

#Relatable versus #Reliable: A Dual Lens on Social Media Influencer Advocacy

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Abstract

Social media influencers today are not merely trendsetters but play a critical role in shaping consumer perceptions and behaviors in an increasingly digital marketplace. The aim of this study is to define social media influencer advocacy as a consumer behavior and explore the effects of source credibility and perceived homophily on social media influencer advocacy. In the study, data was collected via online survey from 152 consumers. The hypotheses were tested by SEM. The findings showed that while trustworthiness enhanced SMI positivity, attractiveness and expertise did not have a significant effect on SMI advocacy. However, perceived homophily was a key driver for all advocacy dimensions, including SMI defense, SMI positivity, SMI information sharing, and virtual positive expression.

Track: Consumer Behaviour