

# Are Influencers' Causes Authentic? How Influencer-Cause Fit Shapes Followers' Attitudes

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## **Abstract**

Although influencer marketing has grown significantly in recent years for products and brands, little is known about how the association between influencers and social causes would work. The present study aims to understand how the association of influencers with social causes (influencer-cause fit) shapes followers' attitudes and perceived authenticity. An experimental study with social media consumers shows the importance of authentic social content shared by the influencers, and the association to consistent social causes to improve followers' attitudes. The findings present important theoretical and practical implications for influencer marketing and social causes.