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Centre for Interdisciplinary Evidence-Based Practice and Research (CIEBPR)

2022-2023 Wednesday Lunchtime Seminar Series

The U-shaped effect of endorsement frequency on consumer engagement

29 March 2023 | 12:30 pm - 2:00 pm (Hybrid Mode)



RHB 108, Research Complex, HKSJU, 6 Wai Tsui Crescent,
Braemar Hill, Hong Kong



Zoom Meeting ID: 980 0989 5132

Speaker: Dr. Flora Gu

Marketers debate over the desirability of an influencer's endorsement frequency, or the proportion of sponsored posts to the total posts of an influencer. We propose that an influencer's endorsement frequency will be seen as a negative cue that infers manipulative intent. Meanwhile, endorsement frequency also operates as a positive cue that infers perceived recognition, indicating the extent to which an influencer is acknowledged and validated by the market of brands. Taken together, we predict that as an influencer's endorsement frequency increases, consumers' engagement with the influencer's sponsored post will decrease due to higher manipulative intent. However, when endorsement frequency is very high, the recognition benefit can dominate to increase post engagement. Moreover, the influencer's consistent brand endorsement and organic product mention weaken the effect of endorsement frequency. We conducted two online experiments and leveraged two secondary datasets to test the proposed framework.



Dr. Flora Gu is an Associate Professor of Marketing, Associate Head in Knowledge Transfer, and Director of Asian Centre for Branding and Marketing, in the Department of Management and Marketing, Hong Kong Polytechnic University. Her research focuses on marketing strategy, inter-organizational relationships, cross-cultural marketing, and online influencer marketing.



Chaired by Dr. Celine Cui & Dr. Monica Law
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