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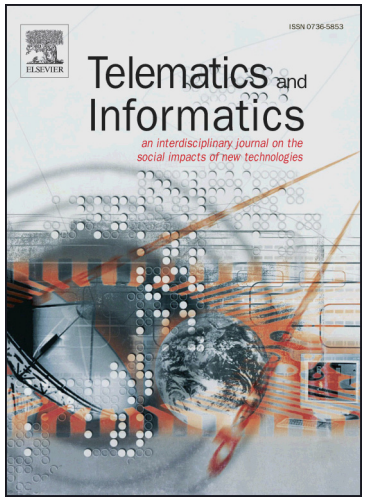

Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands

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