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Isabella Schmid, BSc

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Abstract

More and more people present commercial products on Instagram. Indeed, much research has shown that advertising with endorsers can be successful. However, an open question is whether only a general evaluation is applied to the advertised brands or whether brands can also benefit from very specific characteristics of the endorsers. In the present study, I have investigated whether the perceived warmth and competence of advertising persons are transferred to the perception of advertised brands and products, thereby influencing trust and intention to buy. For this purpose, participants were presented with pictures of real Instagram profiles. A significant correlation between the perceived competence of the person and the brand could be found, but this was not the case for perceived warmth. Regarding purchase intention, the perceived warmth of the person could be identified as a significant predictor. Overall, the study provides initial indications that the warmth and competence of people can also be transferred to brands.

Key Words: warmth, competence, intention to buy, trust, social media marketing

Transfer of perceived warmth and competence in social media marketing

With more than one billion active user accounts each month worldwide, Instagram has become one of the most relevant social media platforms. An estimate of 90 per cent of these accounts follow a business ([Instagram user survey] o. D) and over 200 million instagram users visit at least one company profile each day. The fact that companies are actively using Instagram as a way to create an advertising panel is shown, among other things, by the fact that a third of the most frequently displayed stories come from companies. Stories are postings, which are only visible for 24 hours at the profile before they are deleted automatically ([Internal instagram data] o. D). This means, that Instagram has also become an irreplaceable playing field for companies marketing strategies. With many possible interactions and tools, Instagram allows the companies to experience a new customer communication and advertising of products in different ways. Many companies use the face of a more or less known person. They make cooperation's and pay the person to advertise a product on their personal instagram account. This way of advertising is a form of social media marketing and has the aim to urge consumers to interact with brands and other consumers and give insights of real product experiences (Tafesse, 2016). This in fact could be a strategy to personalize a brand, as it is known, that people tend to build human like relationships with brands (MacInnis & Folkes, 2017). One open question, however, is whether companies can benefit from very specific characteristics of endorsers.

In fact, research has shown that advertising with testimonials can be successful due to social influence. Former research concentrated mainly on the match up hypothesis which suggests that the characteristics of the endorser and the advertised product have to be congruent to be successful. One frequently used characteristic in advertising is the physical attractiveness (Fink, Cunningham & Kensicki, 2004).

Additionally, people tend to evaluate persons on two distinct dimensions: warmth and competence ((Fiske, Cuddy & Glick, 2006) Interestingly, the same dimensions are used to evaluate brands (Aaker, Garbinsky & Vohs, 2012).

Yet, it is still unknown whether the companies can benefit from these specific characteristics of the individuals, namely warmth and competence. The present study aims to link the two parts of social media marketing: perception of the brands and perception of the advertising persons along these two distinct dimensions to achieve a more precisely knowledge about how the perception of brands is influenced. Precisely I want to know if the evaluation of an advertising person along the dimensions warmth and competence can be transferred to the evaluation of the advertised brand and if there is an influence on the intention to buy the advertised product.

Theoretical Background

Source effects of endorsers

Advertising is basically built upon social learning and works by building association between the endorser and the product. Therefore, advertisement endorsers do have an influence on the perception of brands and products as well as on the intention to buy the product. This influence unfolds through certain paths and processes. These include attractiveness, expertise and credibility (Ohania, 1990). While attractiveness is a characteristic best used to attract the awareness of potential customers (Freiden, 1984), expertise can increase trust in a brand (Maddux & Rogers, 1980). As celebrities usually combine these factors, they are often used as endorsers. One stream of research suggests that celebrity endorsers are successful because of associative learning. The positive characteristics of a celebrity are transferred to the brand and therefore the brand is also evaluated positively. Consequently, with repeated exposures a learning process takes place (Till, 1998).

The match up hypothesis further suggests that an endorser is more successful in promoting a product if the endorser and the product fit together. The strength of the association is determined by the match between endorser and product. As mentioned, one aspect that is often used in advertising is attractiveness. This means that consumers are more likely to buy a product that promises beauty if the endorser is perceived as attractive (Fink et al., 2004). For example, the intention to buy razor blades in a study rose with the endorser's physical attractiveness (Kahle & Homer, 1985). A recent research shows that the source attractiveness of influencers, who are endorsers on social media platforms, has no significant effect on the purchase intention of consumers. Still, the same study suggests, that a perceived congruency between the influencer and the product in fact has a significant influence on the consumer behavior and the intention to buy (Lim, Radzol, Cheah & Wong, 2017). This means that source attractiveness alone is not a predictor for the intention to buy a product. Furthermore, a recent study investigated the opposite direction of transfer of perception, from the brand to the endorser. This phenomenon is called the brand trait transference (BTT) and builds upon the effect of spontaneous trait transference (STT) which describes the attribution of described behavior to the informant. While former studies investigated mainly the transference between persons, newer ones describe the transference from brands to the associated celebrity endorsers, still pre-existing conflicting traits of the endorser seem to negate this effect (Arsena, Silvera & Pandelaere, 2014).

In the past decades, a large part of the marketing activity was covered by celebrities, which often unite those social influences described above. New technologies are now opening up new ways and it is easier to include less well-known people in marketing strategies. What is unknown so far is whether specific characteristics of endorsers also have an influence on the perception of products. Social psychology offers a differentiated model to display how

perceive people, namely the stereotype content model (SCM) which consists of two independent dimensions warmth and competence derived from social stereotypes (Fiske et al., 2006). In the present study, I want to know if perceived warmth and competence can be transferred to the brands and products. Nevertheless, there is no study yet that examines the transfer of perception from endorsers to the products based on SCM.

Fundamental dimensions of person perception

Associative learning takes place by transferring specific characteristics from a person to a product. In order to determine whether the characteristics of endorsers in social media marketing can be transferred to the products and brands a suitable model that describes the properties is necessary. A model that deals in detail with central dimensions of perception is the SCM (Fiske et al., 2006).

A two-fold approach has been noted in many concepts in different psychological fields but all of them show a common core. It is for example found in the masculinity/femininity approach (Eagly, 1987) where traits like dominance or aggression are typically attributed to the male gender role (masculinity/competence) and traits like empathy, emotional or dependence are attributed to the female gender role (femininity/warmth). The intellectually good-bad and socially good-bad approach equalizes traits related to intellectual activities like skillfulness, determination or foolishness to the competence dimension and traits related to social activities like warmth, sociability, coldness or unpopularity to the warmth dimension (Rosenberg, Nelson & Vivekananthan, 1968). Another approach is the competence of stereotyped groups and the warmth of stereotyped groups. Competence refers to the high or low position in the status power hierarchy and warmth to the cooperation or competition in the group (Fiske et al., 2002). For the present study I will use the terms of warmth and competence.

It is important to mention, that the two dimensions can be assumed to be universal. (Abele, Uchronski, Suitner, Wojciszke, 2008, zitiert nach Abele & Wojciszke, 2014, S. 210). For example, a study found that facial impressions can be evaluated along the two independent dimensions valence/trustworthiness and power/dominance which are equivalent to the dimensions warmth and competence (Willis & Todorov, 2006). A cross-cultural research shows that participants which were asked to rate the extent of 69 traits on the community and agency scales show comparable results across five languages (English, French, German, Italian, Polish).

To return to the SCM, it is first necessary to clarify the definition of stereotypes. Stereotypes are defined as a set of generalized and simplified beliefs in a social group about a defined social category, which can include persons as well as every other stimulus object. In contrast to attitudes, stereotypes are not consistent evaluative responses but can include different evaluative conclusions like positive and negative beliefs about the same group simultaneous. Furthermore, stereotypes are thought as a cognitive strategy to save resources. Stereotypes can therefore influence one's perception, intentions and actual behaviors (Fiske et al., 2006; Greenwald & Banaji, 1995). In the context of consumer research, it is important to acknowledge that people also have stereotypic beliefs about brands as intentional agents and therefore are likely to build relationships with them which can be similar to relationships with persons (Kolbl, Arslanagic-Kalajdzic & Diamantopoulos, 2019).

While former research concentrated mainly on stereotype processes, newer research put the content of stereotypes into focus. Stereotypes can range from positive to negative evaluations, for example some groups are viewed as useless like elderly people and others are perceived as harmless like housewives. As such differences in the evaluation of categories are important, research has focused on underlying dimensions of stereotype content. The SCM therefore postulates that there are two independent and universal dimensions: warmth and

competence. The independence of the two dimensions is a crucial factor of this model because it implicates that a negative stereotype on one dimension does not contradict positive stereotypes on the other dimension. Considering the two dimensions and the different combinations that are possible along those dimensions, a variety of unique intergroup emotions emerge. To take up the previous example, pity (elderly) is located high on the warmth but low on the competence dimension whereas admiration is found to be high on both dimensions (Fiske, Cuddy & Glick, 2002). With four possible main classifications the SCM postulates three universal types of outgroups and one ingroup. In total these are described as (a) admiration (b) contempt (c) pity and (d) envy. The two dimensions result from interactions between groups. As pictured in Figure 1 (Cuddy, Fiske & Glick, 2007, S. 638) the stereotype content model can be applied for social groups across gender, race, socio economic status or any other distinction.

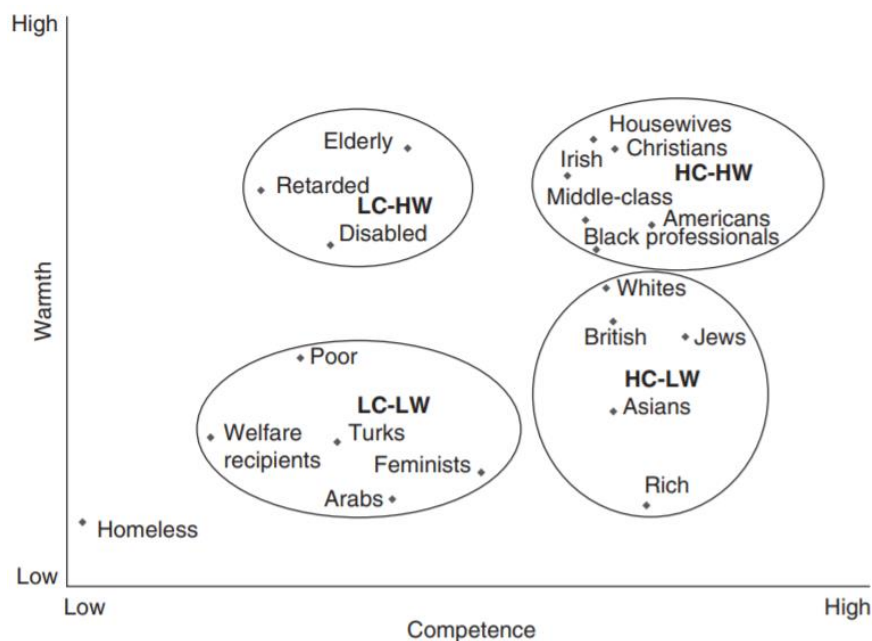


Figure 1. Stereotype content model.

When we encounter a new group of people our first thoughts regard the question of the intentions and the capabilities of those persons. Are they positive or negative and is the

entity able to carry out those intentions? These questions are in line with the perceptions of warmth and competence (Fiske et al., 2006).

Evaluation of persons. Summarizing the findings of the warmth dimension, the content refers to social, helpful behavior with the intention to maintain a relationship (Abele & Wojciszke, 2013). Literature postulates the primacy of warmth, meaning that the evaluation on this dimension is stronger for emotional and behavioral reactions and that they are also made faster than the evaluation of competence. Considering the two describing questions mentioned above, this primacy makes sense from an evolutionary perspective. It is more important for one's survival to know one's intentions than knowing if he or she can carry them out (Fiske et al., 2006). The primacy for the warmth dimension was shown in a lexical task where participants identified warmth connotated trait words faster than competence related words, when controlled for word lengths (Ybarra, Chan & Park, 2001) and also faces are evaluated faster on warmth related characteristics (Willis & Todorov, 2006). Furthermore, research suggests that from an observer perspective warmth is the more important dimension. Findings show the overall impression of the behavior of another person is influenced to a higher degree by information on the warmth dimension than by competent behavior – warmth explained about 53% of the variance of the impression and competence 29% (Abele & Bruckmüller, 2011). Also, warmth influences the direction of the impression – positive versus negative – whereas competence influences the degree of the impression. The relationship between observer and actor is found to moderate the importance of warmth and competence traits. When asked to distinguished between a communal relationship i.e. a close friend and an exchange relationship i.e. a supervisor, participants still evaluate warmth traits as more important in general (with “trustworthiness” as the most frequent mentioned word), but competence traits were chosen more often in the exchange relationship whereas warmth traits were chosen more often in communal relationships. This is also in line with other

research that found that trustworthiness which is located on the warmth dimension is generally a highly appreciated trait in other persons (Cottrell, Neuberg & Li, 2007).

An evaluation task shows, that agency and communion explain 82% of the variance of the rated traits of individual well-known persons (Wojciszke, Bazinska & Jaworski, 1998). In regard to consumer behavior, a study shows that persons high in agency and high in communion tend to spend more money when shopping accompanied by a friend in regard to shopping alone whereas persons high in communion spent less money than shopping alone, assumed that self-monitoring is high for both groups (Didem, Inman & Argo, 2011). More interestingly for the present study, people do not only evaluate traits but also faces, and most important, they form their impressions fast, although there are contradictory findings about the accuracy of the assumed information.

Evaluation of brands. Interestingly consumers also tend to evaluate brands on the same to dimensions but in a different way as they do with people. For example, for-profit organizations are seen as more competent whereas non-profit organizations are rated higher on the warmth dimension. The perception of the organization influences the willingness of the consumers to interact with the brands and buy their products – when they are perceived as warm and competent, the willingness to buy rises. In an experiment, participants were asked to rate real US companies, sampled from the Fortune 500 list, on dimensions of social good. It was found that higher profit was correlated with the perception of social harm but also with a higher effectiveness. In an additional experiment participants evaluated hypothetical companies with the description of either being a non-profit organization or a for-profit organization and again the profit orientated organizations were associated stronger with competent characteristics and less with warm related characteristics (Aaker, Vohs & Mogilner, 2010). As mentioned above the combination of a high perception in warmth and in competence results in admiration, an indispensable emotion for brand building, as it relates to

engagement and loyalty. Two necessary consumer behaviors, considering that it is found that trust in brands is generally has been decreasing in fact by nearly 50% in the last 27 years (Gerzema, 2009). A study investigated the effect of perceived warmth and competence of a brand on the purchase intention and found a significant main effect of competence but no main effect of warmth, showing that in fact the competence dimension is more important for the evaluation of for-profit organizations. Still, the two dimensions also interact with one another, meaning that being perceived as warm is also essential for brands as it contributes to an extra benefit (Aaker et al., 2012). In contrast, a study about the influence of the perception of a brands globalness/localness on its stereotypical assessment of warmth and competence shows that the perceived warmth can be more important than the perceived competence in regard to consumer brand identification (CBI) which is defined as “a perceived state of oneness with the brand”. Especially evaluating the brand as well-intentioned is a key factor for building a positive CBI (Kolbl et al., 2019).

Summarizing, previous research about stereotypes in advertising has already made use of the SCM, for example in gender or in racial stereotypes (Cuddy et al., 2008). But the link to the evaluation of the advertising person on social media and the advertised brand on the dimensions of warmth and competence is still missing. This is a basic research which lays ground for further experimental research which tries to investigate, if there is a relationship between the perception of the person and the perception of the advertised product. Furthermore, if there is a relationship, is the perception of the person transferable to the perception of the product and visa verse?

Concluding, both people and brands are evaluated on the independent dimensions of warmth and competence. If we now include associative learning, this means that the perception of specific personal characteristics activates the perception of a brand. I therefore hypothesize:

H1a: The perceived warmth of persons predicts the perceived warmth of brands.

H1b: The perceived competence of persons predicts the perceived competence of brands.

Relationships to brands

Similar to interactions with people, consumers not only perceive the characteristics of a brand, but are also able to build relationships with brands. This is an important aspect, because relationships are always associated with trust. And companies aim to strengthen the trust of their customers.

Consumers can anthropomorphize brands and objects which means that they attribute a human-like appearance to brands and objects, for example when they think features of car resembles a human face, a human-like mind or a human-like personality. This stream of research is called the human-focused perspective. Furthermore, a second stream of research concentrates on a self-focused perspective and highlights the congruity between the brand and oneself as well as the brand-self-connection. But more interestingly, a third stream of research focuses on the relationship perspective, investigating how consumers build relationships to brands and their products that resemble those to actual people (MacInnis & Folkes, 2017). Consumers therefore assume that the products have certain intentions, or they feel intentions towards the product themselves. There are different types of brand relationships. Positive ones that resemble friendships and partnerships and negative or ambivalent ones. For example, secret affairs which occur when the consumer feels both the passion for the brands but simultaneously the fear of being disapproved by others. (Fournier, 1998).

Brands as intentional agents framework (BIAF). The BIAF is a model used to explain the diverse types of brand relationships. Kervyn, Fiske and Malone (2012) originally proposed the brands as intentional agents framework (Figure 2) as a framework based on the

research about brand relationships and is understood as an adaption of the SCM to map the perception of brands.

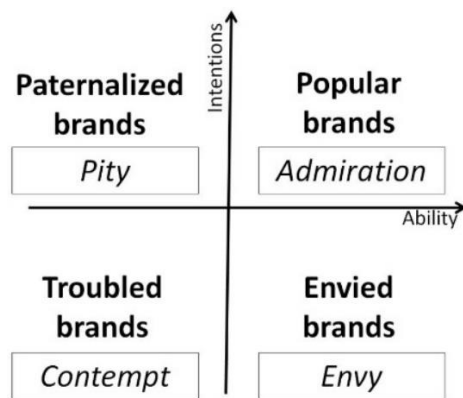


Figure 2. Brands as intentional agents framework.

One slight change is the naming of the two dimensions. Instead of warmth and competence they are called intention and ability, to express whether the brand is perceived as well-intentioned or ill-intentioned and whether the brand is able to carry out those intentions, resulting again in four different combinations which in turn should cause four different emotions about the brand which are again (a) pity (unable, well-intentioned) (b) envy (able, ill-intentioned) (c) contempt (unable, ill-intentioned) and (d) admiration (able, well-intentioned). If the four quadrants are applied to brands, one can assign the following typical brands related to each one of the quadrants. Popular brands are found in the well-intentioned and high-ability quadrant. Troubled brands are located in the ill-intentioned and low-ability quadrant. Those brands are often well known but experienced a bad publicity. Luxury brands, also referred to as envied brands, are found in the ill-intentioned and high-ability quadrant, as their target group as wealthier than the average population, they are connoted with no particular good intentions. Paternalized brands are found in the last remaining quadrant, the well-intentioned and low-ability quadrant. Those are often brands which are depended from government-subsidy. Additionally, purchase intention and loyalty are positively related with

well-intentioned or high-ability brands rather than with ill-intentioned or low-ability brands (Kervyn et al., 2012).

Summarizing, due the different combinations of ability and intention the BIAF is able to capture different consumer-brand relationships. Still in literature other relationship dimensions are discussed which do not play a role in the BIAF. Those are power, emotional intensity and identity. Power is indirectly captured in the ability dimension, although power rather comes obvious when the consumer is confronted with barriers to switch the product and therefore has limited options in brand choice. The feelings of being trapped, angeriness and hopelessness appear. Those relationships can be called master-slave relationships and are often observable with companies that have a monopole over their product, for example public transportation systems. Power can also be interpreted visa verse, when the consumer feels like he dominates the brand because he feels like the more powerful instance (Fournier & Alvarez, 2012).

Previous research has mainly focused on source traits like attractiveness of advocates. However, it is still unclear whether specific characteristics can be transferred from the person to the brand or product. A model to define these characteristics is the SCM. The important thing is that it includes the independent and universal dimensions of warmth and competence. These are used for the perception of both people and brands. However, interaction with brands does not end with perception. Consumers also form human-like relationships with brands and products. The BIAF model is one way to describe these relationships. Trust is necessary to build stable relationships and warmth in turn influences trust.

Trust

Trust is crucial for a positive brand perception and should be aimed for in marketing strategies. For example, consumers with a secure attachment style (low anxiety, low avoidance) are more likely to view a brand as trustworthy. Whereas individuals with an

insecure attachment style are not likely to perceive a brand to the same extent, regarding the two dimensions warmth and competence than a person with a secure attachment style (Paulssen & Fournier, 2007).

Humanity has developed many ways to handle the social environment. One strategy, as mentioned, is the building of stereotypes. Yet, to survive in a social environment we are dependent on the behavior of our fellow human beings. To be precise, we must at least be able to predict how our behavior affects others and vice versa. Since this is not possible because social behavior is neither consistent nor always rational, we would have to weigh up all possible variations of behavior in a social situation. This would create an immense complexity that requires too much cognitive capacity. Therefore, the concept of trust has evolved. Depending on the social situation, there are many definitions of trust. However, two main elements can be derived from the mentioned description. On the one hand behavioral intentions and on the other hand cognitive elements, that are reflected in individual sets of beliefs. In the context of marketing trust is furthermore defined by the belief that the promised obligations of the other party in an exchange relationship are reliable and will be fulfilled (Gefena & Straub, 2004). In summary, trust in marketing consists of the dimensions ability, integrity and benevolence (Jarvenpaa, Knoll & Leidner, 1998). In a newer research model, this definition was expanded by the dimension predictability. Trust thus describes the expectations one has of the other party. These expectations and anticipations about the future behavior of other people and, in conclusion, trust, are built up through consistent and intensive interaction. Therefore, it is clear, that the social context is essential (Gefena & Straub, 2014). As neither e-commerce nor social media marketing can offer a face to face social context, it is highlighted that the change in technology and the possibility of virtual exchange creates a new need for trust and security to reduce perceived risk and social insecurity. E-Commerce websites try to build trust through various activities. These include

reviews, product information and user experiences from other consumers. While the mentioned study mainly refers to e-commerce, the parallels to social media marketing can also be drawn, as social media profiles engaging in marketing strategies offer a forum for these reviews and furthermore reach and build a wide community (Hajli, 2015). While companies seek to offer as much information as possible to their customers, reviews of other costumers seem to be perceived as the more trustworthy information (Park, Lee & Han, 2007). Furthermore, the participation in an online community can not only offer information about the brand but in fact will lead to a more reliable anticipation of the behavior of a brand. Peer opinions are also seen as more trustworthy than information offered by the companies themselves, therefore social media marketing using the cooperation of private people as peers in advertising can enhance the trust the consumers feel toward a brand (Coehlo, Rita & Santos, 2018).

Intention to buy

A second concept beside trust that plays a crucial role in social media marketing is the intention to buy the advertised product. As described above, activities on social media platforms can contribute to increase trust in a brand but they also influence the consumers intention to buy (Han & Windsor, 2011). A recent study about the connection of trust and intention to buy in the context of e-commerce shows, that 34-37% of the variance of consumers intention to buy is explained by trust and the control variable familiarity (Gefena & Straub, 2014). With regard to purchase intention, it is also known that brand knowledge does not have a direct effect on the purchase intention. Still, the opposite is given for the relationship with a brand. Brands need to try to build a positive relationship, which includes the affective component of trust to influence future buying behavior (Esch, Langner, Schmitt & Geuss, 2006). Concluding, to increase the intention to buy a product, consumers need a

stable relationship to brands, which builds upon trust. In order to build trust, warmth and competence play a crucial role. I therefore hypothesize:

H2a: The trust in products predicts the intention to buy the products.

H2b: The perceived warmth of persons predicts the intention to buy the products.

H2c: The perceived competence of the brands predicts the intention to buy the products.

Method

Participants

The sample consisted of 152 people (116 female (76.3%); 36 male (23.7%); $M_{age} = 21$ years, $SD_{age} = 2.76$). In advance of conducting the study an estimated sample size of 150 was calculated using G* Power. As the total sample consisted of students it consisted of mainly highly educated participants which reflects in their degrees while more than half of the participants was currently unemployed as displayed in Table 1.

There were no special restrictions to participate in this study. All participants were recruited using LABS which is a credit based online system for psychology students from Universität Wien. All participants conducted the study in the same laboratory in the facilities of the Universität Wien with up to 8 students participating simultaneously. The participants were compensated with 3 Credit points. None of the participants had to be excluded, although due to the design it turned out that some of the material could not be used after testing and 6 pictures had to be excluded which resulted in exclusion of 165 observations, which was a reduction from 2280 to 2115 (7.2%) observations in total. An observation is defined as the complete evaluation of one matched sample consisting of each the advertising person, the advertised brand logo and the advertised product as pictured in Figure 4, where each row represents one observation stimulus.

Table 1

Demographics of study sample

Factor	Absolute Frequency	relative Frequency in %
Highest education		
Secondary School	1	0.66
Technical School	1	0.66
High School Graduation	130	85.53
University Degree	20	13.16
Current employment status		
15 to 25 hours/week	13	8.55
Up to 15 hours/week	52	34.21
unemployed	87	57.24

Table 2

Instagram activity and importance of various platforms

Factor	N	M	SD
Instagram activity			
Directed communication	152	3.73	1.43
Content consumption	152	2.535	.9
Content produced	152	1.954	.749
Importance of Platforms			
WhatsApp	152	4.83	.443
Youtube	152	3.89	1.118
Instagram	152	3.63	1.423
Facebook	152	2.34	1.19
Snapchat	152	2.31	1.457
Twitter	152	1.54	1.022
Blogs	152	1.47	.845

Table 3

Instagram channels followed by participants

Profile typ	Absolute Frequency	relative Frequency in %
Friends and relatives	125	82.2
Blogger	70	46.1
Persons you don't know personally	94	61.8
News agencies	71	46.7
Brands and companies	56	36.8
Pages for entertainment	103	67.8
None of the above mentioned	19	12.5

In order to provide a more detailed picture of the collected data, the online behavior of the participants was examined after the main analysis. Since there are no assumptions about these scales, no hypotheses were made in advance. The descriptive data is presented in Table 2 and Table 3.

Design

A correlation design without group assignment was used for this study. The study consists of four different blocks which follow the same principle for each participant. In block one participants were successively presented fifteen pictures of people advertising a product randomly chosen out of a pool of 80 pictures and participants had to evaluate their perceived warmth and competence of the person as well as the familiarity of the person. In block two participants were successively presented fifteen pictures of brand logos in random order matched to the advertised products of block one and again had to evaluate their perceived warmth and competence of the brand as well as the familiarity of the brand. In block three participants were successively presented fifteen pictures of products in random order matched to the advertised products and brands of block one and two and had to rate their intention to buy the product as well as their perceived trust in the product. The last block consisted of a questionnaire including the importance of different social media channels, usual activity on Instagram, types of profiles followed by the participant and socio demographic questions.

Block one and two were shown in a random order between the participants whereas block three and four were fixed for all participants. The study design is also displayed in Figure 3. In total 77 participants were presented first with block one (person first) and 75 were first presented with block two (brand logo first). At the end all participants were debriefed. The average duration time was 30:34 minutes.

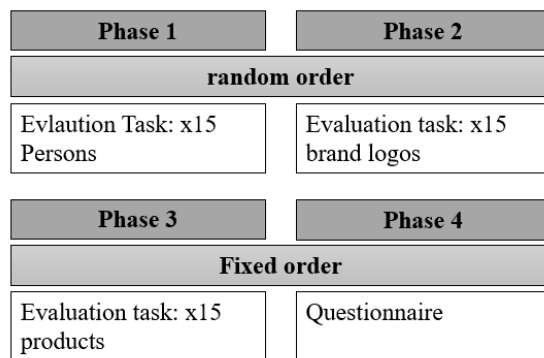


Figure 3. Study design.

Material

Three different types of pictures were used for this study: people advertising a product, the brand logos of the products and the products themselves. The pictures of the advertising people were actual pictures from Instagram. Criteria for the pictures were that they were published by a private profile as part of a paid cooperation with a company which also had to be marked in some way. Furthermore, on every picture only one person was presented. The products were daily goods from the categories food (i.e. peanuts, soup, chocolate), cosmetics (i.e. tooth paste, sun crème, shower gel) or other utility items (i.e. cleaning products, batteries, detergents). Additionally, each brand, product and person only appeared once. In total 240 pictures were collected and used for the study (80 each of people brand, and product) but after conducting the study six pictures had to be removed (Numbers 4, 27, 30, 42, 50, 68) because they did not fulfill the criteria since they showed ether more than one person or a child. Of the remaining 74 pictures of people, 66 (89.19%) showed a female person and eight pictures (10.81%) showed a male person advertising the product. For the brands no specific prerequisites were defined. None of the pictures was manipulated for the study in any kind of way. Figure 4 shows an exemplary set of pictures that were used for the study, whereas they were scaled to a larger size so that participants were able to distinguish the brands and products. Participants were asked if the presented person and

brand was familiar to them and 94.1 % of the person stimulus pictures were not familiar to the participants whereas the brand familiarity reached a mean score of $M = 3.48$.



Figure 4. Sample stimuli for evaluation across categories.

Measures

To assess the perceived warmth and competence of the stimulus the scale from Bernritter (2016) which is based on the study of Aaker et al. (2010) was used. The scale consists of three items for each dimension and those six items in total overlap with those used by Diamantopoulos, Florack, Halkias and Palcu (2017). Although the scale of Bernritter (2016) is shorter by two items it was used because it was already used in a brand related context before. It is a seven-point scale (1 = *no approval* and 7 = *high approval*) with six items in total, each consisting of only one word (warmth: sincere, friendly, generous; competence: competent, powerful, efficient).

The warmth scores for persons ($M = 4.38$; $SD = 1.45$) and brand logos ($M = 4.11$; $SD = 1.52$) of the participants ranged between one and seven and Cronbach's $\alpha = .94$ for persons

and Cronbach's $\alpha = .91$ for brand logos. The competence scores for persons ($M = 4.06$; $SD = 1.5$) and brand logos ($M = 5.02$; $SD = 1.38$) of the participants ranged between one and seven and Cronbach's $\alpha = .96$ for persons and Cronbach's $\alpha = .92$ for brand logos.

The participants were asked whether the shown person was familiar to them (1 = *yes*, 2 = *no* and 3 = *unsure*) ($M = 2$; $SD = 0,23$) and brand familiarity was assessed with a single item on a five-point scale (1 = *no familiarity* and 5 = *high familiarity*) ("I am familiar with this brand"; Diamantopoulos, 2017) ($M = 3.48$; $SD = 1.64$).

Intention to buy the product was assessed with three items on a seven-point scale (1 = *no approval* and 7 = *high approval*) ($M = 3.28$; $SD = 1.93$) Cronbach's $\alpha = .895$ (i.e. "I will probably buy this product", Diamantopoulos et al., 2017).

To assess trust in a brand the scale of (Esch et al., 2006) was used. It consists of one item ("I trust the displayed product") on a seven-point scale (1 = *no approval* and 7 = *high approval*) ($M = 4.33$; $SD = 1.93$).

Although it is not included in any hypothesis and there is no need from literature, additional scales were used to assess the social media behavior from the participants. The importance of various online platforms (i.e. Instagram) was assessed with one item on a five-point scale (1 = *very unimportant* and 5 = *very important*). This item is not based on existing literature. Furthermore, participants were asked which categories of profiles they follow on instagram. Therefore, they were provided with a list with different categories (i.e. friends, companies and brands, news channels) and had the opportunity to tick the appropriate options.

Since the used pictures were all collected on Instagram the usual activity on this platform was asked with a five-point scale (1 = *never* and 5 = *several times a day*). For this social media behavior scale a version of the facebook intensity scale was used (Burke, Marlow & Lento, 2010) and adapted to the functions of Instagram, resulting in the

dimensions content produced (i.e. “upload pictures”) ($M = 1.96$; $SD = .75$), content consumed (i.e. “watch stories of others”) ($M = 3.74$; $SD = 1.42$) and directed communication (i.e. “sending messages to others”) ($M = 2.54$; $SD = .89$).

Data analysis

All statistical analyses were conducted using the SPSS software. Before conducting any analysis, I created new variables referring to the dimensions I wanted to assess by summing up the items described in the scale section above. I then calculated mean scores across the 15 evaluations each participant made and got the new mean variables *person competence*, *person warmth*, *brand competence*, *brand warmth*, *intention to buy* and *trust*. To test hypothesis 1a, 1b, 2a, 2b and 2c I chose the linear mixed model to account for the repeated measures. I added the intercepts to explain by-case variability in the effects and parameters were estimated using maximum likelihood estimation. At first, I had to bring the data into a long format, meaning that each observation was presented in an own row, resulting in 2115 valid observations. I further mean centered the variables *person competence*, *person warmth*, *brand competence*, *brand warmth*, *intention to buy* and *trust*. After calculating each linear mixed model I tested if the order of the presentation of the stimuli had an effect. I therefore created the variable *order* (1= stimuli of advertising person was presented first, 2 = stimuli of advertised brand logo was presented first) and included it in the linear mixed models.

Results

Evaluations of persons and brands

Descriptive analysis were used to show the mean scores for perceived warmth of persons ($M = 4.38$, $SD = .83$) and brands ($M = 4.11$, $SD = .74$) as well as for perceived competence of persons ($M = 4.06$, $SD = .98$) and brands ($M = 5.02$, $SD = .72$). The results are also summarized in Figure 5. The correlations are presented in Table 4.



Figure 5. Mean scores for perceived warmth and competence in persons and brands.

Table 4

correlations between warmth, competence, trust and intention to buy

	(1)	(2)	(3)	(4)	(5)	(6)
(1) warmth person	1					
(2) competence person	.465	1				
(3) warmth brand	.148	.106	1			
(4) competence brand	.094	.188	.195	1		
(5) trust	.122	.115	.079	.114	1	
(6) intention to buy	.102	.07	.024	.084	.640	1

Prediction of warmth and competence

To account for the repeated measures a linear mixed model was used to test if the perceived warmth of persons predicts the perceived warmth of brands (H1a). The dependent variable was the warmth of brands and the warmth of persons was the predictor; ($b = 0.04$, $SE = 0.02$), $t(2061.6) = 1.567$, $p = .117$. The results did not reach statistical significance; Hence the hypothesis could not be supported and no significant relationship could be found. To further examine if there was an effect of order of the stimulus presentation, the variable order was included into the model but no significant effect could be found ($p = .057$).

To account for the repeated measures a linear mixed model was used to test if the perceived competence of persons predicts the perceived competence of brands (H1b). The dependent variable was the competence of brands and the competence of persons was the predictor; ($b = 0.06$, $SE = 0.02$), $t(1930.8) = 2.82$, $p = .005$. The results suggest a significant positive relationship between the perceived competence of persons and the perceived competence of brands. To further investigate these results the variable order was included into the model to examine if the order of the stimulus presentation had an effect on this relationship. No significant effect could be found for the variable order ($p = .609$) therefore the direction of the transfer effect is not clear. Thus, the hypothesis was partly supported.

Intention to buy

To account for the repeated measures a linear mixed model was used to test the remaining hypothesis concerning the intention to buy products. To test if the perceived trust in a product predicts the intention to buy products (H2a) the dependent variable was the intention to buy and the trust in products was the predictor; ($b = 0.68$, $SE = 0.02$), $t(2108.6) = 41.8$, $p = .001$. The results suggest a strong significant positive relationship between the perceived trust in products and the intention to buy products. Thus, the hypothesis was supported.

To test if the perceived warmth of persons predicts the intention to buy products (H2b) the dependent variable was the intention to buy and the perceived warmth of persons was the predictor; ($b = 0.71$, $SE = 0.03$), $t(2106.5) = 2.144$, $p = .032$. The results suggest a significant positive relationship between the perceived warmth of persons and the intention to buy products. Thus, the hypothesis was supported.

To test if the perceived competence of brands predicts the intention to buy products (H2c) the dependent variable was the intention to buy and the perceived competence of brands was the predictor; ($b = 0.05$, $SE = 0.03$), $t(2108.9) = 1.548$, $p = .122$. The results did not reach

statistical significance; Hence the hypothesis could not be supported, and no significant relationship could be found.

Discussion

Conclusion

A typical marketing method is advertising with celebrities. It definitely is a successful way and works through associative learning. Among other things, attractiveness and expertise play an important role. The match up hypothesis explains that endorser and product must be congruent in their characteristics, for example in their attractiveness, in order to achieve a high sales success (Fink et al., 2004).

However, it is not yet known whether specific characteristics of people can be transferred to the perception of brands and products and consequently influence trust in the brand and the intention to buy. The present study has investigated this connection by means of SCM which is based on the two universal dimensions of warmth and competence. In social psychology warmth and competence are considered to be two well-established, independent dimensions that describe evaluations of people in a differentiated way (Fiske et al., 2006). Therefore, the aim of the present study was to investigate whether these two core dimensions of stereotype evaluation are also reflected in the advertised brands in the context of social media marketing when stimulus images of brands and endorsers are shown together. Furthermore, it was of interest whether a possible interaction is also reflected in the intention to buy. As described above, there has not yet been any research that has investigated the connection between endorser and brand perception and the intention to buy on the dimensions of warmth and competence.

Therefore, the participants were presented with unedited photos of so-called instagram influencers advertising a certain product as well as the brand of the advertised products and

the products themselves. The pictures were evaluated using predefined items. A core finding shows that the perceived warmth of person and brand as well as the perceived competence of person and brand correlate. This suggests that warmth and competence are indeed two independent dimensions. This result emphasizes the strength of the study design, although it includes a small limitation. The design is not able to capture the primacy of warmth and competence.

Since we are talking about social media profiles as an advertising tool, the assumption was that perceptions of persons are transferred to the perception of the brands on the dimensions warmth and competence. Looking at the results it comes obvious that this assumption is partially correct. The most interesting results concern the competence dimension. Here one can see that there is indeed a significant correlation between the perception of the person and the perception of the brand. However, if the variable order is included in the model, it becomes obvious that the order of presentation has no significant influence. In other words, no statement can be made about the direction of the effect.

The results of hypothesis 1a suggest that there is no significant relationship in the perception of the person and the brand based on the dimension warmth. Considering the mean scores, one can see that regardless of the order in which the material is presented, both persons and brands are already perceived as very warm. A possible explanation for the lack of transmission could be that the chosen brands are already perceived as maximally warm, regardless of the marketing strategy. To trace this explanation, an experimental approach would be necessary. In a pretest, the perception of different brands would have to be surveyed using the dimension warmth and then both strongly and weakly warm perceived brands would have to be included in the study design.

If we now go a step further and look at the results in terms of the intention to buy, it becomes clear that the perceived warmth of the persons is the only significant predictor. This means that although the warmth of the person is not transferred to the brand and neither the reverse direction seems to be the case, there is a significant relationship between the perceived warmth of the person and the intention to buy. One can therefore assume that the intention to buy can be partially predicted by the perceived warmth of the endorser. Now the question arises why this is the case. Considering earlier studies investigating the attractiveness, one could now assume that the results of the attractiveness hypothesis have been replicated and that attractiveness lies on the warmth dimension. But it also could be possible that the perceived warmth adds up to attractiveness. Whether there is a difference in the perception of the two factors and what effect this has would have to be investigated in further studies. If we take a closer look at the data, it also becomes clear that the depicted persons were hardly known to the participants. This means that it can be excluded here that the warmth of the person as a predictor of the intention to buy is a kind of celebrity effect. This is an important point, especially in the area of influencer marketing, as unknown persons, so-called micro influencers, are often used for this.

Now the question arises why competence is not a predictor for the intention to buy. Although the primacy of warmth was not assessed in this study, it could still play a role. If we look at the study design again, we can see that the stimuli were presented only once. It is possible that all cognitive resources are used to process the warmth of the stimuli in a one-time presentation, as it is known that in person evaluations the warmth is assessed first. This would explain why the short and one-time presentation does not allow enough time for the participant to weigh up the perceived competence as a predictor for the intention to buy.

Finally, the general study design must be considered again with regard to the results. One strength lies in the relative unfamiliarity of the persons. However, one does not know

how the cooperation between persons and companies came about. One must consider the possibility that the persons have decided on products with which they also identify and therefore have already created a fit. As the present study is not subject to an experimental design, it was not possible to control for a pre existing person-brand-fit.

Summarizing these results, we can conclude, that no relationship between the perceived warmth of the person and the perceived warmth of the brand was found. Still, the perceived warmth of the person has a significant influence on the intention to buy the product and therefore seems to be a key element in social media marketing which needs to put into research focus even more. Another striking result is, that although there is a significant relationship between the perceived competence of the person and the brand the order of the presentation of the stimulus has no significant effect. This means, that there could also be a possible transfer of competence evaluation from the brand to the person.

Further Research

The study presented here offers some interesting results and insights into how people and brands are perceived on social media. Nevertheless, the results should be viewed with caution and the limitations that come with them should be taken into account. A slight criticism concerns the study design which does not represent the actual conditions on social media platforms. As already mentioned, all stimulus images are presented only once. It can be concluded that it is not possible for the participants to achieve a learning effect, as is the case in conventional advertising. Also, on social media platforms such as Instagram, one is regularly exposed to content of the advertising people and can therefore, explicitly or implicitly, build a differentiated perception or even a deeper bond to the persons. Future studies should therefore adapt the design and present the images more often in order to ascertain whether a transfer effect can be created or strengthened.

If we now go one step further from the general study design to the material used, looking at the descriptive data, we can see that the persons depicted in the pictures were hardly known to the participants (94.1%). Not only the frequency of the presentation but also the familiarity of the persons is different outside the laboratory experiment. Instagram users usually follow people they are interested in in some way, and therefore the familiarity of the people should be much higher on an individual level. Of course, a general transfer effect of warmth and competence of the person to the brand, regardless of the level of familiarity, would be desirable. However, this could again play a special role in the context of social media marketing and should also be consciously investigated in future studies.

To stick to the material used, it must also be mentioned that mainly pictures of female influencers were used (89.19%). Additionally, the majority of the sample was female (76.3%). This means that a clear overrepresentation in terms of gender is visible here and future studies should also take this into account. Furthermore, the descriptive data shows that Instagram, with a mean score of 3.64, is considered important for the private use of the participants but is mainly used for communication. The average frequency of consuming content on Instagram in this sample is less than once a week. This could also be an indication that the sample has an impact on the results.

Implications

This study is the first to examine the connection in the perception of endorsers and the advertised brands on the dimensions of warmth and competence. The presented results suggest that there is in fact a relationship between the perceived competence of the endorser and the advertised brand and more interestingly that the perceived warmth of the influencer predicts the intention to buy. These results are an important basis for further research and should be considered especially in the practice of social media marketing. This clearly shows that the people companies choose for their marketing strategy are very important. The study

shows that even though hardly any of the persons depicted were known to the participants, their perceived warmth had a significant influence on their intention to buy. This means that the most familiar faces do not always have to be the most successful ones. This emphasizes an advantage especially for companies; They can also choose a relatively unknown but warm person for their marketing strategy and thus save costs compared to marketing campaigns using celebrities and still be efficient.

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Appendices

Appendix A: Stimulus Material

Nr. 1



Nr. 2



Nr. 3



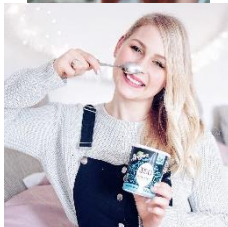
Nr. 4



Nr. 5



Nr. 6



Nr. 7



Nr. 8



Nr. 9



Nr. 10



Nr. 11



Nr. 12



Nr. 13



Nr. 14



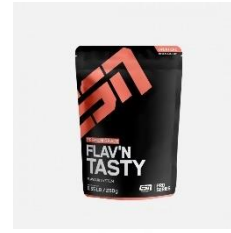
Nr. 15



Nr. 16



GSN
BEYOND
LIMITS®



Nr. 17



essie®



Nr. 18



febreze



Nr. 19



finish
POWERBALL



Nr. 20



fitvia



Nr. 21



foodspring®
finest fitness food



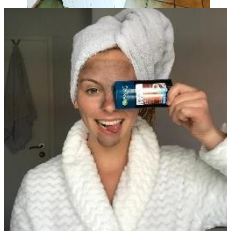
Nr. 22



Frosch
MARKE



Nr. 23



GARNIER



Nr. 24



Gillette



Nr. 25



GUHL



Nr. 26



HAKA
Purmo, Nourish, Pilegen, Nourishing and more!



Nr. 27



Humble Brush



Nr. 28



innocent



Nr. 29



JAVA HOUSE
COLD BREW COFFEE



Nr. 30



Kellogg's



Nr. 31



Kleenex



Nr. 32



Nr. 33



Nr. 34



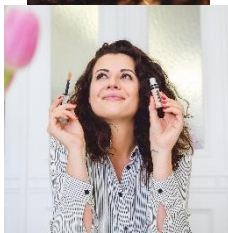
Nr. 35



Nr. 36



Nr. 37



Nr. 38



Nr. 39



Nr. 40



MARY KAY



Nr. 41



Nr. 42



Nr. 43



Nr. 44



Nr. 45



mymuesli



Nr. 46



Nr. 47





Nr. 48

nutella



Nr. 49

OLAY



Nr. 50

Ottakringer
1837
BRAUEREI - WIEN



Nr. 51

pago
SINCE 1888
PREMIUM FRUIT



Nr. 52

PALMOLIVE



Nr. 53

Pampers



Nr. 54

PANTENE
PRO-V



Nr. 55



Nr. 56



Nr. 57



Nr. 58



Nr. 59



Nr. 60



Nr. 61



Nr. 62



Nr. 63




Schwarzkopf



Nr. 64



SEMILAC®



Nr. 65



simple



Nr. 66



Somat



Nr. 67



Nr. 68



Swiffer



Nr. 69



syoss



Nr. 70



Jembo



Nr. 71



Nr. 72



Nr. 73



Nr. 74



Nr. 75



Nr. 76



Nr. 77



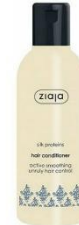
Nr. 78



Nr. 79



Nr. 80



Appendix B: Questionnaire

Fragebogen

1 Willkommen

Liebe Teilnehmerin, lieber Teilnehmer,

herzlichen Dank für Ihre Bereitschaft, an meiner Studie teilzunehmen.

Die Studie wird vom Arbeitsbereich Angewandte Sozialpsychologie und Konsumentenverhaltensforschung der Universität Wien durchgeführt.

Diese Studie, in der ich mich mit der Meinungen und Einschätzung über Werbung und Markenwahrnehmung auf Social Media befasse, dauert circa 20-30 Minuten.

Es ist für mich wichtig, dass Sie alle Fragen beantworten. Wenn Sie sich bei einer Frage nicht ganz sicher sind, kreuzen Sie einfach das Feld an, das am ehesten zutrifft. Es geht um Ihre persönliche Einschätzung, es gibt keine richtigen oder falschen Antworten.



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laufende VP-Nr.

Dieses Feld ist vom Versuchsleiter auszufüllen:

2 Informed Consent

Die Studie dient ausschließlich wissenschaftlichen Zwecken. Die Befragung wird vom Institut für Angewandte Psychologie: Arbeit, Bildung, Wirtschaft der Universität Wien durchgeführt. Alle Informationen, die wir von Ihnen erhalten, werden vertraulich behandelt und anonymisiert ausgewertet, sodass keine Rückschlüsse auf Ihre Person möglich sind.

- Im Rahmen der Studie werden Ihre Daten kodiert, d.h. im Falle der Abfrage von persönlichen Daten (z.B. Name; IP-Adresse; etc.), werden diese strikt von den Untersuchungsdaten (z.B. Fragebogendaten) getrennt. Durch diese Kodierung wird im Rahmen der wissenschaftlichen Auswertung kein Unbefugter Ihre persönlichen Daten erhalten. Nach Beendigung der Untersuchung werden alle Daten gelöscht, die einen Bezug zu Ihrer Person erlauben. Die Daten werden nicht an Personen weitergegeben, die an der Studie nicht beteiligt sind. In eine mögliche Veröffentlichung der Resultate der Untersuchung gehen die Daten anonymisiert ein. Wir sichern Ihnen zu, dass alle von uns erhobenen Daten entsprechend dem Datenschutzgesetz geschützt werden.

Mit dem Klicken des "Weiter"-Buttons, bestätigen Sie, die Einleitung gelesen zu haben, und willigen ein, an dieser Studie teilzunehmen:

"Ich bin damit einverstanden, dass meine Angaben ausschließlich für wissenschaftliche Zwecke am Institut für Angewandte Psychologie: Arbeit, Bildung, Wirtschaft aufbewahrt und ausgewertet werden. Nach Beendigung des Forschungsvorhabens werden alle Daten gelöscht, die einen Bezug zu meiner Person erlauben."

Vielen Dank für Ihre Teilnahme an der Studie!

Hier platzieren Sie den Text für Ihre Frage.

Hier erläutern Sie, wie die Frage ausgefüllt werden soll (optional).

3.1 Erklärung Insta

Jetzt möchten wir Ihnen einige Bilder zeigen.

Wir bitten Sie, diese Bilder zu beurteilen. Uns geht es nur um Ihre persönliche Einschätzung. Gehen Sie nach dem Eindruck, den die jeweilige(n) Person(en) auf Sie macht.

Bitte beurteilen Sie jedes Bild einzeln. Ihre Beurteilung ist für uns sehr wichtig.

3.1.1.1 Wärme/Kompetenz Insta



Wie würden Sie die dargestellte(n) Persone(n) bezüglich folgender Charaktereigenschaften einschätzen?

	trifft garnicht zu					trifft sehr zu	
kompetent	☐	☐	☐	☐	☐	☐	☐
leistungsfähig	☐	☐	☐	☐	☐	☐	☐
effizient	☐	☐	☐	☐	☐	☐	☐
herzlich	☐	☐	☐	☐	☐	☐	☐
freundlich	☐	☐	☐	☐	☐	☐	☐
großzügig	☐	☐	☐	☐	☐	☐	☐

Ist/Sind Ihnen die auf dem Bild dargestellte(n) Persone(n) bekannt?

- ☐ ja
- ☐ nein
- ☐ ich bin mir nicht sicher

3.2 Erklärung Logos

Jetzt möchten wir Ihnen einige Logos von Marken verschiedener Kategorien zeigen.

Wir bitten Sie, diese Marken zu beurteilen. Es ist möglich, dass Sie einige dieser Marken nicht kennen.
Es geht es nur um Ihre persönliche Einschätzung.
Gehen Sie daher bitte nach dem Eindruck, den die jeweilige Marke auf Sie macht.

Bitte beurteilen Sie jede Marke einzeln. Ihre Beurteilung ist für uns sehr wichtig.

3.2.1.1 Wärme/Kompetenz Logo

Wie würden Sie die anhand des Logos dargestellte Marke bezüglich folgender Charaktereigenschaften einschätzen?

	trifft garnicht zu					trifft sehr zu	
kompetent	☐	☐	☐	☐	☐	☐	☐
leistungsfähig	☐	☐	☐	☐	☐	☐	☐
effizient	☐	☐	☐	☐	☐	☐	☐
herzlich	☐	☐	☐	☐	☐	☐	☐
freundlich	☐	☐	☐	☐	☐	☐	☐
großzügig	☐	☐	☐	☐	☐	☐	☐

Ich bin mit dieser Marke vertraut.

- ☐ trifft nicht zu
- ☐
- ☐
- ☐
- ☐ trifft sehr zu

4 Erklärung Produkte

Jetzt möchten wir Ihnen einige Bilder von Produkten verschiedener Kategorien zeigen.

Wir bitten Sie, einige Fragen zu den jeweiligen Produkten zu beantworten.

Es ist möglich, dass Sie einige dieser Produkte nicht kennen.

Es geht es nur um Ihre persönliche Einschätzung. Gehen Sie daher bitte nach dem Eindruck, den das jeweilige Produkt auf Sie macht.

Bitte beurteilen Sie jedes Produkt einzeln. Ihre Beurteilung ist für uns sehr wichtig.

4.1.1 Purchase Intention

Bitte beantworten Sie folgende Fragen in Hinblick auf das dargestellte Produkt.

	stimme überhaupt nicht zu						stimme völlig zu
Ich werde dieses Produkt wahrscheinlich kaufen.	☐	☐	☐	☐	☐	☐	☐
Die Wahrscheinlichkeit, dass ich über den Kauf des Produktes nachdenke, ist hoch.	☐	☐	☐	☐	☐	☐	☐
Ich bin bereit, das Produkt zu kaufen.	☐	☐	☐	☐	☐	☐	☐
Ich vertraue dem dargestellten Produkt.	☐	☐	☐	☐	☐	☐	☐

5 Erklärung allgemeine Fragen

Abschließend bitten wir Sie, einige Fragen zu ihrem Social Media Verhalten und allgemeine Fragen zu Ihrer Person zu beantworten.

Ihre Antworten sind für uns sehr wichtig.

6 Social Media Channels

Bitte geben Sie an, wie wichtig Ihnen persönlich folgende Social Media Kanäle für Ihren privaten Gebrauch sind.

	sehr unwichtig				sehr wichtig
Facebook	☐	☐	☐	☐	☐
WhatsApp	☐	☐	☐	☐	☐
Instagram	☐	☐	☐	☐	☐
Twitter	☐	☐	☐	☐	☐
Snapchat	☐	☐	☐	☐	☐
Youtube	☐	☐	☐	☐	☐
Blogs	☐	☐	☐	☐	☐

7 Instagram Activity

Bitte geben Sie im folgenden an, wie häufig sie die genannten Aktionen auf Instagram durchführen.

	nie	weniger als einmal in der Woche	einmal in der Woche	einmal am Tag	mehrmals täglich
Bilder hochladen	☐	☐	☐	☐	☐
Stories hochladen	☐	☐	☐	☐	☐
Nachrichten an andere schreiben	☐	☐	☐	☐	☐
Nachrichten von anderen erhalten	☐	☐	☐	☐	☐
Kommentare auf eigene Bilder erhalten	☐	☐	☐	☐	☐
Kommentare zu Bildern schreiben	☐	☐	☐	☐	☐
Auf Bildern markiert werden	☐	☐	☐	☐	☐
"Likes" bekommen	☐	☐	☐	☐	☐
"Likes" geben	☐	☐	☐	☐	☐
andere auf Bildern markieren	☐	☐	☐	☐	☐
Stories von anderen ansehen	☐	☐	☐	☐	☐
Seite aktualisieren	☐	☐	☐	☐	☐

Bitte geben Sie an, welchen Profilen Sie auf Instagram folgen.

- ☐ Freunde und Bekannte
- ☐ Bloggern
- ☐ Personen die Sie nicht persönlich kennen
- ☐ Nachrichtenseiten
- ☐ Marken und Unternehmen
- ☐ Seiten zur Unterhaltung und Freizeitgestaltung
- ☐ keines der genannten

8 Soziodemographics

Welches Geschlecht haben Sie?

- ☐ männlich
- ☐ weiblich

Geben Sie Ihr Alter in Jahren an

Welche Staatsangehörigkeit haben Sie?

- ☐ Österreich
- ☐ Deutsch
- ☐ Schweiz
- ☐ andere EU
- ☐ andere nicht-EU

Welchen höchsten allgemeinbildenden Schulabschluss haben Sie?

- ☐ Ich bin ohne Abschluss von der Schule abgegangen
- ☐ Ich habe einen Abschluss einer Pflichtschule (z.B. Hauptschule oder entsprechende Stufe einer anderen Schulform)
- ☐ Ich habe einen Realschulabschluss oder einen vergleichbaren Abschluss
- ☐ Ich habe einen Abschluss einer Fachschule oder berufsbildenden Schule
- ☐ Ich habe die allgemeine oder fachgebundene Hochschulreife / Abitur / Matura oder die Fachhochschulreife
- ☐ Ich habe einen Universitäts- oder Fachhochschulabschluss (Bachelor, Master, Diplom, Magister, Lizentiat, Staatsexamen, Promotion, Habilitation oder andere)
- ☐ Ich habe einen anderen Schulabschluss und zwar

Sind Sie zurzeit erwerbstätig?

Unter Erwerbstätigkeit wird jede bezahlte bzw. mit einem Einkommen verbundene Tätigkeit verstanden, egal welchen zeitlichen Umfang sie hat.

Was auf dieser Liste trifft auf Sie zu?

- ☐ Ich bin vollzeit-erwerbstätig mit einer wöchentlichen Arbeitszeit von 35 Stunden und mehr
- ☐ Ich bin teilzeit-erwerbstätig mit einer wöchentlichen Arbeitszeit von 15 bis 34 Stunden
- ☐ Ich bin teilzeit- oder stundenweise erwerbstätig mit einer wöchentlichen Arbeitszeit unter 15 Stunden
- ☐ Ich bin in Mutterschafts-/Erziehungsurlaub oder in sonstiger Beurlaubung
- ☐ Ich bin zurzeit nicht erwerbstätig

9 Endseite

Die Studie ist nun beendet. Vielen Dank für Ihre Teilnahme!

Debriefing: Ziel dieser Studie ist es zu untersuchen, ob die Wahrnehmung von werbetreibenden Personen auf der Social Media Plattform Instagram und die Wahrnehmung der beworbenen Marken zusammenhängen.
Im Zusammenhang mit dieser Frage haben wir ebenso die Intention, das beworbene Produkt zu kaufen, erhoben.

Die Fragestellung basiert auf Annahmen der Stereotyp Content Theory, welche davon ausgeht, dass sich Wahrnehmung auf den Dimensionen Wärme und Kompetenz abbilden lässt.

Falls Sie weitere Fragen haben oder sich für die Studienergebnisse interessieren, wenden Sie sich bitte an die Versuchsleiterin (Isabella Schmid, a1307643@unet.univie.ac.at)

Appendix C: Deutsche Zusammenfassung

Immer mehr Menschen präsentieren kommerzielle Produkte auf Instagram. Tatsächlich haben viele Untersuchungen gezeigt, dass Werbung mit Fürsprechern erfolgreich sein kann. Eine offene Frage ist jedoch, ob für die beworbenen Marken nur eine allgemeine Bewertung vorgenommen wird oder ob Marken auch von ganz spezifischen Eigenschaften der Testimonials profitieren können. In der vorliegenden Studie haben wir untersucht, ob die wahrgenommene Wärme und Kompetenz einer werbenden Person auf die Wahrnehmung der beworbenen Marken und Produkte übertragen werden und dadurch Vertrauen und Kaufabsicht beeinflusst werden. Zu diesem Zweck präsentierten wir den Teilnehmern Bilder von realen Instagram-Profilen. Wir fanden eine signifikante Korrelation zwischen der wahrgenommenen Kompetenz der Person und der Marke, aber dies war bei der wahrgenommenen Wärme nicht der Fall. Hinsichtlich der Kaufabsicht konnte die wahrgenommene Wärme der Person als ein signifikanter Prädiktor identifiziert werden. Insgesamt liefert die Studie erste Hinweise darauf, dass die Wärme und Kompetenz von Menschen auch auf Marken übertragen werden kann.

Key Words: warmth, competence, intention to buy, trust, social media marketing