When Ad Is Selfie: The Effect of Selfie on the Effectiveness of Ad Endorsers in Social Media

Emergent Research Forum papers

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Abstract

Selfie has proliferated in social media and captures the attention from businesses. Although selfie has been leveraged into social commerce, little literature has understood and explained the effect of selfie. To solve this gap, this paper considers the effect of selfie on the effectiveness of ad endorsers and the moderating role of product type. We interpret selfie as a form of self-disclosure and study three types of ad endorsers: celebrities, experts, and typical consumers. Given the nature of selfie and ad endorsers, we hypothesize that selfie enhances the effectiveness of celebrities and typical consumers, not experts. Besides, we also hypothesize that selfie improves the effectiveness of celebrities and typical consumers for hedonic product more than for utilitarian product, and experts are good for utilitarian product. Towards hypotheses in our paper, we plan to employ lab and field experimental methods to test them. Potential theoretical and practical implications have been discussed.

Keywords

Selfie, self-disclosure, ad endorsers, product type.