

How to Persuade Young Talent for a Social Vocation? Exploring the Impact of Happiness Benefit and Endorser Type on Vocational Interest in an Online Field Experiment

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Demographic change is leading to a vast gap of young talents in many vocational areas. Particularly affected are social vocations such as nurses, medical practitioners, and teachers that are urgently needed by society. Research into fundamental persuasive factors for the conceptualization of vocational advertising is crucial, but still largely lacking. In an online field experiment based on over 880,000 ad impressions, we use click-through data on landing pages to examine the influence of the communicated happiness benefit (meaning vs. pleasure) of the vocation and endorser type (student vs. professional) on young people's interest in becoming a teacher. Results show that the use of professionals (vs. students) as endorsers increases persuasion for both happiness benefits. Moreover, with professionals as endorsers, pleasure unfolds a persuasive power that outperforms all other combinations by far. Advertisers should leverage this persuasive potential of pleasure benefits by combining them with professionals as endorsers.

Keywords: vocational advertising, young talent, happiness benefit, endorser type, online field experiment