

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

Emergent Research Forum papers

Jinlin Wan

Huazhong University of Science and
Technology
jennywan@126.com

Tailai Wu

Huazhong University of Science and
Technology
lncl2012@yahoo.com

Yaobin Lu

Huazhong University of Science and
Technology
luyb@mail.hust.edu.cn

Chuang Wang

City University of Hong Kong
wchuang2-c@my.cityu.edu.hk

Chen Yang

City University of Hong Kong
yangc0201@gmail.com

Abstract

Selfie has proliferated in social media and capture the attentions 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 enhance the effectiveness of celebrities and typical consumers, not experts. Besides, we also hypothesize that selfie improve the effectiveness of celebrities and typical consumer for hedonic product more than for utilitarian product, and experts is good for utilitarian product. Towards hypotheses in our paper, we plan to employ lab and field experimental method to test them. Potential theoretical and practical implications have been discussed.

Keywords

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