

Appendix

Study 1 stimuli

Low fit
Well known brand



Well known brand
Well known endorser
Direct sender



High fit/Well known brand
Social influencer



Unknown brand
Well known endorser
mentioned



High fit/known brand
Well known endorser
Indirect sender



Well known brand



High fit/unknown brand
Social influencer



Normal product ad



High fit/unknown brand
Celebrity



Product ad
endorser mentioned



Unknown person
Known brand



Well known brand
Well known endorser
Direct sender

