

DO THE OPINIONS OF VLOGGERS AND CELEBRITIES ADD A VALUE ON A BRAND?

VLOGGERLARIN VE ÜNLÜLERİN GÖRÜŞLERİ BİR MARKAYA DEĞER KATAR MI?

Zübeyir ÇELİK*^{ID}
Azra BAYRAKTAR**^{ID}

Abstract

The aim of this study is to examine the effects of perceived value and brand image on brand loyalty, as well as the moderating role of celebrity-brand congruence, and vlogger-brand congruence on the effect of perceived value and brand image on brand loyalty. Data was collected from 314 participants using an online survey. Regression and a process macro analysis were used to test the hypotheses. According to the results of this study; perceived value and brand image have a positive and significant effect on brand loyalty. Celebrity-brand congruence and vlogger-brand congruence have a negative moderating role on the effect of perceived value on brand loyalty. In contrast, celebrity-brand congruence and vlogger-brand congruence do not have a significant moderating role in the effect of brand image on brand loyalty. Finally, perceived value has significant conditional effects on brand loyalty at low value, middle value, and high value of both celebrity-brand congruence and vlogger-brand congruence.

Keywords: Celebrity-brand congruence, vlogger-brand congruence, perceived value, brand image, brand loyalty

JEL Classification: M30, M31, M37

Öz

Bu çalışmanın amacı, algılanan değer ve marka imajının marka sadakati üzerindeki etkilerini ve ayrıca ünlü-marka uyumu ve vlogger-marka uyumunun algılanan değer ve marka imajının marka sadakati üzerindeki etkisinde ilimləşdirici rolünü incelemektir. Çevrimiçi anket kullanılarak 314 katılımcıdan veri toplanmıştır. Hipotezleri test etmek için regresyon ve process macro analizi kullanılmıştır. Bu çalışmanın sonuçlarına göre; algılanan değer ve marka imajının marka sadakati üzerinde olumlu ve anlamlı bir

* Corresponding Author: Assist. Prof., Van Yüzüncü Yıl University, Erciş Faculty of Business Administration, Department of Business Administration, zubeyircelik@yyu.edu.tr, ORCID: 0000-0003-1692-9378.

** Prof. Dr., Marmara University, Faculty of Business Administration, Department of Business Administration, abayraktar@marmara.edu.tr, ORCID: 0000-0001-8215-6110.

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etkisi vardır. Ünlü-marka uyumu ve vlogger-marka uyumu, algılanan değerin marka sadakati üzerindeki etkisinde olumsuz bir ilimlaştırcı role sahiptir. Buna karşılık, ünlü-marka uyumu ve vlogger-marka uyumu, marka imajının marka sadakati üzerindeki etkisinde önemli bir ilimlaştırcı role sahip değildir. Son olarak, algılanan değer, hem ünlü-marka uyumu hem de vlogger-marka uyumunun düşük değer, orta değer ve yüksek değerinde marka sadakati üzerinde önemli koşullu etkilere sahiptir.

Anahtar Kelimeler: Ünlü-marka uyumu, vlogger-marka uyumu, algılanan değer, marka imajı, marka sadakatı

JEL Sınıflandırılması: M30, M31, M37

1. Introduction

Many celebrities have been used for promoting products with mass media in order to reach and persuade a target audience. Today celebrities continue to be used by brands in their promotion applications because a celebrity endorsement strategy can be an effective way to differentiate between similar products. On the other hand, vloggers who take part in brand promotions have the opportunity to share their video content they create with thousands or even millions of followers on their vlog pages. For this reason, those companies in the industry benefit greatly from vloggers / YouTubers, who use this new marketing strategy that makes and manages vlog content and shares content with large audiences through many online channels, especially YouTube. These vloggers can impress followers when they gain their trust through the original content they produce. Therefore, video content related to brand promotions produced and shared by vloggers can be expected to have an impact on the consumer.

In this study, the effects of perceived value and brand image on brand loyalty, as well as the moderator role of both celebrity-brand congruence and vlogger-brand congruence on the effect of perceived value and brand image on brand loyalty are examined. Existing studies explain that perceived value (Lin et al., 2019; Nikhashemi et al., 2016) and brand image (Demirağ & Çavuşoğlu, 2019) have an impact on brand loyalty. It should be considered whether vlogger-brand congruence and celebrity-brand congruence will have a moderating role on these effects, in other words whether the opinions of vloggers and celebrities will add value to a brand. In consumer research, the use of celebrities (Ahmedov, 2020; Wang et al., 2017; Zamudio, 2016) and vloggers (Have, 2017; Hill et al., 2017) in brand promotion and advertising is the subject of recent studies. However, as a result of the review of the relevant literature, empirical support could not be obtained for the moderator role of the celebrity-brand congruence and vlogger-brand congruence on the effect of perceived value and brand image on brand loyalty. It should be recognized that filling the current knowledge and research gap regarding these roles is important for theory and practice. Because the empirical insights presented by a study can form the basis for future research and also provide strategically relevant implications for marketers and retailers (Dhir et al., 2021). Therefore, it seemed necessary to fill this gap within the relevant literature. Investigating these roles in the context of a new research topic makes this current study different from other related studies. It is expected that this current paper will lead to further exploration by supporting similar topics in the future. At the end of the study, it is possible to see the explanations for these supports.

2. Literature Review

2.1. Brand Loyalty

Although brand loyalty is a subject that attracts the attention of researchers in marketing literature, there is no generally accepted definition of brand loyalty (Demir, 2012). However, brand loyalty can mean the strength of the consumer's belief in the brand and the consumer's tendency to constantly buy a particular brand in that particular product category (Ahmed et al., 2014; Ahmedov, 2020; Demir, 2012; Kurtbaş & Barut, 2010).

Brand loyalty is one of the basic dimensions of customer-based brand equity (Aaker, 1996; Boo et al., 2009; Keller, 1993). Customer-based brand equity is shaped by the different reactions of the consumer to the brand (Keller, 1993). The concept of brand equity, which has become popular since the 1980s, has spread widely in the marketing science domain thanks to Aaker's 1991, 1994 and 1996 and Keller's 1993 and 2003 publications (Szöcs, 2014).

Brand loyalty is a fundamental necessity to retain the customer in the context of meeting the customer's needs and desires (Ikramuddin et al., 2017). Therefore, brands should be able to establish sustainable relationships with their customers under ever-increasing competitive conditions (Koçyiğit, 2017).

2.2. Perceived Value

Perceived value is exhibited by the customer in four different dimensions: emotional value (pleasure obtained from the product), social value (social outputs added by product communication), quality/performance value (product functionality) and price/label value (Sweeney & Soutar, 2001). In previous studies, it has been reported that the perceived functional/utilitarian (Abay & Akkılıç, 2020; Ceyhan, 2019; Kim et al., 2010; Kim et al., 2019), hedonic/emotional, price/financial/economic (Abay & Akkılıç, 2020; Kim et al., 2010; Kim et al., 2019) and expressive/social (Abay & Akkılıç, 2020; Ceyhan, 2019; Kim et al., 2010) value of products/brands and services are significant predictors of customer/brand loyalty.

Perceived value is derived from the customer's assessment of the relative benefits (rewards) and harmfulness (loss) associated with the firm's and its competitors' products, brands, and service offerings (Yang & Peterson, 2004). Perceived value is aimed at meeting customer expectations associated with the benefit of the product or brand (Ikramuddin et al., 2017). Perceived value is a cognitive evaluation made by the customer before and after purchasing (Eskiler & Altunışık, 2015). In this context, perceived value has an important role in customer behavior towards products, brands and services before and after a purchase (Sweeney & Soutar, 2001).

As Del Balso and Lewis (2007) stated, as a rule, researchers who develop their hypotheses based on logical and clear information obtained from previous studies predict to improve existing scientific knowledge with the new information obtained (cited in Usta, 2012). Researching the relationship between perceived value and brand loyalty in marketing publications is an interesting topic (Ikramuddin et al., 2017). When this literature is examined, it is revealed that perceived value has a significant effect on brand loyalty (Pratiwi et al., 2021; Lin et al., 2019; Nikhashemi et al., 2016). Customers who use

perceived value as a positive signal for experiences with products and services show loyalty to a brand (Cuong & Khoi, 2019). Since perceived value has a significant effect on both brand loyalty (Gogoi, 2021; Devi & Yasa, 2021) and customer loyalty (Cuong & Khoi, 2019; Farizan et al., 2019; Kusumawati & Rahayu, 2020), the better the value customers feel for a brand, the more loyal they will be to the brand. Hur et al. (2013) stated that consumer value is a predictor of both product evaluations and further purchasing decisions of consumers, based on the relevant literature. So much so that in a recent study, it was revealed that perceived value is a predictor of repurchase intention (Tian et al., 2022). Accordingly, information about the impact of perceived value on brand loyalty can be useful for branding and understanding customer behavior (Chang et al., 2016). However, thanks to some studies in the relevant literature, it is known that the effect of perceived value on brand loyalty may be insignificant (Igau et al., 2013; Morgan & Govender, 2017; Kassim et al., 2014). Therefore, these inconsistent results of previous studies make it important to conduct further studies. As a result, scientific research is a series of logical studies. The overall implications of the findings are evaluated by retesting the available information from one sample with another sample (Usta, 2012). With the new data obtained through this study, it is aimed to re-examine and develop this existing scientific knowledge. In this study, it is thought that perceived value may affect brand loyalty. In this context, H_1 has been developed:

H_1 : Perceived value has a positive and significant effect on brand loyalty.

2.3. Brand Image

There are many different definitions for brand image in marketing literature. In general, it is possible to convey a brand image as a set of associations that consumers have about that brand (Thaichon & Quach, 2016). The specific image of a brand is a fundamental driver of brand equity, which has a significant impact on consumer perception and behavior towards the desired brand (Zhang, 2015).

Since brand image is a basic marketing tool to carry this brand's image to a target market, the creation and maintenance of this image are the prerequisites of brand management (Park et al., 1986). However, price and quality, which are the elements of a brand's image, have an important place for the target market (Koçyiğit, 2017). Additionally, the congruence of value and brand image significantly affects consumer participation, which constitutes a target market (Islam et al., 2018).

As well as the relationship between perceived value and brand loyalty (Ikramuddin et al., 2017), researching the relationship between brand image and brand loyalty in the marketing literature is an interesting topic (Glucksman, 2017). When the information is examined, it is disclosed that the brand image has a significant effect on both customer loyalty (Cuong & Khoi, 2019; Farizan et al., 2019; Hsieh et al., 2018) and brand loyalty (Alhaddad, 2015; Demirağ & Çavuşoğlu, 2019; Koçyiğit, 2017). A successful positive brand image can positively affect consumers' judgments and loyalty towards a brand (Cuong & Khoi, 2019; Mirza et al., 2020). If a firm focuses on the benefits of its brand image, it seems possible to positively affect consumers' loyalty intentions (Sondoh et al., 2007). It is known that brand image provides brand loyalty and brand loyalty affects purchase intention (Liu et al., 2020). However, although there are a limited number of studies, there are studies explaining that the effect of

brand image on brand loyalty is insignificant (Morgan & Govender, 2017; Taqi & Muhammad, 2020). As can be seen, there are inconsistencies between the results of the studies. On the contrary, with the new data obtained in this study, it is thought that brand image may affect brand loyalty. This study aims to improve this existing scientific knowledge with new data and new methods. Ultimately, scientific knowledge can be measured or re-observed (Usta, 2012). In this context, H_2 has been developed:

H_2 : Brand image has a positive and significant effect on brand loyalty.

2.4. Celebrity-Brand Congruence

It is possible to explain the matching of a celebrity with a brand with congruity theory (DeSarbo & Harshman, 1985). This theory is used in consumer research to explain the thoughts, feelings and behaviors of target consumers (Jagre et al., 2001). It is clear from empirical evidence that celebrity-brand congruence increases the effectiveness of the advertisement as it is an important predictor of the recall of brand information and brand affect evaluation (Misra & Beatty, 1990). However, recently, studies are investigating the effect of celebrity-brand congruence on brand loyalty in the context of meaning transfer theory (Burnasheva & Suh, 2021). This theory, especially by criticizing the source credibility and source attractiveness models, explains how the cultural meanings of celebrities who play in advertisements as supporters of products or brands are transferred to the product and from the product to the consumer in the process (McCracken, 1989). In summary, based on these two theories, it is possible to examine celebrity-brand congruence in consumer research to improve brand loyalty (Burnasheva & Suh, 2021; Liu et al., 2020).

A celebrity is a person who is widely known, (or famous) in society and to some extent attracts the attention of the public and the media (Bafna et al., 2016). Celebrity use is a technique used to build credibility, advertising awareness, company image and brand attitude (Solomon, 2017). With the use of a celebrity, the celebrity's expertise, reliability and attractiveness and the celebrity's compatibility with the brand (or product) have a significant impact on different product types, attitudes towards the brand, and the consumer (Armagan & Gürsoy, 2017; Eren-Erdogmus et al., 2016; Grohmann et al., 2013; Ha & Lam, 2017; Kurtbaş & Barut, 2010; Thanh, 2016; Wang et al., 2017).

Buying a product (or brand) and service recommended by a celebrity increases consumers' self-esteem (Djafarova & Rushworth, 2017). Consumers with a high sense of belonging relate to celebrities more than those with a low sense of belonging, and these consumers are conditionally motivated by their need to demonstrate loyalty to celebrities in establishing and presenting their identity to use brand associations derived from celebrity endorsements (Escalas & Bettman, 2017). At this point, celebrity use has a significant impact on branding and brand loyalty (Ahmedov, 2020; Bafna et al., 2016). The effects of celebrities in creating brand awareness, awareness and loyalty are important (Kurtbaş & Barut, 2010). In this context, H_3 and H_4 have been developed:

H_3 : Celebrity-brand congruence has a moderating role in the effect of perceived value on brand loyalty.

H_4 : Celebrity-brand congruence has a moderating role in the effect of brand image on brand loyalty.

2.5. Vlogger-Brand Congruence

Vlog content is video-centric as opposed to an article blog. YouTube is the channel where vlog-themed (video-blog) content is shared the most. YouTube offers the opportunity to upload, watch and share vlog-themed content, all prepared by its users. More than one billion people openly share their personal lives and experiences with the world on YouTube, thanks to the vlog content they produce (Snelson, 2015). YouTube, which makes up almost a third of the online population today, is the second most visited channel after the Google search engine (Bhatia, 2018). Thanks to this channel, vlogs have a unique ability to build a strong relationship and have become an ever-growing force in today's society as important tools for interactive communication (Bayazit et al., 2017; Chapple & Cownie, 2017; Halvorsen et al., 2013).

Vlogs are a type of one-way computer-mediated communication in which vloggers communicate their messages and thoughts to a potential audience in real time (Frobenius, 2014; Haider et al., 2016). Vloggers are active creators, owners and managers of content consumption by producing, sharing and influencing information (Mooney & Rollins, 2008; Bayazit et al., 2017). Vloggers have the same positive brand evaluations as consumers, who see themselves similar to them (Lee & Watkins, 2016). It is perceived that vlogger interactions and authoritative familiar features provide confidence (Bayazit et al., 2017). As the self-confidence of the influencers increases, the trust in the brand increases and this brand trust leaves a lasting effect on their followers, causing them to consider being consumers of that product (Glucksman, 2017). Therefore, experts who draw attention to the issue of trust agree that trust between influencers and their audience is very valuable for marketers (Del Rowe, 2018). In this context, H₅ and H₆ have been developed:

H₅: Vlogger-brand congruence has a moderating role in the effect of perceived value on brand loyalty.

H₆: Vlogger-brand congruence has a moderating role in the effect of brand image on brand loyalty.

Conceptual Model of the Research is shown in Figure 1:

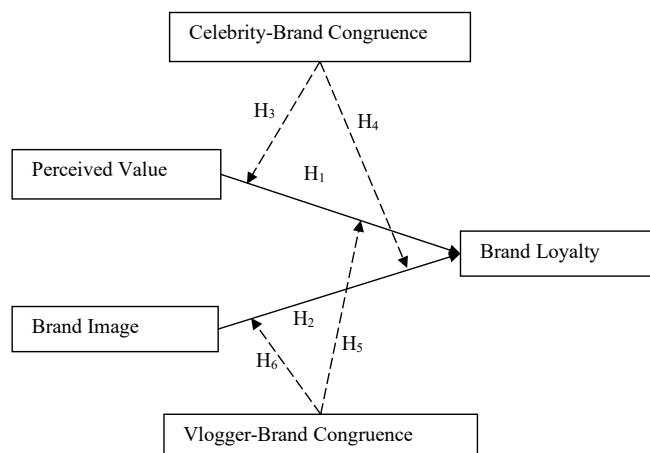


Figure 1: Conceptual Model of the Research

3. Method

Online survey was used to collect data. If the survey is to be used, permission from the ethics committee must be obtained. Van Yüzüncü Yıl University Social and Human Sciences Publication Ethics Committee applied for the approval of the ethics committee and an approval document numbered 2021/09-08 and dated 07/07/2021 has been received.

Since the target population of this study was mostly young vlogger/YouTuber followers, survey participants were asked only questions to indicate their gender and age in addition to the scale questions. For this study, two smartphone brands were selected as well as two clothing brands. The reason why these brands are preferred is that they are seen as highly preferred brands by consumers (Canalys, 2021; Twentify, 2021). Three Turkish celebrities admired by the young target group have been selected for this study as they are involved in the promotion of these brands. Four famous Turkish vloggers/YouTubers were selected for this study, as they produce video content for relevant brand promotions and have thousands or even millions of followers. The celebrities, vloggers, and brands selected for this research appeal to both men and women.

In order to collect information on the target population, a convenience sampling method was used, due to time and cost constraints. By using the convenience sampling method, data are collected from the population in the easiest, fastest and most economical way (Aaker et al., 2007). The survey link was shared via social media accounts (Whatsapp, Instagram). A certain target population has been reached and those who desire has participated in the survey. Data was obtained from 314 participants. Considering that there are five variables in the research model, the sample size of 314 people provides the minimum sample criteria with 15 subjects per independent variable (Stevens, 1996: 72). Regression and process macro analysis were used to test the hypotheses. Simple linear regression analysis was used to test for direct effects, and Process Macro (3.5) analysis was used to test moderator roles.

Scale items were adapted from existing studies with high reliability. The scale items are as follows:

Celebrity-brand congruence (Ha & Lam, 2017): “Celebrity 1: I often see this celebrity in the advertisements of this brand. Celebrity 2: I think the image of this celebrity suits the image of the brand. Celebrity 3: I think it's perfectly appropriate for this celebrity to represent this brand. Celebrity 4: I think the celebrity that represents this brand is reliable. Celebrity 5: I believe this celebrity uses this brand in his / her daily life.”

Vlogger-brand congruence (Ha & Lam, 2017): “Vlogger 1: I often see this vlogger/youtuber in advertisements of brands. Vlogger 2: I think this vlogger / youtuber's image is in line with the image of the brands he / she promotes in his / her videos. Vlogger 3: I think it's perfectly appropriate for this vlogger / youtuber to represent this brand. Vlogger 4: I think this vlogger / youtuber is trustworthy. Vlogger 5: I believe that this vlogger / youtuber uses these brands that he /she uses / promotes in his / her videos in her daily life.”

Brand loyalty (Ahmed et al., 2014): "Loyalty 1: This brand will be my first choice. Loyalty 2: I plan to stay loyal to this brand. Loyalty 3: If the product / model I am looking for is not available in that brand, I will not buy other brands. Loyalty 4: I will recommend this brand to anyone who asks my opinion on this subject. Loyalty 5: This brand is worth the money to buy it. Loyalty 6: I say positive things about this brand to other people."

Brand image (Gölbaşı-Şimşek & Noyan, 2009): "Image 1: This brand is stable and strong. Image 2: This brand has a positive image. Image 3: This brand is popular. Image 4: This brand has brand value."

Perceived value (Su & Chang, 2018): "Value 1: This brand gives you value for your money. Value 2: All things considered (price, time and effort), this brand is a good buy. Value 3: Considering what I paid for this brand, I feel like I'm getting my money's worth."

4. Analysis and Findings

The demographic characteristics of the participants are shown in Table 1.

Table 1: Demographic Characteristics of the Participants

Demographic characteristics	Group	Frequency(f)	Percentage (%)
Gender	Male	123	39.2
	Female	191	60.8
Total		314	100
Age	<21	106	33.7
	21-30	171	54.5
	31-40	32	10.2
	>40	5	1.6
Total		314	100

Of the total participants (100%; n=314), the vast majority were female (60.8%; n=191). In addition, the highest number of participants is between the ages of 21-30 (54.5%; n=171).

Table 2: Results of Factor and Reliability Analysis

Factor Name	Factor Item	Factor Loading	Variance %	Reliability
Brand Loyalty	Loyalty 2	.996		
	Loyalty 1	.901	49.438	.911
	Loyalty 4	.824		
	Loyalty 6	.711		
Brand Image	Image 4	.967		
	Image 3	.961	12.064	.943
	Image 1	.848		
	Image 2	.834		

Celebrity-Brand Congruence	Celebrity 2	.932		
	Celebrity 1	.925		
	Celebrity 3	.878	10.274	.878
	Celebrity 4	.562		
Vlogger-Brand Congruence	Vlogger 3	.885		
	Vlogger 4	.882	5.103	.874
	Vlogger 2	.856		
	Vlogger 5	.787		
Perceived Value	Value 2	.713		
	Value 3	.672	2.930	.913
	Value 1	.544		
Total Variance Explained %		79.809		
Kaiser-Meyer-Olkin (KMO) Sampling Adequacy Criterion		.937		
Bartlett's Sphericity Test		Approximate Chi-Square=20055.279	df=171	p=.000

Note: Loyalty 3, Loyalty 5, Celebrity 5 and Vlogger1 factor items were excluded from the factor and reliability analysis because they reduced the reliability value.

The factor and reliability analysis results are shown in Table 2. Since the KMO value is >.50 and the p value is <.005, the data are suitable for factor analysis (Field, 2000). As the load of each factor item is >.50 as a result of factor analysis, these factor loads are values accepted in social sciences (Durmuş et al., 2016). In addition, this value is accepted because the total variance explained is greater than 60% (Hair et al., 1995). As a result of the reliability analysis, the reliability value of each factor is >.70, so the factors should be considered reliable (Nunnally, 1978).

Simple linear regression analysis results are shown in Table 3.

Table 3: Simple Linear Regression Analysis Results

Independent variable	Dependent variable	H	R ²	F	β	t	p	Result
Perceived Value	Brand Loyalty	H ₁	.639	2219.077	.799	47.107	.000	Accepted
Brand Image	Brand Loyalty	H ₂	.494	1222.875	.703	34.970	.000	Accepted

Perceived value ($\beta = .799$; $p = .000$) and brand image ($\beta = .703$; $p = .000$) have a positive and significant effect on brand loyalty.

Process macro analysis results are shown in Table 4.

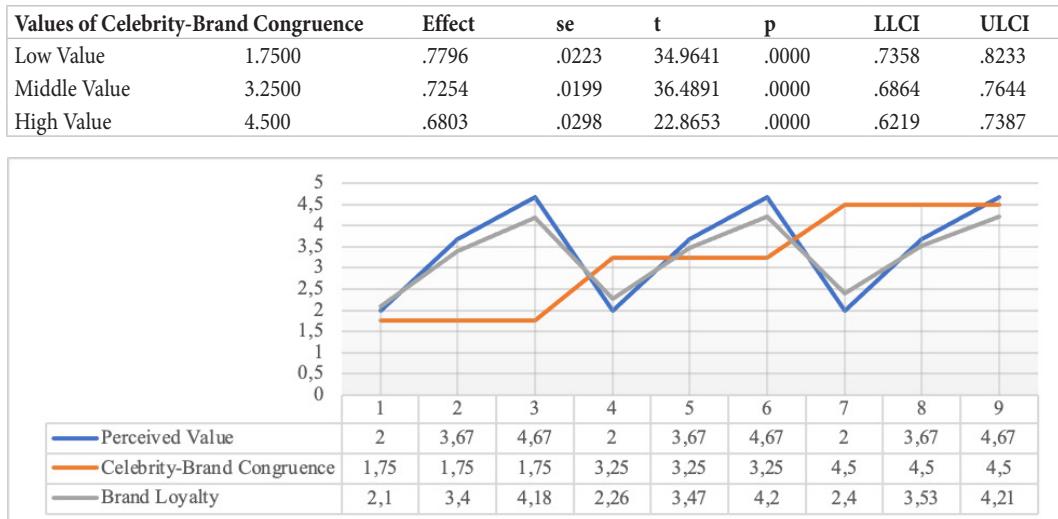
Table 4: Process Macro Analysis Results

Model Summary	R²=.6440		F=755.457		P=.0000		
	Coeff	se	t	p	LLCI	ULCI	H
Constant Term	.2250	.1272	1.7685	.0772	-.0246	.4746	
Perceived Value	.8428	.0396	21.2883	.0000	.7651	.9204	H ₃
Celebrity-Brand Congruence	.1808	.0475	3.8052	.0001	.0876	.2740	Result
Celebrity-Brand Congruence x Perceived Value	-.0361	.0129	-2.7916	.0053	-.0615	-.0107	Accepted
Dependent variable	Brand Loyalty						
Model Summary	R²=.4985		F=414.8091		P=.0000		
	Coeff	se	t	p	LLCI	ULCI	H
Constant Term	.5047	.1693	2.9814	.0029	.1726	.8368	
Brand Image	.6493	.0443	14.6609	.0000	.5624	.7362	H ₄
Celebrity-Brand Congruence	.0955	.0763	1.2517	.2109	-.0542	.2451	Result
Celebrity-Brand Congruence x Brand Image	-.0043	.0176	-.2440	.8073	-.0388	.0302	Rejected
Dependent variable	Brand Loyalty						
Model Summary	R²=.6449		F=757.9471		P=.0000		
	Coeff	se	t	p	LLCI	ULCI	H
Constant Term	.0571	.1361	.4193	.6750	-.2099	.3240	
Perceived Value	.9200	.0399	23.0576	.0000	.8418	.9983	H ₅
Vlogger-Brand Congruence	.2718	.0592	4.5873	.0000	.1555	.3880	Result
Vlogger-Brand Congruence x Perceived Value	-.0692	.0159	-4.3515	.0000	-.1004	-.0380	Accepted
Dependent variable	Brand Loyalty						
Model Summary	R²=.4957		F=410.2091		P=.0000		
	Coeff	se	t	p	LLCI	ULCI	H
Constant Term	.4418	.1835	2.4079	.0162	.0818	.8018	
Brand Image	.6946	.0467	14.8608	.0000	.6029	.7863	H ₆
Vlogger-Brand Image	.1155	.0921	1.2540	.2101	-.0652	.2962	Result
Vlogger-Brand Congruence x Brand Image	-.0160	.0217	-.7355	.4621	-.0586	.0266	Rejected
Dependent variable	Brand Loyalty						

Celebrity-brand congruence (Coeff= -.0361; p= .0053) and vlogger-brand congruence (Coeff= -.0692; p= .0000) have a negative moderator role in the effect of perceived value on brand loyalty.

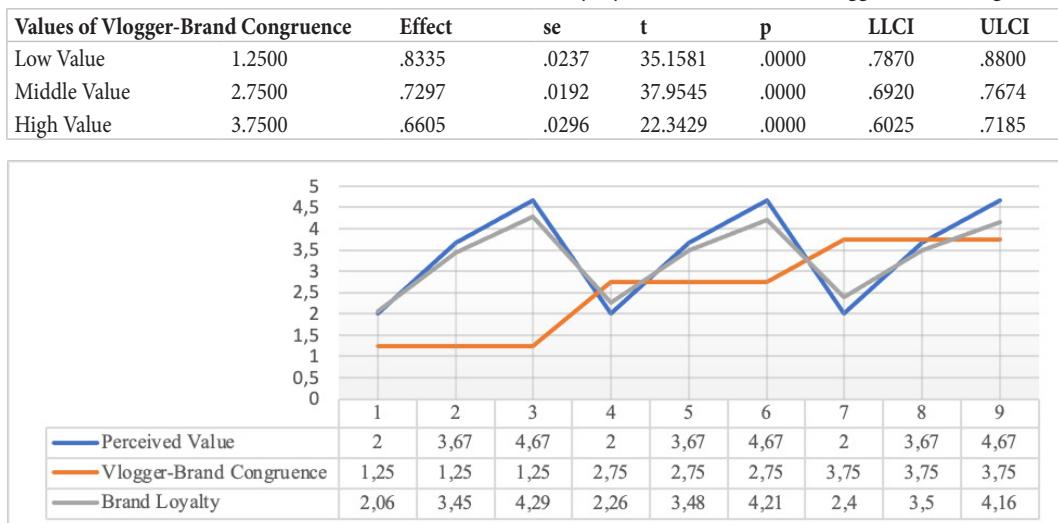
However, the moderator role of celebrity brand congruence (Coeff= -.0043; p= .8073) and vlogger brand congruence (Coeff= -.0160; p= .4621) on the effect of brand image on brand loyalty is not significant.

The conditional effects of perceived value on brand loyalty at different levels of celebrity-brand congruence are shown in Chart 1.

Chart 1: The Conditional Effects of Perceived Value on Brand Loyalty at Different Levels of Celebrity-Brand Congruence

The value of both perceived value (Blue Line) and brand loyalty (Gray Line) increased at low value (Effect=.7796; p=.0000; LLCI=.7358; ULCI=.8233), middle value (Effect=.7254; p=.0000; LLCI=.6864; ULCI=.7644), and high value (Effect=.6803; p=.0000; LLCI=.6219; ULCI=.7387) of celebrity-brand congruence (Orange Line). Thus, perceived value has significant conditional effects on brand loyalty at low value, medium value, and high value of celebrity-brand congruence.

The conditional effects of perceived value on brand loyalty at different levels of vlogger-brand congruence are shown in Chart 2.

Chart 2: The Conditional Effects of Perceived Value on Brand Loyalty at Different Levels of Vlogger-Brand Congruence

The value of both perceived value (Blue Line) and brand loyalty (Gray Line) increased at low value (Effect=.8335; p=.0000; LLCI=.7870; ULCI=.8800), middle value (Effect=.7297; p=.0000; LLCI=6920; ULCI=7674), and high value (Effect=.6605; p=.0000; LLCI=.6025; ULCI=.7185) of vlogger-brand congruence (Orange Line). Thus, perceived value has significant conditional effects on brand loyalty at low value, medium value, and high value of vlogger-brand congruence.

5. Discussion and Conclusion

This current study has investigated the effect of perceived value and brand image on brand loyalty, as well as the moderator role of celebrity-brand congruence and vlogger brand congruence on the impact of perceived value and brand image on brand loyalty.

According to the results of the research; perceived value and brand image have a positive and significant effect on brand loyalty (H_1 and H_2 Accepted). These results of the study seem to be in line with the results of many studies in the relevant literature, which revealed that perceived value (Gogoi, 2021; Devi & Yasa, 2021; Lin et al., 2019; Nikhashemi et al., 2016; Pratiwi et al., 2021) and brand image (Alhaddad, 2015; Demirağ & Çavuşoğlu, 2019; Lin et al., 2019; Mirza et al., 2020; Nikhashemi et al., 2016) have a significant effect on brand loyalty. However, these results differ from the results of the study, which revealed that perceived value (Morgan & Govender, 2017; Igau et al., 2013) and brand image (Morgan & Govender, 2017; Taqi & Muhammad, 2020) did not have a significant effect on brand loyalty. While it is possible to explain these different results with the demographic structure of the target populations of the studies, the results of this study that the perceived value and brand image have a significant effect on brand loyalty are the same as the results of most studies in the relevant literature. Accordingly, re-measurement and support of existing scientific knowledge in the context of new data should be considered important for its general acceptance (Usta, 2012).

According to the results of the information gathered; Celebrity-brand congruence and vlogger-brand congruence have negative moderators on the effect of perceived value on brand loyalty (H_3 and H_5 Accepted). According to these results; from a consumer perspective, celebrities and vloggers are not considered fit to represent the brands they collaborate with. Therefore, both celebrity-brand congruence and vlogger-brand congruence actually reduce the impact of perceived value on brand loyalty. Of course, it is not possible to generalize these results. It is necessary to evaluate these results in the context of the sample size of the study, the demographic characteristics of the participants, and the celebrities, vloggers and brands selected for this study. On the other hand, contrary to these results, it is stated that there is a positive and significant relationship between celebrity-brand congruence and brand loyalty (Ahmedov, 2020).

Finally, according to the results of the study; both celebrity-brand congruence and vlogger-brand congruence do not moderate the impact of brand image on brand loyalty. (H_4 and H_6 Rejected). Contrary to these results, it is seen that vlogger interactions and authoritative familiar features provide trust for consumers (Bayazit et al., 2017). In contrast, it is worth noting that vlogger reliability has less impact on consumer behavior under certain conditions (Hill et al., 2017). As can be seen in this

current study, perceived value has significant conditional effects on brand loyalty at different value levels of both celebrity-brand congruence and vlogger-brand congruence as low, middle, and high.

6. Implications

This study contributes to the consumer behavior literature by considering the roles of both influencer marketing and advertising activities to increase a brand's loyalty. This study is a leading attempt to investigate the moderator role of celebrity-brand congruence and vlogger-brand congruence on the effect of brand image and perceived value on brand loyalty from the perspective of young consumers. When it comes to brand loyalty, influencer marketing activities and advertising activities shape consumers' perceptions.

When considered in the context of the study results, from a consumer perspective, perceived value and brand image are key drivers of brand loyalty. From this direction, it should be expected that brand promotions will increase the perceived value and brand image, and in practice will have significant effects on creating brand loyalty. However, attention should be paid to the selection of celebrities and vloggers used in brand promotions. Collaborating with the most appropriate influencers and celebrities is necessary to run successful brand campaigns. Celebrities and vloggers with whom brands collaborate for brand promotion can just as well have negative moderators for the impact of perceived value on brand loyalty. It is recommended to use reliable influencers and celebrities in brand campaigns, who will convey the brand message to large masses at affordable costs and increase brand-consumer interaction positively. It should be known that brand campaigns to be carried out in cooperation with influencers who produce original content, are reliable and interact with consumers can be successful. In addition, it is useful to pay attention to the fact that celebrities are attractive, expert and reliable in the selection of celebrity support for the execution of successful brand campaigns.

7. Limitations and Suggestions

There are limitations to this study. First of all, the application of this study was made on certain celebrities, vloggers and brands. Second, the sample of this research was limited to 314 participants and their demographic characteristics. Third, the model was developed in terms of two independent variables (perceived value and brand image), two regulatory variables (celebrity-brand congruence and vlogger brand congruence), and one dependent variable (brand loyalty). Considering these limitations, suggestions for further investigation are made. Other than the celebrities, vloggers and brands selected for this current focus, more research can be done by choosing other celebrities, vloggers and brands. If the subject of celebrity-brand congruence and vlogger-brand congruence in marketing research is reconsidered within the framework of new research examples it is thought that the results of the research will be useful in terms of representing the general population. In addition to celebrity-brand congruence, vlogger-brand congruence, perceived value, brand image

and brand loyalty, more research can be conducted within the framework of new models, thanks to new additional variables such as customer satisfaction.

Author Contribution

CONTRIBUTION RATE	EXPLANATION	CONTRIBUTORS
Idea or Notion	Form the research idea or hypothesis	Zübeyir Çelik Azra Bayraktar
Literature Review	Review the literature required for the study	Zübeyir Çelik Azra Bayraktar
Research Design	Designing method, scale, and pattern for the study	Zübeyir Çelik Azra Bayraktar
Data Collecting and Processing	Collecting, organizing, and reporting data	Zübeyir Çelik Azra Bayraktar
Discussion and Interpretation	Taking responsibility in evaluating and finalizing the findings	Zübeyir Çelik Azra Bayraktar

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Resume

Zübeyir ÇELİK (Assist. Prof.), is an Assistant Professor of Business Administration at Ercīş Faculty of Business Administration, Van Yüzüncü Yıl University. He holds a Ph.D. in Marketing from Marmara University. His research interests include the areas of digital marketing, phygital marketing, marketing thought and theory, and consumer behavior.

Azra BAYRAKTAR (Prof. Dr.), is Professor of Business Administration at Faculty of Business Administration, Marmara University. She holds a Ph.D. in Marketing from Marmara University. Currently teaching as a senior lecturer at WU-Vienna University of Economics and Business. Her research interests include digital marketing, Internet arras fashion marketing, Ing. marketing, industrial marketing, global marketing, and consumer behavior.