

Disabled Social Media Influencers and Perceptions of Product Luxury

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Abstract

This research examines consumer perceptions of products promoted by disabled social media influencers. Drawing on the results of six studies conducted with a total of 777 participants recruited in three countries, this research shows that consumers consider products promoted by disabled (vs. nondisabled) influencers to be more luxurious. Perceived influencer uniqueness drives this effect, which is stronger for consumers with high belief in psychological contagion. Substituting a disabled influencer's promotional post with a brand-generated post featuring a disabled model does not render the same effect, highlighting a unique role influencers with disabilities may play in marketing. To examine this unique role in a managerially relevant context, this research concludes with a demonstration of the disabled influencers' positive impact on consumers' willingness to pay.

Subject Areas: *Advertising, Consumer Behaviour, Promotion*

Track: Digital Marketing & Social Media