

Social media endorsers and brand stereotypes: the role of endorser-brand fit

Ifigeneia Leri

University Of Vienna

Arnd Florack

University of Vienna

Adamantios Diamantopoulos

University of Vienna

Cite as:

Leri Ifigeneia, Florack Arnd , Diamantopoulos Adamantios (2022), Social media endorsers and brand stereotypes: the role of endorser-brand fit. *Proceedings of the European Marketing Academy*, 50th, (111794)

Paper from the EMAC Regional 2022 Conference, Kaunas, Lithuania, September 21-23, 2022



Social media endorsers and brand stereotypes: the role of endorser-brand fit

Abstract

Drawing on stereotyping, social media marketing, and influencer marketing literatures, we investigate (a) the transfer of consumer stereotypical perceptions of social media endorsers on consumer stereotypical perceptions of brands, and (b) the role of endorser-brand fit in facilitating such transfer. In a large empirical study (N=816) employing multiple brands from different product categories, we find that stereotype content transfers from the social media endorser to the brand both in terms of warmth and in terms of competence perceptions. Moreover, the degree of endorser-brand fit positively moderates the transfer of warmth, but not the transfer of competence. Our findings contribute to the literature on brand stereotyping and provide managerial insights for selecting social media brand endorsers.

Keywords: *brand stereotypes, endorser stereotypes, endorser-brand fit*