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of Economics
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MASTER'S FINAL WORK DISSERTATION

**OWN VS. THIRD-PARTY BRANDS IN INFLUENCER MARKETING:
EFFECTS ON BRAND EQUITY AND PURCHASE INTENTION**

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MASTER **GESTÃO E ESTRATÉGIA INDUSTRIAL**

TRABALHO FINAL DE MESTRADO **DISSERTAÇÃO**

MARCA PRÓPRIA VS. MARCA DE TERCEIROS NO MARKETING DE
INFLUÊNCIA: EFEITOS NA *BRAND EQUITY* E INTENÇÃO DE COMPRA

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*“Our doubts are traitors,
and make us lose the good
we oft might win,
by fearing to attempt.”*

- William Shakespeare

ABSTRACT

The growth of influencer marketing has encouraged many influencers to expand their activities beyond promoting third-party brands by creating and commercialising their own brands. In this context, this dissertation investigates how the type of brand promoted by an influencer (own brand vs. third-party brand) affects brand equity and purchase intention. Additionally, it examines the mediating role of perceived authenticity and the moderating role of type of language (expressive vs. assertive). The research followed a quantitative approach through an experimental study ($n = 144$), with data collected through an online questionnaire. The results indicate that the own brand generated higher purchase intention than the third-party brand, although no significant differences were found regarding brand equity. Type of language did not significantly moderate the relationship between type of brand and either brand equity or purchase intention. However, perceived authenticity significantly mediated the relationship between type of brand and both brand equity and purchase intention. The own brand also generated higher levels of perceived authenticity than the third-party brand. This study contributes to the limited literature comparing influencers' own brands with third-party brands by improving the understanding of how type of brand affects consumers' evaluations and behavioural intentions. The findings also highlight the central role of authenticity in influencer marketing and the importance of maintaining consistency between the influencer's identity and the promoted brand.

KEYWORDS: Influencer marketing; Type of brand; Own brand; Third-party brand; Perceived authenticity; Type of language; Brand equity; Purchase intention

RESUMO

O crescimento do marketing de influência tem levado muitos influenciadores a expandirem as suas atividades para além da promoção de marcas de terceiros, através da criação e comercialização das suas próprias marcas. Neste contexto, a presente dissertação investiga de que forma o tipo de marca promovida por um influenciador (marca própria vs. marca de terceiros) afeta o *brand equity* e a intenção de compra. Adicionalmente, analisa o papel mediador da autenticidade percebida e o papel moderador do tipo de linguagem (expressiva vs. assertiva). A investigação seguiu uma abordagem quantitativa, através de um estudo experimental ($n = 144$), cujos dados foram recolhidos por meio de um questionário online. Os resultados indicam que a marca própria gerou uma intenção de compra superior à marca de terceiros, embora não tenham sido encontradas diferenças significativas relativamente ao *brand equity*. O tipo de linguagem não moderou significativamente a relação entre o tipo de marca e o *brand equity* ou a intenção de compra. No entanto, a autenticidade percebida mediou significativamente a relação entre o tipo de marca e ambas as variáveis, *brand equity* e intenção de compra. A marca própria também gerou níveis superiores de autenticidade percebida comparativamente à marca de terceiros. Este estudo contribui para a ainda limitada literatura que compara as marcas próprias dos influenciadores com marcas de terceiros, aprofundando a compreensão sobre a forma como o tipo de marca afeta as avaliações e intenções comportamentais dos consumidores. Os resultados destacam ainda o papel central da autenticidade no marketing de influência e a importância de manter a consistência entre a identidade do influenciador e a marca promovida.

PALAVRAS-CHAVE: Marketing de influência; Tipo de marca; Marca própria; Marca de terceiros; Autenticidade percebida; Tipo de linguagem; *Brand equity*; Intenção de compra.

DECLARATION

During the preparation of this work, the author used ChatGPT for the purpose of improving text flow and phrasing, clarifying complex concepts, and seeking structural guidance throughout the dissertation process. Following the use of this tool, the author reviewed, verified, and edited the content as necessary and takes full responsibility for the content of the work.

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1. INTRODUCTION

The growing popularity of social media among both younger and older generations has contributed to its widespread use as a marketing communication platform (Lou & Yuan, 2019). This development has created new opportunities for brands to interact with consumers more directly, organically, and personally through social media influencers (Glucksman, 2017).

Individuals who develop and manage their own personal brands through social media are commonly referred to as influencers (Khamis et al., 2017). Through the content they create, influencers can shape followers' attitudes, opinions, behaviours, and purchasing decisions, making them valuable partners for brands seeking to communicate with specific target audiences (Gonçalves et al., 2024).

One example is Virgínia Fonseca, a Brazilian digital influencer and entrepreneur who developed her online presence mainly through YouTube (Fonseca, s.d.) and Instagram (@virginia, s.d.). In 2021, she launched the cosmetics brand WePink, which generated R\$378 million in revenue within two years, which led her to expand her business activities with the WePink supplements brand (Núbia Rangel, 2025).

Similarly, Portuguese influencer Helena Coelho entered the digital world with a blog for fun "Devil Wears Louboutin" (Ballesterio, Catarina da Eira, 2021) her passion for makeup began to strengthen and she ended up creating her own YouTube channel (Miranda, 2025).

Today Helena Coelho is having success with the creation of the Aura By Helena Coelho brand in collaboration with "Quem disse, Berenice?", a complete range co-created by the influencer (oBOTICÁRIO, s.d.).

These entrepreneurial trajectories illustrate how successful influencers increasingly leverage their personal brands to create and promote their own commercial ventures, reflecting the growing integration of influencer marketing and entrepreneurship (Hines, 2004). Developing a strong personal brand, which involves recognizing one's strengths and communicating them effectively to an audience (Hines, 2004), is closely associated with the concept of influencer brand congruence (Bergkvist & Zhou, 2016). Wellman et al., (2020) argue that influencers rely on authenticity as an ethical framework when deciding whether to collaborate with commercial brands, considering whether such partnerships are consistent with their personal brand and their relationship with their audiences.

According to Glucksman, (2017), interactivity, authenticity, and confidence are important characteristics that influencers should possess when creating lifestyle branded content, as they contribute to successful brand partnerships. Following this perspective an influencer's authenticity is largely determined by the quality of their posts, and while managers need to develop successful marketing plans, influencers should focus on developing genuine personal brands (Ünalmiş et al., 2026). Perceived authenticity contributes to the formation of parasocial interactions between influencers and consumers, which subsequently influence purchase intention, although authenticity alone was found to be a necessary but not sufficient condition for purchase (Chidiac & Bowden, 2023).

In line with this focus on the characteristics of influencers and their content Lou and Yuan, (2019) found that the informative value of influencer-generated content positively influences purchase intention, while influencer trustworthiness, attractiveness,

and similarity strengthen consumers' trust in branded posts, which subsequently contributes to brand awareness and purchase intention. Similarly, Sesar et al., (2022) showed that influencer credibility positively affects both brand awareness and purchase intention, with brand awareness explaining the relationship between influencer credibility and purchase intention.

The aim of this study is to investigate how the type of brand promoted by an influencer, whether an own brand or a third-party brand, affects brand equity and purchase intention. These relationships are examined through 1) the mediating role of perceived authenticity, by assessing whether type of brand influences these outcomes through consumers' perceptions of the influencer's authenticity and 2) the moderating role of type of language, analysing whether assertive or expressive language changes the relationship between type of brand and brand equity. This research aims to provide insights into influencer marketing strategies and the factors that shape consumer responses and brand perceptions. Considering these factors, this research seeks to answer the following question:

“How does the type of brand promoted by an influencer affect brand equity and purchase intention, and what roles do perceived authenticity and type of language play in these relationships?”

Previous studies have examined perceived authenticity and purchase intention in influencer marketing, but some relationships included in the present model remain insufficiently explored (Silva et al., 2025; Ünalımsı et al., 2024). Ünalımsı et al., (2024) analysed how entertainment and informative value influence perceived influencer authenticity, trust and attitudes toward branded posts, and purchase intention in the beauty

and personal care industry, but did not include type of brand, type of language, or brand equity.

The relevance of the present study lies in the examination of three relationships that remain insufficiently explored. It directly compares consumers' responses to type of brand (own brand vs. third-party brand), a distinction that was not addressed in the studies reviewed (Silva et al., 2025; Ünalımsı et al., 2024; Wellman et al., 2020). It also examines perceived authenticity as a mediator of the relationships between type of brand and both brand equity and purchase intention, extending previous research on authenticity and consumer responses in influencer marketing. Furthermore, it investigates whether type of language (expressive vs. assertive) moderates these relationships, building on evidence that speech acts and linguistic strategies can influence consumer responses to social media content (Fang et al., 2025; Ordenes et al., 2019). By integrating type of brand, perceived authenticity, type of language, brand equity, and purchase intention within a single conceptual model, the present study provides a more comprehensive understanding of how the type of brand promoted by an influencer affects consumers' responses.

This dissertation is structured into six chapters. The first chapter introduces the research topic, presents the objectives of the study, and formulates the research question. The second chapter presents the theoretical background, reviews the relevant literature, develops the hypotheses, and introduces the conceptual model. The third chapter describes the methodology, including the research design, experimental stimuli, questionnaire, sample, and data analysis procedures. The fourth chapter presents the results of the empirical analyses. The fifth chapter discusses the findings in relation to the existing literature. Finally, the sixth chapter presents the conclusions, theoretical and practical implications, limitations, and directions for future research.

2. LITERATURE REVIEW

2.1. INFLUENCER MARKETING

Influencer marketing is the activity for communicating with customers through the digital content creation of influencers and their valuable narratives, that are of interest for customers (Lampeitl et al., 2017). Influencer marketing has become the fastest-growing trend in customer communication, changing the way that whole industries operate and constituting a critical success factor for many of them (Wielki, 2020). Becoming increasingly popular in the age of social media (Ao et al., 2023), this strategy has positively transformed the way brands relate to consumers (Glucksman, 2017). Distinct from traditional marketing, which can be invasive, influencer marketing is based on persuasive psychology, taking advantage of the proximity and credibility of influencers to impact the public in a more authentic and engaging way (Aw & Agnihotri, 2024; Leung et al., 2022).

According to Aw and Agnihotri, (2024) this communication approach involves brands hiring influencers to interact with their followers and promote products and services on their social networks. In this context, transparency plays a crucial role in building credibility with audiences and reinforcing the perception of authenticity (Wellman et al., 2020). One of the main objectives of brands, through hiring influencers, is to influence the perception that consumers have of the brand, ultimately reinforcing its brand image through this association (Rungtrakulchai, 2021). In addition, the strategic objective also consists of developing and maintaining lasting relationships with consumers through the emotional connection established, which will be reflected in greater involvement, through purchases and brand loyalty (Krishna & Pinakapani, 2024).

Digital influencers are different from traditional celebrities as their influence comes from building a community and not from a previous career (Joshi et al., 2025; Krishna & Pinakapani, 2024). Furthermore, they are characterized as individuals with an online audience who can influence the behaviour, opinions and values of others through the digital content they produce (Lampeitl et al., 2017).

Collaborations between influencers and brands, especially those with a high reputation, significantly boost the effectiveness of communication campaigns on social media, which tends to generate a mutually reinforcing effect (Ibáñez-Sánchez et al., 2022).

In this context, according to Khedher, (2014), “personal branding” emerged as a new marketing concept, involving three phases: creating a distinctive brand identity, defining its positioning and evaluating its image to ensure market recognition.

Therefore, social media influencers arise as human brands (Ki et al., 2020) who build their visibility without relying on traditional media, with the success of their brands depending on sustaining an authentic and consistent image, which can be fragile and easily compromised (Khamis et al., 2017). It involves defining a clear identity, communicating it consistently on social media and assessing its impact on the public, with the aim of gaining visibility, recognition and value in the market (Khedher, 2014).

Moreover, when influencers develop their own brands, they are their own brand managers, which allow consumers to understand their passion in a more direct and vivid way (Audrezet et al., 2020). In line with this, it has been shown that self-disclosure strengthens the personal brand by increasing the perception of authenticity and trust, leading to a deeper emotional connection and greater loyalty from followers (Azhar, 2024).

When promoting external brands, social media influencers operate as independent third-party endorsers and incorporate commercial brand messages into their content (Audrezet et al., 2020). Influencers use authenticity as a guiding principle when deciding which commercial brands to work with, seeking to remain true to their personal brand and audience (Wellman et al., 2020). External brand involvement may range from sending free products in the expectation of receiving a mention to contractual arrangements specifying requirements regarding the content produced by the influencer (Audrezet et al., 2020).

Although influencer-owned brands are generally promoted through techniques similar to those used in sponsored posts, the two contexts present significant differences (Magrizos et al., 2021). In sponsored content, the commercial brand becomes an additional stakeholder in the relationship between the influencer and the audience (Wellman et al., 2020). By developing their own product lines, influencers move beyond brand partnerships, and their brands become directly and exclusively associated with them, allowing the influencer's personal attributes to be attributed to the brand (Magrizos et al., 2021).

Influencer-owned brands may fit the influencer's personality and lifestyle, thereby increasing passionate authenticity (Magrizos et al., 2021). By contrast, commercial partnerships may threaten authenticity when opportunities to promote external products divert influencers from their intrinsic interests and passions (Audrezet et al., 2020).

Accordingly, the present dissertation explores two specific influencer marketing situations: the promotion of an influencer's own brand and the promotion of a third-party brand.

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2.2. BRAND EQUITY

Brand equity refers to the perceived value of a brand based on the experience and perception of consumers (Lampeitl et al., 2017) and their ability to differentiate themselves on the market (Shin et al., 2014).

According to the customer-based perspective, brand equity reflects the value associated with a brand from consumers' responses and perceptions toward it (Stukalina & Pavlyuk, 2021).

For Aaker, (1991), brand equity is made up of five key dimensions that collectively influence consumer perception and brand value, these include brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary brand assets.

Previous research found that influencer marketing generated stronger effects than paid social media advertising on several customer-based brand equity dimensions, including perceived quality, brand associations, differentiation and leadership (Lampeitl et al., 2017).

Beyond collaborations with external brands, influencers have increasingly started developing their own product lines and personal owned brands (Magrizos et al., 2021). This evolution is connected with the concept of human branding, where individuals can develop their own brand based on elements such as personality, public image and skills (Loureiro et al., 2025).

In the case of influencer-owned brands, the relationship between the influencer and the brand differs from traditional endorsements, since these brands are directly associated with the influencer and personal attributes of the influencer may become attributed to the brand itself (Magrizos et al., 2021). In addition, research on brand extensions suggests that consumers' evaluations of new products can be influenced by existing associations and the perceived fit with the original brand (Aaker & Keller, 1990).

Therefore, when influencers create and promote their own brands, the relationship between the influencer and the brand may differ from traditional endorsements, since influencer-owned brands are directly and exclusively associated with the influencer (Magrizos et al., 2021).

Previous research on celebrity endorsement suggests that products can acquire meanings and associations linked to the public figures who promote them, as these associations may be transferred from the endorser to the product (McCracken, 1989). In the context of influencer-owned brands, personal characteristics associated with the influencer may become attributed to the brand itself (Magrizos et al., 2021).

Furthermore, successful personal brands of internet celebrities have been associated with factors such as perceived value, personality, and audience (Chiu et al., 2021).

Influencer-owned brands are more deeply connected with influencers and are therefore more likely to appeal to their followers (Magrizos et al., 2021). Followers' emotional attachment to social media influencers can generate positive emotions that are transferred to the products and brands they recommend (Ki et al., 2020). Furthermore, perceived fit between an Instagram influencer and the endorsed brand positively affects

brand evaluations, both directly and indirectly through the influencer's perceived credibility (Breves et al., 2019).

Based on the findings of Magrizos et al., (2021), Ki et al., (2020), and Breves et al., (2019), it is possible to expect that influencers promoting their own branded products will generate higher brand equity for the promoted brand than influencers promoting third-party brands.

Thus, the following hypothesis is proposed:

H1) Influencers who promote their own branded products (vs. third-party brands) increase the brand equity of the promoted brand.

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2.3. PURCHASE INTENTION

Purchase intentions are perceived as motivational factors that influence purchase behaviour, indicating how much effort individuals are willing to make in order to perform a specific behaviour (Ajzen, 1991).

In influencer marketing literature, previous research has shown that influencer credibility is positively related to consumers' purchase intention (Sesar et al., 2022). Additionally, studies focused on beauty and fashion influencers found that both influencer credibility and parasocial interaction between influencers and followers are positively associated with consumers' purchase intention (Sokolova & Kefi, 2020).

The influence of social media personalities is particularly relevant on platforms such as Instagram, where online celebrities and influencers can affect young female consumers' purchase decisions through perceptions of credibility and relatability (Djafarova & Rushworth, 2017). Moreover, social media influencers may influence consumers by becoming taste and opinion leaders, with consumers' desire to mimic

contributing to positive behavioural outcomes, including purchase intentions (Ki & Kim, 2019).

Similarly, research on celebrity endorsements demonstrates that consumers' attachment to public figures can influence attitudes and purchase intentions toward endorsed products (Ilicic & Webster, 2011).

These emotional connections are relevant because positive feelings associated with social media influencers can transfer to the products and brands they recommend, influencing consumers' willingness to acquire them (Ki et al., 2020). This perspective is also consistent with endorsement literature, which suggests that products can acquire meanings and associations linked to the individuals who promote them (McCracken, 1989).

In this context, influencers have increasingly moved beyond collaborations with external brands by creating their own brands and product lines (Magrizos et al., 2021).

Own brands are more deeply intertwined with influencers and are therefore more likely to appeal to their followers (Magrizos et al., 2021). According to the Theory of Planned Behaviour, more favourable attitudes toward a behaviour are associated with stronger intentions to perform it (Ajzen, 1991). In the context of influencers' own brands, attitude toward purchasing was identified as the most important predictor of purchase intention (Magrizos et al., 2021). Based on these findings, the present study expects the promotion of an influencer-owned brand to result in higher purchase intention than the promotion of a third-party brand.

In this sense, the following hypothesis is proposed:

H2) Influencers who promote their own branded products (vs. third-party brands) increase the purchase intention of the promoted brand.

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2.4. TYPE OF LANGUAGE

The way through which a message is linguistically constructed influences communication effectiveness, as language structure should be adapted according to the objective and type of speech being used (Wang & Li, 2021). In the context of social media, different communication strategies, such as assertive and expressive speech acts, influence consumers' responses to brand messages (Ordenes et al., 2019).

According to Searle, (1979), speech acts can be classified according to the speaker's communicative intention, with assertive acts being characterized by the speaker's commitment to the truthfulness of the information conveyed whereas, expressive acts communicate psychological states, feelings, and attitudes regarding a particular situation.

Concerning influencer posts assertive communicators use facts and objective terms, whereas expressive influencers share their personal opinions and experiences (Fang et al., 2025). In social media brand messages, assertive acts consist of informational phrases without emotion or valence, while expressive acts use affective phrases to communicate appreciation, opinions, or desires related to products and services (Ordenes et al., 2019). Based on previous research, Fang et al., (2025) propose that assertive acts establish authority and provide certainty, while expressive acts create an emotional connection and foster a positive relationship.

In the context of influencer marketing, Fang et al., (2025) demonstrate that the speech acts used by influencers, including expressive and assertive ones, have a significant impact on consumer engagement on social media, with this effect depending on the type of influencer.

The relevance of linguistic characteristics used by influencers is also demonstrated by Fang and Wang, (2022), who identified that personality traits inferred from influencers' language provide relevant content-based metrics for predicting influencer performance.

Small changes in the language used by influencers can influence how consumers evaluate promotional messages, as the use of sensory language increases perceived authenticity, engagement, and purchase intention (Rizzo et al., 2023), while perceived message authenticity positively influences dimensions such as brand equity, relationship equity, and value equity (ElSayad, 2024).

Lou and Yuan, (2019) found that the informative value of influencer-generated content and influencers' trustworthiness, attractiveness, and similarity to followers positively affect followers' trust in branded posts, which subsequently influences brand awareness and purchase intentions.

When influencers promote third-party brands, they incorporate external brand messages into their content (Audrezet et al., 2020). Assertive speech acts communicate factual information through objective terms (Fang et al., 2025). Lou and Yuan, (2019) found that the informative value of influencer-generated content contributes to trust in branded posts, which subsequently promotes brand awareness. Brand awareness is one of the dimensions of brand equity (Aaker, 1991).

Influencer-owned brands are directly associated with influencers, allowing the influencers' personal attributes to become attributed to the brand itself (Magrizos et al., 2021). Expressive speech acts communicate personal opinions and experiences (Fang et al., 2025), while expressive phrases convey appreciation, opinions, and desires related to products and services (Ordenes et al., 2019). Fang et al., (2025) propose that expressive

speech acts build emotional connection and rapport, while emotional attachment positively affects loyalty toward the influencer brand (Jun & Yi, 2020).

Hence, considering that different types of language have different effects on influencer communication and consumer evaluations, the following hypotheses are proposed:

H3) Type of language moderates the effects of influencers who promote their own branded products (vs. third-party brands) on the brand equity of the promoted brand.

H3A) The use of assertive language by influencers promoting third-party brands (vs. promoting their own brand) increases the brand equity of the promoted brand.

H3B) The use of expressive language by influencers promoting their own brand (vs. promoting third-party brands) increases the brand equity of the promoted brand.

Regarding purchase intention, Rizzo et al., (2023) demonstrated that sensory language increases consumers' willingness to purchase sponsored products, while Lou & Yuan, (2019) found that trust in branded posts subsequently influences purchase intention. Fang et al., (2025) also found that the effects of the speech acts used by influencers vary depending on the type of influencer.

Based on these findings, the following hypothesis is proposed:

H4) Type of language moderates the effects of influencers who promote their own branded products (vs. third-party brands) on consumers' purchase intention toward the promoted brand.

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2.5. AUTHENTICITY

Authenticity refers to that which is “real” or “genuine” or “true” (Lehman et al., 2019) and it can be approached from three distinct perspectives: consistency between an

entity's internal values and external expressions, conformity to the norms of its social category, and connection between an entity and a person, place, or time as claimed.

The concept of perceived authenticity of influencers has evolved into a multidimensional construct that includes sincerity, truthful endorsements, visibility, expertise and uniqueness, factors that shape the way consumers evaluate influencers and their purchase intention (Lee & Eastin, 2021).

Influencer authenticity is not an inherent or stable trait of the influencer; rather, authentic outcomes are situated and contextual and depend on the alignment between the influencer, the brand, and the audience (Duffek et al., 2025).

Influencers tend to base their content decisions on an ethic of authenticity, seeking to maintain loyalty both to themselves and to their audience, while preserving brand consistency and personal integrity (Wellman et al., 2020). However, according to Audrezet et al., (2020), influencers may face tensions between maintaining their personal values and responding to commercial expectations.

Influencers' own brands are likely to fit their personality and lifestyle, which may increase passionate authenticity, nevertheless, the direct promotion of their own products may also signal extrinsic motivation and reduce perceived authenticity and source credibility (Magrizos et al., 2021).

The strategic implementation of authenticity management approaches may augment follower engagement, especially when influencers genuinely express enthusiasm and clearly disclose their associations with brands (Liao & Chen, 2024). This positive influence is in line with evidence that high levels of perceived authenticity significantly increase consumers' predisposition to follow influencers' recommendations (Ren et al., 2023). Nevertheless, excessive identification with brands can dilute

authenticity based on personal values, compromising the effectiveness of recommendations (Liao & Chen, 2024). This concern is even more relevant given that influencers tend to adjust their authenticity over the course of their careers, starting with high levels to generate trust, but reducing it as monetization becomes a priority (Nistor et al., 2024).

In addition, non-celebrity influencers are generally seen as more trustworthy and relatable than celebrities, which makes their recommendations more effective (Ren et al., 2023). This distinction is consistent with data showing that micro-influencers maintain more stable levels of authenticity, unlike macro-influencers and digital celebrities, whose authenticity tends to decrease as their audience grows (Nistor et al., 2024).

Authenticity in terms of the message proved to be a determining factor not only for purchase intent, but also for brand appreciation, relationships and perceived value central components of customer equity (ElSayad, 2024). When followers consider that an influencer is being honest, they tend to develop more positive attitudes towards the product, even in high-involvement categories such as fashion or beauty care (Cabeza-Ramírez et al., 2022).

Above and beyond the influencer, the perceived authenticity of the brand plays a crucial role in building consumer trust, given that authentic experiences with the brand reinforce emotional ties, generating loyalty and lasting commitment (Steriopoulos et al., 2026). These effects are strengthened when the brand's actions are perceived as consistent with its stated values, increasing its credibility and perceived value (Portal et al., 2019).

Influencer authenticity positively affects emotional attachment and brand trust, with emotional attachment increasing loyalty toward the influencer brand both directly and through brand trust (Jun & Yi, 2020). Similarly, perceived message authenticity

influences customer equity drivers, including brand equity, and mediates the effects of likes, comments, and shares on these outcomes (ElSayad, 2024), while perceived influencer authenticity mediates the effect of image enhancement on attitudes toward influencer posts and recommended products (Zhang et al., 2024).

Regarding behavioural outcomes, influencer authenticity has a strong effect on purchase intention, which is partially transmitted through brand authenticity and brand attitude (Zniva et al., 2023), while personal authenticity affects purchase intention through influencers' trustworthiness and inspirational capacity (Andonopoulos et al., 2023).

Finally, critical approaches warn of the commodification of authenticity, provided that, according to Hollander, (2025) authenticity has become an industrialized performance that influencers are compelled to continually reconstruct.

This performativity is shaped by algorithms, audience expectations and commercial demands of brands, turning authenticity into a strategic façade rather than a genuine expression of the self (Hollander, 2025).

Furthermore, the following hypotheses arise from this scope:

H5) The influencer's perceived authenticity mediates the relationship between brand type and brand equity.

H6) The perceived authenticity of the influencer mediates the relationship between brand type and purchase intention.

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2.6. PROPOSED CONCEPTUAL MODEL

Throughout the literature review, several relationships were identified among the main variables of this study, namely type of brand promoted by an influencer, perceived authenticity, brand equity, purchase intention and the type of language.

Based on these theoretical contributions, the conceptual model presented in this study was developed to guide the research and provide the foundation for the proposed hypotheses.

Audrezet et al., (2020) argue that authenticity is one of the key factors behind the relationship between influencers and their followers and that the consumers perceive influencers as more authentic when their communication is consistent with their personal identity and underlying motivations, even when engaging in commercial partnerships.

Similarly, Ki et al., (2020) demonstrate that social media influencers function as human brands, capable of developing meaningful relationships with their followers that translate into favourable responses towards the brands they endorse and consumers' behavioural intentions.

From a communication perspective, Lou and Yuan, (2019) found that influencer credibility and message value strengthen consumers' trust in branded content, ultimately leading to higher brand awareness and stronger purchase intentions.

Regarding the type of language, Searle, (1979) distinguishes between assertive and expressive speech acts, the first being primarily intended to convey information and reflect the speaker's commitment to the truthfulness of the message, whereas expressive language communicates feelings, attitudes, and psychological states. This distinction provides the theoretical foundation for examining the moderating role of type of language in the present study.

Based on these theoretical contributions, the present study proposes that the type of brand promoted by an influencer (own brand vs. third-party brand) influences consumers' brand equity and purchase intention. More specifically, the proposed conceptual model suggests that perceived authenticity mediates the relationship between type of brand and both dependent variables, whereas type of language moderates the relationship between type of brand and both brand equity and purchase intention.

The proposed conceptual model presented in Figure1, summarizes these theoretical relationships and provides the basis for testing the research hypotheses.

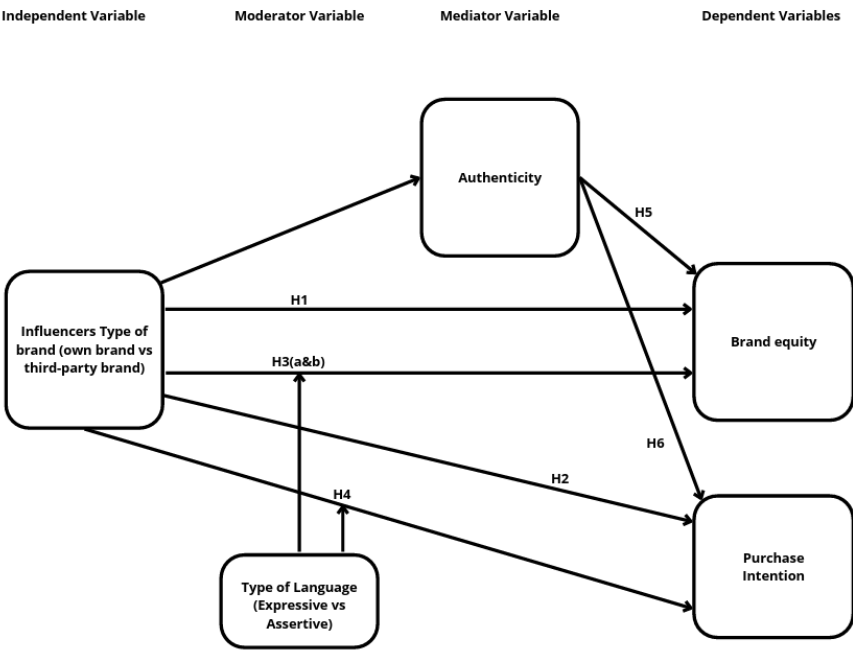


Figure 1
Proposed Conceptual Model

3. METHODOLOGY

3.1. RESEARCH DESIGN

This study adopts a quantitative research approach, which is widely used in marketing research due to its ability to objectively measure variables and analyse relationships through statistical techniques (Malhotra et al., 2017; Saunders et al., 2023). More specifically, the study follows a causal research design, as it seeks to examine the effect of the type of brand promoted by an influencer on consumers' brand equity and purchase intention, while also investigating the mediating role of perceived authenticity and the moderating role of type of language.

To address these research objectives, an experimental research strategy was adopted. Experimental research is considered one of the most appropriate methods for examining causal relationships because it involves the manipulation of one or more independent variables while controlling external factors that may influence the dependent variables (Viglia et al., 2021). This enables researchers to determine whether observed differences in participants' responses are attributable to the experimental manipulations rather than to alternative explanations (Saunders et al., 2023).

Accordingly, the present study employed a 2×2 between-subjects experimental design, in which participants were randomly assigned to one of four experimental conditions and exposed to only one version of the experimental stimulus (Saunders et al., 2023). The experimental design manipulated one independent variable: type of brand (own brand vs. third-party brand) and one moderator variable: type of language (assertive vs. expressive), resulting in four distinct experimental conditions. This design enabled the proposed conceptual model and research hypotheses to be empirically tested.

3.2. DATA COLLECTION TECHNIQUES

Data were collected through a self-administered online questionnaire developed using the Qualtrics platform. The use of an online questionnaire enabled the standardized collection of responses and the automatic random assignment of participants to one of the four experimental conditions, ensuring that each participant was exposed to only one experimental stimulus.

Prior to the main data collection, a pre-test was conducted to assess the effectiveness of the experimental manipulations. In experimental research, pre-tests and manipulation checks are used to verify whether participants perceive the manipulated variables as intended, thereby supporting the internal validity of the experimental design (Khan, 2011). Accordingly, the pre-test evaluated participants' perceptions of the manipulated variables, namely the type of brand and the type of language, allowing minor adjustments to the experimental stimuli before the main study. The pre-test results are available in subchapter 4.1.

The experimental stimuli consisted of simulated Instagram posts featuring the Portuguese influencer, Helena Coelho. Before developing the stimuli, it was verified that Helena Coelho had previously promoted Armani, ensuring that the third-party brand condition represented a realistic collaboration consistent with her existing commercial activity.

The four experimental posts were created using Canva and were based on the same photograph of the influencer, which was identified through a Google Images search. The image was incorporated into a smartphone-shaped layout reproducing the visual format of an Instagram post, with the purpose of creating a more realistic browsing experience

and allowing participants to feel as though they were viewing the content on their own mobile devices.

In the original photograph, Helena Coelho was holding a blush from her own brand, Aura. For the third-party brand conditions, the Aura blush was digitally replaced with a blush from Armani. The Armani product was selected because it belonged to the same product category as the Aura product, ensuring that participants were exposed to the same type of makeup product across all experimental conditions. The influencer's photograph, pose, visual composition, smartphone layout, and Instagram post format were otherwise maintained.

Two caption versions were developed for each brand condition: one using assertive language and another using expressive language. The captions were written according to the conceptual distinctions between assertive and expressive speech acts established in the literature (Searle, 1979; Ordenes et al., 2019; Fang et al., 2025). Therefore, across the four stimuli, only the type of brand promoted and the type of language used in the caption were manipulated.

Consequently, four experimental conditions were developed according to the 2×2 between-subjects experimental design:

- 1) Own brand with expressive language;
- 2) Own brand with assertive language;
- 3) Third-party brand with expressive language;
- 4) Third-party brand with assertive language.

Following random assignment to one of the four experimental conditions, participants completed the questionnaire.

3.3. QUESTIONNAIRE STRUCTURE AND DATA COLLECTION PROCEDURES

The questionnaire was developed based on measurement scales adapted from previous studies and adjusted to the context of influencer marketing. All constructs were measured using multi-item scales, which were adapted to fit the context of influencer marketing and the experimental stimuli used in this research.

At the beginning of the questionnaire, participants were provided with a brief explanation of the study, including information regarding the research context and the conditions required to participate. Before proceeding, screening questions were included to ensure that respondents met the eligibility criteria established for the study.

Following the pre-test phase, the questionnaire was refined before the main data collection. While the original screening question confirming that participants were at least 18 years old was retained, additional screening questions were introduced to ensure that respondents were female and active social media users, in line with the target population of the study. This decision was based on the characteristics of the experimental stimulus, which featured a female influencer promoting beauty-related products. Previous research suggests that gender may influence consumers' responses to advertising stimuli (Fisher & Dubé, 2005) and that greater congruence between consumers and advertising stimuli enhances identification and leads to more favourable responses (Feiereisen et al., 2009). Therefore, restricting participation to female social media users ensured greater consistency between the participants and the experimental stimulus. Participants who did not meet these criteria were automatically directed to the end of the questionnaire.

After completing the screening questions, participants were randomly assigned by Qualtrics to one of the four experimental conditions. Each participant was exposed to a simulated Instagram post featuring Helena Coelho, which varied according to the type of

brand promoted (own brand vs. third-party brand) and the type of language used (assertive vs. expressive).

After viewing the experimental stimulus, participants completed the measurement scales assessing the main constructs of the study.

Brand Equity was measured using items adapted from Washburn and Plank, (2002), considering four dimensions: brand loyalty, perceived quality, brand awareness, and brand associations. The original items were adapted to refer specifically to the brand presented in the Instagram post. Purchase Intention was measured using items adapted from Ünalnış et al., (2024), assessing participants' likelihood and willingness to purchase products promoted through influencer communication on Instagram. Perceived Authenticity was assessed using the scale developed by Zniva et al., (2023) which evaluates consumers' perceptions regarding the influencer's authenticity, including aspects such as being genuine, real, and passionate about their work.

To assess the effectiveness of the type of language manipulation, participants evaluated the influencer's communication, according to items reflecting assertive and expressive language characteristics, as developed by Pão, (2023). The scale developed by the author only contained items to evaluate the expressive type of language, and therefore, it was adjusted to also reflect items able to assess the assertive type of language. In line with Searle, (1979), the expressive language items reflected the communication of psychological states, feelings, and attitudes, whereas the assertive language items reflected a communication style focused on conveying factual information and the speaker's commitment to the truthfulness of the message.

The type of brand manipulation was measured through items developed specifically for this study, assessing whether participants perceived the promoted product

as belonging to the influencer's own brand or as a third-party brand. In addition to assessing the effectiveness of this manipulation, familiarity with the promoted brand and familiarity with the influencer were included as control variables, as participants' previous knowledge of the brand and Helena Coelho could influence their evaluations of the experimental stimulus. Participants were therefore asked to indicate their level of familiarity with both the promoted brand and the influencer.

All items were measured using a seven-point Likert scale ranging from 1 ("strongly disagree") to 7 ("strongly agree"), allowing participants to indicate their level of agreement with each statement.

Annex 1 summarizes the constructs measured in the questionnaire, the respective number of items, and the sources from which the scales were adapted.

The questionnaire was distributed online through social media platforms, specifically Instagram and WhatsApp, allowing the questionnaire to reach the target population of the study. Data collection was completed in May 2026. Additionally, the study was previously registered on the AsPredicted platform under the registration number 231298.

3.4. SAMPLE & SAMPLING TECHNIQUES

A sample corresponds to a subgroup of the population selected to participate in a study (Malhotra et al., 2017). The target population of the present study consisted of female social media users aged 18 years or older.

The sampling technique adopted was non-probabilistic, as the selection of participants was not based on random probability procedures but rather on respondents' accessibility and availability (Malhotra et al., 2017). Specifically, convenience sampling was used, since participants were recruited based on their accessibility. In addition, the

data collection process also reflected elements of snowball sampling, as participants were encouraged to share the questionnaire with other potential respondents (Malhotra et al., 2017).

A total of 206 responses were initially collected. Following the data screening process, incomplete questionnaires and responses from participants who did not meet the eligibility criteria were excluded. Consequently, the final sample consisted of 144 valid responses, which formed the basis for all subsequent statistical analyses.

3.5. DATA ANALYSIS TECHNIQUES

After data collection, the data were analysed using IBM SPSS Statistics (Version 30.0).

Initially, descriptive statistical analyses were conducted, including the calculation of frequencies, means, and standard deviations, to characterize the sample and provide an overview of the collected data (Malhotra et al., 2017).

Subsequently, the reliability of the measurement scales was assessed using Cronbach's alpha coefficient to evaluate the internal consistency of the multi-item constructs (Malhotra et al., 2017).

To verify the effectiveness of the experimental manipulations, One-Way Analysis of Variance (ANOVA) tests were performed. ANOVA enables researchers to compare mean differences across groups and determine whether these differences are statistically significant (Malhotra et al., 2017).

Additionally, regression-based analyses were conducted using the PROCESS macro for SPSS. According to Igartua & Hayes, (2021), the selection of the appropriate PROCESS model depends on the conceptual relationships specified in the proposed research model. Given that the present study proposed a simple mediation model and a

simple moderation model, Model 4 was used to examine the mediating role of perceived authenticity in the relationship between type of brand and the dependent variables, whereas Model 1 was used to test the moderating effect of type of language.

Finally, an independent-samples t-test was conducted to compare participants' perceptions of perceived authenticity across the two types of brand conditions (own brand versus third-party brand). This statistical test is appropriate for determining whether the means of two independent groups differ significantly (Malhotra et al., 2017).

4. RESULTS

4.1. PRE-TEST

The pre-test aimed to evaluate the adequacy of the experimental stimuli developed for the study, specifically participants' perceptions regarding the type of language used by the influencer and the type of brand being promoted. The analysis was conducted with a sample of 41 participants.

First, descriptive statistics were computed for the main items included in the pre-test. Regarding participants' perceptions of the influencer's type of language, the items assessed characteristics related to expressive language, including the demonstration of emotions ($M = 3.71$, $SD = 1.74$), expressiveness ($M = 4.12$, $SD = 1.66$), vividness ($M = 4.39$, $SD = 1.61$), and the sharing of personal opinions ($M = 4.22$, $SD = 1.96$). Regarding the type of brand promoted, participants reported a mean score of ($M = 5.27$, $SD = 2.13$) for the item assessing whether the influencer promoted products from her own brand. These results suggest a generally positive perception of the stimuli presented, although some variability was observed among participants' responses.

Subsequently, reliability analyses were performed to assess whether the items could be combined into aggregated measures representing each construct. The scale measuring the type of language demonstrated acceptable internal consistency (Cronbach's $\alpha = .75$). Similarly, the scale related to the type of brand presented good internal consistency ($\alpha = .84$). Therefore, the items were combined into aggregated variables representing the respective constructs.

Following this, one-way ANOVAs were conducted to evaluate the effectiveness of the experimental manipulations. Regarding participants' perceptions of the type of language, the results revealed no statistically significant differences between the

experimental conditions, $F(3, 37) = 1.30$, $p = .288$, $\eta^2 = .10$. Similarly, no statistically significant differences were found between conditions regarding participants' perceptions of the type of brand, $F(3, 37) = 0.65$, $p = .588$, $\eta^2 = .05$.

Considering these results, the stimuli related to the type of language were further refined before the main study. Specifically, additional items associated with assertive language were included to provide a clearer distinction between the two experimental conditions (expressive vs. assertive language), ensuring a more accurate assessment of participants' perceptions in the final study.

Finally, participants' familiarity with the influencer and the brands included in the stimuli was assessed to ensure that previous knowledge did not differ across experimental conditions. The results of the one-way ANOVAs indicated no statistically significant differences between groups regarding familiarity with the influencer Helena Coelho, $F(3, 37) = 0.18$, $p = .911$, familiarity with the Aura brand, $F(3, 37) = 0.62$, $p = .608$, or familiarity with the Armani brand, $F(3, 37) = 0.26$, $p = .853$. Therefore, participants presented similar levels of familiarity across conditions, suggesting that previous knowledge of the influencer and brands did not influence the evaluation of the experimental stimuli.

4.2. MAIN STUDY

4.2.1. SAMPLE DESCRIPTION

Before conducting the main statistical analyses, descriptive analyses were performed to characterize the study sample. The final sample consisted of 144 female participants ($N = 144$). Participants' ages ranged from 18 to 71 years old ($M = 28.95$, $SD = 10.68$).

Regarding participants' area of residence, the majority were from Lisbon and Vale do Tejo ($n = 102$, 70.8%), followed by the Centre region ($n = 17$, 11.8%), Grande Porto ($n = 11$, 7.6%), Norte ($n = 5$, 3.5%), Madeira ($n = 5$, 3.5%), Algarve ($n = 3$, 2.1%), and Alentejo ($n = 1$, 0.7%).

Concerning educational qualifications, most participants reported having a Bachelor's degree ($n = 64$, 44.4%), followed by a Master's degree ($n = 45$, 31.3%), Postgraduate studies ($n = 20$, 13.9%), Secondary education ($n = 13$, 9.0%), Basic education ($n = 1$, 0.7%), and Doctorate ($n = 1$, 0.7%).

Regarding professional status, the majority of participants were employed ($n = 87$, 60.4%). Additionally, 24 participants were students ($n = 24$, 16.7%), 16 were working students ($n = 16$, 11.1%), 10 were interns ($n = 10$, 6.9%), three were unemployed ($n = 3$, 2.1%), three were retired ($n = 3$, 2.1%), and one selected another professional status ($n = 1$, 0.7%).

Finally, regarding monthly net income, the most represented income category was between €1001 and €1500 ($n = 53$, 36.8%), followed by €1501–€2000 ($n = 37$, 25.7%), less than €800 ($n = 29$, 20.1%), €800–€1000 ($n = 13$, 9.0%), and more than €2000 ($n = 12$, 8.3%).

4.2.2. MANIPULATION CHECKS AND RELIABILITY ANALYSIS

To ensure the validity of the experimental manipulations, manipulation checks were conducted to verify whether participants correctly identified the conditions to which they were exposed. Specifically, participants' perceptions regarding the type of language (assertive vs. expressive) and the type of brand (own brand vs. third-party brand) were analysed.

Before conducting the main analyses, the internal consistency of the scales used in the study was assessed. The brand equity scale, composed of 15 items, demonstrated excellent reliability ($\alpha = .948$). The individual dimensions of brand equity also demonstrated excellent internal consistency: brand loyalty, composed of three items ($\alpha = .942$); brand awareness, composed of three items ($\alpha = .956$); perceived quality, composed of six items ($\alpha = .934$); and brand associations, composed of three items ($\alpha = .912$).

Similarly, the purchase intention scale, composed of four items, showed excellent internal consistency ($\alpha = .957$), as did the perceived influencer authenticity scale, composed of six items ($\alpha = .953$). As all reliability values were above the recommended threshold of .70, the items were aggregated into their respective variables and used in the subsequent analyses.

First, the internal consistency of the items measuring each experimental manipulation was assessed to determine whether they could be combined into aggregated variables. Regarding the type of language manipulation, the assertive language scale composed with four items, demonstrated acceptable internal consistency ($\alpha = .789$), while the expressive language composed with four items scale presented excellent internal consistency ($\alpha = .953$). Therefore, the respective aggregated variables were created, and one-way ANOVAs were performed to evaluate the effectiveness of the manipulations.

The first test examined whether participants correctly perceived the assertive language condition. The results revealed statistically significant differences between the experimental groups, $F(1, 142) = 82.97, p < .001$. Participants exposed to the assertive language condition perceived the message as more assertive ($M = 5.46, SD = 1.34$) compared to participants exposed to the expressive language condition ($M = 3.22, SD = 1.60$).

The second test assessed participants' perceptions of expressive language. Results also showed statistically significant differences between conditions, $F(1, 142) = 78.17, p < .001$. Participants exposed to the expressive language condition reported higher perceptions of expressiveness ($M = 5.88, SD = 1.45$) than those exposed to the assertive language condition ($M = 3.46, SD = 1.80$). Therefore, participants correctly identified the type of language presented.

To validate the manipulation of the type of brand, participants' perceptions of own brand and third-party brand were analysed. The results showed statistically significant differences regarding own brand perception, $F(1, 142) = 246.70, p < .001$. Participants exposed to the own brand condition reported higher own brand perceptions ($M = 6.29, SD = 1.19$) compared to participants exposed to the third-party brand condition ($M = 2.44, SD = 1.72$).

Additionally, the manipulation check for third-party brand perception also revealed significant differences between conditions, $F(1, 142) = 187.75, p < .001$. Participants exposed to the third-party brand condition perceived the brand as being a third-party brand to a greater extent ($M = 5.88, SD = 1.58$) compared to participants exposed to the own brand condition ($M = 2.13, SD = 1.70$).

Overall, these findings demonstrate that participants correctly distinguished both experimental manipulations, confirming the effectiveness of the manipulation procedures.

4.2.3. CONTROL VARIABLES ANALYSIS

To ensure that the study results were not influenced by external factors, the control variable familiarity was analysed. Since no significant differences between experimental groups were expected, a one-way ANOVA was conducted.

The results demonstrated no statistically significant differences between conditions regarding brand familiarity, $F(1, 142) = 0.96, p = .329$. Participants exposed to the own brand condition reported similar familiarity levels ($M = 4.48, SD = 1.79$) compared to participants exposed to the third-party brand condition ($M = 4.20, SD = 1.71$). Therefore, familiarity did not differ between experimental conditions, suggesting that this variable did not compromise the subsequent analyses.

4.2.4. HYPOTHESIS TESTING

4.2.4.1. MAIN EFFECT ANALYSIS

A one-way ANOVA was then conducted to analyse the effect of type of brand on brand equity. Results indicated no statistically significant differences between experimental conditions, $F(1, 142) = 0.01, p = .924$. Participants exposed to the own brand condition presented similar Brand Equity evaluations ($M = 4.85, SD = 1.39$) compared to participants exposed to the third-party brand condition ($M = 4.83, SD = 1.25$). Therefore, H1 was not supported.

Additional one-way ANOVAs were conducted to examine the effect of type of brand on each individual dimension of brand equity. No statistically significant differences were found in brand loyalty, $F(1, 142) = 2.20, p = .141$. Participants exposed to the own brand condition ($M = 3.44, SD = 1.74$) did not differ significantly from those exposed to the third-party brand condition ($M = 3.00, SD = 1.83$).

No statistically significant differences were found in brand awareness, $F(1, 142) = 0.20, p = .653$. Participants exposed to the own brand condition ($M = 4.84, SD = 2.08$) did not differ significantly from those exposed to the third-party brand condition ($M = 4.99, SD = 1.90$).

Similarly, type of brand did not have a statistically significant effect on perceived quality, $F(1, 142) = 0.11, p = .745$. Participants exposed to the own brand condition ($M = 5.55, SD = 1.07$) did not differ significantly from those exposed to the third-party brand condition ($M = 5.61, SD = 1.04$).

Finally, no statistically significant differences were found between conditions in brand associations, $F(1, 142) = 0.05, p = .828$. Participants exposed to the own brand condition ($M = 4.86, SD = 2.08$) did not differ significantly from those exposed to the third-party brand condition ($M = 4.93, SD = 1.72$). Overall, type of brand did not significantly affect any of the four individual dimensions of brand equity.

A second one-way ANOVA was performed to examine the effect of type of brand on purchase intention. The results revealed statistically significant differences between conditions, $F(1, 142) = 7.60, p = .007$. Participants exposed to the own brand condition reported higher purchase intention ($M = 4.51, SD = 1.72$) than participants exposed to the third-party brand condition ($M = 3.73, SD = 1.67$). Thus, H2 was supported.

4.2.4.2. MODERATION ANALYSIS

To examine whether the type of language moderated the relationship between type of brand and brand equity, a moderation analysis was conducted using the PROCESS macro for SPSS (Model 1).

The interaction between type of brand and type of language was not statistically significant ($b = -0.18, SE = 0.44, t = -0.41, p = .681, 95\% CI [-1.06, 0.70]$). Therefore, the relationship between type of brand and brand equity did not vary according to the type of language used in the influencer's communication. Consequently, H3a and H3b were not supported.

Additional moderation analyses were conducted to examine whether the type of language moderated the relationship between type of brand and each individual dimension of brand equity. The interaction between type of brand and type of language was not statistically significant for brand loyalty ($b = -0.18$, $SE = 0.60$, $t = -0.30$, $p = .764$, 95% CI $[-1.36, 1.00]$), brand awareness ($b = -0.50$, $SE = 0.67$, $t = -0.75$, $p = .454$, 95% CI $[-1.82, 0.82]$), perceived quality ($b = 0.17$, $SE = 0.36$, $t = 0.47$, $p = .640$, 95% CI $[-0.54, 0.87]$), or brand associations ($b = -0.57$, $SE = 0.64$, $t = -0.89$, $p = .375$, 95% CI $[-1.84, 0.70]$). Therefore, the type of language did not moderate the relationship between type of brand and any of the four individual dimensions of brand equity.

To examine whether the type of language moderated the relationship between type of brand and purchase intention, a moderation analysis was conducted using the PROCESS macro for SPSS (Model 1). The interaction between type of brand and type of language was not statistically significant ($b = -0.42$, $SE = 0.57$, $t = -0.73$, $p = .469$, 95% CI $[-1.55, 0.72]$). Therefore, the relationship between type of brand and purchase intention did not vary according to the type of language used in the influencer's communication. Consequently, H4 was not supported.

4.2.4.3. MEDIATION ANALYSIS

To test H5, a mediation analysis was conducted using PROCESS macro for SPSS (Model 4), with type of brand as the independent variable, perceived authenticity as the mediator, and brand Equity as the dependent variable. All indirect effects reported in this section were estimated using 5,000 bootstrap samples and 95% bootstrap confidence intervals.

The results revealed a significant indirect effect of type of brand on brand equity through perceived authenticity, ($b = 0.35$, $SE = 0.14$, 95% CI $[0.14, 0.60]$). The direct

effect was not statistically significant, ($b = -0.32$, $SE = 0.20$, $t = -1.58$, $p = .115$). Therefore, H5 was supported.

Additional mediation analyses were conducted to examine the indirect effect of type of brand on each individual dimension of brand equity through perceived influencer authenticity. The indirect effect was statistically significant for brand loyalty (indirect effect = 0.41, bootstrap $SE = 0.15$, 95% bootstrap CI [0.15, 0.72]), brand awareness (indirect effect = 0.44, bootstrap $SE = 0.17$, 95% bootstrap CI [0.15, 0.81]), perceived quality (indirect effect = 0.23, bootstrap $SE = 0.09$, 95% bootstrap CI [0.08, 0.42]), and brand associations (indirect effect = 0.43, bootstrap $SE = 0.15$, 95% bootstrap CI [0.15, 0.76]). As none of the bootstrap confidence intervals included zero, perceived influencer authenticity significantly mediated the relationship between type of brand and all four individual dimensions of brand equity.

A second mediation analysis was conducted to examine whether perceived authenticity mediated the relationship between type of brand and purchase Intention.

The results showed that type of brand significantly influenced perceived authenticity ($b = 0.81$, $SE = 0.24$, $t = 3.37$, $p = .001$). Furthermore, perceived authenticity had a positive and statistically significant effect on purchase intention ($b = 0.48$, $SE = 0.09$, $t = 5.27$, $p < .001$).

The direct effect of type of brand on purchase Intention was not significant, ($b = 0.39$, $SE = 0.27$, $t = 1.46$, $p = .148$). However, the indirect effect through perceived authenticity was statistically significant, ($b = 0.39$, $SE = 0.14$, 95% CI [0.14, 0.69]). Therefore, perceived authenticity mediated the relationship between type of brand and purchase Intention, supporting H6.

Table 1*Summary of Hypotheses Analysis*

Hypotheses	Result
H1: Influencers who promote their own branded products (vs. third-party brands) increase the brand equity of the promoted brand.	Rejected
H2: Influencers who promote their own branded products (vs. third-party brands) increase the purchase of the promoted brand.	Supported
H3: Type of language moderates the effects of influencers who promote their own branded products (vs. third-party brands) on the brand equity of the promoted brand.	Rejected
H3a: The use of assertive language by influencers promoting third-party brands (vs. promoting their own brand) increases the brand equity of the promoted brand.	Rejected
H3b: The use of expressive language by influencers promoting their own brand (vs. promoting third-party brands) increases the brand equity of the promoted brand.	Rejected
H4: Type of language moderates the effects of influencers who promote their own branded products (vs. third-party brands) on consumers' purchase intention toward the promoted brand.	Rejected
H5: The influencer's perceived authenticity mediates the relationship between brand type and brand equity.	Supported
H6: The perceived authenticity of the influencer mediates the relationship between brand type and purchase intention.	Supported

5. DISCUSSION

The present study aimed to investigate how the type of brand promoted by an influencer, influences consumer responses in regard to the dimensions of brand equity and purchase intention. Additionally, this research examined the mediating role of perceived authenticity and the moderating effect of the type of language used in influencer communication.

The results of the present study did not support differences between the influencer's own brand and the third-party brand conditions regarding brand equity. Participants exposed to Helena Coelho's own brand (Aura) reported very similar Brand Equity evaluations compared to those exposed to the third-party brand (Armani), suggesting that the expected advantage of an influencer-owned brand was not observed.

This finding differs from the theoretical expectation that influencer-owned brands could generate more favourable evaluations due to their close connection with the influencer. Previous research suggests that influencer-owned brands differ from collaborations with external brands because they are more closely associated with the influencer, allowing personal characteristics of the influencer to become associated with the brand itself (Magrizos et al., 2021).

However, one possible explanation for the absence of significant differences may be related to the characteristics of the third-party brand used in the experiment. According to Keller, (1993), customer-based brand equity is influenced by consumers' existing brand knowledge and by the strength, favourability, and uniqueness of brand associations. Therefore, Armani's established presence in the beauty market may have contributed to existing positive brand associations, making evaluations of the third-party brand condition comparable to those of the influencer's own brand.

Another possible explanation concerns the perceived fit between the influencer and the promoted brands. Breves et al., (2019) found that a strong fit between Instagram influencers and the brands they promote positively affects brand evaluations and behavioural intentions. Since both Aura and Armani belong to the beauty category and are consistent with Helena Coelho's beauty-related content, participants may have perceived both brands as appropriate matches with the influencer, reducing differences between the two conditions.

Although the type of brand did not significantly influence Brand Equity, differences emerged when considering consumers' behavioural responses. Specifically, regarding purchase intention, the present study aimed to understand whether the type of brand promoted by an influencer influences consumers' willingness to purchase the promoted products. The results supported that participants exposed to the influencer's own brand reported higher purchase intention than those exposed to the third-party brand.

These findings are consistent with previous research suggesting that influencer-owned brands differ from collaborations with external brands because these brands are closely connected to the influencer, and characteristics associated with the influencer may become attributed to the brand itself (Magrizos et al., 2021). In this sense, the stronger purchase intention observed for Aura may be related to the direct association between Helena Coelho and her own brand, which could have strengthened consumers' responses toward the promoted product.

Moreover, previous literature highlights the importance of the relationship developed between influencers and their followers. Social media influencers can be understood as human brands that may develop emotional attachments with their audiences which may contribute to positive consumer responses toward products and

brands associated with them (Ki et al., 2020). Similarly, research on social media influencers indicates that consumers' perceptions of influencers as taste and opinion leaders can increase their desire to mimic them, which has been shown to positively influence behavioural outcomes, including purchase intentions (Ki & Kim, 2019).

Therefore, although both brands were promoted by the same influencer, the closer association between Helena Coelho and Aura may help explain why the influencer-owned brand generated higher purchase intention compared to the third-party brand condition.

Regarding the moderating role of the type of language (assertive vs. expressive) in the relationship between the type of brand promoted by the influencer and brand equity, the results did not confirm the expected effect, as the interaction between these variables was not statistically significant. These findings partially contradict previous studies suggesting that different speech acts can influence how consumers respond to brand messages on social media (Fang et al., 2025; Ordenes et al., 2019).

A possible explanation may be related to the fact that brand equity represents a more stable evaluation that is developed over time, being influenced by multiple associations and experiences with the brand (Keller, 1993). Therefore, although changes in the type of language used in influencers' communication may influence consumers' immediate responses, they may not be strong enough to modify broader perceptions regarding the value of the brand.

Additionally, the results may suggest that, in the context of influencer marketing, communication effectiveness depends less on the specific type of language used and more on perceptions related to the influencer, such as authenticity, credibility, and the relationship established with followers (Audrezet et al., 2020; Lee & Eastin, 2021). Thus,

differences between assertive and expressive types of language may not have been sufficiently determinant to influence brand equity evaluations.

Regarding the moderating role of the type of language in the relationship between the type of brand promoted by the influencer and purchase intention, the results did not confirm a significant interaction between these variables. Although participants exposed to the influencer's own brand reported higher purchase intention than those exposed to the third-party brand, this difference did not vary according to whether assertive or expressive language was used in the influencer's communication.

One possible explanation is that consumers' purchase intentions may depend more strongly on perceptions associated with the influencer than on the type of language used in a single social media message. Previous research indicates that influencer credibility, trustworthiness, and authenticity play an important role in shaping consumers' purchase intentions and responses toward promoted products (Lou & Yuan, 2019; Ren et al., 2023; Cabeza-Ramírez et al., 2022). Therefore, the distinction between assertive and expressive language may not have been sufficiently influential to change consumers' willingness to purchase the promoted product.

Considering the role of perceived authenticity in the context of influencer marketing, this study analysed its ability to mediate the relationship between the type of brand and consumers' responses, namely brand equity and purchase intention. The results demonstrated that the influencer's perceived authenticity significantly mediated both relationships, supporting the central role of authenticity in the effectiveness of influencer marketing strategies. These findings are aligned with ElSayad, (2024), who highlights that perceived authenticity contributes to the development of brand equity and the strengthening of consumers' purchase intentions. Similarly, Ren et al., (2023) and

Cabeza-Ramírez et al., (2022) demonstrate that consumers who perceive influencers as more authentic show a greater predisposition to follow their recommendations and develop more positive attitudes toward the promoted products.

Additionally, this study analysed whether consumers perceived influencers as more authentic when promoting their own brands compared to third-party brands. The results confirmed this relationship, showing that influencer-owned brands generated higher levels of perceived authenticity. These findings reinforce the theoretical framework proposed by Duffek et al., (2025), which suggests that authenticity results from the alignment between the influencer, the brand and consumers' expectations. Similarly, Audrezet et al., (2020) highlight that preserving authenticity is associated with influencers' ability to maintain consistency between their commercial activities and personal values.

Therefore, the results suggest that influencers' own brands may be perceived as more authentic due to the stronger alignment between the promoted brand and the content creator's identity, which may help explain the positive effects observed through authenticity on brand evaluations and purchase intentions.

6. CONCLUSION

The findings showed that consumers reported higher purchase intention when exposed to the influencer's own brand compared to the third-party brand. In contrast, no significant differences were found regarding brand equity, and the type of language (assertive vs. expressive) did not moderate the relationship between the type of brand and brand equity.

Finally, perceived authenticity emerged as a key variable in the proposed model. The influencer's perceived authenticity mediated the relationship between the type of brand and both brand equity and purchase intention. Additionally, influencers promoting their own brands were perceived as more authentic than those promoting third-party brands.

6.1. THEORETICAL IMPLICATIONS

As discussed throughout this dissertation, research comparing influencers promoting their own brands with those promoting third-party brands remains limited. While Lou and Yuan, (2019), Ki et al., (2020), and Leung et al., (2022) have examined influencer endorsements and their effects on consumers' responses, Magrizos et al., (2021) describe research on influencers' own brands as a relatively new and limited stream.

Therefore, the present study contributes to addressing this gap by experimentally comparing these two branding strategies while considering perceived authenticity as a mediating mechanism and type of language as a moderating variable.

The findings also contribute to the theoretical discussion regarding the effectiveness of influencer-owned brands. Magrizos et al., (2021) suggest that consumers may respond more favourably to influencers' own brands because these brands are closely

connected to the influencer's personal identity and attributes. Similarly, (Ki et al., 2020) argue that influencers function as human brands capable of transferring their personal image to the products they create and promote. The present findings partially support this perspective by demonstrating that influencer-owned brands generate higher purchase intention than third-party brands. However, no significant differences were found regarding brand equity, suggesting that brand ownership alone may not be sufficient to influence consumers' evaluations of the promoted brand.

Lee and Eastin, (2021) found that the dimensions of perceived influencer authenticity influence consumers' evaluations of influencers, willingness to follow them, and intention to purchase the products they recommend. ElSayad, (2024) demonstrated that perceived message authenticity contributes to customer equity drivers, including brand equity, and to purchase intention through these drivers, while (Audrezet et al., 2020) highlighted the importance of authenticity management in commercial collaborations between influencers and brands. However, none of these studies examined whether authenticity explains the relationship between the type of brand promoted and consumers' evaluations. The present findings contribute to this literature by demonstrating that perceived authenticity mediates the relationship between type of brand and both brand equity and purchase intention. This suggests that consumers' responses depend not only on whether influencers promote their own brands or third-party brands, but also on the extent to which they perceive the influencer as authentic.

Finally, the present study contributes to the literature on influencer communication by examining the moderating role of type of language. Previous research has highlighted that different speech acts constitute distinct forms of communication and may influence audience responses in digital contexts (Fang et al., 2025; Ordenes et al.,

2019; Searle, 1979). However, contrary to these expectations, the results of the present study did not support the moderating effect of assertive and expressive language on the relationship between type of brand and either brand equity or purchase intention. This finding suggests that the effectiveness of speech acts may depend on the specific communication context, indicating the need for further research examining the conditions under which language influences consumers' evaluations and behavioural intentions.

Overall, the present study extends the influencer marketing literature by integrating brand ownership, perceived authenticity, and type of language into a single conceptual framework, providing a broader understanding of the mechanisms through which influencer marketing affects consumers' evaluations and behavioural intentions.

6.2. PRACTICAL IMPLICATIONS

From a practical perspective, the present study showed that promoting own brands, compared to third-party brands, leads to higher purchase intention and greater perceived authenticity. Given the growing investment of influencers in developing their own brands, these findings highlight the need for brands to recognize that many content creators no longer act solely as brand endorsers but have also become brand owners capable of competing in the marketplace through their own brands. As argued by Magrizos et al., (2021), own brands benefit from the strong association between the influencer's identity and the brand itself, allowing the influencer's personal attributes to be transferred to the brand itself. Similarly, Ki et al., (2020) demonstrate that influencers function as human brands, capable of building relationships with their followers that are subsequently reflected in consumers' responses toward the brands they promote. Therefore, the present findings provide brands with a better understanding of the contexts in which own brands may represent a competitive advantage over third-party brands.

Additionally, the success of these strategies depends on preserving the influencer's authenticity. In this regard, brands should prioritize collaborations that respect the influencer's identity, personal values, and communication style, thereby avoiding any compromise to consumers' perceptions of authenticity. Wellman et al., (2020) argue that influencers seek to maintain consistency between their commercial decisions and their personal values, whereas Audrezet et al., (2020) demonstrate that preserving authenticity is a key determinant of successful collaborations between brands and influencers. Likewise, Breves et al., (2019) show that greater compatibility between the influencer and the promoted brand leads to more favourable consumer evaluations.

6.3. LIMITATIONS & FUTURE RESEARCH

Despite the theoretical and practical contributions of the present study, some limitations should be acknowledged, as they may restrict the generalizability of the findings while providing opportunities for future research.

The first limitation concerns the sample used in this study. Although 144 valid responses were collected, the sample consisted exclusively of Portuguese female participants. Moreover, despite including participants from different age groups, there was a greater concentration of younger individuals, which may limit the generalisability of the conclusions to other segments of the population. Future research should therefore replicate the present study using samples that are more diverse in terms of gender, age, and cultural context, allowing researchers to examine whether the relationships observed between the type of brand, perceived authenticity, brand equity, and purchase intention remain consistent across different consumer profiles. This recommendation is consistent with Guled and Rajkumar, (2026), who highlight the concentration of existing research in specific geographical contexts and the need to investigate cross-cultural consumer

responses further. Alike, Ki et al., (2020) recommend replicating influencer marketing models across different cultural contexts.

The second limitation relates to the experimental context adopted in this study. The research focused on a single Portuguese influencer, Helena Coelho, and a single product category, beauty, comparing her own brand with a third-party brand. Although this design allowed greater control over potential external influences, the findings may not be directly generalizable to influencers from other industries or to different product categories. Accordingly, future research could examine influencers with different levels of popularity and expertise, as well as replicate the present experimental design across other product categories, such as fashion, technology, food, or fitness. This recommendation is consistent with Lou and Yuan, (2019), who highlight that the effectiveness of influencer marketing depends on both influencer-related characteristics and the communication context. Likewise, Guled & Rajkumar, (2026) encourage future studies to investigate different platforms, product categories, and influencer profiles. Furthermore, the third-party brand selected for the experiment (Armani) is a well-established brand with high market recognition and strong perceived quality, which may have influenced participants' brand equity evaluations and reduced potential differences between the two brand conditions. Future research could therefore compare own brands with third-party brands presenting different levels of brand awareness, perceived quality, and market maturity, in order to examine whether these characteristics influence consumers' responses.

Finally, the proposed conceptual model included two dependent variables (brand equity and purchase intention), one moderating variable (type of language), and one mediating variable (perceived authenticity). Future research could extend this model by

incorporating additional variables, such as brand trust, influencer–brand fit, or identification with the influencer, thereby providing a broader understanding of the factors that shape consumers' responses to influencer marketing. It would also be relevant to investigate whether consumers' awareness that a brand belongs to an influencer affects perceived authenticity and subsequent consumer responses.

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APPENDICES

Annex 1: Original and adjusted measurement scales

Variable name	Authors	Original scale items	Original scale measure	Adjusted Scale
Brand Equity	(Washburn & Plank, 2002)	1. "I consider myself to be loyal to X." 2. "X would be my first choice." 3. "I will not buy other brands if X is available at the store." 4. "I know what X looks like." 5. "I can recognize X among other competing brands." 6. "I am aware of X." 7. "X is of high quality." 8. "The likely quality of X is extremely high." 9. "The likelihood that X would be functional is very high." 10. "The likelihood that X is reliable is very high." 11. "X must be of very good quality" 12. "X appears to be very poor quality." 13. "Some characteristics of X come to my mind quickly." 14. "I can quickly recall the symbol or logo of X." 15. "I have difficulty in imagining X in my mind."	7-point Likert scale (1= strongly disagree, 7= strongly agree)	1. "Considero-me fiel à marca apresentada." 2. "A marca apresentada seria a minha primeira escolha" 3. "Não comprarei outras marcas se esta estiver disponível em loja." 4. "Sei qual é o aspeto da marca apresentada." 5. "Consigo reconhecer a marca apresentada entre outras marcas concorrentes." 6. "Tenho conhecimento sobre a marca apresentada." 7. "A marca apresentada é de alta qualidade." 8. "A qualidade provável da marca apresentada é extremamente elevada." 9. "A probabilidade da marca apresentada ser funcional é muito elevada." 10. "A probabilidade da marca apresentada ser fiável é muito elevada." 11. "A marca apresentada deve ser de muito boa qualidade." 12. "A marca apresentada parecer ser de muito má qualidade." 13. "Algumas características da marca vêm-me rapidamente à cabeça." 14. "Consigo lembrar-me rapidamente do símbolo ou logótipo da marca apresentada." 15. "Tenho dificuldade em imaginar a marca apresentada na minha mente."

Purchase Intention	(Ünal mıř et al., 2024)	1. "It is very likely that I will buy them." 2. "If I want to buy a BPC product, this would be it." 3. "I have a high probability of buying." 4. "I have a high willingness to buy."	7-point Likert scale (1= strongly disagree, 7= strongly agree)	1. "É muito provável que eu compre este produto." 2. "Se eu quiser comprar um produto deste tipo, escolheria o que foi promovido pela influenciadora do post." 3. "Tenho uma elevada probabilidade de comprar este produto." 4. "Tenho uma grande vontade de comprar este produto."
Authenticity	(Zniva et al., 2023)	"The influencer (name)..." 1. "has a true passion for its business." 2. "does his/her best to share his/her experiences." 3. "loves what he/she is doing." 4. "is genuine." 5. "is real to me." 6. "is authentic."	7-point Likert scale (1= strongly disagree, 7= strongly agree)	1. "Tem uma verdadeira paixão pelo seu negócio." 2. "Faz o seu melhor para partilhar as suas experiências." 3. "Adora o que está a fazer." 4. "É genuína." 5. "É real para mim." 6. "É autêntica."
Type of Language	(Pão, 2023)	1. "O influencer mostra emoções." 2. "O influencer é expressivo." 3. "O influencer mostra vivacidade." 4. "O influencer partilha opiniões pessoais."	7-point Likert scale (1= strongly disagree, 7= strongly agree)	1. "A influenciadora mostra emoções." 2. "A influenciadora é expressiva." 3. "A influenciadora mostra vivacidade." 4. "A influenciadora partilha opiniões pessoais." 5. "A influenciadora apresenta factos." 6. "A influenciadora é assertiva." 7. "A influenciadora comunica com objetividade." 8. "A influenciadora transmite informação de forma neutra."

Annex 2: Pre-test Questionnaire



Caros participantes,

Esta investigação insere-se no âmbito da minha dissertação de Mestrado em Management and Industrial Strategy no Instituto Superior de Economia e Gestão (ISEG- ULISBOA).

Este estudo pretende analisar as perceções dos consumidores relativamente aos influenciadores.

A duração do questionário é de, aproximadamente, 5 minutos. As respostas são confidenciais e anónimas e serão utilizadas para propósitos académicos. Não existem respostas certas e erradas, quer-se apenas a sua opinião sincera.

Agradeço desde já a sua disponibilidade,

Matilde Almeida.

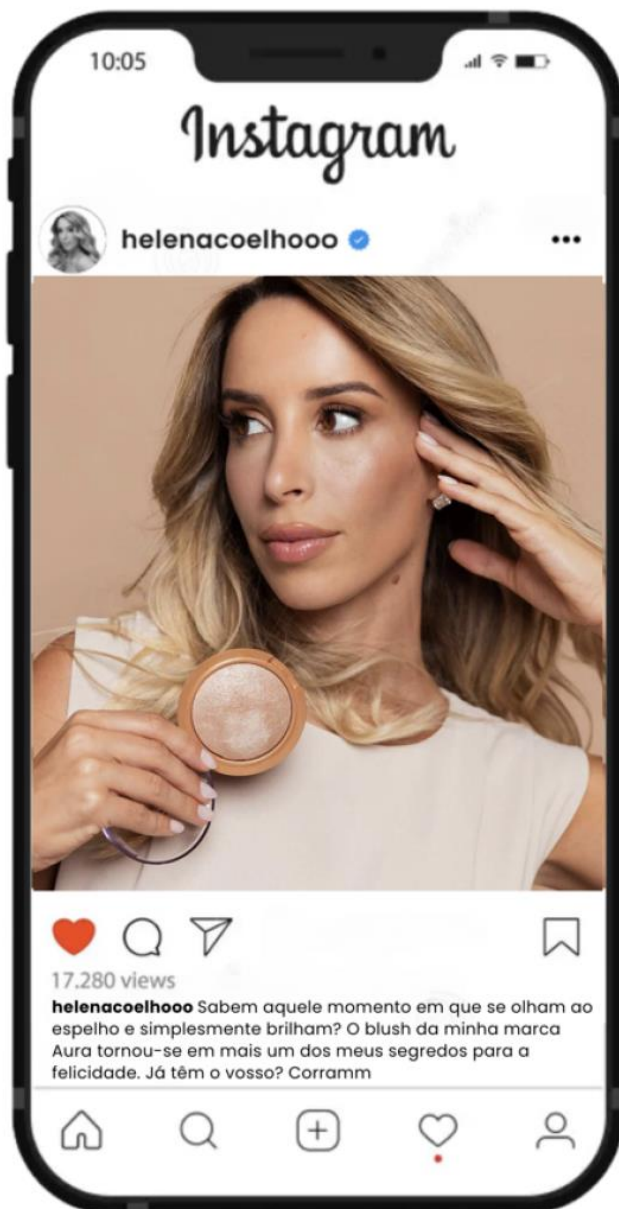
Declaro que tenho 18 anos ou mais e que fui informado/a de que a minha participação neste estudo é voluntária e que posso desistir a qualquer momento, sendo os dados recolhidos confidenciais.

☐ Sim, concordo em participar.

☐ Não, não concordo em participar



Observe atentamente o post abaixo, com a influenciadora Helena Coelho, pois todas as perguntas que serão feitas serão sobre o mesmo. Leve o tempo que precisar para observar todos os detalhes e informações.



Tendo em consideração o post apresentado, avalie o seu grau de concordância ao utilizar a escala proposta (1- Discordo totalmente; 7- Concordo totalmente) com as seguintes afirmações:

	1- Discordo totalmente	2- Discordo	3- Discordo parcialmente	4- Não concordo nem discordo	5-Concordo parcialmente	6- Concordo	7- Conco totalme
A influenciadora mostra emoções	☐	☐	☐	☐	☐	☐	☐
A influenciadora é expressiva	☐	☐	☐	☐	☐	☐	☐
A influenciadora mostra vivacidade	☐	☐	☐	☐	☐	☐	☐
A influenciadora partilha opiniões pessoais	☐	☐	☐	☐	☐	☐	☐



Tendo em consideração o post apresentado, avalie o seu grau de concordância ao utilizar a escala proposta (1- Discordo totalmente; 7- Concordo totalmente) com as seguintes afirmações:

	1- Discordo totalmente	2- Discordo	3- Discordo parcialmente	4- Não concordo nem discordo	5- Concordo parcialmente	6- Concordo	7- Concor totalm
A influenciadora Helena Coelho promove produtos da sua marca pópria.	☐	☐	☐	☐	☐	☐	☐
A influenciadora Helena Coelho é proprietária da marca que está a promover.	☐	☐	☐	☐	☐	☐	☐
A influenciadora Helena Coelho promove produtos de outras marcas que não a dela.	☐	☐	☐	☐	☐	☐	☐

A influenciadora Helena Coelho faz publicidade a marcas de terceiros.

☐☐☐☐☐☐☐☒

Por favor indique o seu nível de familiaridade com:

	1-Nada familiar	2	3	4	5	6	7-Muito familiar
A influenciadora Helena Coelho.	☐	☐	☐	☐	☐	☐	☐
Com a marca Aura	☐	☐	☐	☐	☐	☐	☐
Com a marca Armani	☐	☐	☐	☐	☐	☐	☐



Com que género se identifica?

☐ Feminino

☐ Masculino

☐ Outro. Qual?

☐ Prefiro não dizer

Que idade tem? (exemplo 25)

Qual é a sua situação profissional atualmente?

☐ Estudante

☐ Trabalhador-Estudante

☐ Estagiário

☐ Empregado

☐ Desempregado

☐ Aposentado

☐ Outro. Qual?

Em relação ao seu rendimento mensal líquido, qual destas opções melhor representa a sua situação atual?

☐ Menos de 800€

☐ 800€ - 1000€

☐ 1001€ - 1500€

☐ 1501€ - 2000€

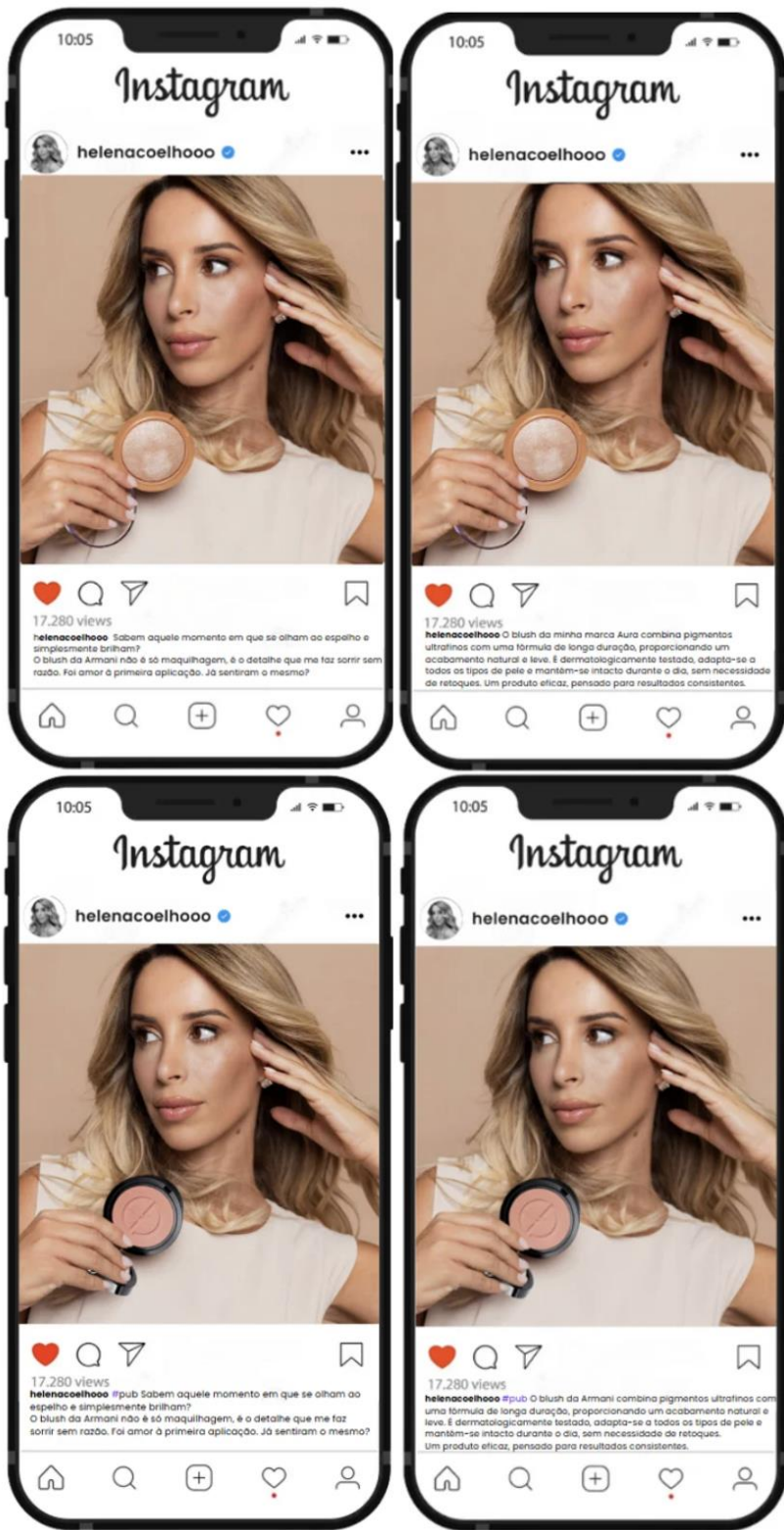
☐ Mais de 2000€





Agradecemos a sua participação neste inquérito.
A sua resposta foi registada.

Annex 3: Main study posts



Annex 4: Main study questionnaire



Caros participantes,

Esta investigação insere-se no âmbito da minha dissertação de Mestrado em Management and Industrial Strategy no Instituto Superior de Economia e Gestão (ISEG- ULISBOA).

Este estudo pretende analisar as perceções dos consumidores relativamente aos influenciadores.

A duração do questionário é de, aproximadamente, 5 minutos. As respostas são confidenciais e anónimas e serão utilizadas para propósitos académicos. Não existem respostas certas e erradas, quer-se apenas a sua opinião sincera.

Agradeço desde já a sua disponibilidade,

Matilde Almeida.

*Declaro que tenho 18 anos ou mais e que fui informado/a de que a minha participação neste estudo é voluntária e que posso desistir a qualquer momento, sendo os dados recolhidos confidenciais.

- ☐ Sim, concordo em participar.
- ☐ Não, não concordo em participar

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Utiliza redes sociais?

☐ Sim

☐ Não

Página seguinte >



*Com que género se identifica?

☐ Feminino

☐ Masculino

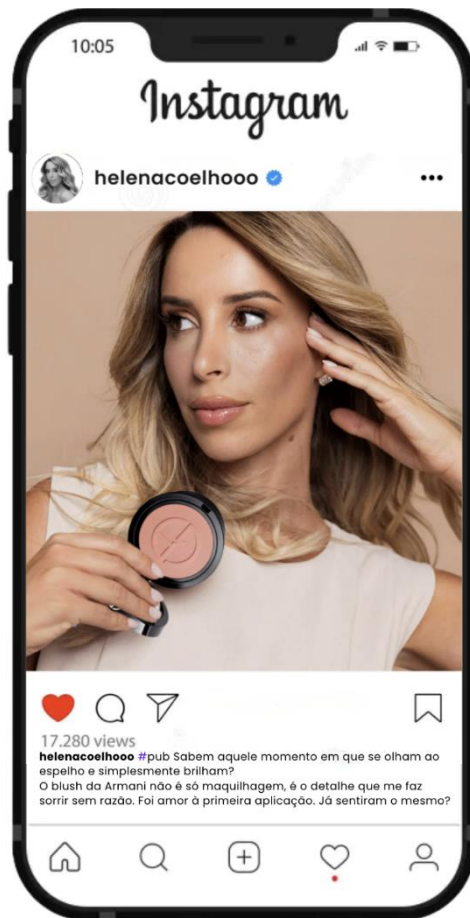
☐ Prefiro não dizer

☐ Outro. Qual?

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Leia **atentamente** o post abaixo, com a influenciadora Helena Coelho, pois todas as perguntas feitas serão sobre o mesmo. **Leve o tempo que precisar para observar todos os detalhes e informações.**



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Tendo em consideração o post apresentado, avalie o seu grau de concordância ao utilizar a escala proposta (1- Discordo totalmente; 7- Concordo totalmente) com as seguintes afirmações:

	1- Discordo totalmente	2- Discordo	3- Discordo parcialmente	4- Não concordo nem discordo	5- Concordo parcialmente	6- Concordo	7- Concordo totalmente
É muito provável que eu compre este produto.	☐	☐	☐	☐	☐	☐	☐
Se eu quiser comprar um produto deste tipo, escolheria o que foi promovido pela influenciadora do post.	☐	☐	☐	☐	☐	☐	☐
Tenho uma elevada probabilidade de comprar este produto.	☐	☐	☐	☐	☐	☐	☐
Tenho uma grande vontade de comprar este produto.	☐	☐	☐	☐	☐	☐	☐

* Tendo em consideração o post apresentado, avalie o seu grau de concordância ao utilizar a escala proposta (1- Discordo totalmente; 7- Concordo totalmente) com as seguintes afirmações:

	1- Discordo totalmente	2- Discordo	3- Discordo parcialmente	4- Não concordo nem discordo	5- Concordo parcialmente	6- Concordo	7- Concordo totalmente
Considero-me fiel à marca apresentada.	☐	☐	☐	☐	☐	☐	☐
A marca apresentada seria a minha primeira escolha.	☐	☐	☐	☐	☐	☐	☐
Não comprarei outras marcas se esta estiver disponível em loja.	☐	☐	☐	☐	☐	☐	☐
Sei qual é o aspeto da marca apresentada.	☐	☐	☐	☐	☐	☐	☐
Consigo reconhecer a marca apresentada entre outras marcas concorrentes.	☐	☐	☐	☐	☐	☐	☐
Tenho conhecimento sobre a marca apresentada.	☐	☐	☐	☐	☐	☐	☐
A marca apresentada é de alta qualidade.	☐	☐	☐	☐	☐	☐	☐
A qualidade provável da marca apresentada é extremamente elevada.	☐	☐	☐	☐	☐	☐	☐
A probabilidade da marca apresentada ser funcional é muito elevada.	☐	☐	☐	☐	☐	☐	☐
A probabilidade da marca apresentada ser fiável é muito elevada.	☐	☐	☐	☐	☐	☐	☐
A marca apresentada deve ser de muito boa qualidade.	☐	☐	☐	☐	☐	☐	☐
A marca apresentada parece ser de muito má qualidade.	☐	☐	☐	☐	☐	☐	☐
Algumas caraterísticas da marca vêm-me rapidamente à cabeça.	☐	☐	☐	☐	☐	☐	☐
Consigo lembrar-me rapidamente do símbolo ou logótipo da marca apresentada.	☐	☐	☐	☐	☐	☐	☐
Tenho dificuldade em imaginar a marca apresentada na minha mente.	☐	☐	☐	☐	☐	☐	☐

*De acordo com o post apresentado, avalie o seu grau de concordância ao utilizar a escala proposta (1- Discordo totalmente; 7- Concordo totalmente) com as seguintes afirmações:

A influenciadora Helena Coelho:

	1- Discordo totalmente	2- Discordo	3- Discordo parcialmente	4- Não concordo nem discordo	5- Concordo parcialmente	6- Concordo	7- Concordo totalmente
Tem uma verdadeira paixão pelo seu negócio.	☐	☐	☐	☐	☐	☐	☐
Faz o seu melhor para partilhar as suas experiências.	☐	☐	☐	☐	☐	☐	☐
Adora o que está a fazer.	☐	☐	☐	☐	☐	☐	☐
É genuína.	☐	☐	☐	☐	☐	☐	☐
É real para mim.	☐	☐	☐	☐	☐	☐	☐
É autêntica.	☐	☐	☐	☐	☐	☐	☐

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*Tendo em consideração o post apresentado, avalie o seu grau de concordância ao utilizar a escala proposta (1- Discordo totalmente; 7- Concordo totalmente) com as seguintes afirmações:

	1- Discordo totalmente	2- Discordo	3- Discordo parcialmente	4- Não concordo nem discordo	5-Concordo parcialmente	6- Concordo	7- Concordo totalmente
A influenciadora mostra emoções.	☐	☐	☐	☐	☐	☐	☐
A influenciadora é expressiva.	☐	☐	☐	☐	☐	☐	☐
A influenciadora mostra vivacidade.	☐	☐	☐	☐	☐	☐	☐
A influenciadora partilha opiniões pessoais.	☐	☐	☐	☐	☐	☐	☐
A influenciadora apresenta factos.	☐	☐	☐	☐	☐	☐	☐
A influenciadora é assertiva.	☐	☐	☐	☐	☐	☐	☐
A influenciadora comunica com objetividade.	☐	☐	☐	☐	☐	☐	☐
A influenciadora transmite informação de forma neutra.	☐	☐	☐	☐	☐	☐	☐

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*Por favor indique o seu nível de familiaridade com:

	1-Nada familiar	2	3	4	5	6	7-Muito familiar
A influenciadora Helena Coelho.	☐	☐	☐	☐	☐	☐	☐
Com a marca Aura	☐	☐	☐	☐	☐	☐	☐
Com a marca Armani	☐	☐	☐	☐	☐	☐	☐

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*Que idade tem? (exemplo 25)

*Qual é a sua área de residência?

- ☐ Norte
- ☐ Grande Porto
- ☐ Centro
- ☐ Lisboa e Vale do Tejo
- ☐ Alentejo
- ☐ Algarve
- ☐ Açores
- ☐ Madeira
- ☐ Fora de Portugal

***Quais são as suas habilitações literárias?**

☐ Ensino básico

☐ Ensino secundário

☐ Licenciatura

☐ Pós-Graduação

☐ Mestrado

☐ Doutoramento

☐ Outro. Qual?

***Qual é a sua situação profissional atualmente?**

☐ Estudante

☐ Trabalhador-Estudante

☐ Estagiário

☐ Empregado

☐ Desempregado

☐ Aposentado

☐ Outro. Qual?

*Em relação ao seu rendimento mensal líquido, qual destas opções melhor representa a sua situação atual?

- ☐ Menos de 800€
- ☐ 800€ - 1000€
- ☐ 1001€ - 1500€
- ☐ 1501€ - 2000€
- ☐ Mais de 2000€

[Página seguinte >](#)



Agradecemos a sua participação neste inquérito.
A sua resposta foi registada.