

Third-Person Perception of Fake News: Is it Consequential for Brands?

Ipek Nibat Cayrol

Grenoble Ecole de Management & USMB IREGÉ

Robert Mai

Grenoble Ecole de Management

Olivier Trendel

Grenoble Ecole de Management

Cite as:

Nibat Cayrol Ipek, Mai Robert, Trendel Olivier (2023), Third-Person Perception of Fake News: Is it Consequential for Brands?. *Proceedings of the European Marketing Academy*, 52nd, (114375)

Paper from the 52nd Annual EMAC Conference, Odense/Denmark, May 23-26, 2023



Third-Person Perception of Fake News: Is it Consequential for Brands?

Abstract

Fake news not only endangers democracy and civilizations, but it also has impacts on the marketing and consumer environment. However, some individuals reject this impact, believing they are less prone to fake news than others, called Third-Person-Perception (TPP). Despite considerable investigation on the antecedents of TPP, primarily in political spheres, the consequences of TPP are either scarcely examined or produce contradictory results in terms of being detrimental or beneficial, with a lack of evidence for its downstream marketing outcomes. Authors address this issue by examining TPP in fake news denigrating brands. Three studies show that there is TPP in fake business news, but it could be a substance rather than a bias, having no negative consequences on brand attitudes. On the contrary, results suggest that encouraging TPP with fact-checking is helpful for brands as it reduces fake news sharing intentions.

Subject Areas: *Attitude, Consumer Behaviour, Public Policy*

Track: Digital Marketing & Social Media