National Identity Salience Effects on WOM: An Abstract

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Abstract National identity is often rendered salient via spectacular events (e.g., the Olympics), but it can also be part of everyday habits, such as consuming nation-typical products (e.g., Vegemite for Australians). This begs the question: can only a national to recommend a national product? For example, can only French people talk of champagne? This research examines how national homophily between a spokesperson and a receiver influences the attitude toward the ad spokesperson. Relevant to the advertising and communications domains, the results presented suggest that national homophily influences not just product but also expertise perceptions, as related by a spokesperson. Across two studies in two different nations, robust results show how the nationality of a spokesperson is an essential consideration when planning spokesperson-driven advertising. Furthermore, the results demonstrate the mediating effects of ethnocentrism on the relationship between perceived expertise of a spokesperson and attitudes toward the spokesperson in situations of national homophily.

References Available Upon Request

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