

Micro, Macro or Celebrity? The Differential Effects of Influencer Types on Consumers' Source Credibility Perceptions and Purchase Intentions

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Abstract

Marketing managers increasingly shift their advertising budgets to digital channels. In these channels, they plan to invest large shares in influencer marketing. Influencers are individuals that are active on social media platforms, providing content to their (numerous) followers. However, different types of influencers exist, with common classifications being based on their number of followers. Interestingly, no research so far empirically investigates the effects of different influencer types on the dimensions of source credibility and subsequent consumer behaviour (purchase intentions for an endorsed brand), even though anecdotal evidence suggests that these types are differently perceived in terms of credibility or trustworthiness. We investigate these differential effects under two important conditions, multiple product endorsement and two types of advertising disclosure. Our results offer insights for managers wanting to select influencers for their digital marketing campaigns.

Keywords: *Influencer Marketing; Advertising Disclosure; Multiple Product Endorsement*

Track: Digital Marketing & Social Media