From the Average Joe to a Superstar! Celebrity marketing research and its transferability to social-media based influencer marketing

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As young consumers are increasingly challenging to reach through traditional marketing activities, social media-based influencer marketing has become an important advertising element for different types of industries. Especially young target groups already perceive these influencers as celebrities.

The aim of this thesis is to re-conduct the research of Dwivedi et al. (2015) with influencers instead of celebrities to examine the impact of influencer endorser credibility on self-brand connection and endorsed brand equity. Furthermore an overview of celebrity marketing research should be given as well as an assessment of the potential transferability of these research to social media-based influencer marketing.

Introductory Literature:

