

Birds of a Feather Flock Together: Exploring Effects of Internet Celebrity Endorsement in Advertising

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Abstract : Internet celebrities possess high visibility and a great number of fans on the Internet and are the targets that various companies are keen to collaborate with. This study investigated the para-social interaction and its antecedents among internet celebrities and their fans. The effects of Internet celebrity advertising from the perspectives of source credibility and endorser suitability were studied. This study gathered 283 valid questionnaires from people who regularly follow internet celebrities for analysis. The experimental results suggest that expertise has the most significant and direct influence on advertising. Additionally, Internet celebrities with high attractiveness can better influence the thinking of their fans and enhance homophily. However, when considering the construction of source credibility, the direct influence of attractiveness is the least significant, suggesting that the attractiveness of internet celebrities can only promote advertising via the mediating effect of homophily.

Keywords : celebrity, para-social interaction, homophily, source credibility

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