

Research frontiers in interactive marketing

Marketing Science Institute - Being Human with Digital Characters



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Being Human with Digital Characters

Furthermore, three major observations arise from the limited literature review that aimed to gather empirical insights on the persuasiveness of influencer marketing among children.

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As a result of all these well-intended regulatory attempts, today there is a plethora of disclosures and wordings moreover in different languages pointing out the presence of a material connection between the influencer and the brand. On the other hand, children look up to popular influencers who have gained a certain celebrity status and are willing to identify with them while taking on their lifestyles, attitudes and beliefs, including those on the products appearing in their social media outlets.

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Thus, these overarching European guidelines leave a lot of room for interpretation and implementation.

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Furthermore, although social media platforms include the disclosure of influencer marketing in their policies, they do not strictly enforce or control for proper disclosure. The results show that an advertising disclosure increased their recognition of advertising and their affective advertising literacy for sponsored vlogs, and that only affective advertising literacy negatively affected influencer trustworthiness and PSI and purchase intention accordingly. Even among children, using attractive peer models has been shown to increase advertising effectiveness e.

Being Human with Digital Characters

Different than traditional celebrities, who are nowadays also present on social media and extended their fame online, social media influencers have built their fame on social media, without being known to the public beforehand ;. As such, this robust body of literature has demonstrated that the source in the message is important for persuasion effects. First, these simply drawn, colorful and funny characters appeal to them and are easy to remember, which is helpful given the limited cognitive abilities of young children ;.

Being Human with Digital Characters

Given the popularity and potential to reach young viewers online, digital advertising spending for children reached 900 million U. In the following section, we will describe the rise of these social media influencers as a new source in advertising to target young children. In their second study, an advertising disclosure was included to alert children on the inclusion of advertising.

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Given their persuasiveness, European food brands have agreed not to use licensed characters e.

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Journal ISSN: 2456-3919 Frontiers of Marketing Research aims to provide information and platform for researcher across the board domain of marketing to develop analysis and decision making skill. First, all of the included articles focus on YouTube as a platform, which is not surprising as it is frequently used among children ;,

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