

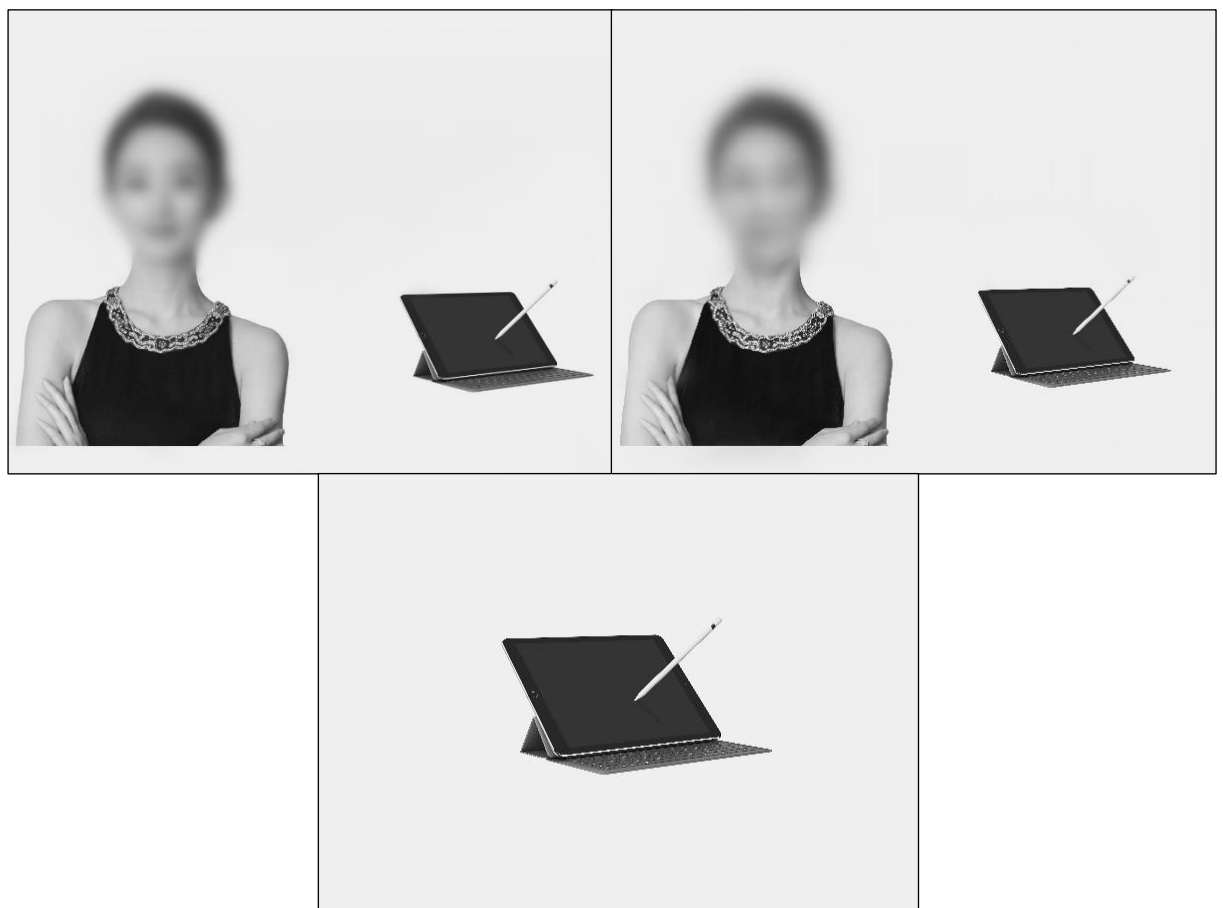
Appendix. Stimuli used in study 1-4. (Pictures burred for legal and copyright reasons)

Note: In actual experiments, no photos of celebrities and online stars were blurred, so as to distinguish between the two types of endorsers. Images reproduced with permission from Rui Chu Cultural Development Co., Ltd.

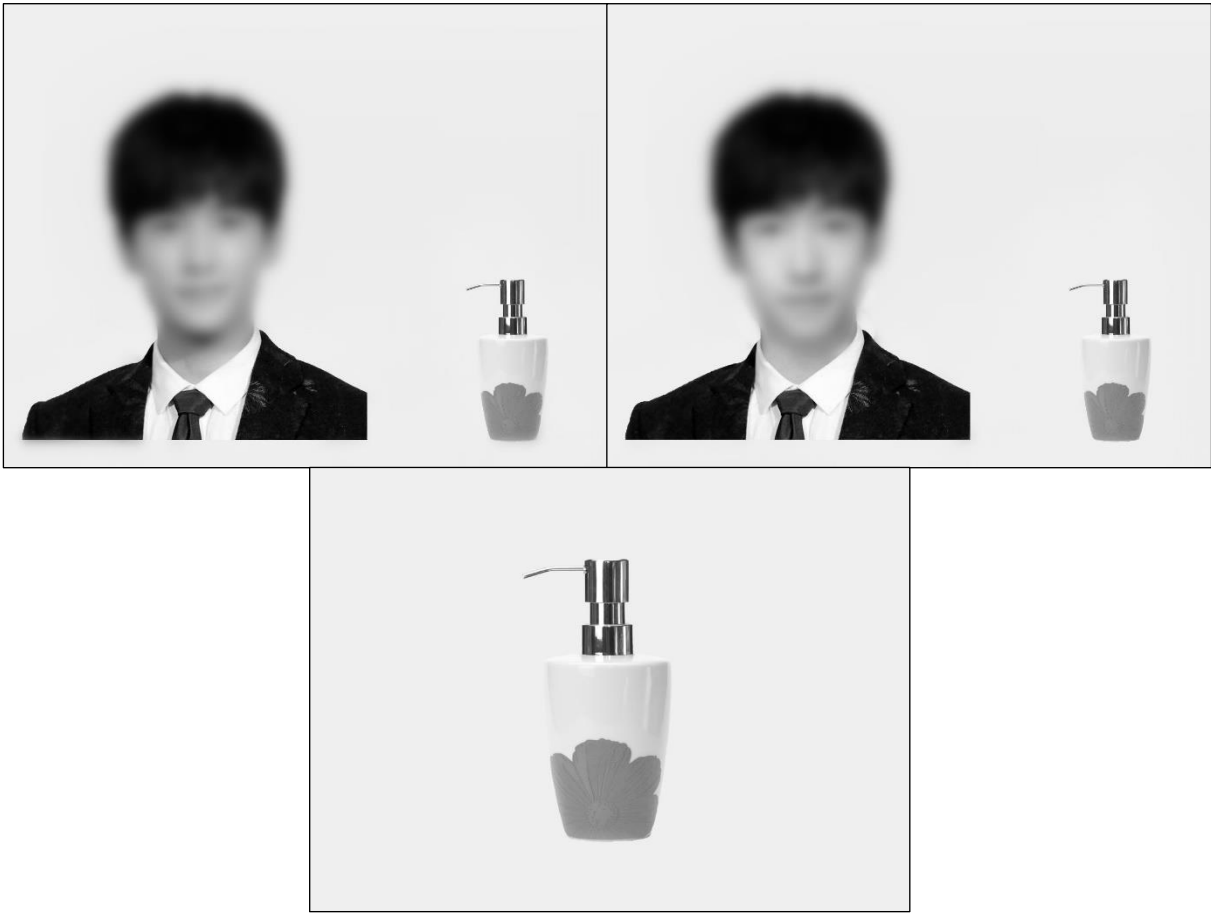
Study 1



Study 2



Study 3



Study 4

