When Luxury Meets the Virtual: The Role of Perceived Appropriateness in Shaping Advertising Effectiveness

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ABSTRACT

This study examined how influencer type (human vs. virtual) and brand type (luxury vs. non-luxury) jointly shaped advertising effectiveness. A 2×2 between-subjects experiment (N = 162) was conducted. The results showed influencer type alone did not significantly affect consumer responses. However, the effect of influencer type varies by brand type. Human influencers were perceived as more appropriate for luxury brands, whereas virtual influencers were perceived as more appropriate for non-luxury brands. Perceived appropriateness mediated the relationship between influencer-brand combinations and consumer evaluations. These findings underscore the necessity for marketers to align influencer types strategically with brand positioning to ensure cognitive consistency in consumer evaluations.

Keywords: Virtual Influencer, Influencer Type, Luxury Brand, Product Attitude, Post Attitude, Brand Attitude.