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A Study on Strategies to Improve the Effectiveness of Influencer Advertising

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Abstract

Influencer advertising, which has gained significant attention in academia and industry, is widely adopted as a digital marketing strategy. This study empirically analyzes the impact of perceived influencer channel attributes and ad attributes on the suitability of advertisements and their effects on consumers' positive and negative advertising behaviors. The research aims to identify various factors that can enhance the effectiveness of influencer advertising. The results reveal that among the influencer channel attributes, informativeness and intimacy have a positive impact on ad suitability, while ad clutter has a negative impact. Additionally, ad-influencer fit positively affect ad attention and negatively influences ad avoidance. Based on these findings, companies can enhance the effectiveness of influencer advertising by first selecting influencers who align well with the advertisement and emphasizing informativeness and emotional bonding to improve ad suitability. Moreover, the study suggests that influencer advertising strategies can be effective as long as they avoid excessive ad clutter, as it diminishes ad suitability. Marketing practitioners and advertising planners can utilize these insights to formulate more effective influencer advertising strategies.

Keywords: Influencer Channel Attributes and Ad Attributes, Ad Fit, Ad Attention, Ad Avoidance

1. Introduction

Influencer advertising, which has gained significant attention in academia and industry, is widely adopted as a digital marketing strategy. This study empirically analyzes the impact of perceived influencer channel attributes and ad attributes on the suitability of advertisements and their effects on consumers' positive and negative advertising behaviors. The research aims to identify various factors that can enhance the effectiveness of influencer advertising. The results reveal that among the influencer channel attributes, informativeness and intimacy have a positive impact on ad suitability, while ad clutter has a negative impact. Additionally, ad-

influencer fit positively affect ad attention and negatively influences ad avoidance. Based on these findings, companies can enhance the effectiveness of influencer advertising by first selecting influencers who align well with the advertisement and emphasizing informativeness and emotional bonding to improve ad suitability. Moreover, the study suggests that influencer advertising strategies can be effective as long as they avoid excessive ad clutter, as it diminishes ad suitability. Marketing practitioners and advertising planners can utilize these insights to formulate more effective influencer advertising strategies.

Influencer marketing has garnered significant attention in both academia and industry, particularly in the business sector, in recent years. The scale of influencer marketing has been growing rapidly, with an estimated market size of approximately 2.1 trillion KRW in the domestic market and 7 trillion KRW globally in 2020. This growth is expected to continue, with projections indicating a potential market size of around 28 trillion KRW by 2025 [1]. As influencer marketing expands in diverse contexts, involving various strategies and influencers, new factors and effects are emerging that have not been extensively examined in traditional advertising research. These include changes in consumer perceptions of influencer advertising, the credibility and influence of influencers, and various controversies surrounding influencers.

Influencers are regarded as a cost-effective element of marketing, expected to play a prominent role in digital-based new media marketing [2]. Influencer advertising can be adopted as part of a digital marketing strategy, enabling companies to establish strong relationships with potential customers based on the influencer-follower connection. Furthermore, influencer advertising is gaining attention as it allows companies to produce content that directly provides consumers with trust [3]. Building a consistent relationship with influencers enhances the harmony between a product's brand and the influencer, which, in turn, influences continuous exposure of the product and brand within the content [4].

However, devising strategies to maximize the effectiveness of advertising through influencers remains relatively challenging. Advertisements often disrupt the viewing experience if they do not align with the existing content and context of the influencer's channel, despite the diverse information and entertainment offered by the influencer or channel. If viewers perceive an excessive amount of advertising or a lack of congruence with the influencer, it can not only hinder ad effectiveness but also erode trust in the influencer, leading to subscription cancellations. Additionally, the increasing number of users with negative experiences of excessive advertising, online scams, and phishing attempts highlights the importance of the suitability between advertisements and influencers as a crucial factor in measuring ad effectiveness.

Thus, continuous development in influencer marketing necessitates a fresh perspective and understanding of advertising effectiveness. Previous research on influencer advertising has explored various topics such as the impact of influencer follower count on advertising effectiveness [5], the social media influencer value model [6], the influence of Instagram on consumer purchase intentions [7], the influence of influencers in the fashion industry [8], and a comparison of advertising effects between traditional celebrities and influencers [9]. While these studies contribute to the exploration of various factors in influencer marketing, it is challenging to claim that research in all areas of influencer marketing, including its generalizability, has been sufficiently conducted.

Therefore, this study aims to empirically analyze the influence of influencer and ad characteristics on advertising suitability, as well as the impact on consumer ad focus and ad avoidance behaviors. By doing so, this study seeks to identify changes in advertising effectiveness resulting from recent trends and developments in influencer marketing. Moreover, it aims to provide useful insights to companies and marketers by examining the success factors of influencer advertising and changes in consumer perceptions. Based on the findings,

companies and marketing practitioners can more effectively manage collaborations with influencers and expect efficient advertising effects within optimized advertising.

2. Theoretical Background

2.1 Influencer Advertisement

Influencer advertising refers to a form of advertising in which influential individuals (influencers) with a large number of subscribers or followers utilize their personal social network services (SNS) to naturally promote and recommend products or services through advertising messages. Influencers use media channels such as Instagram, YouTube, and Facebook to promote, compare, and evaluate products, thereby influencing consumer purchasing behavior [10]. In recent times, consumers have become less trusting of intrusive marketing, such as paid advertisements provided by companies [11]. As a result, companies have started actively utilizing influencers who can create direct content, engage in natural communication with consumers, and establish empathy [12-13].

The advertising produced through influencer marketing is sometimes referred to as "sponsored content" [14]. However, it is more appropriate to establish the concept of influencer product advertising content for marketing strategies in which influencers review or introduce products through their own channels [15]. This study aims to examine the attributes of influencer advertising more specifically by dividing them into perceived influencer channel attributes and perceived ad attributes.

1) Perceived Influencer Channel Attributes

Influencer channel attributes refer to the overall characteristics of the channels operated by influencers, specifically categorized as informativeness, enjoyment, and intimacy. Informativeness represents the perception of consumers that information providers will offer objective information and opinions based on their knowledge, skills, and experiences on specific topics [16]. Informativeness is also expressed as the accuracy of information, indicating that information is recorded without errors [17]. As consumers are exposed to a vast amount of information due to the development of technology and information communication, the usefulness of information is perceived higher when its accuracy is confirmed, leading to greater trust [18-19].

Enjoyment refers to how much the advertising can attract attention and provide pleasure. When an advertisement brings laughter or enjoyment to the consumers, they are more likely to show a positive response to that advertisement. Eisend suggested that amusing advertisements increase consumers' positive perceptions, which in turn influence brand preference and purchase intention [20].

Intimacy represents the ability to understand the thoughts, reactions, and perspectives of the other party through interaction and communication [21]. It can be referred to as empathy, closeness, or communication skills. Building a strong relationship with followers through effective communication and interaction with influencers can prevent consumer attrition and foster loyal relationships with followers. Emotional connection with influencers enables followers to feel an emotional bond, which signifies emotional attachment or psychological support through accumulated interactions over an extended period [22-24]. Holbrook and Batra suggested that the emotional intimacy of advertisements plays a crucial role in consumers' brand perception and purchase decisions [25].

2) Perceived Advertisement Attributes

Influencers' channels receive a wide range of advertising sponsorships. Initially, influencer advertising, which was introduced after blog advertising, was confusing in terms of distinguishing whether it was an advertisement or information. In Korea, there was little differentiation until the issue of undisclosed advertising

(backdoor advertising) arose, but recently, it has become necessary to explicitly indicate when an advertisement is a result of sponsorship. At one point, some influencers were exposed for falsely claiming that the products they showcased were personally purchased, which led to ethical concerns in the country. There are various ways in which influencers advertise products or services on their channels. It can involve interrupting existing content and inserting advertisements, displaying separate advertising labels while continuing with the existing content, or directly mentioning the products by the influencers. In most cases, advertisements are intentional and the influencers receive compensation for the advertisements, which may feel somewhat alienating to viewers. Previous research has identified several factors related to perceived advertising attributes. First, users' past ad experiences play a role. Users who have had unpleasant experiences or suffered from advertisements in the past are more likely to perceive such advertisements negatively. Another factor is ad goal impediments, where advertisements hinder users' intended actions, leading to negative perceptions of such advertisements. Additionally, ad clutter refers to the perception of excessive advertisements in the subscribed channels, which can evoke discomfort and negative emotions [26].

2.2 Advertising Fit

Fit refers to the relationship or relevance between two entities, and Chatman defined fit as something that harmoniously suits the target [27]. Advertising fit refers to the appropriateness of the association between the content presented in the advertisement and the context of the advertisement. Depending on the researchers, it is sometimes referred to as fit [28-29], cause fit [30-31], or congruence [32-34].

Generally, fit in research refers to the degree of perceived similarity by consumers [35]. It has been extensively studied in the field of advertising and marketing, particularly in discussions related to brand extensions [36]. However, in influencer advertising, the research on the closeness between the influencer as the conveying object and the context of the advertisement is insufficient. When there is a high level of fit, introducing new products or brands becomes easier, and consumers can easily accept the given message. Therefore, fit in advertising is important [37], and if the influencer aligns well with the content of the advertisement, it can lead to more effective advertising outcomes.

Advertising fit has been extensively studied in the field of marketing. Kahle and Homer suggested that considering the fit between the advertising model's image and the product's image is crucial for achieving high advertising effectiveness within the target market [38]. Kamins investigated the interaction effect between the physical attractiveness of celebrity models and the attractiveness of the product [32]. For attractiveness-related products, they found that as the physical attractiveness of the advertising model increased, consumers' attitudes toward the advertisement and the product became more positive. Till and Busler conducted a study comparing attractive and professional models with appropriate products [29]. The analysis revealed the existence of an interaction effect between the model's attractiveness and the product, and they suggested that professionalism is a more significant factor in fit compared to physical attractiveness.

2.3 Advertising behavior

Advertising behavior refers to consumers' consequential actions based on their favorable or unfavorable evaluations of a specific advertisement, indicating the consumer's attitude toward the advertisement. The general attitude consumers have toward advertising, which is perceived in relation to products or services, directly influences advertising effectiveness [39-40]. A favorable attitude is more likely to induce specific behaviors and have an impact [41]. Mehta demonstrated that consumers who show a favorable attitude toward an advertisement recall and are persuaded by that advertisement more on the following day [42]. Consumer attitudes toward advertising can lead to brand attitudes and purchase intentions [43-44] and also influence

brand awareness beyond brand attitudes [45].

Consumers' overall attitude toward advertising is important because it can influence their attitudes toward specific advertisements when exposed to them. In other words, individuals with a favorable attitude toward advertising are more receptive to individual ads, accepting useful information or experiencing enjoyment [46-47]. This study aims to examine advertising behavior by differentiating between advertising attention and advertising avoidance.

Advertising attention refers to the process of selectively focusing on specific stimuli while ignoring or inhibiting other stimuli among multiple stimuli [48]. Factors influencing advertising attention in persuasive communication, such as advertising characteristics, environmental factors, and recipient characteristics, can be identified [48]. This study focuses on advertising attention based on perceived advertising characteristics. Advertising attention is typically measured by factors such as how attentively the advertisement is viewed, how much attention is focused on the advertisement, and how much attention is paid to the advertisement [49].

Advertising avoidance refers to a series of deliberate actions by advertising recipients to reduce exposure to advertisements [40]. Factors influencing advertising avoidance can be categorized as related to advertising media, the advertisements themselves, and recipient characteristics. Although there are various factors that influence advertising avoidance, the primary cause is a negative attitude toward the advertisement [50]. Advertising attitude is the most direct and powerful antecedent of advertising avoidance [40, 51].

3. Research Method

3.1 Data Collection

This study aimed to examine how influencer attributes and advertising attributes influence advertising behavior through the mediating role of advertising fit. The survey was conducted among individuals who had been purchased items to advertising through influencer channels at least once. The survey was conducted among individuals who had purchased products at least once through influencers, with data collection taking place from February 11th to February 28th, 2023. The researchers obtained consent by explaining the purpose and content of the study through an online survey, and a total of 310 participants completed the questionnaire. After data collection, 306 questionnaires were deemed suitable for final analysis.

Based on previous research related to the attributes of influencers, relationship quality with buyers, and behavioral intentions, the measurement items were compiled, modified to fit the context, and constructed using a 5-point Likert scale.

Table 1. List of measurement

Variables	Measurement Items	References
Informative ness	I tend to think that the channels I subscribe to provide reliable information.	[52]
	I tend to think that the channels I subscribe to provide necessary information.	
	I perceive the channels I subscribe to as providing helpful information.	
	I feel that the channels I subscribe to provide practical information.	
Enjoyment	I feel entertained when I watch the channels I subscribe to.	[53]
	I enjoy watching the channels I subscribe to.	
	I lose track of time when I watch the channels I subscribe to.	
	I generally feel excited when I watch the channels I subscribe to.	
Intimacy	I perceive the content of the channels I subscribe to as stimulating emotions.	[54]

	I empathize with the content of the channels I subscribe to.	
	I am moved by the content of the channels I subscribe to.	
	I emotionally connect with the content of the channels I subscribe to.	
Ad Goal Impediments	The advertisements on the channels I subscribe to tend to hinder me from obtaining the desired information. The advertisements on the channels I subscribe to interfere with my content viewing experience. The advertisements on the channels I subscribe to impede my understanding of the content. The advertisements on the channels I subscribe to obstruct the content I aim for.	[26]
Ad Clutter	I feel that there are too many advertisements on the channels I subscribe to. There are times when I perceive the channels I subscribe to as using advertisements as a means. There are times when I get annoyed by the advertisements on the channels I subscribe to. The cluttered advertisements on the channels I subscribe to often put me in a bad mood.	[26]
Ad Experience	I have experienced discomfort due to advertisements while watching videos. I believe that the advertisements shown during video viewing do not benefit me. I feel that the advertisements shown during video viewing do not provide me any advantages. There are times when the advertisements during video viewing disrupt the flow for me.	[26]
Ad Fit	Overall, the advertisements on the channels I subscribe to generally fit well with the media (YouTube, etc.). Overall, the advertisements on the channels I subscribe to harmonize well with the original content. Overall, the advertisements on the channels I subscribe to match well with the influencers. Overall, I feel that the advertisements on the channels I subscribe to are suitable for the influencers.	[55]
Ad Attention	I tend to pay attention to the advertisements on the channels I subscribe to. I have an interest in the advertisements on the channels I subscribe to. I watch the advertisements on the channels I subscribe to. I pay careful attention to the advertisements on the channels I subscribe to.	[56]
Ad Avoidance	I tend to ignore the advertisements on the channels I subscribe to. I don't focus on the advertisements on the channels I subscribe to. I don't pay attention to the advertisements on the channels I subscribe to. I quickly skip over the advertisements on the channels I subscribe to.	[57]

3.2 Analysis Method

The aim of this study is to examine the relationships between various latent variables and their effects on specific outcomes. To achieve this objective, covariance-based structural analysis was conducted, as it provides a robust tool for analyzing the complex causal relationships among latent variables, considering the measured values. This analytical approach was chosen to avoid relying solely on separate analyses of individual relationships proposed by each hypothesis.

The statistical software packages SPSS (Statistical Package for the Social Sciences) and AMOS (Analysis of Moment Structures) were employed for the analysis. SPSS is a widely used software package that offers a broad range of techniques and inferential statistical analysis tools for data analysis. Additionally, AMOS is a structural equation modeling software that provides advanced modeling and analysis capabilities, including covariance structure analysis.

By utilizing covariance-based structural analysis and the aforementioned software tools, a comprehensive investigation was conducted to explore the relationships among latent variables and their impacts on research outcomes. This approach enabled rigorous testing of research hypotheses and provided valuable insights into the intricate causal relationships among latent variables.

3.3 Hypotheses

1) The Relationship between Influencer Ad attributes and Advertising Fit

Channel attribute informativeness of influencers is expected to positively influence ad fit due to their expertise, trustworthiness, and provision of useful information. When influencers provide objective information and opinions based on their knowledge, skills, and experiences on specific topics, consumers perceive them as trustworthy experts. The enjoyment attribute of influencer channels is expected to enhance ad fit by capturing consumer interest, transferring positive emotions towards the content to the products and ads, generating more word-of-mouth, and reducing cognitive burden. Engaging and enjoyable influencer content attracts the attention of followers and potential followers, encouraging them to watch the content for longer durations. Consequently, viewers' perception of the message conveyed by influencer ads increases, leading to higher ad fit. The intimacy attribute of influencer channels fosters an emotional connection between influencers and their followers. This emotional connection allows followers, who are potential consumers, to perceive influencer-performed ads more positively, creating a more natural relationship between consumers, influencers, and brands. Furthermore, highly intimate influencers can understand and grasp the interests and preferences of their followers through interaction. Based on this understanding, influencers can select products and brands that are more suitable for their potential consumers' perceptions, aligning the context of the ads with their own content more appropriately. As a result, they can effectively deliver ad messages to their followers. Based on these discussions, the following hypotheses are proposed:

Hypothesis 1-1: Informativeness among influencer channel attributes will have a positive (+) effect on ad fit.

Hypothesis 1-2: Enjoyment among influencer channel attributes will have a positive (+) effect on ad fit.

Hypothesis 1-3: Intimacy among influencer channel attributes will have a positive (+) effect on ad fit.

Advertising, by its nature, often contains content that is different from the influencer's existing content since it is not originally included by the influencer. If influencer ads can naturally blend with the existing content, viewers will not perceive them as hindering their desired experience. Therefore, if the ads harmoniously align with the influencer's content, there may be a reduction in goal impediments. However, if the ads are excessive

or perceived as intrusive, even if they align well with the influencer's existing content, there is a high possibility that viewers will perceive them as ad clutter, and excessive advertising may not align with the influencer's channel or content. Lastly, negative experiences with advertisements in the past can decrease the ad fit of influencer ads. Based on these considerations, the following hypotheses are proposed:

Hypothesis 2-1: Ad goal pediments among influencer ad attributes will have a negative (-) effect on ad fit.
Hypothesis 2-2: Ad clutter among influencer ad attributes will have a negative (-) effect on ad fit.
Hypothesis 2-3: Negative past ad experience among influencer ad attributes will have a negative (-) effect on ad fit.

2) The Relationship Ad fit and Ad Behavior

The ad fit perceived by consumers can influence their ad-related behaviors. As ad fit increases, consumers find it easier to perceive the relevance between the ad content and the given context, as well as to understand and comprehend the message conveyed by the ad. High cognitive consistency can attract consumers' attention and lead to greater concentration on the ad. Additionally, when influencer, imagery, music, and other elements used in the ad harmonize appropriately, there is a higher likelihood of eliciting consumers' emotional favorability. Such favorability has the effect of further capturing consumers' attention and focus on the ad. Moreover, consistent context and high ad fit contribute to establishing a higher level of trust in the ad and the brand among consumers. A trustworthy ad is more likely to garner consumer interest and attention.

On the contrary, ad fit can also influence consumers' ad avoidance behavior, in addition to their ad attention. As ad fit increases, consumers find it easier to perceive the relevance between the ad content and context, which enhances their understanding and efficient information processing. This series of processes leads to a positive shift in consumers' attitudes toward the ad, and positive ad attitudes reduce ad avoidance by increasing consumer interest and attention. Furthermore, for influencers that consumers already follow, followers tend to associate themselves with the influencer and seek alignment with their self-image. Higher ad fit increases the likelihood that the background, characters, products, and services featured in the ad align with consumers' self-image, thereby reducing ad avoidance. Additionally, when the content of the influencer's content and the ad align, and the imagery is congruent, consumers perceive the ad as delivering pure information rather than noise. This facilitates a more comfortable reception of the ad by reducing the cognitive effort required to understand the ad. Based on these points, the following hypotheses can be proposed:

Hypothesis 3-1: Ad fit will have a positive (+) effect on ad attention during ad behavior.
Hypothesis 3-2: Ad fit will have a negative (-) effect on ad avoidance during ad behavior.

4. The Results of Analysis

4.1 The Characteristics for Samples

The demographic characteristics of the sample used in this study are as follows. Firstly, in terms of gender, there were 171 males (55.9%) and 135 females (44.1%). Furthermore, in terms of age, there were 26 individuals in their 20s (8.5%), 109 individuals in their 30s (35.6%), 100 individuals in their 40s (32.7%), 55 individuals in their 50s (18.0%), and 16 individuals over 60 (5.2%). In terms of marital status, there were 86 unmarried individuals (28.1%) and 220 married individuals (71.9%). Additionally, in terms of education, there were 23 individuals with a high school degree (7.5%), 239 individuals with a university degree (78.1%), 39 individuals with a master's degree (12.7%), and 5 individuals with a doctoral degree or higher (1.6%). In terms

of occupation, there were 44 students and job seekers (14.4%) and 262 office workers (85.6%). Finally, regarding the experience of purchasing products or services through influencer advertisements, there were 54 individuals who made less than 1 purchase (17.6%), 79 individuals who made 2-5 purchases (25.8%), 95 individuals who made 6-10 purchases (31.0%), 35 individuals who made 11-20 purchases (11.4%), and 43 individuals who made more than 21 purchases (14.1%).

4.1 Relaibility and Validity of the Measurement Items

The validity of the measurement model was assessed using the final collected data (n=306). The validity of the measurement model is typically evaluated through tests of reliability and validity of commonly used measurement items. In this study, the validity of the measurement items was examined through convergent validity and discriminant validity. Reliability validation utilized the Cronbach's α coefficient (0.67 or higher), which is widely used in social science research [58]. Additionally, confirmatory factor analysis results, specifically factor loading values, were used for the assessment of convergent validity. Typically, factor loading values greater than ±0.4 are considered statistically significant [59].

Discriminant validity verifies the extent to which similar concepts are distinct from each other. To assess discriminant validity, the average variance extracted (AVE) and Pearson correlation analysis, as suggested by Fornell and Larcker, were employed [60]. If the square root of AVE for a specific construct exceeds the correlation coefficient between that construct and other constructs, it indicates the presence of discriminant validity [61].

Table 2. Reliability and validity of measurement items

Variables	Measurement Items	Factor Loadings	Measurement Errors	Cronbach's α	C.R	AVE
Informative ness	INFO1	0.848	0.635	0.953	0.898	0.688
	INFO2	0.935	0.307			
	INFO3	0.946	0.250			
	INFO4	0.927	0.323			
Enjoyment	ENJY1	0.831	0.462	0.886	0.844	0.579
	ENJY2	0.897	0.285			
	ENJY3	0.86	0.387			
	ENJY4	0.662	0.813			
Intimacy	INTI1	0.867	0.334	0.942	0.928	0.764
	INTI2	0.885	0.264			
	INTI3	0.922	0.174			
	INTI4	0.909	0.218			
Ad Goal Impediments	IMPE1	0.876	0.350	0.939	0.912	0.723
	IMPE2	0.909	0.262			
	IMPE3	0.935	0.170			
	IMPE4	0.850	0.441			
Ad Clutter	CLUT1	0.826	0.521	0.925	0.895	0.682
	CLUT2	0.932	0.197			

	CLUT3	0.922	0.211			
	CLUT4	0.810	0.498			
Ad Experience	EXPE1	0.948	0.190	0.933	0.88	0.649
	EXPE2	0.935	0.224			
	EXPE3	0.864	0.482			
	EXPE4	0.765	0.782			
Ad Fit	ADFI1	0.795	0.470	0.914	0.897	0.688
	ADFI2	0.930	0.168			
	ADFI3	0.937	0.156			
	ADFI4	0.740	0.529			
Ad Attention	ATTE1	0.766	0.776	0.905	0.832	0.554
	ATTE2	0.897	0.375			
	ATTE3	0.904	0.345			
	ATTE4	0.802	0.804			
Ad Avoidance	AVOD1	0.763	0.748	0.874	0.799	0.502
	AVOD2	0.901	0.348			
	AVOD3	0.863	0.464			
	AVOD4	0.674	1.015			

Table 2 presents the results of reliability and validity tests for the variables used in this study. The reliability measurement results indicate that there were no items undermining reliability, and the Cronbach's α values ranged from 0.847 to 0.946, surpassing the recommended threshold of 0.7, thus ensuring the reliability of the measurement items [58]. Moreover, the factor loading values used to assess validity were found to exceed the criteria suggested in previous research, indicating no issues with the validity of the measurement items. Lastly, discriminant validity, assessed using the average variance extracted values, was deemed satisfactory, confirming the presence of discriminant validity [59]. These results statistically demonstrate the internal consistency and validity of the survey items. Table 2 presents the results of reliability and validity tests for the measurement model, while Table 3 shows that the square root of the extracted variances, indicated on the diagonal, exceeds the correlation coefficients among the factors, confirming the discriminant validity between the constructs.

Table 3. Correlations among constructs

Variables	Correlation coefficients between variables								
	1	2	3	4	5	6	7	8	9
Informativeness	**0.829**								
Enjoyment	.223**	**0.761**							
Intimacy	.225**	.295**	**0.874**						
Ad Goal Impediments	.270**	.492**	.436**	**0.850**					
Ad Clutter	-.176**	-.374**	-.481**	-.402**	**0.826**				
Ad Experience	.01	.514**	.265**	.316**	-.414**	**0.806**			
Ad Fit	.388**	.240**	.439**	.276**	-.473**	.149**	**0.829**		
Ad Attention	.187**	.264**	.560**	.372**	-.613**	.233**	.514**	**0.744**	

Ad Avoidance	-.285**	-.359**	-.550**	-.488**	.430**	-.158**	-.517**	-.555**	**0.709**
Average	4.753	4.623	5.413	5.288	3.297	4.428	5.669	5.079	2.536
Std. dev	1.437	1.048	1.032	1.125	1.107	1.245	0.995	1.245	1.153

** p<0.01, number at the diagonal line is average variance extracted (AVE).

4.3 Verification of Goodness-of-Fit of Measurement Model

After assessing the reliability and validity of the measurement model, a fit test was conducted using AMOS to verify whether the collected data fits the research model. The initial measurement model consisted of a total of 36 measurement items. The fit test employed commonly used criteria from previous research, including a Goodness-of-fit Index (GFI) of 0.9 or higher, a Normed Fit Index (NFI) of 0.9 or higher, a Root Mean Square Error of Approximation (RMSEA) of 0.05 or lower, and a Comparative Fit Index (CFI) of 0.9 or higher with a p-value of >=0.05.

The results of the fit test for the measurement model yielded the following values: χ^2=887.046 (df=558), p=0.000, CMIN/DF=1.59, GFI=0.864, NFI=0.916, CFI=0.967, RMSEA=0.044, AGFI=0.838, TLI=0.963, IFI(Delta2)=0.967. All of the indices surpassed the recommended thresholds, indicating a good fit of the measurement model [58]. Therefore, it can be interpreted that the collected data fits well with the research model, validating the research model.

4.4 Verification Results of Research Hypotheses

After conducting the validation of the measurement model and ensuring its adequacy, a structural equation modeling (SEM) analysis was performed using AMOS to examine the relationships between the variables proposed in the research model. The SEM analysis yielded two important results. The first result pertains to the overall fit of the structural model. The fit indices for the research model are as follows: χ^2=1104.594 (df=571), p=0.000, CMIN/DF=1.934, RMSEA=0.055, NFI=0.896, CFI=0.947, GFI=0.837, AGFI=0.81, TLI=0.941, IFI(Delta2)=0.947. When considering the fit indices, particularly CFI, TLI, and RMSEA, as suggested by Hong [58], the overall fit of the research model can be considered satisfactory.

The hypotheses testing results are as follows:

First, among the influencer channel attributes, informativeness has a significant positive impact on ad fit (β=0.188), supporting hypothesis 1-1. However, entertainment does not have a significant impact on ad fit (β=0.047), leading to the rejection of hypothesis 1-2. Intimacy has a significant positive impact on ad fit (β=0.256), supporting hypothesis 1-3. Second, among the influencer ad attributes, ad goal impediments does not have a significant impact on ad fit (β=-0.031), leading to the rejection of hypothesis 2-1. Ad clutter has a significant negative impact on ad fit (β=-0.295), supporting hypothesis 2-2. Past ad experience does not have a significant impact on ad fit (β=-0.064), resulting in the rejection of hypothesis 2-3.

Lastly, ad fit has a significant positive impact on ad attention (β=0.767), supporting hypothesis 3-1. Ad fit also has a significant negative impact on ad avoidance (β=-0.594), supporting hypothesis 3-2.

Table 4. Result of Research Model

Path			Estimate	S.E.	C.R.	p	Results
Informativeness	->	Ad Fit	0.188***	0.038	4.891	***	**Accept**
Enjoyment	->	Ad Fit	0.047	0.064	0.739	0.46	Reject
Intimacy	->	Ad Fit	0.256***	0.056	4.54	***	**Accept**
AD Goal Impediments	->	Ad Fit	-0.031	0.054	-0.566	0.571	Reject

Ad Clutter	->	Ad Fit	-0.295***	0.057	-5.216	***	**Accept**
Ad Experience	->	Ad Fit	-0.064	0.045	-1.397	0.163	Reject
Ad fit	->	Ad Attention	0.767***	0.082	9.338	***	**Accept**
Ad fit	->	Ad Avoidance	-0.594***	0.07	-8.531	***	**Accept**

*** p<0.01

5. Conclusion

This study aimed to empirically examine the advertising effectiveness of influencer marketing, which has been experiencing consistent high growth. The goal was to investigate the impact of perceived influencer channel attributes and perceived advertising attributes on consumers' ad behavior, specifically ad attention and ad avoidance, through ad fit. The findings of this study revealed several important factors that can enhance positive ad behavior, such as increased ad attention, and decrease negative ad behavior, such as minimized ad avoidance. The key implications of this study can be summarized as follows:

Firstly, among the infuencer advertising factors, informativeness and intimacy of channel attributes were found to have a positive influence on ad fit, while enjoyment showed no significant impact. Ad fit refers to the alignment between the advertisement context and the influencer, reflecting how well the influencer conveys the intended message of the ad. Consumers are interested in important product information and reviews, and informative ads provide valuable details about product features, benefits, and usage, capturing consumers' attention and favor. Additionally, influencer ads that allow for emotional interaction go beyond mere information dissemination, establishing an emotional connection between consumers and the brand through the influencer. Highly emotionally engaging ads evoke various emotions, such as excitement, joy, and laughter, fostering emotional resonance. Through this emotional connection, consumers form positive perceptions of the brand and product. However, compared to informativeness and emotional communication, the attribute of enjoyment may not have a significant association with ads due to its limited relevance to the ad content.

Secondly, among the advertising attributes, ad clutter was found to have a negative impact on ad fit, while ad goal impediments and past negative advertising experiences showed no significant influence. This suggests that viewers perceive influencer ads as not fitting when they perceive them as when ads appear excessively or annoyingly, rather than hindering their goals or recalling past negative ad experiences.

Thirdly, ad fit was observed to have a positive impact on ad attention and a negative impact on ad avoidance. This means that influencer ads with high ad fit can generate interest and positive attitudes among followers and potential consumers, resulting in increased attention and reduced ad avoidance. These results indicate that ads with high ad fit are more easily accepted by consumers because they align with the product and brand image portrayed in the ad and align with consumers' pre-existing interests associated with the influencer. As a result, consumers can focus on the ad content and minimize ad avoidance by perceiving it as meaningful rather than perceiving it as noise.

In conclusion, from a comprehensive standpoint, companies aiming to enhance advertising effectiveness should prioritize selecting influencers that align with ad fit during the influencer selection process. Emphasizing informativeness and intimacy is crucial in increasing ad fit. However, it should be noted that ads perceived as annoying or appearing too frequently can diminish the ad fit of influencer marketing. These findings provide valuable insights for marketing practitioners and ad planners to improve advertising strategies utilizing influencers.

However, this study has certain limitations. Firstly, as a cross-sectional study, it may not capture potential changes in influencer marketing techniques in the future, necessitating ongoing research. Secondly, several of

the proposed perceived advertising attributes in the study were not statistically significant, suggesting the need for further investigation into the influence of various factors. Lastly, conducting segmented analyses based on user's purchase characteristics or influencer content characteristics would provide more nuanced insights.

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