

The interplay of endorsers' emotion display and ad appeal in social media posts: Does consumer's self-construal matter?

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Abstract

This study examines the interactive relevance of endorsers' emotion display, individualistic vs. collectivistic ad appeals and consumers' self-construal for social media ad success. The results of an experimental study show that the interrelationships between these constructs need to be considered for ad success. A smiling endorser combined with collectivistic ad appeals most positively influences emotional state, electronic word-of-mouth and attitude toward the ad. In contrast, endorsers with a neutral facial expression should be presented with individualistic ad appeals. Importantly, consumers' self-construal strengthens these effects; interdependent consumers are mostly attracted by "smiling/collectivistic" ads, while independent consumers are mostly attracted by "neutral/individualistic" ads. Important implications for social media communication management and research are discussed.

Keywords: *Endorsers' emotion display; ad appeal; self-construal*

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