Source Authority and Disclosure Effects in Influencer Communication About GLP-1 Medications

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The rapid rise in the popularity of Glucagon-like peptide-1 (GLP-1) medications such as Ozempic for weight-loss has generated widespread discussion on social media, where influencers increasingly share treatment experiences. Despite the growing visibility of such content, little is known about how audiences evaluate medical influencers versus patient influencers**,** particularly in the context of sponsored posts**.** We conducted a 2 (influencer type: patient versus medical influencer) × 2 (post type: organic versus sponsored) online survey-based experiment with 322 participants in the context of GLP-1 medication promotion. Results show that medical influencers are perceived as more credible than patient influencers**,** although this advantage is reduced when posts are sponsored. Influencer credibility positively affects brand attitude, purchase intention, and recommendation likelihood**,** while influencer type affected these outcomes indirectly through credibility. Familiarity with GLP-1 medication and participants' age also shape credibility perceptions. These findings highlight the importance of credibility in health-related influencer marketing.

Keywords: credibility, medfluencer, patient influencer, sponsored posts, weight-loss