Mining Celebrity Endorsement Perceptions Using Varieties of Twitter Data

Maria Oikonomidou[1#,], **Polyvios Pratikakis**[1], **Charalampos Saridakis**[2] and **Sofia Angelidou**[3]

[1] Forth-ICS & University of Crete

[2] University of Leeds

[3] University of Liverpool

Presenting author: Maria Oikonomidou, email:mareco@ics.forth.gr

ABSTRACT

Using celebrities to promote brands (also termed as "celebrity endorsement") is a popular advertising technique. To mitigate any adverse consequences of suboptimal decisions, managers traditionally assess consumers' perceptions of similarity between the brand and the potential endorser by using costly, survey-based elicitation methods. In this study, we combine textual and structural mining methods to facilitate relevant decisions, by extracting information from Twitter account data, which come in big quantities and varieties. We propose four metrics, capturing varying levels of brand-related social media activeness. Our methods are validated against survey data, across eight market sectors. Overall, the proposed automated methods provide acceptable signals of perceived brand/celebrity similarity, though, the effectiveness of each method in eliciting perceptions, varies with sector-specific idiosyncratic characteristics. Also, we show that mining data from Twitter accounts elicits perceptions more accurately in industrial/specialized than consumer/mass-market sectors. The paper proposes low-cost, real-time alternatives to survey-based elicitation methods and offers a foundation for future research advances in exploiting textual and structural information from social media as a means to gain richer insights about consumers.