The identification process of Emily with an influencer and a traditional celebrity

A comic version of the scientific paper: Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit

Jady Meijer
j.meijer@tilburguniversity.edu

Original paper: Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit

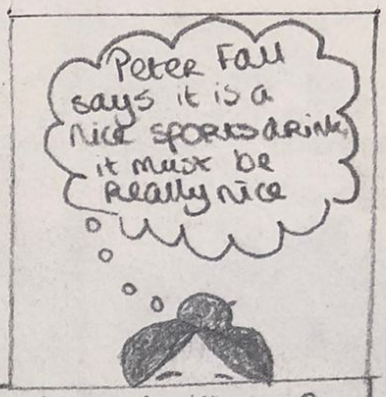
Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. *International journal of advertising, 39*(2), 258-281.

https://www.tandfonline.com/doi/full/10.1080/02650487.2019.1634898

Project created for the class:
Visual Thinking and Composition, Winter 2020
Tilburg University, Department of Communication and Cognition

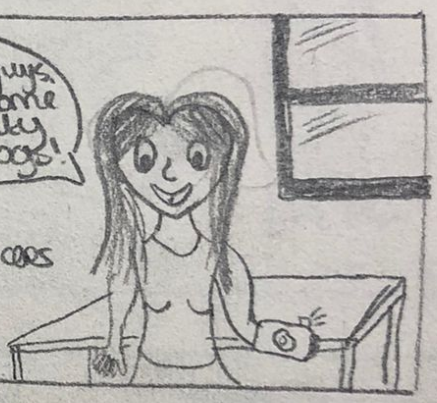
Instructor: Neil Cohn, neilcohn@visuallanguagelab.com, www.visuallanguagelab.com

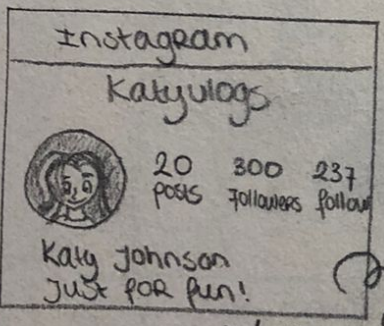
Celebrity endorsement is a popular way for marketeers to promote products



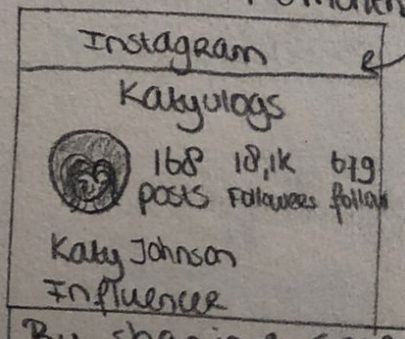
By transferring the good characteristics of the celebrity onto the products, marketeers try to trigger the consumer's attitude (Atkin & Block, 1983)

Transition from traditional celebrities as athletes to social media influencers as vloggers (Marwick, 2015)

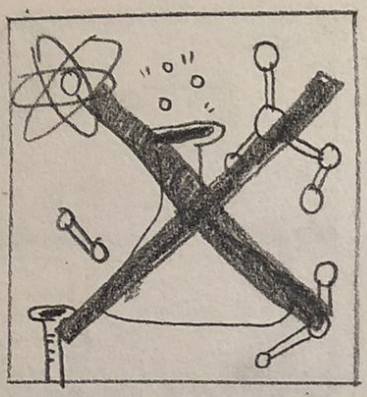


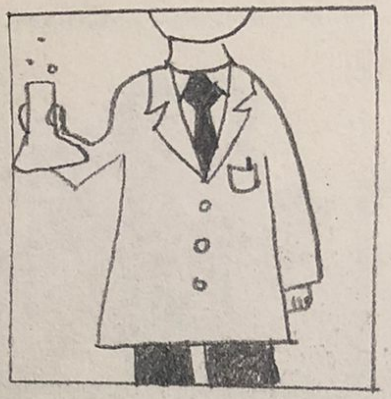


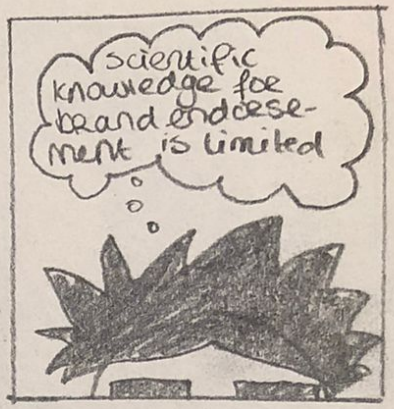
+6 months

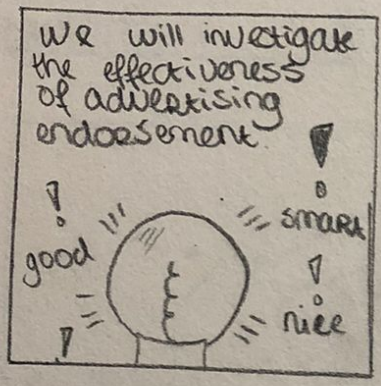


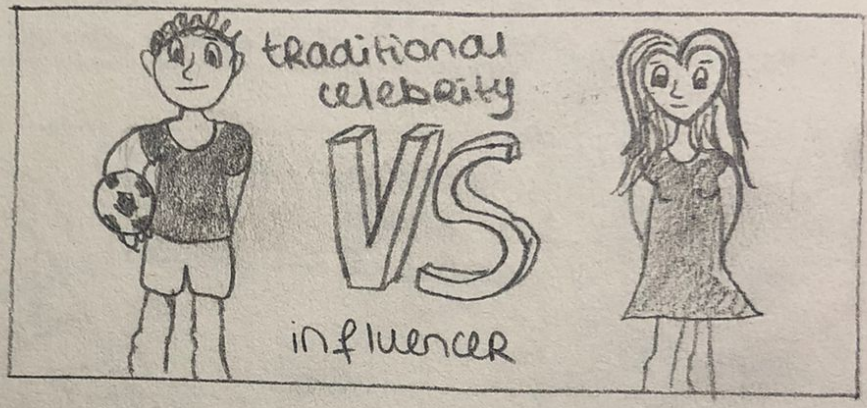
By sharing self-created content, social media users have gained a large follower base, turning their online presence into a proffesional one (Lin et al., 2018)

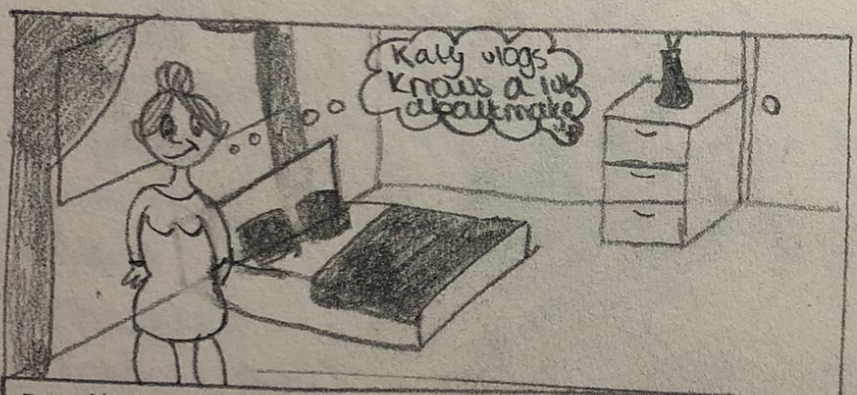




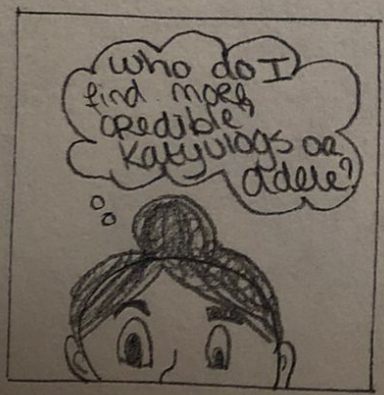


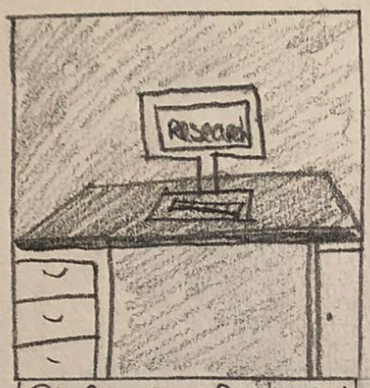






Influencers have the power to directly influence purchase decisions of customers. In addition, they are also seen by their followers as a reliable source (Djafarova & Rushworth, 2017)

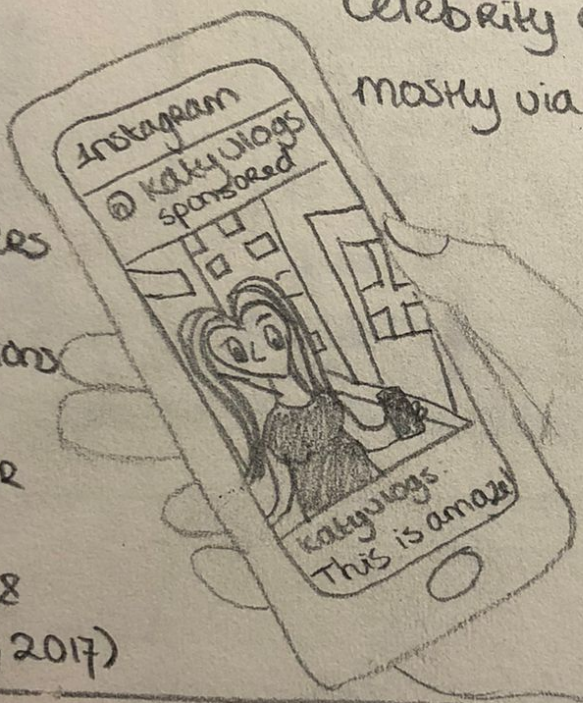




Djafarova & Rushworth investigated this difference...

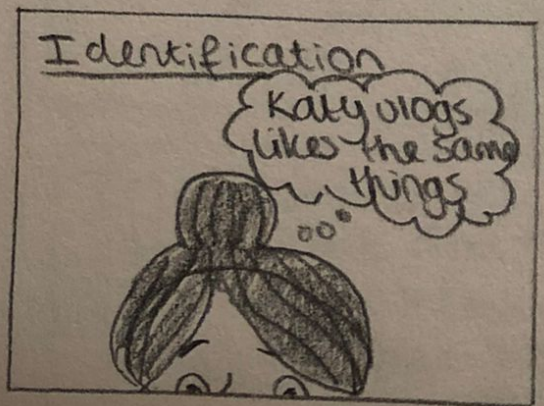
The study showed that influencers are perceived as more credible than traditional female celebrities. Also more purchase influence

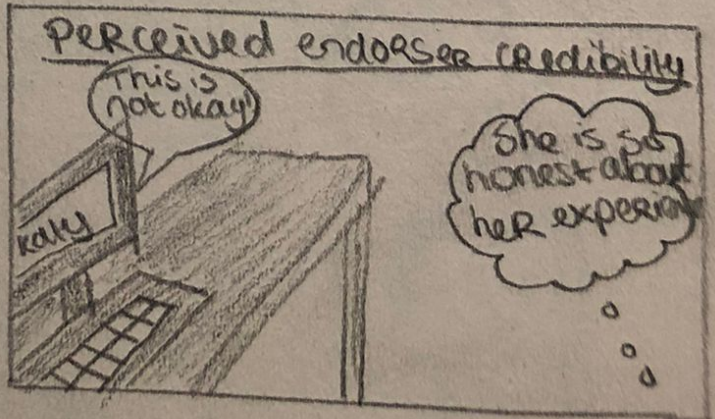
Celebrity endorsement mostly via Instagram

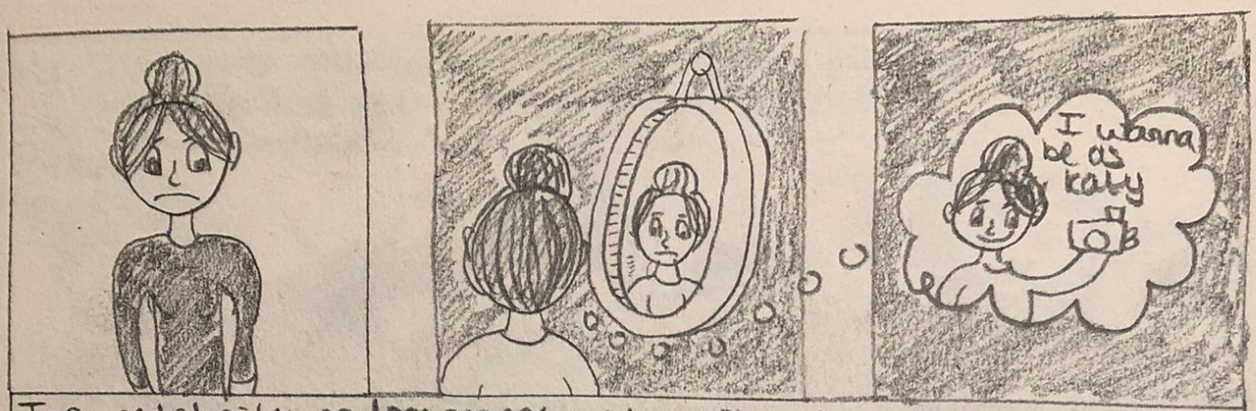


Influencers attract daily millions of people with their content (Chapple & Cownie, 2017)

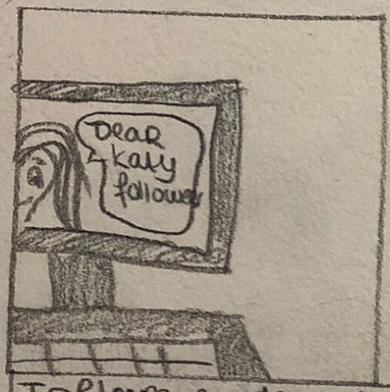
2 Major Processes that affect celebrity endorsement

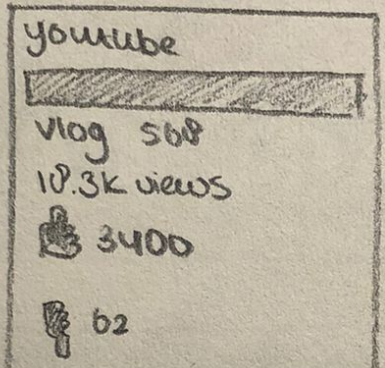




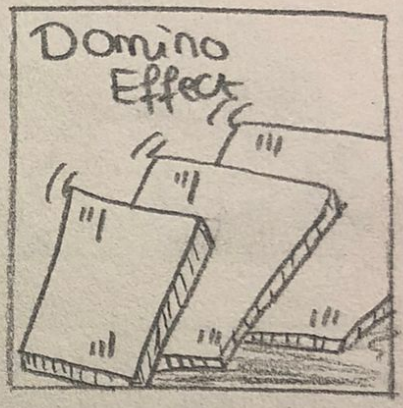


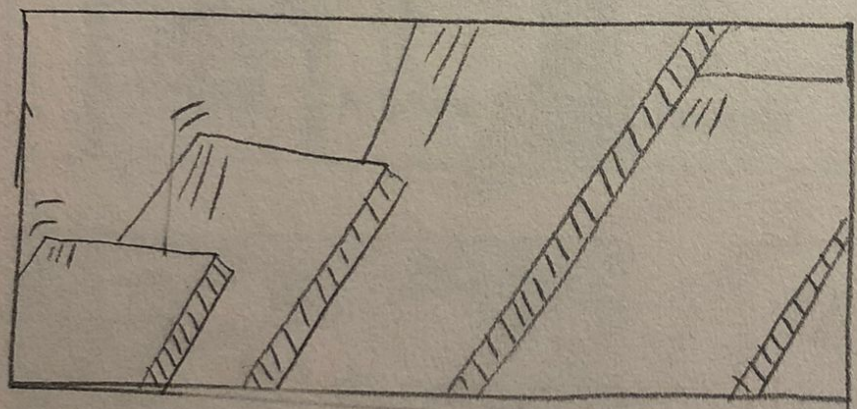
For celebrity endoserments, identificcation is the individual aspiration to be like the celebrity (Kamins etal., 1989)





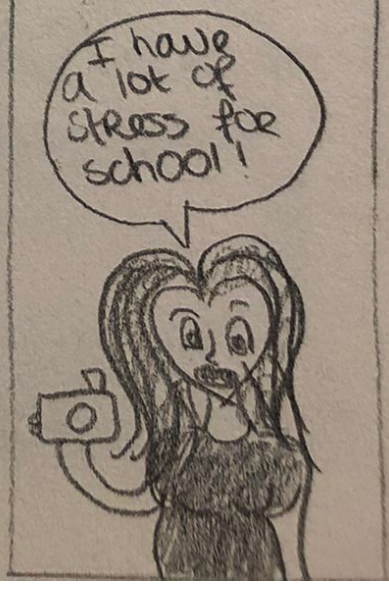
Influencers adress their followers which connotes a closeness. The interaction on social media strenghten this closeness (Schmidt, 2007)



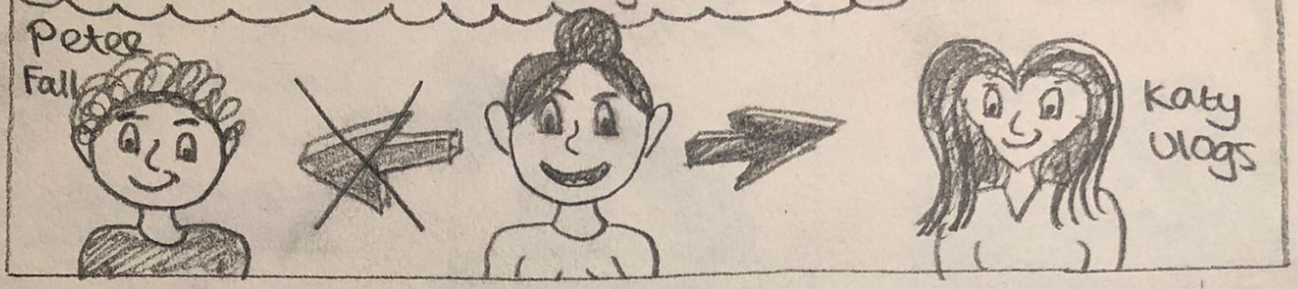


The domino effect causes that due to the perceived closeness, the influencers get more and more perceived credibility. accumulation of experiences

They also present themself as ordinary people

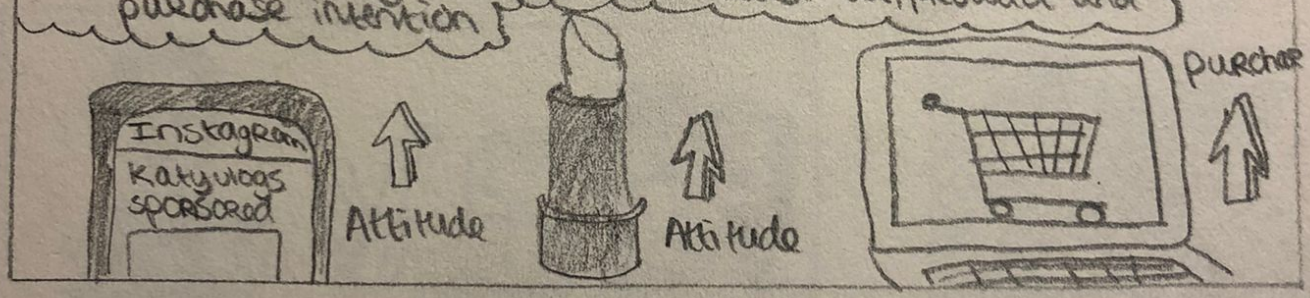


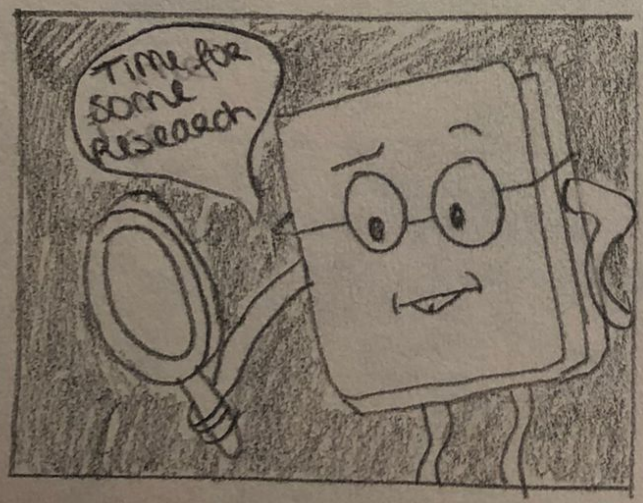
H1: Influencer endorsement lead to a higher perceived similarity with endorser than celebrity endorsement



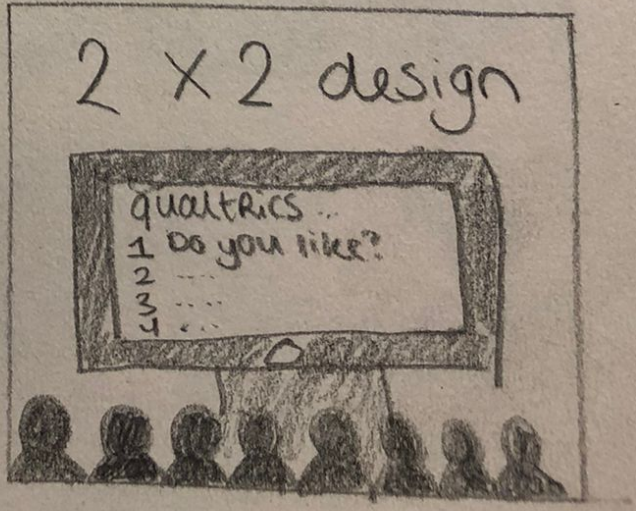
H2: Celebrity endorsement lead to more wishful identification with the endorser than influencer endorsements

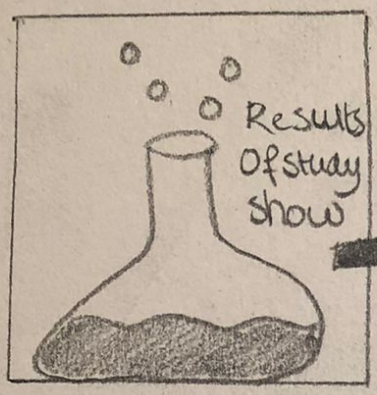
H3: Compared to celebrity endorsements, influencer endorsements will lead to higher attitude toward ad, product and purchase intention





2 x 2 design



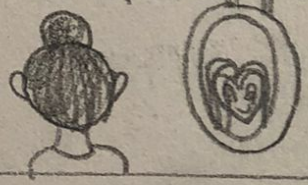


Participants show more identification with influencers

participants show that they trust influencers more

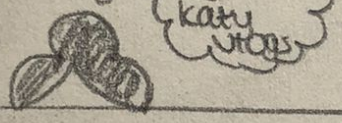
H1 = ✓

more perceived similarity with influencer



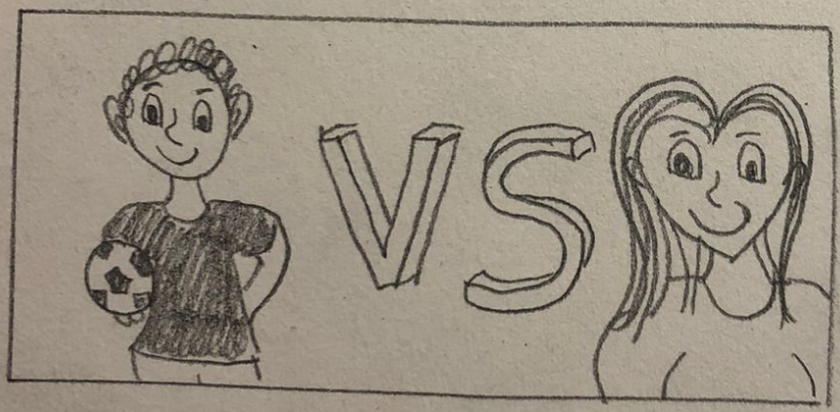
H2 = ✗

Higher wishful identification influencer



H3 = ✓ + ✗

only purchase intention RISE



Influencers may be more effective endorser than traditional celebrity