

Marketing Area Seminar**Wooyong Jo****Ph.D. Candidate in Marketing****Goizueta Business School, Emory University****When Influencers Create Content: The (Possibly)
Conflicting Roles of Live Streamers****Friday, October 22, 2021 | 10:30 am — 12:00 pm****Virtual****Bio**

Wooyong Jo is a Ph.D. candidate in marketing at Goizueta Business School, Emory University. Wooyong is an empirical modeler and his substantive research interest is manifested in several important domains of digital marketing, including live streaming media and video games. In his dissertation, he examines the dual roles (product endorser vs. alternative content provider) of influencers in live streaming platforms where streamers create content (live streaming) about content (video games). He enjoys playing video games in his spare time.

Abstract

Influencer marketing is growing in popularity as firms shift resources from traditional advertising channels to social media personalities. Social media personalities may be powerful spokespeople for multiple reasons. First, these personalities are often viewed as highly credible experts for specific product classes. Second, social media personalities such as streamers often have repeated interactions with consumers that may create relationship capital that enhances influence. However, while influencer marketing is theoretically powerful, the newness of the practice means that only limited literature investigates the factors that differentiate the effectiveness of social media personalities. Our research examines the effects of viewing different categories of streamers on video game playing and in-game purchases. Using data from a live streaming platform and an online video game, we find that viewing live streaming content featuring a specific game is a substitute for game usage. This finding is contrary to common beliefs shared by industry practitioners that endorsements of influencers yield positive outcomes. We also find that viewing micro-influencers (streamers with relatively small audiences) relative to mega-influencers (streamers with large audiences) reduces subsequent gaming. This finding highlights the potential downside of viewers forming attachments to influencers and the influencer's content rather than the promoted game. We conjecture that as it becomes easier to build an intimate relationship with influencers, consumer responses to the endorsed game decrease. We also examine the impact of the game publisher's official channel. This channel emphasizes high production values and content such as professional esports tournaments. We find that the official streaming account run by the gaming firm also substitutes for the focal game and may reduce the profitability of their core product from existing customers.