similar image with how I would like others to see me. 3) I desire for others to perceive it, therefore the typical person who wears these clothes is highly similar to me. The ideal social personal-conformity scale is the Cronbach  $\alpha$  score of 0.811 for him; It is considered highly reliable.

### *Social comparative*

Social comparatives were measured using a four-item instrument. Participants are requested to express their level of agreement with the given statements using a five-point Likert scale: 1) I want to emulate a female lifestyle in this post; 2) I aspire to have a similar sense of fashion as the woman featured in this post; 3) I aspire to achieve success like the woman depicted in this post; 4) I don't want the lifestyle of the female featured in this post to be. A social comparative scale resulted in a Cronbach's  $\alpha$  of 0.851, pointing out high reliability.



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### *The Perception of Product*

The perception of the product was assessed by using a three-item metric. Participants are requested to express their level of agreement with the given statements using a five-point Likert scale: 1) The products in this Instagram photo are fashionable. 2) The products in this Instagram photo are gorgeous. 3) On the whole, I like the products featured in this Instagram photo. Cronbach's  $\alpha$  of the product recognition scale is 0.955, which is considered to be highly reliable.

### **Procedure**

Participants were asked to answer a total of 4 actual personal-conformity questions, four ideal personal-conformity questions, one social personal-conformity question, and three ideal social personal-conformity questions were given. The participants were asked to respond to the ten items on the characteristics that they perceived, followed by ten more questions about the characteristics they attributed to celebrities on Instagram. These ten questions were supported by four additional social comparative questions. Once they had answered 36 questions, participants moved on to the next page, which presented them with three prompts. These prompts asked if they could identify the product they had been sent and if they knew its price. The participants were then asked if they'd like to consider taking part in an Instagram profile that featured the product.

### **Results and Discussion**

#### **Product Perception based on Promotion**

RQ 1 explored how participants' perceptions of products were influenced by products advertised by celebgrams or specific brands. An independent variable of the source of Instagram posts and a dependent variable of the perception of the product were used in a one-way ANOVA test, which revealed a significant main effect with  $F(2,148)=4.43$ ,  $p=0.013$ . The post-hoc comparisons conducted using Tukey's method found that the participants' perceptions of the product were substantially more strongly linked with specific brands ( $M = 1.813$ ,  $SD = 0.143$ ) compared to control posts ( $M = 2.409$ ,  $SD = 0.139$ ). However, there was no considerable difference in the participants' perceptions of the product when comparing celebgram posts ( $M=2.139$ ,  $SD=0.146$ ) to control ( $M=2.409$ ,  $SD=0.139$ ) or brand ( $M=1.813$ ,  $SD=0.143$ ) posts.

#### **Social comparative**

Research question 2 aimed to investigate the relationship between participants' perceptions of products and social comparisons with celebgrams. The results showed a significant correlation between social comparatives with celebgrams and perceptions of the product ( $r = 0.505$ ,  $p < 0.0001$ ), which is considered a moderate association.

**Table 1.** Social comparative Results

Item	N	P	Correlation	Interpretation
Social comparative	50	<0.0001	$r(47) = 0.505$	Medium

**Personal-Conformity**

RQ 3 examines how an Instagram user's personal-conformity with a celebgram affects their perceptions of a selected product. There's a statistically meaningful correlation between personal conformity and personal adjustment with celebgrams,  $r(47) = 0.266$ ,  $p = 0.0011$ . There is a strong correlation between the perceived product and actual personal conformity, with a correlation coefficient of  $r(48) = 0.311$  and a highly significant p-value of 0.0002. Likewise, the correlation between the perceived product and ideal personal conformity is strong, with a correlation coefficient of  $r(48) = 0.451$  and an extremely significant p-value of less than 0.0001. The correlation between the perceived product and social personal conformity is also strong and highly significant, with a correlation coefficient of  $r(48) = 0.347$  and a p-value of less than 0.0001. Finally, there is a robust and highly significant correlation between the perceived product and ideal social personal conformity, with a correlation coefficient of  $r(48) = 0.388$  and a p-value of less than 0.0001.

**Table 2.** Personal-Conformity Results

Item	N	P	Correlation	Interpretation
Actual Personal Conformity	50	0.0002	$r(48) = 0.311$	powerful
Ideal Personal Conformity	50	< 0.0001	$r(48) = 0.451$	powerful
Social Personal Conformity	50	< 0.0001	$r(48) = 0.347$	powerful
Ideal Social Personal Conformity	50	< 0.0001	$r(48) = 0.388$	powerful

Participants were asked if they could recognize celebgram in photographs. Of nearly all participants, 52% (n=26) indicated that they could not recognize the instrumental celebgram, 26% (n=13) indicated that they could identify the instrumental celebgram, and 22% (n=11) indicated that you said you recognized a celebgram. The participants were subsequently inquired whether they had viewed images of clothes in the post before. Most 56% (n=28), said they had never seen the apparel product, 30% (n=15) of respondents had seen the product, and 14% (n=7) had seen it. I have seen this product before.

**Discussion**

This section presents the results of primary data analysis of previous studies and existing literature. This research analyses the effects of celebgrams on the perception of products through the theory of personal conformity and social comparative. Although the utilization of celebgrams has increased in many communication systems, few studies have been conducted on the comparative effectiveness of celebgram postings. Celebgram has become increasingly important in recent marketing activities in communication strategies for various

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stakeholders to reach potential consumers. However, the literature on the efficacy of celebgram use is still limited. This present research attempts to close the gap and better understand the impact of celebgram by examining the effectiveness of using celebgram compared to other types of messaging.

RQ 1 asked whether different sources of information change consumers' perceptions of products. The results of Research Question 1 confirm that information sources strongly influence an individual's perception of a product. While there is a correlation between ad sources and perceptions of the product, there is not enough correlation for celebgram. The research results show that posts from a particular brand correlate the highest with perceptions of that product. The correlation between celebgram and product perception was found to be the second strongest, while the control variable exhibited the least significant correlation among all the variables. Although celebgram posts did not show a significant correlation, this result indicates that sources of product promotion are correlated and play an essential role in product perception.

RQ 2 and 3 delve deeper into what affects the perception of the product in celebgram posts. RQ 2 asked whether social comparatives with celebgrams correlated with perceptions of the product. RQ 2 emphasises that the social comparative relates greatly to the perception of the product. This result suggests that comparing a person to a posted person positively correlates with how that person perceives a product. The impact of social comparative also applies to celebgram studies, as owning a particular item is an extended version of what a person feels about him/herself. Individuals use social comparatives of specific things to assess their social status. This social face value drives people to buy products that symbolically appear higher in the social hierarchy.

The results of RQ 2 reconfirmed social comparatives to the perception of the product, and these concepts were transferred to the celebgram. This research also confirmed that celebgram strongly influenced perceptions of specific products. Finally, RQ 3 confirmed that advertising sources influence the perception of the product. This is because actual personal-conformity, ideal personal-conformity, and social personal-conformity correlate with the perception of the product. As noted in a literature review, personal-conformity in consumer research refers to purchasing, presenting, and using products to demonstrate their importance to others and reinforce self-concepts. This research reiterates that product perception is correlated with personal conformity, and thus, these concepts apply to the celebgram presence.

### **Practical Implications**

This research has practical implications for communication strategies marketers can use to develop effective strategies for reaching potential audiences on social media. First, the study shows that companies must focus on ever-changing platforms to reach their target audience. The research indicates that celebgrams (in this case, celebgram charts) and experts can assist in product marketing. In the context of celebgram, they are recognised as trustworthy figures. This has moved the presence of trusted professionals into the internet world, making it easily accessible to specific brand owners. Still, the observed results

indicate that celebgram use correlates with consumer perceptions of the product. For example, social comparative and personal-conformity in celebgram shows are associated with perceptions of the product. Therefore, using celebgram for the company's marketing communication strategy is still very useful as it can be a reference for its target audience or brand owners. Although we didn't consider celebgram to be the most crucial factor influencing product awareness in this study, companies benefit from using celebgram more.

Second, this research shows that social comparative and personal-conformity to celebgram influence perceptions of the product. Previous studies have shown that social comparative and personal-conformity can change purchasing decisions. This study's findings suggest that social comparative and personal-conformity to celebgrams also change the purchase decision. Celebgrams help spread product information effectively and widely for communication and marketing professionals. For example, if a celebgram uploads a photo of a beautiful outfit, someone might see it and buy it to show others that they are an awesome person.

This study complements the existing literature by confirming social comparatives with celebgrams and correlations between personal-conformity and perceptions of the product. It also reiterates that businesses that use celebgram for marketing their products should choose celebgram that best represents their ideal consumer. Celebgrams must "best reflect" a company's ideal consumer for social comparatives and matches to affect perceptions of the product positively.

The study also shows that social comparative can increase purchase intention. When a referral (in this case, the presence of a celebgram) is used, consumers are more likely to purchase the product. The results of research question 2 show that the use of celebgram influences the product's image. This helps businesses strategically select celebgram as a reference or comparison figure for their potential audience.

### **Further Research**

Given the limitations of this study and current research gaps in the use of influencers of social media (ISMs), several potential follow-up studies can be conducted. Future studies could transform the study design into an "organic experiment," expands on the current studies to address more questions of research gaps, and qualitatively examine the details of the celebgram case study. Firstly, this research was limited by an incapability to conduct interviews with the participant stimulated by the celebgrams they were familiar with or followed. Celebgrams derive leverage from the relationships that they develop with their followers. By shifting experiments from modified scenarios to a more natural scenario, researchers have more options for depicting the impact of celebgram on perceptions of the product. Previous research has shown that relationships between celebgrams and their followers influence celebgrams. Complementing the experiment with participants who actively follow celebgram on Instagram, we explored how celebgram affects product perception and how specific brands can influence product perception and perception in organic experiments. You can more reliably show that you have the relationships that matter most.

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This study also offers an avenue for additional research to obtain further insights of the effectiveness of the celebgram. Further investigations examined purchase intent, details of social comparative categories, and fascination scale. We can decide why people follow celebgrams on Instagram and social media. Extending this study by proposing more research questions will assist in closing the gap of current research on celebgrams and hopefully improve the understanding of how businesses utilising celebgrams can distinguish between product perceptions and purchases by examining purchase intentions. Because purchase intent is an essential consideration for businesses, research on purchase intent provides quantitative data that helps understand the effectiveness of allocating capital to the product merchandising process. To gain better insight into the factors that drive people to follow celebgrams on Instagram, researchers could incorporate an attractiveness scale into the study.

## Conclusion

Using influencers of social media (ISMs) to reach potential audiences has become a common strategy in marketing communications across industries. The quest to harness online opinion leaders increases the urgency of scientific research. Current literature on ISM focuses solely on the identification and use of ISM to promote products. Our analysis provides a diverse viewpoint by emphasising the differences between celebgram posts and specific brand official accounts. In this study, we analysed the impact of celebgram on the perception of the product through social comparative and personal-conformity. By analysing the relative differences in perceptions of the product generated by brand owners and celebgrams, this study provides insight into the importance of building perceptions of the product and better assessing the effectiveness of celebgram use. It can be obtained. By analysing social comparatives and personal-conformity with celebgram, it is well understood that choosing the right celebgram is necessary for marketing communications. The results provide broad implications and potential for further research on using celebgram in social media marketing communications.

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