Prairie View A&M University

Digital Commons @PVAMU

8-2024

Social Media Influencers: The Effects Of Information Richness And Follower Size On Purchase Intent

Tyishia S.N. Goldsberry

SOCIAL MEDIA INFLUENCERS: THE EFFECTS OF INFORMATION RICHNESS

AND FOLLOWER SIZE ON PURCHASE INTENT

A Dissertation

by

TYISHIA S.N. GOLDSBERRY

Submitted to the Office of Graduate Studies
of Prairie View A & M University
in partial fulfillment of the requirements for the degree of

DOCTOR OF BUSINESS ADMINISTRATION

August 2024

Major Subject: Business Administration

SOCIAL MEDIA INFLUENCERS: THE EFFECTS OF INFORMATION RICHNESS

AND FOLLOWER SIZE ON PURCHASE INTENT

A Dissertation

by

TYISHIA S.N. GOLDSBERRY

Submitted to the Office of Graduate Studies
Prairie View A & M University
in partial fulfillment of the requirements for the degree of

DOCTOR OF BUSINESS ADMINISTRATION

Approved as to style and content by:

Dr. Elvis Ndembe Chair of Committee	Dr. Louis Ngamassi Member
Dr. Robert Zinko Member	Dr. Sudhir Tandon Head of Department
Dr. Munir Quddus Dean of College	Dr. Tyrone Tanner Dean of Graduate Studies

August 2024

Major Subject: Business Administration

COPYRIGHT PAGE

SOCIAL MEDIA INFLUENCERS: THE EFFECTS OF INFORMATION RICHNESS

AND FOLLOWER SIZE ON PURCHASE INTENT

Tyishia S.N. Goldsberry

ABSTRACT

SOCIAL MEDIA INFLUENCERS: THE EFFECTS OF INFORMATION RICHNESS AND

FOLLOWER SIZE ON PURCHASE INTENT

Tyishia S. N Goldsberry, Bachelor's in Fine Arts, Marymount University

(August 2024)

Master's in Business Administration, Southern New Hampshire University

Chair of Dissertation Committee: Dr. Elvis Ndembe

This study investigated the dynamics of social media influence on marketing with a focus on two key variables, information richness and influencer follower count, to determine how these characteristics influenced customer purchase intents. In the search for more successful advertising strategies, current marketing trends have capitalized on social media influencers' expanding role in determining customer behavior. In some cases, this has led to unethical behavior and subsequent mistrust, underlining the challenge of maintaining openness and ethical standard in digital marketing.

This quantitative study used surveys to investigate consumer experiences with various influencer content forms and follower counts. The research specifically investigated two main questions: (1) How does social media influencer channel richness affect purchase intent? (2) How does the number of followers affect purchase intent? The survey looked at how different media types, that is, videos, images, and text posts, and follower sizes affected customer purchasing intents.

The findings revealed that content richness—characterized by quality and interactivity—significantly boosted engagement and purchasing intent, underscoring the critical role of content quality in influencer effectiveness. Conversely, increased audience size did not consistently enhance an influencer's impact, illustrating the complex interplay between follower count and consumer trust. The study illuminates how influencer marketing strategies can be designed to increase purchase intents. Future studies should consider the cultural and technological elements influencing consumer behavior as well as ways for adapting to fast changing social media landscapes. In summation, this research lays the framework for more effective, consumer-focused influencer marketing methods.

Keywords: social media, information richness, purchase intent, social media influencer, social media content, consumer engagement, information richness theory

DEDICATION

Aleeciah and Alivia, my dearest daughters, your presence has shone a bright beacon of meaning and purpose on my road. Your unwavering devotion and affection have been the calm wind beneath my wings, guiding and supporting me even on the roughest of seas. You are more than simply my girls; you are my beacons of hope and the reason I continued when it seemed impossible.

In remembrance of my beloved mother Natashia, whose support and unwavering faith in my skills served as both the fulcrum and the driving force behind my path. Her support and resilience left an enduring legacy that permeates every action I do, every word I write, and every dream I chase. Mother, even though you are not physically present, your influence is felt in every victory, every obstacle surmounted, and every lesson gained. Your confidence in me went beyond words; it served as the cornerstone around which my goals and achievements were constructed. For that reason, my dissertation is dedicated to you. It was not simply a wish; your intense desire to see me graduate from an HBCU was a ray of hope that got me through the darkest moments of uncertainty and doubt. Even though you are no longer physically here to walk by me, your dreams, love, and spirit are still ingrained in my heart and continue to inspire me to work toward both our shared goals of realizing our ambitions.

ACKNOWLEDGMENTS

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

CHAPTER I

INTRODUCTION

An Overview of Social Media

Social media usage has rapidly evolved over the years, shifting from traditional telecommunication methods to widespread online platforms (Kaplan & Haenlein, 2010). Currently, a significant segment of the global population uses social media for interpersonal communication as well as to remain informed of current news and events. Edosomwan et al. (2011) defined social media as one of the many methods of electronic communication. Any form of communication, whether through word of mouth or technology, can spread both positive and negative influences.

Sajithra et al. (2013) asserted that social media wields significant influence on an individual's purchasing intents. Business organizations have become highly reliant on social media and social media influencers to promote their products. The rise of email, listservs, personal websites, social networks, and podcasts have bolstered this reliance. Social media platforms such as Facebook, YouTube, and Instagram have begun to separate and establish market dominance by catering to target audiences based on their visual preferences and reviews.

This dissertation follows the style of the *American Psychological Association, 7th Ed*.

Google faced significant competition from Myspace, a platform established in 2004, because of its rapid user growth and the option it provided for users to personalize their pages (Esteban, 2019). This increased competition caused rival platforms like Friendster and Napster to lose market dominance. Myspace revolutionized social media by introducing a unique level of connection and impact, leading to the emergence of social media influencers.

As defined by the American Psychological Association (2020), a social media influencer is an individual who has amassed a substantial number of followers on different social media platforms who can shape their followers' opinions, attitudes, and purchasing choices through their content and online presence. These individuals often focus on a single topic and regularly produce posts, videos, or blogs to actively engage and connect with their audience. Social media influencers leverage their online presence to shape trends, endorse products or services, and establish themselves as influential figures in their fields. They wield considerable influence in digital marketing and communication through authentic storytelling, relatable personalities, and active engagement with followers (Jin et al., 2019).

Evolution of Social Media Influencers

Social media influencers' growth has coincided with technological progress, changing consumers habits, and marketing strategy transformation. At first, social media influencers organically emerged as individuals who gathered substantial followings on platforms including YouTube, blogs, and Friendster. As platforms like Instagram, X, formerly known as Twitter, TikTok, and other image-centric platforms became popular,

influencers began focusing on specialized categories, using their personal brands to enhance their relationships with followers and sponsors. This transformation has been extensively covered in academic literature. For example, De Veirman et al. (2017) examined influencers' impact on consumer attitudes, finding that genuineness and conviction played critical roles when influencer marketing teams collaborate to promote a product.

Social media influencers' ability to generate substantial revenue from their followers has sparked public interest, leading to the rise of professional influencers and the creation of influencer agencies and management organizations. Recognizing influencers' importance and impact, businesses have started dedicating significant resources to attracting top influencers. Abidin (2018) explored commercialization's impact on influencers, revealing that they walked a fine line between maintaining authenticity and promoting sponsored content. Furthermore, evolving social media algorithms and metrics have altered influencers' strategic approaches.

Influencers need to adjust to shifts in platform dynamics to maintain their relevance and level of engagement (Stubb et al., 2019). Social media influencers' evolution demonstrates how technology, consumer culture, and marketing techniques have converged to shape their significant and growing impact. Globally, the number of social media users exceeds 5 billion across all platforms (Wong, 2023). The demographic profile of social media users varies broadly from platform to platform (Auxier & Anderson, 2021).

According to Smith and Anderson (2016), individuals between the ages of 18 and 29 heavily depend more heavily on internet evaluations when making initial purchases than those aged 50 to 64. Additionally, different age groups exhibit different levels of frequency of use of social media, with social media platforms being particularly popular among young people. Evidence indicates that individuals in the age range of 18 to 24 years particularly favor YouTube and Facebook. Similarly, Instagram, Snapchat, and X/Twitter are more prevalent among individuals aged 18 to 24 (Khrais & Gabbori, 2023).

Adolescents and young adults frequently rely on social media networks for communication and purchasing intents, with Snapchat and Instagram particularly popular among this age group (Vogels et al., 2022). Adolescents are drawn to these platforms because of their visually appealing design and the promise of marketplace satisfaction based on recommendations from influential figures (De Veirman, 2017). Anderson and Jiang (2018) found in a recent study that social media platforms significantly influenced adolescents' and young adults' purchasing intents through peer testimonials and discussions. Their survey revealed that 70% of children nationwide logged in daily to watch videos, whereas 16% were continuously online.

Anderson et al. (2023) observed that 58% of teenagers regularly used TikTok, with around 17% using it almost constantly. Nearly half of all teens also consistently use Snapchat and Instagram. Middle-aged adults, meanwhile, tend to use social media, particularly platforms such as Facebook and LinkedIn, in a more nuanced and savvy way for both personal and professional purposes. They increasingly rely on social media to

conduct product research, seek advice, and share insights, allowing them to make more informed purchasing intents.

Facebook provides an easy and convenient way to explore, discover, and purchase products without leaving the site, which particularly benefits older adults (Hampton et al., 2016). Thus, older people increasingly use platforms such as Facebook and YouTube as primary avenues for discovering and exploring products, both by seeking out product reviews and soliciting recommendations from their social circles (Anderson & Perrin, 2017). Despite concerns about internet security, older adults are increasingly adopting e-commerce and social media platforms as reliable sources for product and service information.

By shifting their focus from understanding social media users' habits to analyzing how those habits influence online review reading frequency, researchers have revealed a critical aspect of consumer behaviors in the digital age. Social media provides opportunities for people to socialize, consume content, and explore products and, often, encounter user-generated reviews. These behaviors, as Park et al. (2015) noted, demonstrate how social media language and interactions can significantly affect online consumers' decisions, including their reliance on product reviews.

Research has shown a significant link between the amount of time individuals spend on social media and their frequency of reading online reviews. Younger adults and adolescents, particularly those who are active on platforms like Instagram and Snapchat, tend to rely heavily on others' opinions when selecting products or assessing their value.

According to De Veirman et al. (2017), the recommendations and endorsements members of this demographic find on these platforms are especially influential.

Anderson and Perrin (2017) indicated that middle-aged and older adults who use YouTube and Facebook are also more dependent on online reviews. This trend emphasizes the interdependence between consumer activities and social media engagement. Overall, active participation in social media amplifies this dynamic, guiding consumers toward purchase decisions by influencing their preferences and behaviors.

Smith and Anderson (2016) found a strong correlation between the frequency of reading consumer online reviews and online purchases. Almost 66% of online shoppers look at product reviews before making the decision to buy anything. This correlation also includes internet videos, both short and long-form, which significantly influence purchasing intents enhancing trust and loyalty.

Karpenka et al. (2021) noted that over 94% of online shoppers favored visual media while making purchasing intents. Previous research has primarily focused on understanding social media influencers' effect on consumers' purchase intents, particularly how their organic reach expands with a growing follower count (De Veirman et al., 2017). The current study aimed to examine customers' purchase intents in relation to channel richness and influencer following. The question posed was whether consumers considered an influencer's follower count before interacting with their content. The results of this study may enable business organizations to optimize their use of social media and social media influencers to effectively engage and retain their targeted consumers.

A multitude of influencers have emerged in the social media arena, targeting distinct markets and content niches. One notable category is the lifestyle influencer, who frequently exhibits their daily rituals, fashion preferences, travel adventures, and personal hobbies to captivate and motivate their audience (De Veirman et al., 2017). Lifestyle influencers use platforms such as Instagram, YouTube, and TikTok to curate visually appealing content and craft images of desirable lifestyles (Abidin, 2018).

Another prominent category is the beauty and fashion influencer, who focuses on providing makeup tips, showcasing fashion purchases, evaluating products, and offering style guidance. Beauty and fashion influencers employ visual platforms like Instagram, YouTube, and TikTok to display their knowledge, endorse businesses, and communicate with their audience via interactive content formats (Jin & Phua, 2014). Niche influencers, such as those in the fitness, gaming, and parenting domains, target specific interests and demographics, providing relevant content and advice (De Veirman et al., 2017).

Lifestyle influencers operate across various social media platforms, each offering unique features and audience demographics. Instagram continues to be a prominent medium for influencer marketing, including visually oriented content formats, interactive features such as stories and reels, and a wide-reaching audience (De Veirman et al., 2017). YouTube provides a forum for lifestyle, beauty, and educational influencers to share long-form video content, tutorials, and reviews (Abidin, 2018). TikTok has experienced a swift surge in popularity among younger audiences by providing concise videos and engaging challenges that strongly appeal to Generation Z viewers. Twitch, a rapidly growing platform, specifically targets specialized communities like gamers and

provides live broadcasting and interactive features that enable influencers to engage with followers in real time (Jin & Phua, 2014). Influencers can optimize their reach and influence in the digital world by using these various platforms to customize their content strategy and interact with audiences across diverse channels. Table 1 (adapted from Ruiz-Gomez, 2019) displays the various categories of influencers and the extent of their audiences.

Table 1

Social Media Influencer Breakdown

Influencers	Followers
Nano influencers	Up to 10,000
Micro influencers	10,001 to 99k
Macro influencers (mid-level)	100k to 500k
Macro influencers (advanced level)	500k to 1 million
Mega-influencers	1 million +

Audience size is the primary metric for characterizing influencers. Nano influencers, that is, those with fewer than 10,000 followers, are most likely emerging influencers with regular jobs. Micro influencers are those with a following of up to 99,000 followers, commonly regarded as the average consumer. Macro influencers can be categorized into two subgroups: mid-level and advanced level. The mid-level group comprises influencers with follower counts ranging from 100,000 to 500,000, whereas the advanced-level group comprises influencers with followers ranging from 500,000 to almost 1,000,000 followers.

The number of followers can vary among platforms because an influencer's audience is not always consistent. As influencers gain followers, their engagement level typically rises as well. However, this means that the organic reach of an influencer's content will likely decrease as their following increases (Wies et al., 2022). The ultimate outcome is the emergence of mega-influencers, who have a following of 1 million or more. These influencers mainly consist of celebrities, artists, models, and other prominent high-profile figures who draw their influence and credibility from their celebrity status. Their organic reach is limited because of their inability to interact with consumers daily.

Statement of the Problem

Social media influencers have transformed the marketing domain. Influencers play a determining role in shaping consumer behaviors and driving purchase decisions. For example, a major influencer's posts on Instagram or YouTube about a particular product can lead to increased sales. A once-distant celebrity can be made accessible to millions of people, who can like or dislike a product within a one-minute window (Khamis et al., 2017). Advertising strategies must account for this transformation to generate effective campaigns. Influencers can promote a product to their large audiences, generating user engagement and ultimately boosting consumer sales.

Two main factors, information richness and influencer size, determine the success of these influencers' marketing campaigns. The former is defined in information richness theory (IRT) as the quality and depth of information communicated through a given channel (Daft & Lengel, 1986). Communication channels that allow for immediate and

accurate feedback, such as live interactions and videos, are highly effective in reducing uncertainty and creating trust and message persuasiveness among consumers. Influencers who effectively use rich media formats on their platforms have a greater impact on engagement and purchase intents than those who use poorer media formats.

An influencer's follower count directly affects their ability to market products or services. Mega-influencers, with immense follower reach, have the advantage of breadth but often have perceived authenticity issues and cannot personally connect with their audiences. In contrast, micro influencers, despite having fewer followers, are seen as more genuinely relatable and consequently generate more meaningful engagement and, potentially, more high-quality endorsements (Abidin, 2020). These differences among mega- and micro-influencers raise questions about variations in consumer trust and purchasing behavior, as well as how the different sizes of follower bases affect relationships.

Though influencer marketing has been largely successful, it faces major challenges and criticisms. Ethical concerns about influencer marketing have been brought to the forefront by events such as the Fyre Festival disaster, which highlighted the absence of transparency and honesty in some influencer endorsements. This event caused an uproar among consumers and provoked regulatory responses. The Federal Trade Commission (FTC) cracked down on deceptive practices, including inadequate disclosure of sponsored content, to prioritize consumer interests (Federal Trade Commission, 2017). Additionally, the recent rise of the #deinfluencing movement shows the growing consumer skepticism toward influencer endorsements and concerns about inauthenticity

and blatant commercialization. This growing movement could change influencer marketing, leading to a greater focus on genuine and consumer-centric marketing strategies (Karimi, 2023).

In light of the considerable economic stakes and the ever-changing regulatory and cultural environment, it is crucial to systematically investigate how information richness interacts with follower size to affect consumers' purchase intent in social media influencer marketing. This study's objective was to uncover these interactions and, by doing so, contribute to both frameworks' theoretical development in digital marketing and practical guidance for marketers in designing ethical, effective, and consumer-responsive strategies. The study's importance is further emphasized by its potential influence on future marketing practices for maintaining influencer marketing's long-term viability and integrity as an indispensable component of contemporary digital marketing.

Purpose of the Study

This quantitative study explored the interactions between content richness, social media influencer following, and potential customers' purchase intentions. Specifically, it aimed to analyze how the level of information provided by influencers and the size of their audiences' impact consumer behavior and decision-making within digital marketing. The study sought to clarify these dynamics, offering insights into effective strategies for influencer marketing.

This study used survey data on the personal experiences of consumers affected by social media ads. The goal was to gain insights into individuals and their responses to the varieties of information richness that influenced their purchasing intents. The study may

provide a comprehensive analysis of the impact of various communication methods used by influencers, including videos, photos, and text posts, on the levels of trust and engagement among their audiences (Khamis et al., 2017). Additionally, the study identified the point at which the magnitude of an influencer's audience started to diminish their perceived genuineness and the intimate bond between the influencer and the audience, potentially affecting their recommendations' efficacy (Abidin, 2020).

This study aimed to improve the understanding of effective influencer marketing strategies among digital marketers, social media strategists, and brand managers. It offers guidance on developing focused and ethical influencer campaigns that align with consumer expectations and comply with regulatory standards. Furthermore, the research contributes to broader discussions about maintaining consumer trust in social media marketing by highlighting the importance of transparency and ethical practices, as noted by the Federal Trade Commission in 2017.

Significance of Studying Influencers

Analyzing influencers' role in consumers' purchase intents contributes to the understanding of customer behaviors and unravels the complexities of digital advertising and marketing. Through rigorous academic investigation, one can gain significant insight into influencers' strategies, purposes, and aftermath. This insight may be very beneficial to marketing experts, corporations, and academics.

Jin and Phua (2014) provided new insights into how psychological mechanisms drive customer connections with influencers. These connections have profound

implications for consumer attitudes, purchase intents, and social identification with businesses. De Veirman et al. (2017) presented evidence suggesting that influencer marketing was efficient in shaping consumer attitudes and brand perceptions by connecting them to an influencer whose content aligned with the brand's identity.

Furthermore, by examining influencers, researchers can investigate ever-evolving digital platforms and content trends. Abidin (2018), for example, drew attention to the surge of short-form video content and explored how it was altering the playing field on sites like TikTok. Research on influencers can enrich marketing theories and practices by offering knowledge about methods for endorsing brands, capturing target markets, and constructing virtual societies. Brands' use of influencers has had substantial economic effects, exerting influence on customer-buying behaviors and brand performance.

De Veirman et al. (2017) provided evidence that influencer marketing can boost brand recognition, foster favorable brand perceptions, and stimulate a consumer's purchase intent. Influencer endorsements directly affect a brand's economic success by effectively increasing product discovery, consideration, and conversion rates. Furthermore, research has shown that influencer collaborations tend to yield a greater return on investment (ROI) than traditional advertising channels. These studies have highlighted influencer marketing's cost-effectiveness and efficiency in effectively reaching target audiences. Brands profit from influencers' capacity to provide genuine, captivating content that connects with their audience, therefore promoting brand loyalty and advocacy. Additionally, collaborating with influencers allows organizations to enter

untapped markets, exploit specialized target audiences, and set themselves apart in fiercely competitive sectors (Lee & Watkins, 2016).

However, it is essential for businesses to carefully navigate influencer marketing's complexities to maximize financial benefits and minimize dangers. Current studies emphasize the importance of honesty, genuineness, and conformity between organizations and public figures to ensure celebrity promotions' effectiveness and legality. Influencers' failure to maintain genuineness and clarity may trigger doubt and unwanted responses in the audience, seriously sabotaging the economic benefits of collaboratively working with them. Evaluating the successes of influencer-led advertising is particularly important for companies in estimating and improving their ROI and refining future marketing strategies.

By using data analysis and standards, brands can easily track engagement and conversion rates and even brand satisfaction. With these data, they can accurately gauge the economic influence of influencer partnerships. Companies can profit financially from using influencer marketing. However, to guarantee that the connection between the company and influencer remains durable and profitable, brand managers must plan events strategically, take ethical considerations into account, and regularly evaluate the quality of the results.

Importance of Information Richness and Follower Size

Identifying the determinants of a customer's purchase intent is a multifaceted endeavor. The capacity to process information and the ability to transmit rich, complicated messages define *information richness* on social media. Daft and Lengel

(1986) stated that information richness is determined by a given communication channel's ability to obtain prompt feedback, incorporate various indications, and allow for customization.

To maximize effectiveness in communication and decision-making, companies need a diverse array of information. It is generally accepted that jobs which are amorphous, uncertain, or irregular may be made more effective if more information is embedded within the communication medium (Daft & Lengel, 1986). These baroque and complex surroundings are more amenable to face-to-face meetings and video conferencing than to written reports or emails. Objectives are achieved more speedily in manufacturing and engineering, and in professional and executive settings, if information pathways are enriched. Consider a case in which a skilled design team and a skilled computer simulation team, rather than negotiating their interactions via email, engaged in an effective and trusting relationship over the course of a three-year project in which neither team was sure, at the start, what the technology barriers to their ultimate success would be (Dennis et al., 2008). The degree of richness of the make-or-break information flow predicted the two teams' success or failure, and the ultimate success won tangibly as it was promised in the proposal.

Social media sites such as Facebook and Instagram offer different levels of information richness (Kaplan & Haenlein, 2010). Facebook allows users to exchange diverse types of media, such as texts, photographs, videos, and livestreams. This facilitates the transmission of multiple forms of information and generates a sense of immediacy. By contrast, the former Twitter, at least in its early years, restricted the extent

of communication to brief text-based messages by imposing its tight character limit (Java et al., 2007). Research has shown that communication channels providing more depth and complexity are more effective for complex tasks and emotional expression because they allow for higher levels of involvement and personalization (Sproull & Kiesler, 1986; Walther, 1992).

Marketing researchers' have long studied the relationship between an influencer's follower count and their effectiveness, investigating whether influencers with larger followings truly possess more persuasive power over their followers' brand perceptions and behaviors. The findings on and implications of this topic derived from academic literature have been mixed and complicated.

Several scholars have proposed that the number of followers of an influencer has a considerable effect, resulting in better visibility of and commitment to the brand. De Veirman et al. (2017) posited that influencers with a larger number of followers are more well-known to the public, who can recognize them and their image (Herhausen et al., 2019). Furthermore, the influencer's image can create a loaded meaning for the brand. One famous example is Kylie Jenner's endorsement of Pepsi and Adidas, two world-famous brands.

Baltar and Brunet (2012) noted that micro-influencers typically have smaller but more loyal follower bases compared to macro-influencers. This loyalty translates to a higher likelihood of establishing consumer trust. As a result, micro-influencers are often perceived as more authentic and are more effective at fostering purchase intent among their audiences..

Theoretical Framework Overview

This study's theoretical background revolved around IRT, which Daft and Lengel (1986) developed. IRT is a key theory that helps one understand communication channels' effectiveness. According to IRT, a medium's richness allows it to effectively communicate complex information, providing timely feedback, obtaining understanding, and securing a quick response. The current research used IRT to evaluate the impact of different media on influencer marketing.

Rich communication channels, such as in-person meetings and videoconferencing, facilitate a thorough information exchange because they incorporate nonverbal cues and allow for real-time interaction. These channels reduce communication errors and encourage collaboration in organizational settings (Bordia et al., 2004). In contrast, lean channels of communication, such as email and text messaging, are less effective at conveying complex information and can result in more ambiguity and conflict among communicators.

This framework can be applied to social media, where influencers use a mix of visual, textual, and auditory cues to engage with their audiences (see Figure 1). The effectiveness of these communications depends on the richness of the media, which can significantly affect consumer behaviors and purchase intents (Chidiac & Bowden, 2022). For example, video content gives influencers the ability to showcase products in dynamic ways that can increase the perceived authenticity and facilitate emotional connections. These are critical for building trust and influencing consumer decisions (Gefen et al., 2003; Mallapragada et al., 2017).

Figure 1

Influencer Information Richness Theory
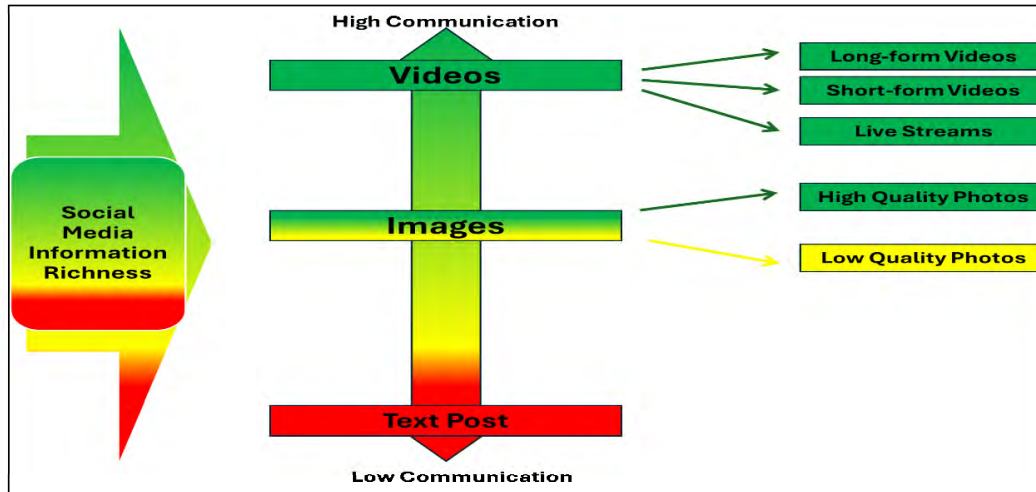
Moreover, subjective factors, including perceived quality, reference group influence, and emotional participation, play central roles in consumer shopping activities and are effectively conditioned by media characteristics (Khoshghadam et al., 2019; Maram & Kongsompong, 2007; Sweeney & Soutar, 2001). They are particularly robust in the innovative media interface, where celebrities can connect with their followers and control them more authentically.

This dissertation's theoretical framework considered the various channels for information delivery, that is, text, image, and video, to examine how influencers' strategic targeting of rich media channels may optimize communication efficacy, thereby driving consumer engagement and influencing purchasing intents. This not only reinforces the significance of media richness for digital marketers but also integrates itself into wider communication and psychological theories to paint a complete picture of influencer marketing mechanisms. The above Figure 1 depicts the notion of influencer

IRT, which classifies various types of social media material based on their information richness. This model depicts three major categories of content: videos, images, and text posts. Each type is allocated a location on a vertical gradient, indicating its relative ability to convey detailed information.

Videos are displayed at the top and categorized as prerecorded content, itself divided into long- and short-form videos, and livestreams. This suggests that videos are the most valuable type of material, capable of communicating complicated information and effectively engaging the audience both visually and aurally. Images are put in the middle, with a distinction between high- and low-quality photos. Images are thus characterized as moderately information-rich, with image quality determining communication efficacy. Text posts are toward the bottom, signifying that they are the least information rich. Text articles are simple and lack the dynamic aspects of photos or video, limiting their capacity to engage the audience.

Research Questions

This study sought to understand consumer purchasing intent by defining which influencer strategies bring value and equity to a business and how they correlated with consumer engagement, purchase intent, and retention through information richness in marketing. This study may provide insight into how consumers respond to specific content, regardless of an influencer's number of followers, and how said content increases purchase intent. This insight can help businesses make better marketing decisions when choosing influencers for product promotion. Accordingly, the following research questions were posed:

RQ1: How does social media influencer channel richness affect purchase intent?

RQ2: How does the number of followers affect purchase intent?

This study investigated how information richness and the number of followers influence customer purchase intent within influencer marketing. By examining these variables, the research provides crucial insights into consumer intent in the digital realm. The results offer valuable guidance for optimizing influencer strategies to better engage and convert audiences.

The primary objective of the study was to investigate the impact of the level of information influencers provide on customers' purchase intents. This entailed evaluating whether communication channels with a high amount of information, such as interactive videos or tailored suggestions and images, are more successful in generating consumer interest and desire to make a purchase than channels with less information, such as static images or text-based articles. Additionally, the research clarifies the impact of engaging and immersive materials on consumer decision-making processes by examining the correlation between information richness and purchase intent.

Further, the study examined the influence of an influencer's follower count on a customer's purchase intent. This entailed evaluating whether influencers with higher numbers of followers have a superior capacity to affect consumers' purchasing choices than those with smaller yet potentially more *involved* audiences. The research endeavored to ascertain whether reach or engagement had a greater impact on customer behavior in influencer marketing by analyzing the correlation between follower count and purchase intent.

Finally, the research examined the cumulative impacts of the richness and quality of information on consumer behavior, particularly on purchase intent. This involved exploring consumer perceptions, attitudes, and intents toward influencer-promoted brands or products. In this regard, the research also scrutinized the simultaneous effects of information richness and follower count on influencer effectiveness and hopefully, laid the groundwork for understanding the mechanisms underlying the effectiveness of influencers and their implications for brand communications in the digital age.

Researcher's Perspective/Positionality

Interest in this topic stems from both personal curiosity and professional experience in the digital marketing field. The significant influence of social media platforms on public discussions, consumer habits, and cultural patterns intrigues greatly as someone who has closely observed social media's rapid growth as a user and studied its development professionally and academically (Edosomwan et al., 2011; Sajithra et al., 2013). There is an awareness of personal biases as someone who grew up with digital technology and actively engages with social media as both a consumer and a creator of information.

As a researcher, a twofold perspective is offered. Professional experience in marketing gives a deep understanding of the strategic opportunities of influencer marketing. However, as a customer who directly encounters influencer marketing, subjective insight into these digital interactions' effectiveness and genuineness is provided (Khamis et al., 2017). The two perspectives can be advantageous, but they also have the potential to create prejudice. The understanding of consumers' feelings and

experiences might enhance quantitative analysis, but a constant state of self-awareness must be maintained to ensure that analyses are not unduly swayed by personal encounters or preconceived notions regarding social media advertising's efficacy.

This study analyzed the correlations among the quality of influencer content, follower count, and consumer buying behavior. The profound influence of influencers on marketing tactics, customer engagement, and sales provides a strong rationale for conducting a comprehensive investigation (De Veirman et al., 2017). The aim was to approach this research with a receptive mindset, and to question the preconceived notions so as to thoroughly evaluate influencer marketing's advantageous and disadvantageous aspects.

There is an awareness of the impact that academic and cultural backgrounds may have on research methodology. Because of one's education, the comprehension and analysis of social media dynamics may be biased by an academic perspective. Thus, there is a dedication to integrating a wide array of viewpoints and approaches to conduct a more equitable and thorough examination (Anderson & Perrin, 2017).

The goal of this research was to enrich the existing body of knowledge on digital marketing. It aimed to refine strategies for effectively engaging contemporary customers via social media platforms. Insights from this study are intended to guide marketers in creating more impactful social media campaigns that align with best practices recommended by the Federal Trade Commission in 2017.

Limitations and Delimitations

In researching the impact of social media influencers on consumers' purchase intents, the study faced inherent limitations that may have influenced its outcomes and interpretations. A significant limitation was the self-reporting bias inherent in surveys; that is, respondents' perceptions and memories may alter their responses, thus affecting the accuracy of data about influencers' effect on purchasing behaviors (Simon & Goes, 2013; Theofanidis & Fountouki, 2018). The fluid nature of social media algorithms can also affect the study's relevance over time. These platforms frequently update their policies and functionalities, potentially rendering findings obsolete in a rapidly evolving digital landscape (Theofanidis & Fountouki, 2018).

The study also included specific delimitations to focus the research scope. It covered all types of influencers, from nano and micro to macro and mega, conducting a comprehensive analysis across the influencer marketing spectrum. However, this broad focus may have diluted the depth of insight into a given specific influencer category (Simon & Goes, 2013). Sample diversity posed a particular challenge, although efforts were made to ensure a representative sample, actual diversity may not have been fully achievable, potentially skewing the results toward more vocal or active user groups on social media platforms (Simon & Goes, 2013). The primary target demographic was consumers aged 18–45, the group most engaged with social media marketing, thus potentially limiting insights into the behaviors of older or younger demographics. Further, the study considered various major social media platforms for a broad

understanding of influencer impact, though this inclusivity may have made it difficult to analyze platform-specific dynamics (Theofanidis & Fountouki, 2018).

Recognizing the limitations and delimitations of this study are essential for accurately interpreting its findings and their applicability. This awareness is critical in guiding future research efforts to address the existing gaps in the literature. Additionally, such understanding will enhance readers' comprehension of how influencer marketing impacts various consumer segments and digital platforms. These insights are vital for developing targeted strategies in the evolving landscape of digital marketing..

Definition of Terms

Understanding key terms is crucial for comprehending digital marketing and data analysis concepts. These terms provide foundational knowledge, helping readers interpret and analyze the research findings effectively. Familiarity with these terms enhance readers' ability to engage with the material in greater depth. This understanding is pivotal to appreciating the study's implications as to the dynamic nature of digital marketing.

- **Analysis of variance (ANOVA):** A statistical procedure that identifies significant differences among the means of three or more independent groups (Field, 2018).
- **Augmented reality (AR):** Technology that adds computer-generated elements to a real-world environment to increase engagement and meaning (Azuma, 1997).
- **Digital age customer behavior**: How customer purchasing patterns have changed with the rise of the internet and social media platforms (Smith & Anderson, 2016).

- **Exposure theory (mere exposure effect):** A theory proposing that repeated exposure to a stimulus leads to increased preference or liking due to familiarity (Zajonc, 1968).

- *F*-value: A statistic in ANOVA that compares the variance explained by the model to that of the data (Kirk, 2013).

- **Influencer marketing**: The promotion of products, services, or brands through endorsements or recommendations from influencers (Brown & Hayes, 2008).

- **IRT:** The quality of a communication channel as its ability to transmit complex information with immediate and tailored feedback (Daft & Lengel, 1986).

- **Parasocial relationships**: One-sided relationships in which an individual devotes emotional energy, interest, and time to a media personality who is ignorant of the individual's presence (Horton & Wohl, 1956).

- *P*-value: A probability metric used in hypothesis testing to determine statistical significance (Fisher, 1935).

- **Post-hoc analysis**: Statistical tests used after an initial ANOVA to assess differences between groups (Abdi & Williams, 2010).

- **Securities and Exchange Commission (SEC):** A United States regulatory agency that oversees and enforces securities regulations, particularly those related to celebrity financial endorsements.

- **User-generated content:** Content that users, rather than businesses, create and share on online platforms (Esteban, 2019).

- **Virtual reality (VR):** A digitally simulated environment that may resemble or differ from the real world. VR is used in marketing to offer totally immersive consumer experiences, allowing users to interact with products or services in a virtual environment (Guttentag, 2010).

Summary

This chapter covered social media's evolution and implications, with particular emphasis on social media influencers' growing power and their effects on consumer conduct and buying cycles. The shift from early platforms such as Myspace to Facebook, YouTube, and Instagram was examined, along with the ways these platforms have adapted their offerings for both users and companies. The advent of influencers as critical promotional actors has transformed brands' engagement tactics, with influencers now critical to shaping consumer tastes and shopping habits.

In the next chapter, the literature analysis covers more examples of published research on social media influencers which delves into theoretical structures such as IRT and different studies that have examined how the impact of influencer marketing depends on follower count, content quantity, and the authenticity of interactions. The chapter also explores the psychological and social factors that can encourage the effective use of influencer marketing.

CHAPTER II

LITERATURE REVIEW

This chapter reviews previous research on the role of information richness from social media influencers and its effect on consumer purchase intent. It identifies gaps in the existing literature, particularly on how influencers' communication methods engage consumers and influence their purchase intent. The study focuses on examining the different types of communication styles used by influencers and the significance of follower engagement in shaping a consumers purchasing intentions. Through this analysis, the research aims to deepen the understanding of strategic influencer use in digital marketing.

Historical Evolution of Social Media Influencers

The historical progression of social media influencers has involved substantial transformations in recent years, mirroring the ever-changing nature of digital culture and marketing trends. Khamis et al. (2017) explored the changing field of influencer marketing, emphasizing social media platforms' impact on enabling the growth of digital influencers across various industries and specialized groups. Their study also highlighted the significant influence of platforms such as Instagram and YouTube on redefining conventional concepts of celebrity and thus making fame and influence more accessible to a broader cohort.

Abidin (2020) presented valuable information on the current methods and approaches employed by social media influencers to monetize themselves. The author discussed in detail influencers' brand partnerships, audiences' complicated participatory

viewing practices, and the shifting norms and values of the field. The author also provided a deeper understanding of the historical trajectories, current tendencies, and emergent futures of social media influencers in digital marketing and cultural production.

Senft and Baym (2015) explored the social and cultural repercussions of web-based micro-celebrity. The authors scrutinized how influencers handled self-representation, managed audience interactions, and created reasons to cash in on their digital celebrity. This study further deepened readers' understanding of the complex relationships among human actions, platform affordance, and audience involvement that shape social media influencers' actions and presentations.

The recent literature has thoroughly examined prominent instances and initiatives in influencer marketing, providing insights into their tactics, effects, and ethical implications. Gilbert et al. (2020) investigated the Fyre Festival fiasco, widely recognized as demonstrating the risks associated with influencer endorsements and misleading advertising techniques. This study explored the effect of influencers in marketing the ill-fated event, focusing on the ethical concerns associated with their participation and the negative responses from consumers and authorities.

Tuten and Solomon (2018) offered valuable insights into effective influencer strategies, exemplified by Nike's partnership with former National Football League quarterback, Colin Kaepernick. This relationship generated controversy while also attracting substantial attention and enhancing brand engagement. Scholars have drawn important insights for companies and marketers by examining both unsuccessful and

successful influencer campaigns, highlighting the significance of openness, authenticity, and ethical behavior in the cooperation between influencers and brands.

In the advertising world, influencer marketing has a noticeable edge because of its use of trusted figures from social media to promote brands and products. Understandably, this form of internet promotion has become a premium one as the popularity of influencers has grown. However, the bubble may be bursting. With the rise of ethical and moral concerns raised by the Cambridge Analytica scandal, the future of influencer marketing could come crashing down.

The Fyre Festival Debacle and the FTC Crackdown (2017)

Bella Hadid and Kendall Jenner, among other influencers, promoted the ill-fated Fyre Festival on their Instagram feeds. The festival was promoted as a fabulous long-weekend getaway on a private Bahamian island. However, when people arrived at the festival, they were greeted by a barren ground, shoddy accommodations, and insufficient food, an environment that was at odds with the images of paradise they had seen on the internet. Outrage and condemnation surged through the social media community.

A range of stakeholders, from influential investors to individual volunteers, engaged in a search for accountability amidst the chaos. Many of those who promoted the festival, unaware of what they had just endorsed, found themselves in the crosshairs. More than that, they were accused of perpetuating, maybe even profiting from, deception. Few had been transparent about the nature of their involvement or receptive to skeptics' concerns. Fewer still had the foresight and perseverance to search online for the facts

about the event, which were buried deep within user agreements and terms-and-conditions pages.

The need for clear disclosure of sponsored content and influencer partnerships was brought to the fore by the FTC's subsequent crackdown on deceptive practices (Federal Trade Commission, 2017). The aftermath of Fyre Festival led to the FTC issuing an updated guidance on endorsements and testimonials in April 2017, with special emphasis on the need for clear and conspicuous disclosure whenever there is a material connection between an advertiser and an endorser. Failing to comply with this directive can lead to legal consequences. This includes situations where influencers are given financial compensation or products through a *gifting* scenario. The latter's content must be tagged with #ad.

Matin et al. (2022) discovered that transparency fosters trust with consumers and, in turn, amplifies influencer marketing campaigns' effectiveness. The FTC's thorough investigation had a pronounced effect on how influencer marketing is conducted. Brands became far more apprehensive when choosing to align themselves with potential influencers, demanding a higher degree of transparency and responsibility compared to their prior negotiations. Influencers, in response to such demands, approached their necessary disclosure more conscientiously, recognizing that their audience's trust was on the line.

#Deinfluencing and Consumer Backlash (2020–Present)

The upsurge of the #deinfluencing movement on social media marked a critical turning point in a blossoming skepticism over influencers. Karimi (2023) called attention

to the need for stakeholders to prioritize being real and creating genuine bonds rather than allowing their endorsements to take on a life of their own. By engaging lesser-known community members in the tracking process, the *#deinfluencing* movement stresses that consumers are starting to scowl at brand endorsers. #Deinfluencing reflects a growing skepticism amongst consumers toward influencers, driven by several factors.

Inauthenticity and Lack of Transparency. Consumers are increasingly wary of influencers who prioritize aesthetics and sponsored content over genuine product reviews. The pressure to constantly promote brands can lead to inauthentic endorsements, eroding audience trust (Abdullahi, 2020). A lack of transparency regarding sponsored content further fuels suspicion, as undisclosed partnerships make it difficult for consumers to discern genuine recommendations from paid promotions.

Oversaturation and Unrealistic Portrayals. The proliferation of influencer content and the prevalence of heavily curated feeds are leading to audience fatigue. Viewers are becoming increasingly skeptical of the idealized lifestyles and exaggerated product claims typical of influencer posts. As a result, there is a growing demand for content that is more relatable and grounded, reflecting a shift in consumer expectations in the digital landscape. This trend highlights the need for authenticity and transparency in influencer marketing.

Shifting Brand Loyalty. The rise of #deinfluencing highlights a potential decline in the effectiveness of traditional influencer marketing tactics. Consumers are no longer blindly trusting influencer recommendations, but instead actively seeking out alternative sources of information and product reviews before purchasing. Campaigns that prioritize

genuine product reviews and align with the influencer's established brand can help navigate this new landscape.

High-Profile Celebrity Endorsements (2021)

The controversy related to a cryptocurrency promotion highlighted the risks associated with celebrity endorsements in influencer marketing. This controversy emerged when a celebrity endorsed an obscure cryptocurrency, EthereumMax, on Instagram; this sparked widespread criticism and regulatory scrutiny. Bhatt et al. (2013) suggested that consumers may hold celebrities accountable for misleading information, particularly when the celebrities are promoting financial products. The authors emphasized the need for influencers, especially celebrities, to possess a genuine understanding of the products they promote and ensure their audience is aware of potential risks. Highlighted below are some challenges. This is especially germane to cryptocurrency promotion for a number of reasons.

Lack of Financial Expertise. Critics pointed out the celebrity's lack of financial expertise of cryptocurrency, suggesting the endorsement was driven by personal gain rather than being an informed decision, and as such was potentially misleading to the audience. As the SEC noted in 2022, this criticism raises questions about the reliability and responsibility of celebrity endorsements in financial matters. The situation underscores the importance of ensuring that influencers possess adequate knowledge about the products or services they promote, to maintain trust and integrity in their endorsements.

Targeting Vulnerable Populations. The celebrity's significant influence over a largely young and inexperienced audience led to criticism over irresponsibly promoting a risky investment. Causing controversy and questioning the intentions of the celebrity because of the EthereumMax promotion. This action was seen as potentially leading to substantial financial losses for vulnerable followers.

Disclosure Issues. The endorsement was further criticized for inadequate disclosure. The celebrity used only a single #ad hashtag, which was deemed insufficient given the promotional nature of the post. The SEC requires detailed and transparent disclosures when celebrities endorse financial products, underscoring the need for clear communication about the endorsement's nature (U.S. Securities and Exchange Commission, 2022).

The backlash to the incident was swift and severe, leading to an SEC investigation and a subsequent $1.26 million settlement paid by the celebrity involved. This situation acted as a significant wake-up call for both celebrities and the influencer marketing industry. It underscored the importance of adhering to regulatory requirements and maintaining ethical standards in endorsements. The episode has prompted a reevaluation of practices and protocols to ensure greater compliance and transparency moving forward.

Micro-Influencers and Community Building (2022–Present)

The increasing significance of micro-influencers, that is, individuals with tiny yet highly engaged audiences, is a novel aspect of influencer marketing. As noted by Conde et al. (2023), micro-influencers tend to cultivate more robust community bonds and

greater levels of trust with their audiences than mega-influencers. Using micro-influencers who possess specialized knowledge and a sincere enthusiasm for a product can greatly enhance engagement and foster strong brand loyalty.

The Rise of Regulation and Ethical Concerns (2023–Present)

Potential regulations surrounding influencer marketing, and increased scrutiny of the field, reflect ongoing concerns about its ethical implications. Scholars such as Field (2023) called for clearer industry guidelines regarding influencer marketing practices to protect consumers from deceptive advertising practices. This heightened focus on ethical practices stems from ongoing concerns about the industry's potential to mislead consumers, manipulate vulnerable populations, and exploit the power dynamics between influencers and their audience. Some of these ethical concerns are discussed below.

Deception and Misrepresentation. An issue of widespread concern is the possibility for influencers to deceive consumers by obscuring the distinction between authentic endorsements and sponsored marketing. Deceptive endorsements, misleading product assertions, and unreported sponsorships erode consumer confidence. This erosion of confidence necessitates stricter enforcement of transparency standards to protect consumers and maintain the integrity of digital marketing practices.

Targeting Vulnerable Populations. Influencer marketing frequently targets young and impressionable audiences on platforms like TikTok and Instagram. This targeting raises ethical concerns, particularly when influencers promote potentially harmful products such as diet pills or gambling platforms. The potential exploitation of these demographics highlights the need for stricter regulations and oversight to protect

vulnerable consumers from misleading advertising. These concerns underscore the importance of responsible marketing practices in the digital space.

Manipulation and Social Comparison. The heavily curated and often unrealistic portrayals prevalent in influencer marketing can lead to social comparisons and feelings of inadequacy among audiences. These comparisons can adversely affect audience members' mental health and self-esteem. This can have negative psychological consequences for audiences' mental health and self-esteem.

Lack of Transparency. Insufficient disclosure of sponsored content remains a significant issue in digital marketing. Consumers frequently find it challenging to distinguish between genuine recommendations and paid promotions. This ambiguity complicates their ability to make informed decisions. Addressing this problem is crucial for ensuring transparency and maintaining trust in the influencer marketing industry.

Establishing ethical standards and advocating for appropriate advertising methods are essential measures to guarantee influencer marketing's enduring viability and efficacy. By analyzing these recent cases and campaigns alongside relevant research, a deeper understanding of the evolving complexities within influencer marketing can be gained. The emphasis on transparency, authenticity, ethical practices, and audience trust remains key for brands and influencers navigating this dynamic marketing landscape.

Theoretical Frameworks in Influencer Marketing

In the digital marketing realm, influencers' and influencer marketing's influence and impact are steadily gaining prominence and exerting a significant force. An influencer endorsement harnesses the notoriety of numerous social media celebrities to

promote businesses and products, resulting in heightened brand recognition, favorable

sentiment, and, ultimately, a greater likelihood of purchase intent (Baig & Shahzad, 2022;

Hennig-Thurau et al., 2019). The effectiveness of this method depends on the

influencer's capacity to build trust and effectively communicate their message to the

audience. The objective of this literature study is to elucidate influencer marketing's

theoretical framework through the application of IRT (Daft & Lengel, 1986).

According to IRT, various communication channels differ in their ability to

effectively transmit intricate information, feedback, and subtleties (Daft & Lengel, 1986).

More sophisticated communication channels, such as in-person interaction, allow for the

exchange of a broader array of signals, such as facial expressions and tone of voice, as

well as an immediate response, resulting in more distinct comprehension and decreased

uncertainty. In contrast, more streamlined communication routes, such as text messaging,

have a restricted capacity to transmit nuanced information.

Daft and Lengel (1986) introduced IRT, which offers useful insights into the

dynamics of communication channels and their impact on information sharing. This

theory posits that different communication mediums have different levels of richness,

which affect how well information is conveyed. Face-to-face encounters are seen as

including the greatest amount of information, as they include nonverbal indicators and a

mechanism for immediate feedback, thus fostering a comprehensive comprehension of

the context and subsequently a greater understanding and stronger relationships among

individuals (Publisher, 2019). Conversely, communication methods such as emails or

written memos are considered to have low information richness because of their absence

of the instant feedback and visual clues present in face-to-face conversations. These channels are thus more likely to cause misunderstandings, misinterpretations, and a reduced feeling of connection among communicators.

Research investigating the consequences of IRT has confirmed its validity in organizational settings. Bordia et al. (2004) examined the influence of communication channels on cooperation and decision-making in a multinational organization. Teams that used high-information-rich channels, such as videoconferencing or face-to-face meetings, showed increased collaboration, faster decision-making, and enhanced problem-solving ability. In contrast, teams that exclusively depended on channels with low information richness, such as emails or written reports, experienced delays in the distribution of information, decreased clarity, and a greater chance of conflicts emerging because of miscommunications. The research findings highlighted the need to select suitable communication channels to promote efficient teamwork and organizational achievement, confirming IRT's practical significance.

Social media platforms' exponential expansion has fundamentally transformed the way customers engage with brands and arrive at purchasing decisions. IRT suggests that the level of information and interactivity in communication directly affects the chance of influencing customers' buying habits in the realm of consumer purchase intent on social media (Gefen et al., 2003). This indicates that the more effectively a brand communicates with its audience, incorporating rich information and interactive elements, the higher the likelihood of impacting consumer behavior.

IRT posits that the level of richness in the medium employed to transmit information impacts the effectiveness of communication (Daft & Lengel, 1986). Media richness is assessed based on criteria such as the promptness of receiving input, the capacity to process various cues, the level of personalization, and the degree of interactivity (Kahai & Cooper, 2003). Face-to-face communication is widely regarded as the most effective form of communication because it allows for the transmission of intricate messages with instant responses. Social media occupies a middle ground, providing a combination of text, images, and videos that enable interactive discussions between companies and customers (Gefen et al., 2003). Research has shown that employing more thorough communication fosters better understanding and reduces ambiguity, which is crucial for building trust and influencing consumer choices.

Social media platforms play a crucial role in facilitating connections between brands and consumers, substantially affecting consumers' intents to make purchases (Lee & Song, 2019). Brands employ diverse types of content, including product videos, influencer endorsements, and customer reviews, to captivate their intended audience. When this content is grounded in IRT concepts, customers are more inclined to regard the information as trustworthy and dependable, increasing their likelihood of intending make a purchase (Mallapragada et al., 2017). For example, visually appealing and tailored messages can elicit emotional reactions, whereas timely responses to inquiries can improve trust and satisfaction. Hence, social media content that transmits a substantial amount of information plays a crucial part in shaping consumers' views and choices.

To comprehend IRT's impact on consumers' purchase intents on social media, marketers need to understand its implications (Lee & Song, 2019). To optimize social media engagement, marketers should prioritize visually captivating material that is also interactive and tailored to individual users (Gensler et al., 2013). These objectives can be accomplished via features such as live chats, real-time polling, and prompt responses from customer support. Influencer- and user-generated material provide a means of adding a personal element to the message, enhancing its authenticity and making it more accessible to the consumer (Mallapragada et al., 2017). Gathering customer feedback and analyzing engagement metrics assist in refining the content strategy to ensure its relevance in the ever-evolving social media environment.

The IRT approach to analyzing influencer marketing emphasizes the need to carefully choose media platforms. According to Chidiac and Bowden (2022), richer media, such as videos and livestreams, have a greater capacity to successfully communicate something compared to text-based posts. Influencers can use video content to effectively illustrate a product's functionality, highlight its benefits, and promptly address any inquiries from the audience. This approach fosters a stronger bond and minimizes doubts about the product (Bruni, 2014). In this enhanced communication environment, more influential individuals might potentially generate better viewer engagement with the material and increase consumers' desire to make a purchase.

Furthermore, information richness can influence trust-building within the influencer marketing context. Richer media formats enable influencers to present themselves using and enjoying a product in a natural setting. This authenticity can be

particularly impactful, because consumers are increasingly wary of overt marketing tactics (Gilmore et el., 2007). The ability to showcase genuine experiences fosters a sense of trust and believability in the influencer's endorsement.

Finally, the optimal media format for an influencer campaign should be tailored to the complexity of the information concerning the product being promoted. For instance, a complex financial service might require a detailed video explanation with data and testimonials, whereas a simple fashion item could be effectively showcased through high-quality photographs with concise captions. Aligning the communication channel with the product's information requirements ensures that the influencer can effectively convey the product's value proposition to the target audience (Key & Czaplewski., 2017).

In conclusion, influencer marketing thrives on the ability to build trust and effectively communicate product information. IRT provides a valuable framework for understanding how media richness influences influencer campaigns' effectiveness. By leveraging richer media formats and tailoring communication strategies to product complexity, brands can empower influencers to deliver more impactful messages, ultimately driving engagement and positive consumer outcomes.

Several key psychological factors influence a consumer's decision to purchase a product (Sweeney & Soutar, 2001):

- **Perceived value:** consumers are more likely to be swayed by influencers if they perceive the product as offering significant functional, emotional, or social value (Sweeney & Soutar, 2001). Influencers who effectively communicate the product's alignment with these needs can trigger a stronger purchase intent. For

instance, an influencer showcasing a new fitness tracker might emphasize its ability to help them achieve their goals, the functional value, and feel more confident, the emotional value, thus motivating viewers to buy the product.

- **Social influence:** social proof, that is, the tendency to conform to the behaviors of others, plays a significant role in purchase decisions (Maram & Kongsompong, 2007). Influencers leverage this by acting as trusted sources and role models. An influencer's endorsement of a product can trigger a bandwagon effect, where consumers are more likely to purchase the product because others they deem admirable seem to find it valuable.

- **Emotional connection:** influencers who cultivate genuine connections with their audience can evoke positive emotions, such as happiness, excitement, or nostalgia (Khoshghadam et al., 2019). By associating these emotions with the product, influencers can create a stronger desire to own it. Humor, storytelling, and relatable content can all be effective tools for building emotional connections and driving purchase intent.

By understanding these psychological factors and aligning influencer content accordingly, brands can craft campaigns that resonate more deeply with target audiences and ultimately lead to a higher conversion rate. Furthermore, IRT sheds light on how media selection can influence these psychological drivers' effectiveness. Richer media formats may be particularly well-suited for fostering emotional connections and social proof by allowing influencers to showcase their personalities and engage with their audience in a more interactive way.

Previous Research on Social Media Influencers

To what extent does the social media influencer impact purchasing intents? Li and Darban (2012) investigated Facebook's impact on consumers' purchasing intents, paying particular attention to this impact's nature and scope. Upon researching Facebook exclusively, the researchers discovered that its influence extended far beyond their initial expectations, permeating every aspect of the user experience in various ways, because of the way the customers assimilated the information. A consumer's reception of information varies according to the platform being used. Facebook offers ease of use, enables comment interactions, allows users to spend more time on the platform, and provides the ability to examine comments made by others.

This allows consumers to make more informed decisions at every stage of the process. Users can access comments in chronological order, from the oldest to the most recent. This feature enables them to use past consumers' interactions and make more educated decisions.

To enhance their marketing tactics, numerous companies have turned to mega-influencers. Prominent figures such as Nikki Minaj, Megan Thee Stallion, and Kylie Kardashian have gained significant value and mostly capitalized on their image and widespread fame. That said, micro-influencers, despite their lack of a large following, are more cost-effective and relatable spokespeople, and have cultivated an inherent genuineness (Guan & Li, 2021). As the art of social media influencer marketing matures, consumers are increasingly favoring micro-influencers over mega-influencers like celebrities because of their perceived higher level of trustworthiness. There exists a

disparity in the level of impact between mega-influencers and micro-influencers when considering gender.

Micro-influencers are recognized for their capacity to more effectively interact with their smaller audiences than mega-influencers. They have a distinct strategy for participating in social media. They possess the capacity to narrate a story, establish a connection with their followers, and directly interact with them.

Kay et al. (2020) asserted that prior studies have highlighted the correlation between positive engagement on a social media post and number of followers. The quantity of followers contributes to the perception of legitimacy. The numbers of both likes and followers are used as a measure of popularity, but the number of comments on a post is also taken into account regardless of whether they are positive or negative. However, it is important to recognize that negative comments tend to have a stronger impact and are more likely to be recalled than favorable ones. Therefore, when a business is considering a sponsorship, they carefully assess the reliability of micro-influencers. The author's research focused only on the disclosure of sponsored material and its impact. While the author successfully substantiated their conclusions, questions remain: What is the extent to which micro-influencers contribute to brands' financial success? Is their impact persistent, or transient? Do financial considerations contribute to the undervaluation of and high demand for micro-influencers?

According to Berne-Manero and Marzo-Navarro (2020), micro-influencers, though recognized as opinion leaders, typically charge lower fees than celebrities. They are commonly regarded as ordinary individuals, and possess greater perceived

genuineness than other influencers. Pozharliev et al. (2022) reported that, according to a poll, 82% of customers had confidence in the content shared by micro-influencers.

The content posted by a micro-influencer seems relevant to the average customer. Micro-influencers prioritize cost-effectiveness, which enhances their appeal among followers. Fitriati and Madu Siwi (2023) countered that mega-influencers have a substantial impact on their followers' preferences for certain products, nevertheless, the authors failed to address the relative credibility of small- and large-scale influencers, or the level of trust that their respective followers have in them. Mega-influencers generally wield greater power in the realm of beauty, whereas micro-influencers exert influence across a wider range of topics. Micro-influencers have proven to be effective for product promotion because of their organic reach and strong customer engagement.

Numbers play a crucial role for any brand, just as revenue does. Several brands focus on micro-influencers because they represent a cost-effective option. When a brand examines a micro-influencer from a statistical perspective, it observes that having a small number of followers is associated with cheaper advertising and marketing costs. However, brands fail to recognize the significant power a micro-influencer might wield because of their focus on follower count.

According to Isyanto et al. (2020), when a micro-influencer's marketing and brand image are used together, they substantially affect a consumer's interest in a product. This is because of micro-influencers' capacity to generate a relatable encounter on their social media profiles for the average consumer. The impact of a micro-influencer's followers can vary depending on the platform they use.

Certain micro-influencers demonstrate exceptional performance on a single platform, whereas others do so across multiple platforms. Facebook, Tik Tok, Instagram, YouTube, and Pinterest are among the most widely used sites that provide income for both micro-influencers and brands; Instagram, in particular, is a reliable revenue-generator. There is a misperception that having a small number of followers means that a micro-influencer has little to no experience publishing product-related content; but as shown by Pozharliev et al. (2022), consumers give greater importance to the content and product description than the quantity of followers.

According to Wies et al. (2022), earlier researchers concluded that the digital marketing was saturated. However, influencers have emerged as niche actors in the marketing industry. The authors examined the ideal extent of an influencer's reach—large enough to make an impact, but still small enough to allow for an invested relationship between audience and influencer—and identified the point at which the decline began as approximately 1.8 million likes and 1.1 million shares. These terms refer to the act of an influencers' fans liking an influencer's content and their sharing said content with individuals who are not already followers, respectively. This interaction with influencer content leads to a boost in the influencer's level of involvement and the number of individuals who follow their personal brand, as well as the brand with which the influencer is partnered.

Ehlers (2021) argued that although many brands are drawn to influencers with large followings, the ROI for such partnerships is significantly lower than for collaborations with a micro-influencer. Content produced by micro-influencers leads to a

60% increase in engagement, and their conversion rate is 20% greater than that of other influencers. This enables brands to significantly boost their sales and witness a tenfold ROI. A total of 88% of respondents in a recent Morning Consult survey emphasized the importance of authenticity and genuineness in influencer marketing (Morning Consult, 2019). Micro-influencers are renowned for their trustworthiness and genuineness, and they typically partner with brands that they genuinely endorse and for which they have a strong affinity.

Direct Comparison of Specific Research

Incorporating studies by Chidiac and Bowden (2022), De Veirman et al. (2017), and Kuo and Tien (2021) into this literature review enhances the understanding of how media richness, naturalness, and relationship quality between influencers and followers impact consumer behaviors. Chidiac and Bowden (2022) explored the effects of media richness and naturalness on purchase intents within influencer marketing, employing a mixed-methods approach that underscored the positive influence of these attributes, mediated by parasocial interactions. Conversely, De Veirman et al. (2017) investigated the impact of an influencer's follower count and product divergence, discovering complex dynamics where high product divergence could detract from brand attitudes, particularly among influencers with large followings. Kuo and Tien (2021) focused on the relationship quality between influencers and their followers, highlighting how trust transference contributed to brand purchase intents (Kuo & Tien, 2021).

The current research diverges from these studies by specifically analyzing the impact of media richness through various content types and influencer follower size on

purchase intents within the restaurant industry. A quasi-experimental design using ANOVA and Scheffe post-hoc tests were employed to provide a fresh perspective compared to the experimental and mixed-methods approaches used in the aforementioned studies. Moreover, this study concentrated on the English-speaking U.S. population, offering targeted insights that differ from the broader or different cultural scopes examined in previous research. This approach allowed for filling gaps in existing literature by providing practical implications for marketers in the restaurant sector, aiming to leverage different content types and influencer follower sizes to influence consumer behavior effectively.

Gaps in the Existing Literature

The above research repeatedly highlighted the influence of social media influencers on consumers' purchase intents. An important highlighted principle was that the successful transmission of information has a substantial impact on shaping customer behavior, the level of information provided, as well as the influencer's skill in establishing trust and conveying authenticity, correlate to the effectiveness of a persuasive campaign. Moreover, the magnitude of an influencer's audience is closely linked to these factors. Micro-influencers frequently enjoy deeper trust and closer community connections, whereas mega-influencers may have a greater initial outreach. It is critical for the long-term success of influencer marketing to increase openness and effectively manage ethical considerations, regardless of an influencer's reach. This is especially important given the changing regulations in the influencer marketing industry.

There were several gaps identified in the literature.

- **Information richness and interactivity:** the literature confirms that richer media formats such as videos and livestreams more effectively influence purchase intent within influencer marketing. A potential gap exists in regard to examining the interplay between information richness and *interactivity* offered by the platform and the influencer. The following questions are raised:
    - How do features such as live chats, polls, and Q&As enhance information richness and impact purchase decisions?
    - Do certain product categories benefit more from interactive versus less-interactive content?
- **Follower count and trustworthiness:** research indicates that micro-influencers are often seen as more trustworthy. Thus, areas for further exploration include:
    - Understanding the *thresholds* for follower size where trust levels change, especially across different product categories. Does this shift happen with the same follower count on different platforms?
    - Examining how follower demographics intersect with follower size in determining trust and influence, that is age, gender, and interests of the audience.
- **Comparative analysis of mega- and micro-influencers:** the existing literature seems to favor micro-influencers for cost-effectiveness and trust reasons. However, there could be cases where mega-influencers still have a greater impact. Potential research topics include:

- o Identifying product categories or marketing goals where mega-influencers

  remain more effective (e.g., launching a large-scale trend).

- o Analyzing long-term impact versus short-term spikes between mega-and

  micro-influencer campaigns.

- **Ethical considerations and regulations:** The review addresses concerns about

  disclosure and transparency with influencers. Potential research topics include:

  - o Consumer perceptions of different disclosure methods (explicit versus

    subtle) and their impact on influencer campaigns.

  - o Cross-cultural perspectives on influencer marketing regulations around the

    world and their impact on trust.

- **The role of niche audiences and communities:** Some micro-influencers thrive

  with smaller, highly specialized audiences. Potential research topics include:

  - o How niche targeting with very specific micro-influencers shapes purchase

    decisions, compared with how playing to broad audiences accomplishes

    this task.

  - o The dynamics of community building around micro-influencers and how it

    fosters brand loyalty beyond immediate purchase intent.

The literature highlights the importance of information richness, trust, and

follower count in shaping the success of influencer marketing campaigns. To further

investigate these dynamics, this research proposed two hypotheses. First, it was expected

that a correlation existed between the richness of the communication channels social

media influencers use and the purchase intents of consumers. This aligns with IRT,

suggesting that more interactive, nuanced communication may lead to stronger persuasion. Second, a curvilinear relationship was hypothesized between an influencer's follower size and purchase intent. This aligns with both network effect theory and the attribution theory.

The network effect theory states that the more people use a platform, the more the value increases (Katz and Shapiro, 1985). This suggests that the value of an influencer increases as their follower count grows, because a larger following translates to a wider reach and greater potential influence on consumers. The attribution theory focuses on how individuals interpret and explain the causes of behaviors and events (Folkes, 1988). This played out in the second hypothesis, wherein consumers make attributions about the motives behind influencer endorsement. While attributions may shift as follower counts grow, the consumer may shift from attributing an influencer's endorsement to genuine belief to assuming it to be financially motivated. This suggests that influencers could be effective under specific conditions, potentially creating a threshold where the influence begins to decline.

H1. *There is a positive correlation between social media influencer communication channel richness and purchase intent.*

H2. *An influencer's following has a curvilinear relationship with purchase intent.*

Summary

This chapter analyzed the concept of information richness in the context of influencer marketing and its impact on customers' purchase intents. It delved into the evolution of social media influencers and the many communication tactics they use to

engage with their audience. Influencer marketing's effectiveness is strongly reliant on the richness of communication and involves both the quality of the material and the influencer's ability to engage meaningfully with their followers. The chapter further discussed the ethical considerations and legal challenges unique to influencer marketing, emphasizing the importance of openness and of exposing the hazards involved with bogus influencer endorsements.

In the next part of this research, the research design that was used to test the hypotheses developed from the literature review is discussed. Using scenario-based experiments, this research investigated how an influencer's level of information richness, as conveyed through their communication, affected consumers' purchase intents. By incorporating the attributes of influencers, such as number of followers and style of interaction, it is possible to measure the impact of their content on direct communication toward consumers' purchasing behavior. The theoretical assumptions are empirically validated, and complementary information on the current literature about the influencer effect on digital marketing is provided.

CHAPTER III

METHODOLOGY

A scenario-based experiment was conducted using a two-part approach to test both hypotheses. Because service marketing focuses on promoting and selling intangible products or services rather than physical goods, scenario-based experiments were considered best suited for this field (Kim & Jang, 2014). This marketing field develops strategies to create and enhance customer experiences, build strong customer

relationships, and deliver value through various service offerings (Kotler & Keller, 2019). The main goal of service marketing is to meet customer needs, exceed their expectations, and ensure customer satisfaction, ultimately leading to customer loyalty and positive word-of-mouth referrals (Smith et al., 2020). The first study examined how information richness and consumers' purchase intent are affected by the type of communication medium, that is text, image, or video. The second study examined the effect of influencers' follower count on purchase intent.

Study 1: Information Richness and Purchase Intent

The first study assessed how information richness and consumers' purchase intents were influenced by the content presented in Instagram mock-ups, focusing on the restaurant industry. This study involved three scenarios, text posts, image posts, and video posts, each showcasing a restaurant's offerings. The decision to concentrate on the hospitality industry stemmed from its highly visual and experiential nature, which makes it ideal for researching the effects of various content forms on consumer engagement and decision-making (Harrigan et al., 2017). Specifically, for some researchers, restaurants are chosen because of the effect the visual appeal of food has on consumers' interest and desire. Images and videos often create a more compelling presentation than text alone (Yang, 2019).

Participants interacted with simulated Instagram posts that featured a restaurant in three formats: a descriptive text post, a high-quality image post, and an engaging video post. This methodological approach allowed the researcher to control for content

variation and focus solely on the medium's influence. The study was designed to

determine how these varied presentation formats influence purchase intent differently.

Research Design

The research design for this study was adapted from Potts (1995). The design

involved a quantitative scenario-based simulation experiment. Participants interacted

with a simulated Instagram platform featuring different types of content including photos,

videos, and text-based posts created by a social media influencer. The use of simulation

has become common in e-commerce-related studies because it allows researchers to

control extraneous variance while also manipulating key elements of interest (Hui et al.,

2007; Hunt & Vitell, 1986).

After answering the initial demographic queries, participants interacted with the

distinct elements of the Instagram mock-ups. After exposure to the mock-up, participants

responded to a variety of questions crafted to assess their perceptions and behaviors.

They received foremost mention because Instagram is a prominent platform, ranked

among the top five most circulated social media outlets. Instagram's massive user

engagement makes it attractive for studies on the influence of social media marketing

techniques (Dixon, 2024). Instagram's success in reaching various demographics makes

it a powerful tool to assess consumer behavior and purchase intents.

Participants evaluated their purchase likelihoods when exposed to the video posts.

This construct was assessed using a seven-point Likert scale adapted from Furner et al.

(2016), which displayed participants' purchase intents. Last, a manipulation check was

administered to verify the accuracy of the experimental manipulations, such as the perceived popularity of the influencer based on follower counts.

Study Participants

The survey data for this research were collected using MTurk because of its distinct capacity to efficiently reach varied demographics. The technique entails administering surveys to a combined total of 40 distinct respondents per survey across several channels (Sauro & Lewis, 2016). Sauro and Lewis (2016) recommended a minimum of 40 participants for studies with large user populations, considered more than 500. This sample size is crucial for guaranteeing statistical reliability in situations when binary measures, such as success rates or conversion rates, are being calculated. The selected sample size was intended to achieve a margin of error of around 15%, which guaranteed that the actual rate would be within 15% of the observed rate, with a confidence level of 95% (Sauro & Lewis, 2016). This strategy reduced the likelihood of mistakes, ensuring that the findings were dependable and could be applied effectively.

Moreover, MTurk has proven a dependable resource for gathering data in numerous scholarly investigations. Casler et al. (2013) and Paolacci et al. (2010) emphasized that data collected via MTurk are generally just as reliable as data gathered from conventional sources. Berinsky et al. (2012) proposed that samples obtained from MTurk can exhibit greater representativeness of the U.S. population compared to convenience samples, which tend to be skewed toward particular demographic groupings.

The utilization of MTurk for data collection has gained widespread recognition in the domain of marketing research, with results routinely published in esteemed journals

such as the *Journal of Marketing*. Significant instances include research conducted by Lou and Toubia (2015) and Roggeveen et al. (2015), which have proven the effectiveness of the platform for collecting valuable and practical data. The objective of this study was to use established approaches to acquire precise, representative, and significant understandings of how information richness and the number of influencer followings impact consumer behavior on social media platforms.

Prior to administering the survey, authorization was obtained from the Institutional Review Board (IRB). Compliance with ethical standards and respect for participants are essential for conducting all research operations. The IRB approval process guarantees the preservation of a participant's privacy and confidentiality during the study, particularly given the delicate nature of personal data obtained online.

Demographics of Participants

Understanding the demographics of social media users is critical to understanding how consumers interact with material and influencers online. Demographic factors such as age, gender, and social media usage patterns have a substantial impact on how people perceive and engage with digital material (Smith & Anderson, 2016). For example, younger users, particularly those aged 18–29, are relatively likely to be influenced by social media when making shopping decisions, relying heavily on influencer evaluations and recommendations. Older individuals, meanwhile, participate in different ways, seeking more in-depth information and being less receptive to peer influence (Perrin & Anderson, 2019).

Gender also influences social media interactions. Studies show that women are more likely than men to engage with and respond to influencer marketing (Gottfried, 2024). The average age of social media users in this study was found to be 31.2 years for males and 32.4 years for females. Gender participation was 66.8% male, 32.4% female, and 0.8% who preferred not to disclose their gender, as outlined in Table 2. These demographic indicators are important for marketers and academics because they assist in tailoring content and strategies to the individual requirements and preferences of distinct user groups, increasing engagement and effectiveness.

Table 2 below offers demographic information regarding age, race, and education level of the respondents surveyed.

Table 2

Data Gender Participation and Descriptive Statistics Regarding Influencer Following

What is your gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	159	66.0	66.0	66.8
	Female	77	32.0	32.4	99.2
	Prefer not to say	2	.8	.8	100.0
	Total	238	98.8	100.0	
Missing	System	3	1.2		
Total		241	100.0		

What is your age?				
Age	Frequency	%	Cumulative Frequency	Cumulative %
26 or younger	18	7.56	18	7.56
27–44	178	74.79	196	82.35
43–58	27	11.34	223	93.70
59–77	15	6.30	238	100.00
Frequency Missing = 3				

What is your race?				
Race	Frequency	%	Cumulative Frequency	Cumulative %
White (non-Hispanic)	179	75.53	179	75.53
Hispanic	11	4.64	190	80.17
Black	31	13.08	221	93.25
Asian or Pacific islander	11	4.64	232	97.89
Other	5	2.11	237	100.00
Frequency Missing = 4				

What is your highest level of education?				
Education	Frequency	%	Cumulative Frequency	Cumulative %
Less than high school	4	1.68	4	1.68
High school graduate	13	5.46	17	7.14
Some college	8	3.36	25	10.50
Two-year degree	11	4.62	36	15.13
Four-year degree	136	57.14	172	72.27
Professional degree	58	24.37	230	96.64
Doctorate	8	3.36	238	100.00
Frequency Missing = 3				

The age distribution among the participants was as follows: of the total 238 responses, excluding three missing responses, 18 participants (7.56%) were 26 years old or younger, 178 participants (74.79%) were 27–44 years old, 27 participants (11.34%) were aged between 43 and 58 years, and the remaining 15 participants (6.3%) were aged between 59 and 77. This cumulative distribution indicates that a significant majority of the respondents were between 27–44 years old, encompassing 82.35% of the responses, with the entire sample accounted for at the oldest age bracket.

The racial composition of the survey participants was as follows: out of 237 responses, with four missing, 179 individuals (75.53%) identified as White (non-Hispanic), 11 (4.64%) identified as Hispanic, 31 (13.08%) identified as Black, 11 (4.64%) identified as Asian or Pacific Islander, and 5 (2.11%) identified as Other. A majority of participants were White, with a cumulative percentage of 75.53%, increasing to 100% inclusion with all races considered by the final category.

Regarding the highest level of education attained by the respondents, for a total of 238 responses, with three missing, the breakdown was as follows: four participants (1.68%) obtained less than high school education, 13 (5.46%) were high school graduates, eight (3.36%) had attended college, 11 (4.62%) held a two-year degree, 136 (57.14%) held a four-year degree, 58 (24.37%) held a professional degree, and eight (3.36%) held a doctorate. The majority of the respondents held a four-year degree, accounting for 57.14% of the total, with a significant number also holding professional degrees. This resulted in a cumulative 96.64% of the respondents having at least a professional degree. The total reached 100% when including doctorates.

Table 3 outlines gender distribution within the dataset on information richness.

Table 3

Data on Gender Participation and Descriptive Statistics for Information Richness

What is your gender?				
Gender	Frequency	%	Cumulative Frequency	Cumulative%
Male	70	59.32	70	59.32
Female	48	40.68	118	100.00
Frequency Missing = 3				

What is your age?				
Age	Frequency	%	Cumulative Frequency	Cumulative %
26 or younger	10	8.33	10	8.33
27–44	96	80.00	106	88.33
43–58	12	10.00	118	98.33
59–77	2	1.67	120	100.00
Frequency Missing = 1				

What is your race?				
Race	Frequency	%	Cumulative Frequency	Cumulative %
White (non-Hispanic)	116	96.67	116	96.67
Hispanic	1	0.83	117	97.50
Asian or Pacific Islander	1	0.83	118	98.33
Other	2	1.67	120	100.00
Frequency Missing = 1				

What is your highest level of education?				
Education	Frequency	%	Cumulative Frequency	Cumulative %
High school graduate	5	4.17	5	4.17
Some college	1	0.83	6	5.00
Two-year degree	10	8.33	16	13.33
Four-year degree	81	67.50	97	80.83
Professional degree	23	19.17	120	100.00
Frequency Missing = 1				

There was significant participation from male respondents, who accounted for 59.32% of the total (n=70). Female participants accounted for 40.68%, with 48 persons. This pointed to a fairly balanced but male-dominated sample. The occurrence of three missing replies implied a low level of non-response, which could be due to a variety of variables such as respondent indifference or survey dissemination challenges. This gender distribution may have an impact on the study's findings, especially if the influence of gender-specific material or the appeal of various social media platforms differs dramatically between males and females.

Participants' age demographics, as shown, clearly indicated a concentration in the younger to middle-aged adult category. Ninety-six of the participants, or 80%, were

between the ages of 27 and 44. This generation is frequently seen as technologically adept and actively involved with digital marketing and social media platforms, making their participation critical for studies on digital consumer behavior (De Veirman et al., 2017). The youngest group, those 26 or under, and the older groups, aged 43–58 and 59–77, contributed less to the sample. The limited participation of the oldest age group may reflect less social media activity or divergent interests that require additional exploration in future studies.

Regarding racial composition, there was less variety in the sample, with 96.67% identifying as White/non-Hispanic. This overwhelming majority may tilt the research findings toward behavioral patterns and preferences common to this group, thereby restricting the study's conclusions' applicability to more ethnically diverse communities. The low representation of Hispanic, Asian or Pacific Islander, and Other categories, totaling just under four percent, suggested that future data collection efforts should include strategies to increase diversity and ensure a more comprehensive understanding of diverse consumer behavior across racial and ethnic groups.

The education level data shown provides insight into the participants' educational backgrounds, with a considerable majority (67.50%) holding a four-year degree. This high proportion of college-educated people may imply a sample with extensive exposure to and awareness of digital platforms, which influences their attitudes toward technology-driven data collection approaches. Professional degree holders, who accounted for 19.17% of the sample, provided a layer of sophisticated academic understanding, perhaps supplementing the data with their well-informed viewpoints on digital marketing

methods. The addition of respondents with a high school diploma and some college experience, however slight, helped to balance out the dataset by including perspectives that may differ in terms of access to technology and media literacy. These diverse educational backgrounds enhanced the study, allowing for a more nuanced examination of how educational attainment effects digital consumer behavior.

Methods

Participants were asked to view a mock-up of an Instagram post and then answer questions regarding purchase intent and demographics. They were then given a manipulation check regarding the dependent variable, that is, answering the question: How many followers did this Instagram post have?.

The findings were analyzed using ANOVA, which allows for the comparison of means across several groups, making it useful for investigating differences in purchase intents and trust levels among various social media influencers and their viewers (Field, 2013). This statistical method is useful in social media research because of the complicated interaction of variables that influence customer behavior. For example, follower size, information richness, and content genre can all have unique impacts on purchase intents and brand trust.

ANOVA aided in determining the significance of these factors by revealing differences across groups and emphasizing trends in consumer reactions. Furthermore, ANOVA accounted for variable interactions, allowing for a more nuanced understanding of how factors, such as information richness and follower size, influence customer decision-making (Hair et al., 2010). This complete approach was critical for studying

social media, where dynamic elements interact to shape user experiences and affect behavior.

Data Collection and Management

The survey was administered using Amazon MTurk, a social media platform. The following are detailed descriptions of each step:

Step 1: Setting Up Data Collection Platforms

This step entailed setting up a Human Intelligence Task on Amazon's MTurk platform, specifying the survey's purpose, estimated completion time, compensation, and participant requirements to ensure only qualified respondents could participate. Each submission was automatically recorded in Qualtrics, then exported for analysis.

Step 2: Participant Recruitment

Purposive Sampling Strategy. This technique targets participants who frequently engage with social media influencers. In this study, the selection criteria included active social media usage, a history of following influencers, and a willingness to discuss experiences. This approach ensured that the data reflect a wide range of perspectives on influencer impact.

Recruitment via MTurk. It is incumbent on the researcher to clearly state the study's purpose in the survey description and target advertisements to those likely to interact with influencers. On MTurk, participants will select the survey task based on the eligibility criteria provided.

Step 3: Data Collection

Survey Administration. Participants will complete the survey at their convenience within the designated timeframe.

Monitoring and Managing Responses. Submissions must be monitored for completeness and quality. MTurk submissions were reviewed before approving payments to ensure compensation for only high-quality and complete responses. On Qualtrics, the response rate was periodically reviewed, and any potential data collection issues were addressed.

Data Security and Privacy. This task entailed configuring the platform to anonymize respondents' information to maintain privacy.

By meticulously setting up data collection platforms, strategically recruiting participants, and systematically collecting data, this approach ensured a robust dataset for analyzing the influence of social media influencers. The management of the data adheres to ethical standards for privacy, supporting the integrity of the research findings. This methodology enhances the reliability of the conclusions drawn about the impact of influencer marketing on consumer purchasing intent.

Study 2: Information Richness and Follower Count

The second study examined the impact of different follower counts on customers' purchase intent across social media channels, particularly how the number of followers affected the perceived credibility and appeal of influencers. Similar to Study 1, this section of the research used a scenario-based methodology but focused on follower

metrics rather than content type. The goal was to determine whether varying follower counts influenced consumer perceptions and consequent purchase intents.

Research Design

The design for Study 2 paralleled that of Study 1. It used a quantitative research design for a controlled environment where participants interacted with simulated social media profiles of influencers with varied follower counts. This research design allowed for the isolation of follower count as the variable of interest, allowing assessment of its direct impact on purchase intent. Influencers with low, medium, and high follower counts were represented to cover a comprehensive spectrum of social media influence. This method followed the protocols established in scenario-based studies that are widely acknowledged for their effectiveness in isolating and testing specific variables within marketing research (Hui et al., 2007; Hunt & Vitell, 1986).

Participants were exposed to simulated profiles through an online platform, ensuring a controlled interaction devoid of external influences. Upon viewing each profile, participants were asked to gauge their likelihood of purchasing a product endorsed by the influencer. This assessment was quantified using a seven-point Likert scale, a common approach in psychological and market research to measure responses with high precision (Furner et al., 2016).

Study Participants

Data collection for Study 2 used MTurk to reach a wide group of participants. A total of eight surveys were completed, yielding a sample size of 320 participants. This

large sample size was required to ensure the study's conclusions were statistically trustworthy (Sauro & Lewis, 2016). The researcher used MTurk to efficiently acquire data from individuals who were engaged on social media and had varying experiences with influencer marketing.

Active social media usage and a willingness to share influencer marketing insights were among the recruitment criteria. This strategy ensured that participants represented a diverse spectrum of viewpoints on the effects of follower counts. Participants were shown simulated social media profiles of influencers with varying follower counts and then asked to rate their trust and purchase intent on a standardized seven-point Likert scale. This extensive sample technique painted a more nuanced picture of how follower counts affect customer engagement and purchasing behavior on social media sites.

CHAPTER IV

RESULTS

Data Analysis and Results

Table 4 shows Pearson correlation coefficients for several survey variables based on the replies of 118 participants.

Table 4

Pearson Correlation Matrix for Information Richness

Pearson Correlation Coefficients, N = 118 Prob > |r| under H0: Rho=0						
	Purchase Intent	Level of Media Richness	Age	Gender	Education	Race
Purchase Intent Based on this posting, would you try this restaurant?	1.00	0.27	0.13	0.17	0.06	0.15
Level of Media Richness	0.27	1.00	0.13	0.16	-0.01	0.01
Age What is your age?	0.13	0.13	1.00	0.02	-0.20	0.21
Gender What is your gender?	0.17	0.16	0.02	1.00	0.03	-0.03
Education What is your highest level of education?	0.06	-0.01	-0.20	0.03	1.00	-0.13
Race What is your race?	0.15	0.01	0.21	-0.03	-0.13	1.00

The variable "Purchase," which examined whether respondents would try a restaurant based on a social media post, exhibited substantial connections with several other factors.

It correlated with level of media richness at 0.27 with *p*-value at 0.00, indicating that different types of content influenced restaurant choice, with the video being the most influential.

Age had a correlation with the decision to try the restaurant at 0.13 ($p = 0.15$), but it had a stronger negative correlation with education at –0.20 ($p = 0.03$) and a positive correlation with race at 0.21 ($p = 0.02$), indicating that age-related demographic factors may influence decision-making in unique ways. Gender had a moderate influence on purchasing intents, with a correlation coefficient of 0.17 ($p = 0.06$). Education appeared to have a minor direct effect on the restaurant trial decision, with a correlation of 0.06 ($p = 0.52$). Race had a connection with purchasing intent at 0.15 ($p = 0.11$), indicating a minor influence on the decision to sample the restaurant.

These findings contributed to a better understanding of how different types of content and demographic factors influenced customer behavior in reaction to social media marketing, particularly how likely customers were to visit a restaurant after viewing a post.

Table 4 also offers valuable insights into different variables' effects on consumer decisions. A significant positive correlation between level of media richness and the likelihood of consumers trying a restaurant based on its social media posts ($r = 0.27$, $p = 0.00$) indicates that the form of content significantly influences user engagement and decision-making. This suggests that more dynamic and interactive content, such as video, was more effective in influencing consumer behavior than static texts or images.

There was a negative correlation between age and education ($r = -0.20$, $p = 0.03$), implying that younger individuals, potentially with lower education levels, interacted with social media marketing differently from older, more educated individuals. This information is crucial for marketers who aim to tailor their content to resonate with particular demographic segments.

There was a positive correlation between age and race ($r = 0.21$, $p = 0.02$), indicating potential demographic patterns in social media behaviors or preferences that can inform culturally appropriate marketing strategies. The correlation between gender and the propensity to try a restaurant based on a social media post ($r = 0.17$, $p = 0.06$) suggested a trend where gender might influence responses to social media marketing. These insights are essential for marketers looking to optimize their strategies to effectively engage their target audience with content that aligns with the diverse preferences and behaviors of different consumer groups.

Data were examined with IBM SPSS Statistics version 22 to determine the impact of information richness on purchase intents in Study 1 and the effect of varying numbers of followers on purchase intents in Study 2. In Study 1, Hypothesis 1 (H1) was tested using ANOVA to determine differences in consumer responses to text posts, image posts, and video posts. The results showed a significant influence (F-value = 5.25, p-value = .01), as noted in Table 3. Post-hoc analysis using Scheffe's method found that the hypothesis was partially validated, implying that some types of posts had a greater influence on purchase intents. The results are shown in Tables 5 and 6.

Table 5

Mean Differences Among Text, Image, and Video Posts

ANOVA

Based on this posting, you would try this restaurant?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.659	2	9.330	5.252	.007
Within Groups	207.841	117	1.776		
Total	226.500	119			

Table 6

Scheffe Post-Hoc Among Text, Image, and Video Posts

Multiple Comparisons
Dependent Variable: Based on this posting, you would try this restaurant?
Scheffe

Level of Media Richness	Level of Media Richness	Mean difference (I-J)	Std. error	Sig.	95% confidence interval	
					Lower bound	Upper bound
Text	Image	-.786*	0.296	0.033	-1.52	-0.05
	Video	-.863*	0.296	0.017	-1.6	-0.13
Image	Text	.786*	0.296	0.033	0.05	1.52
	Video	-0.077	0.302	0.968	-0.83	0.67
Video	Image	.863*	0.296	0.017	0.13	1.6
	Text	0.077	0.302	0.968	-0.67	0.83

*. The mean difference is significant at the 0.05 level.

Figure 2 depicts the distribution of replies to the question, "Based on this posting, would you try this restaurant?" for three forms of content: text, image, and video. The replies ranged from *Strongly disagree* to *Strongly agree*, and each type of content was represented by the variable Level of Media Richness, text, image, and video is represented. The plot for text content indicated that the median response was *Agree*, with

the majority of data points ranging between *Somewhat Agree* and slightly above *Strongly agree*. This reflected a generally positive reply with little variation among the responses.

Figure 2

Boxplot for Information Richness
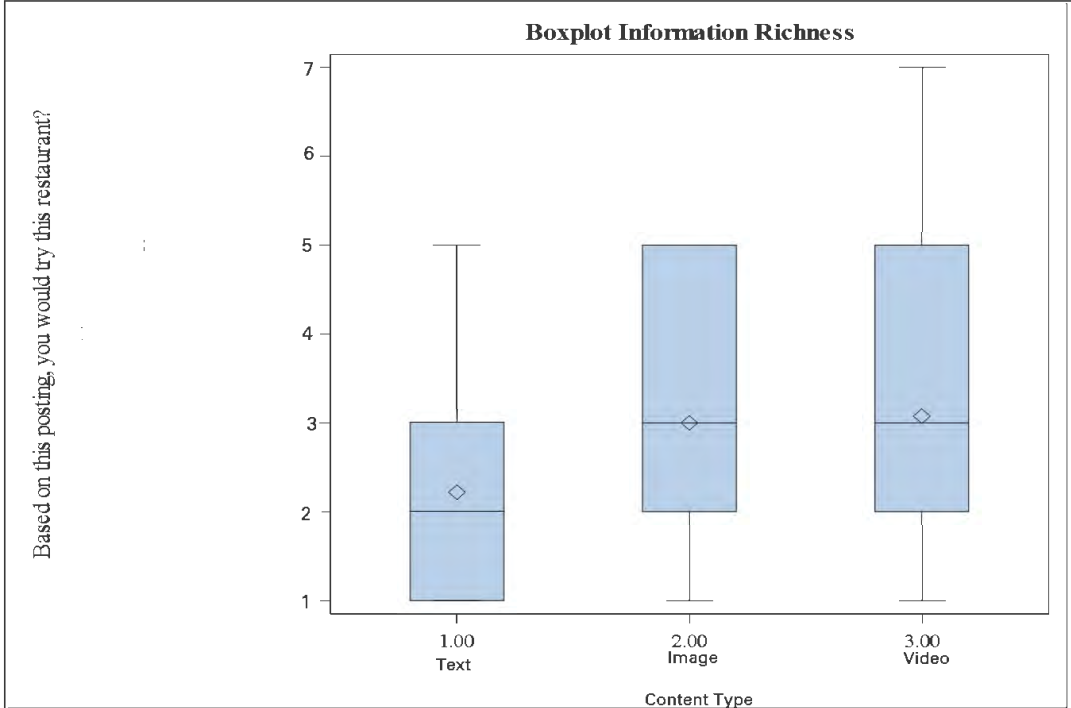
For image content, the median was also *Agree*, but the range of responses was wider, ranging from *Somewhat Agree* to *Strongly Agree*. This implied a greater variation in how respondents viewed the efficiency of image posts versus text postings. Video material had a median answer of *Agree*, which mirrored the picture content replies. The video range was similar to that of *Somewhat Agree* to *Strongly Agree*, but with a little larger upper whisker, implying that more positive answers had been given on occasion.

In summary, the boxplot allowed for a direct comparison of how text, image, and video material respectively influenced viewers' chances of trying a restaurant, indicating that while the median responses were comparable, the distribution and extreme values differed slightly among content categories. This visualization was critical for determining which sorts of material may be more effective in increasing consumer engagement.

Table 7 shows the results of sampling 237 participants and examining the relationship between the intent to try a restaurant based on a social media post and various demographic factors such as follower number, age, gender, education, and race.

Table 7

Pearson Correlation Matrix, Following Size

Pearson Correlation Coefficients, N = 237 Prob > |r| under H0: Rho=0						
	Purchase	Followers_number	Age	Gender	Education	Race
Purchase Based on this post, would you try this restaurant?	1.00	0.05	-0.06	0.03	0.03	-0.08
Followers_Number	0.05	1.00	-0.07	-0.26	0.09	-0.41
Age What is your age?	-0.06	-0.07	1.00	-0.01	0.15	-0.06
Gender What is your gender?	0.03	-0.26	-0.01	1.00	-0.21	0.30
Education What is your highest level of education?	0.03	0.09	0.15	-0.21	1.00	0.03
Race What is your race?	-0.08	-0.41	-0.06	0.30	0.03	1.00

The correlation between the intent to try a restaurant and the number of followers was weak at 0.05 with a *p*-value of 0.43, suggesting no significant influence. Similarly, correlations with age (-0.01, $p = 0.40$), gender (0.03, $p = 0.64$), education (0.03, $p = 0.62$), and race (-0.08, $p = 0.24$) were all statistically insignificant. Follower count had a

significant negative correlation with gender (-0.26, $p < 0.00$) and race (-0.41, $p < 0.00$),

indicating variations in follower demographics across these categories.

Age showed a positive correlation with education (0.15, $p = 0.02$) but did not

significantly correlate with gender (-0.01, $p = 0.90$). Meanwhile, gender significantly

correlated with education (-0.21, $p = 0.00$) and race (0.30, $p < 0.00$), highlighting gender

differences in educational attainment and racial composition among the followers. These

findings highlighted the intricate relationships between social media behavior and

demographic traits. They revealed how these factors affect consumer behavior and online

social interactions.

In Study 2, Hypothesis 2 (H2) was tested using ANOVA to determine whether the

number of followers affected purchase intent. The analysis was statistically significant,

with an F-value of 15.43 at the .000 level, as seen in Table 8. This implied a large effect

of follower count on purchase intents, lending credence to the premise that varying levels

of followership have a considerable impact on the perceived credibility and effectiveness

of influencer endorsement.

Table 8

Mean Differences Between Followers and Purchase Intent

ANOVA

Based on this posting, you would try this restaurant?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	105.310	4	26.327	13.430	.000
Within Groups	456.745	233	1.960		
Total	562.055	237			

In Table 9, there are several positive correlations, demonstrating strong links between different follower sizes and persuasiveness. Notably, respondents reported a statistically significant increase in propensity to try a restaurant based on posts from influencers with micro-level followings versus nano-level followings, with a mean difference of 0.980 ($p = 0.039$). The pattern of greater persuasiveness with larger follower groups was maintained with macro–mid influencers compared to nano influencers, showing a mean difference of 1.303 ($p = 0.001$), and with macro–advanced influencers, showing a mean difference of 1.513 ($p < 0.001$).

Table 9

Scheffe Post-Hoc Comparative Influence of Influencer's Follower Size

Multiple Comparisons

Dependent Variable: Based on this posting, you would try this restaurant?

Scheffe

(I) Social Media Influencer Levels	(J) followers_number	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Nano	micro	-.980*	0.306	0.039	-1.93	-0.03
	macro-mid	-1.303*	0.293	0.001	-2.21	-0.39
	macro-advanced	-1.513*	0.285	0	-2.4	-0.63
	Mega	0.125	0.313	0.997	-0.85	1.1
micro	Nano	.980*	0.306	0.039	0.03	1.93
	macro-mid	-0.324	0.286	0.863	-1.21	0.56
	macro-advanced	-0.533	0.277	0.449	-1.39	0.33
	Mega	1.105*	0.306	0.013	0.15	2.05
macro-mid	Nano	1.303*	0.293	0.001	0.39	2.21
	micro	0.324	0.286	0.863	-0.56	1.21
	macro-advanced	-0.209	0.263	0.959	-1.03	0.61
	Mega	1.428*	0.293	0	0.52	2.34
macro-advanced	Nano	1.513*	0.285	0	0.63	2.4
	micro	0.533	0.277	0.449	-0.33	1.39
	macro-mid	0.209	0.263	0.959	-0.61	1.03
	Mega	1.638*	0.285	0	0.75	2.52
Mega	Nano	-0.125	0.313	0.997	-1.1	0.85
	micro	-1.105*	0.306	0.013	-2.05	-0.15
	macro-mid	-1.428*	0.293	0	-2.34	-0.52
	macro-advanced	-1.638*	0.285	0	-2.52	-0.75

*. The mean difference is significant at the 0.05 level.

A positive mean difference of 1.428 ($p < 0.001$) was found across macro–mid and mega-influencers, indicating that even within bigger categories, variations in follower size could considerably affect consumer responses. The strongest positive association was seen between macro–advanced and mega-influencers, with a mean difference of 1.638 ($p < 0.001$), indicating that the largest follower categories had a significant impact on consumer behavior. These findings highlight the importance of follower numbers in influencer marketing, with higher follower counts being correlated with more persuasive power. This could be due to perceived legitimacy or the influencers' wider reach, which increases their effectiveness at influencing customer decisions.

Figure 3 presents the distribution of responses from a survey wherein participants were asked how likely they were to try a restaurant based on a social media post, stratified by the size category of the influencer's following. These categories ranged from nano, micro, macro–mid, macro–advanced, to mega-influencers. Each category showed varying levels of agreement or disagreement among participants.

Figure 3

Boxplot Following Size
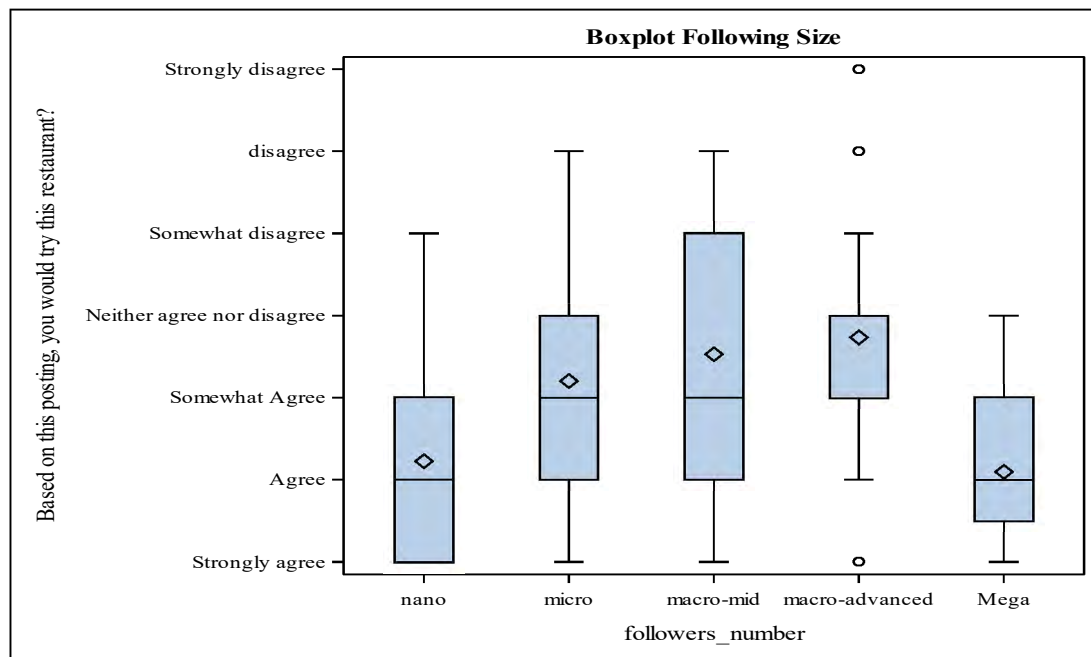
For nano influencers, most responses clustered around the *Somewhat agree* level, with the central tendency showing a moderate likelihood of trying the restaurant, though there were outliers indicating some strong disagreements. Micro-influencers showed a broader range of responses, spanning from *Somewhat disagree* to *Agree*, with a median response of *Neither agree nor disagree*, indicating mixed feelings among respondents about following influencers' recommendations. This variation in response patterns suggests that the impact of influencer endorsements can significantly differ based on the influencer's perceived credibility and audience engagement.

Responses to macro–mid influencers spanned from *Somewhat disagree* to *Somewhat agree*, centering at *Neither agree nor disagree*. This suggested a neutral

general attitude with a slight tilt toward positive responses. The box for macro–advanced influencers extended from *Disagree* to *Agree*, with the median at *Somewhat agree*, indicating a generally more favorable response to their endorsements.

Mega-influencers, despite their large following sizes, showed a more constrained range of responses, from *Disagree* to *Somewhat agree*, with a median at *Neither agree nor disagree*. This reflected a cautious approach to influencers' recommendations, possibly due to perceived inauthenticity or overt commercialization associated with their large scale. Overall, the plot showed that the influence on purchasing intents varied significantly across different sizes of social media followings, with no clear correlation between a larger following and an increase in persuasiveness. This highlighted the complex dynamics of influence and trustworthiness associated with different levels of social media prominence.

These findings highlighted the intricate dynamics of influencer marketing, in which both types of content and social proof offered by follower counts play important roles in affecting customer behavior on social media.

CHAPTER V

DISCUSSION

Hypothesis Overview

This study analyzed the elements that influence customer purchase decisions, specifically drawing from IRT in the context of social media influencers. It evaluated how different kinds of information richness provided by influencers affect consumer tendency on purchase intent. The research uncovered substantial differences, indicating that variance between influencer groups was greater than variance between the same group. Interestingly, the results showed that influencers with fewer followers earned more confidence from participants than those with more followers. This shows that influencers with fewer followers may be regarded as more trustworthy, which is consistent with IRT's ideas of emphasizing information quality over quantity.

Exposure to Social Media

Exposure theory (Zajonc, 1968) argues that familiarity plays an important role in how consumers react to social media information. Although video posts provide a more immersive experience, the study found that their impact on purchase intent was comparable to that of photographs, the most popular social media content category today. This shows that the extensive usage of images has diminished their persuasive effectiveness on today's consumer.

As video formats become more popular, their influence on purchase intent is likely to grow. Consumers become more comfortable with video material as their exposure grows, resulting in increased engagement and possible influence (Klimmt et al.,

2009). Marketers must stay current with these changing patterns. As videos become more widely used, their capacity to influence purchasing intents is expected to outperform that of static images. This underlines the importance of ongoing research on the dynamic landscape of social media marketing to track changing consumer preferences and the impact of various content forms (Perrin & Anderson, 2019; Smith & Anderson, 2016).

Practical Implications

These results have essential practical implications for marketers and social media strategists employing influencer marketing to enhance engagement and sales. The demonstrated impact of follower counts and information richness on purchase intents provides actionable insights for digital marketing strategies (Chaffey & Ellis-Chadwick, 2019). Platforms hosting influencer content can increase engagement effectiveness by optimizing content delivery based on these insights, adjusting for variations in the impacts of follower count (Kumar & Mirchandani, 2012).

Additionally, the findings indicated that marketers should tailor their campaign strategies according to the type of content, such as text, image, or video, as the influence of each varies significantly. With video content gaining mainstream traction and affecting consumer behavior more profoundly, it becomes imperative for platforms and marketers to prioritize video to capture and sustain consumer attention (De Veirman et al., 2017). Furthermore, integrating the nuanced effects of information richness across different content types can help in developing more effective marketing messages that resonate with consumer expectations and preferences (Lou & Yuan, 2019).

By strategically managing content presentation based on consumers' preferred information richness and follower counts, platforms can maximize purchase likelihood and foster consumer trust and engagement. This strategy may prove crucial in navigating the complex dynamics of digital marketing and influencer impact (Smith & Zook, 2011). Tailoring content to meet these preferences can significantly enhance the effectiveness of marketing campaigns, leading to higher conversion rates and more sustainable customer relationships.

Limitations

The study's limitations reflect intrinsic constraints in the research design and methodology. The study focused solely on consumers' interactions with social media influencers across three categories of content: text, image, and video. While these formats are common in digital marketing, the study's conclusions may not be fully applicable to all sorts of digital material or platforms (Baxter & Jack, 2008). Also, the participant sample was predominantly collected from MTurk users, who, while diverse, may not accurately represent the social media user community worldwide (Berinsky et al., 2012).

Furthermore, the study was conducted with an English-speaking, mostly American population. This focus limits the findings' applicability to other cultural and linguistic contexts, where other social media platforms may dominate and user interactions with influencers may differ dramatically (Hofstede, 2011).

Given this, future studies should include a wider range of types of content and platforms, such as developing social media services. Expanding the geographic and demographic scope of the participant base to include non-anglophone and culturally

diverse communities might improve the generalizability of the findings. Furthermore, quantitative methodologies may provide a more complete picture of the effects of influencer marketing on various customer segments (Creswell & Plano Clark, 2011).

Future Research

The current research provided fundamental insights into the mechanics of influencer marketing and consumer engagement on social media. However, many aspects of influencer relationships and their consequences for consumer behavior warrant additional investigation, which will improve the understanding and practical implementation of digital marketing tactics.

Future research may further explore how influencer characteristics such as authenticity and knowledge affect customer trust and engagement levels. It would be useful to explore how an influencer's perceived authenticity affects consumer responses across product categories. Similarly, researching the role of influencer knowledge, particularly in niche industries, may shed light on how expertise influences customer trust and purchase intents (Friedman & Friedman, 1979).

Another intriguing area of research is the effect of different content formats in influencer postings. While this study concentrated on text, images, and videos, future research could incorporate emerging formats such as AR and VR experiences, which are gaining popularity on social media platforms. Research could also analyze how immersive technologies affect customer engagement and purchasing intents compared to the standard types of content (Javornik, 2016).

The impact of changing follower counts on consumer views has been discussed, although further research is needed. Future research could look into how changes in follower counts affect an influencer's perceived credibility and authority. This could be accomplished with experimental designs in which follower counts are modified to see how they affect consumer behavior in a controlled environment (Lou & Yuan, 2019). The interaction between influencer marketing and customer cultural backgrounds offers an intriguing path for investigation. Examining how cultural differences affect the success of influencer marketing methods may aid in customizing material to varied audiences, thereby increasing campaign reach and effectiveness (De Mooij, 2013).Finally, given the continual evolution of social media algorithms and their impact on content exposure and engagement, it is critical to investigate how these technical changes affect influencer strategies and follower behaviors. Understanding these dynamics can provide useful insights for influencers and marketers looking to align their tactics with algorithmic shifts (Bucher, 2018).

Conclusion

In today's digital landscape, influencer marketing is critical for altering consumer behavior and generating global economic activity. For this reason, experts have paid close attention to understanding the numerous factors that characterize effective influencer marketing campaigns. While early research emphasized the benefits of influencer endorsements as regards brand perception and purchase intents, more recent research has focused on how nuanced influencer qualities and content formats affect consumer engagement (Lou & Yuan, 2019).

This study demonstrated the significant impacts of authenticity, knowledge, and follower count on consumer trust and behavior. The findings indicated that authenticity fostered trust, competence created authority, and follower count could serve as a heuristic cue for trustworthiness (Carr & Hayes, 2014). Furthermore, research on various content formats, like immersive AR and VR technologies, showed the potential to increase consumer engagement through unique, interactive experiences (Jin & Ryu, 2020).

However, this study is just the first step in understanding the complexity of influencer marketing. Future research should look at how different cultural origins and changing technology influence customer perceptions and behaviors. Furthermore, because social media algorithms evolve rapidly, influencers and marketers must alter their strategies to properly utilize technical advancements (Chaffey & Smith, 2017).

To summarize, influencer marketing has enormous potential to affect consumer views and actions, so long as marketers comprehend its dynamic complexities. Influencers can maximize their impact by combining honesty, experience, and unique content presentation techniques with a deep awareness of their audience (Kozinets et al., 2017). By leveraging these elements effectively, influencers can enhance engagement and drive meaningful information richness that resonate with their followers.

References

Abdi, H., & Williams, L. J. (2010). Tukey's honestly significant difference (HSD) test. *Encyclopedia of Research Design*, *3*, 1–5.

Abidin, C. (2018). *Internet celebrity: Understanding fame online.* Emerald Publishing Limited.

Abdullahi, F. (2020). The effects of social media influencers' advertising disclosure on consumer responses on Instagram. *International Journal of Contents*, *16*(1), 10– 24.

American Psychological Association. (2020). *Publication Manual of the American Psychological Association* (7th ed.). American Psychological Association.

Anderson, M., Faverio, M., & Gottfried, J. (2023, December 11). *Teens, social media and technology 2023*. Pew Research Center. https://www.pewresearch.org/internet/2023/12/11/teens-social-media-and-technology-2023/

Anderson, M., & Jiang, J. (2018, May 31). *Teens, social media and technology 2018*. Pew Research Center. https://www.pewresearch.org/internet/2018/05/31/teens-social-media-technology-2018/

Anderson, M., & Perrin, A. (2017). *Tech adoption climbs among older adults*. Pew Research Center. https://www.pewresearch.org/internet/2017/05/17/tech-adoption-climbs-among-older-adults/

Auxier, B., & Anderson, M. (2021). *Social media use in 2021*. Pew Research Center. https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/

Azuma, R. T. (1997). A survey of augmented reality. *Presence: teleoperators and virtual environments*, *6*(4), 355–385.

Bahtar, A. Z., & Muda, M. (2016). The impact of user-generated content (UGC) on product reviews towards online purchasing—A conceptual framework. *Procedia Economics and Finance*, *37*, 337–342.

Baig, F., & Shahzad, S. (2022, May 18). *Impact of social media influencer's credibility consumer behavior* (Publication no. 1687888) [Master's thesis, Jönköping International Business School, Jönköping University]. DiVA. https://hj.diva-portal.org/smash/get/diva2:1687888/FULLTEXT01.pdf

Baltar, F., & Brunet, I. (2012). Social research 2.0: Virtual snowball sampling method using Facebook. *Internet Research*, *22*(1), 57–74.

Baxter, P., & Jack, S. (2008). Quantitative case study methodology: Study design and implementation for novice researchers. *The Quantitative Report*, *13*(4), 544–559.

BBC News. (2017). Fyre Festival: What happened on the "luxury" island that wasn't? https://www.bbc.com/news/newsbeat-39743303

Berinsky, A. J., Huber, G. A., & Lenz, G. S. (2012). Evaluating online labor markets for experimental research: Amazon.com's Mechanical Turk. *Political Analysis*, *20*, 35–368.

Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability*, *12*(11), 4392. doi:10.3390/su12114392

Bhatt, N., Jayswal, R., & Patel, J. (2013). Impact of celebrity endorser's source credibility on attitude towards advertisements and brands. *South Asian Journal of Management*, *20*, 74.

Bordia, P., Hunt, E., Paulsen, N., Tourish, D., & DiFonzo, N. (2004). Uncertainty during organizational change: Is it all about control? *European Journal of Work and Organizational Psychology*, *13*(3), 345–365.

Brown, D., & Hayes, N. (2008). *Influencer marketing: Who really influences your customers?* Elsevier.

Bruni, L. (2014). *A methodological framework to understand and leverage the impact of content on social media influence* (Publication no. 10589/89442) [Doctoral dissertation, Politecnico di Milano]. POLITesi. https://www.politesi.polimi.it/retrieve/a81cb05a-c0ad-616b-e053-1605fe0a889a/2014_03_PhD_Bruni.pdf

Bucher, T. (2018). *If . . . then: Algorithmic power and politics*. Oxford University Press.

Buhrmester, M., Kwang, T., & Gosling, S. D. (2011). Amazon's Mechanical Turk: A new source of inexpensive, yet high-quality, data? *Perspectives on Psychological Science*, *6*(1), 3–5. doi:10.1177/1745691610393980

Carr, C. T., & Hayes, R. A. (2014). The effect of disclosure of third-party influence on an opinion leader's credibility and electronic word of mouth in two-step flow. *Journal of Interactive Marketing*, *28*(1), 1–12.

Casler, K., Bickel, L., & Hackett, E. (2013). Separate but equal? A comparison of participants and data gathered via Amazon's MTurk, social media, and face-to-face behavioral testing. *Computers Human Behavior*, *29*, 2156–2160.

Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson Education.

Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: Planning, optimizing and integrating online marketing*. Routledge.

Chowdhury, M. M. R., & Islam, M. (2019). *Branding in social media and the impact of social media on brand image* (Publication no. 227591540) [Master's thesis, Nord University]. Semantic Scholar. https://nordopen.nord.no/nord-xmlui/bitstream/handle/11250/2650032/ChowdhuryogIslam.pdf?isAllowed=y&sequence=1

Chidiac, D., & Bowden, J. (2022). When media matters: The role of media richness and naturalness on purchase intents within influencer marketing. *Journal of Strategic Marketing*, *31*(6), 1178–1198. doi:10.1080/0965254X.2022.2062037

Chiu, M. (2017). Fyre Festival nightmare: Kendall Jenner faces backlash. *People Magazine*. https://people.com/music/fyre-festival-kendall-jenner-bella-hadid-backlash/

Conde, R., & Casais, B. (2023). Micro, macro and mega-influencers on Instagram: The power of persuasion via the parasocial relationship. *Journal of Business Research*, *158*, 113708.

Creswell, J. W., & Plano Clark, V. L. (2011). *Designing and conducting mixed methods research*. Sage Publications.

Cui, G., Lui, H. K., & Guo, X. (2012). The effect of online consumer reviews on new product sales. *International Journal of Electronic Commerce*, *17*(1), 39–58.

Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness and structural design. *Management Science*, *32*(5), 554–571.

Dennis, A. R., Fuller, R. M., & Valacich, J. S. (2008). Media, tasks, and communication processes: A theory of media synchronicity. *MIS Quarterly*, *32*(3), 575–600.

De Mooij, M. (2013). *Global marketing and advertising: Understanding cultural paradoxes*. Sage Publications.

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, *36*(5), 798–828.

Dixon, S. J. (2024). *Biggest social media platforms 2024*. Statista. https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/

Ehlers, K. (2021*). Council post: Micro-influencers: When smaller is better*. Forbes. https://www.forbes.com/sites/forbesagencycouncil/2021/06/02/micro-influencers-when-smaller-is-better/?sh=30484b63539b

Federal Trade Commission. (2017). *Endorsements and testimonials: What businesses and influencers need to know*. https://www.ftc.gov/business-guidance/advertising-marketing/endorsements-influencers-reviews

Field, A. (2013). *Discovering statistics using IBM SPSS Statistics* (4th ed.). SAGE Publications.

Field, M. A. (2023). *Navigating the updated Federal Trade Commission guidelines for social media influencer marketing*. Legal News & Business Law News. https://www.natlawreview.com/article/navigating-updated-federal-trade-commission-guidelines-social-media-influencer

Fisher, R. A. (1935). *The design of experiments*. Oliver and Boyd.

Fitriati, R., & Madu Siwi, I. S. (2023). Mega-influencers as online opinion leaders: Establishing cosmetic brand engagement on social media. *Journal of Promotion Management*, *29*(3), 359–382. doi:10.1080/10496491.2022.2143992

Folkes, V. S. (1988). Recent attribution research in consumer behavior: A review and new directions. *Journal of Consumer Research*, *14*(4), 548–565. doi:10.1086/209135

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, *37*(1), 90–92.

Friedman, H. H., & Friedman, L. (1979). Endorser effectiveness by product type. *Journal of Advertising Research*, 19(5), 63–71.

Furner, C. P., Zinko, R., & Zhu, Z. (2016). Electronic word-of-mouth and information overload in an experiential service industry. *Journal of Service Theory and Practice, 26*(6), 788–810. doi:10.1108/jstp-01-2015-0022

Gefen, D., Karahanna, E., & Straub, D. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, *27*(1), 51–90. doi:10.2307/30036519

Gilbert, L. G., Childers, C., & Boatwright, B. (2020). *Fyre Festival: The good, the bad, the ugly and its impact on influencer marketing* (Publication no. 214270077) [Chancellor's Honors Program project, University of Tennessee]. Semantic Scholar. https://trace.tennessee.edu/cgi/viewcontent.cgi?article=3353& context=utk_chanhonoproj

Gillin, P. (2007). *The new influencers: A marketer's guide to the new social media*. Quill Driver Books.

Gilmore, J. H., & Pine, B. J. (2007). *Authenticity: What consumers really want*. Harvard Business Press.

Guan, C., & Li, E.Y. (2021). Editorial: A note on influencer marketing in social media. *International Journal of Internet Marketing and Advertising,* 15(2), 124–128.

Guesalaga, R. (2016). The use of social media in sales: Individual and organizational antecedents, and the role of customer engagement in social media. *Industrial Marketing Management*, *54*, 71–79. doi:10.1016/j.indmarman.2015.12.002

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, *31*(5), 637–651.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson.

Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, *56*(3), 387–404. doi:10.2501/IJMR-2014-025

Hampton, K. N., et al. (2016). *Social media and the cost of caring among a national sample of U.S. adults*. Pew Research Center.

Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, *59*, 597–609.

Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online Readings in Psychology and Culture*, *2*(1). doi:10.9707/2307-0919.1014

Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction: Observations on intimacy at a distance. *Psychiatry*, *19*(3), 215–229.

Hui, K.-L., Teo, H.H., & Lee, S.-Y.T. (2007). The value of privacy assurance: An exploratory field experiment. *MIS Quarterly*, 31, 19–33.

Hunt, S.D., & Vitell, S. (1986). A general theory of marketing ethics. *Journal of Macromarketing, 6*, 5–16.

Isyanto, P., Sapitri, R., & Sinaga, O. (2020). Micro-influencers marketing and brand image to purchase intent of cosmetic products focallure. *Systematic Reviews in Pharmacy*, *11*(1), 601–605. doi:10.5530/srp.2020.1.75

Java, A., Song, X., Finin, T., & Tseng, B. (2007). Why we Twitter: Understanding microblogging usage and communities. In H. Zhang, B. Mobasher, L. Giles, A. McCallum, O. Nasraoui, M. Spiliopoulou, J. Srivastava, & J. Yen (Eds.), *Proceedings of the 9th WebKDD and 1st SNA-KDD 2007 Workshop on Web Mining and Social Network Analysis* (pp. 56–65). Association for Computing Machinery.

Javornik, A. (2016). Augmented reality: Research agenda for studying the impact of its media characteristics on consumer behaviour. *Journal of Retailing and Consumer Services*, *30*, 252–261. doi:10.1016/j.jretconser.2016.02.004

Jin, S. A. A., & Phua, J. (2014). Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility perception, buying intent, and social identification with celebrities. *Journal of Advertising*, *43*(2), 181–195.

Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, *37*(5), 567–579.

Jin, S. V., & Ryu, E. (2020). Celebrity's self-disclosure on Twitter and parasocial relationships: A mediating role of social presence. *Computers in Human Behavior*, *106*, 106226.

Kahai, S. S., & Cooper, R. B. (2003). Exploring the core concepts of media richness theory: The impact of cue multiplicity and feedback immediacy on decision quality. *Journal of Management Information Systems*, *20*(1), 263–299.

Karpenka, L., Rudienė, E., Morkunas, M., & Volkov, A. (2021). The influence of a brand's visual content on consumer trust in social media community groups. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(6), 2424–2441. doi:10.3390/jtaer16060133

Katz, M. L., & Shapiro, C. (1985). Network externalities, competition, and compatibility. The American economic review, 75(3), 424-440.

Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, *53*(1), 59–68.

Karimi, F. (2023). *Forget the influencers. Here come the "deinfluencers."* CNN. https://www.cnn.com/2023/06/11/us/deinfluencing-tiktok-trend-explained-cec/index.html

Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: The impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, *36*(3–4), 248–278. doi:10.1080/0267257X.2020.1718740

Key, T. M., & Czaplewski, A. J. (2017). Upstream social marketing strategy: An integrated marketing communications approach. *Business Horizons*, *60*(3), 325–333.

Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, "micro-celebrity" and the rise of social media influencers. *Celebrity Studies*, *8*(2), 191–208. doi:1080/19392397.2016.1218292

Khrais, L. T., & Gabbori, D. (2023). The effects of social media digital channels on marketing and expanding the industry of e-commerce within digital world. *Periodicals of Engineering and Natural Sciences*, *11*(5), 64–75.

Khoshghadam, L., Kordrostami, E., & Liu-Thompkins, Y. (2019). Experiencing nostalgia through the lens of life satisfaction. *European Journal of Marketing*, *53*(3), 524–544.

Kim, H., & Ko, E. (2021). Does social media matter in purchase decisions? A study of Korean beauty product consumers. *International Journal of Information Management*, *56*, 102264.

Kim, J. H., & Jang, S. S. (2014). A scenario-based experiment and a field study: A comparative examination for service failure and recovery. *International Journal of Hospitality Management*, *41*, 125–132.

Kirk, R. E. (2013). *Experimental design: Procedures for the behavioral sciences* (4th ed.). SAGE Publications.

Klimmt, C., Hefner, D., & Vorderer, P. (2009). The video game experience as "true" identification: A theory of enjoyable alterations of players' self-perception. *Communication Theory*, *19*(4), 351–373. doi:10.1111/j.1468-2885.2009.01347.x

Kotler, P., & Keller, K. L. (2019). *Marketing management* (15th ed.). Pearson.

Kozinets, R. V., de Valck, K., Wojnicki, A. C., & Wilner, S. J. S. (2017). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, *74*(2), 71–89.

Kumar, V., & Mirchandani, R. (2012). Increasing the ROI of social media marketing. *MIT Sloan Management Review*, *54*(1), 55–61.

Kuo, T. H., & Tien, H. K. (2021). The impact of relationship quality between social media influencers and their followers on brand purchase intent. *International Journal of Marketing Studies,* 13(4), 1–15.

Lee, H., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intents. *Journal of Business Research*, *69*(12), 5753–5760.

Lee, J., & Song, H. (2019). The effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, *75*, 21–30.

Leonardi, S., Monti, D., Rizzo, G., & Morisio, M. (2020, March 30). Mining micro-influencers from social media posts. In C.-C. Hung, T. Cerny, D. Shin, & A. Bechini (Eds.) *SAC '20: Proceedings of the 35th Annual ACM Symposium on Applied Computing* (pp. 867–874). Association for Computing Machinery. doi:10.1145/3341105.3373954

Liang, T. P., Xu, Y., & Huang, C. C. (2020). Exploring the impact of social media on purchase intents: A generational cohort perspective. *Information and Management*, *57*(2), 103168.

Li, W., & Darban, A. (2012). *The impact of online social networks on consumers' purchasing decision: The study of food retailers* (Publication no. 18366) [Master's thesis, Jönköping International Business School, Jönköping University]. DiVA. https://www.diva-portal.org/smash/get/diva2:532049/FULLTEXT01.pdf

Lou, L. & Toubia, O. (2015). Improving online idea generation platforms and customizing the task structure on the basis of consumers' domain-specific knowledge. *Journal of Marketing*, *79*(5), 100–114.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, *19*(1), 58–73. doi:10.1080/15252019.2018.1533501

Mallapragada, G., Viswanathan, V., & Agarwal, J. (2017). The role of brand-consumer interaction and trust in the formation of brand loyalty on social media. *Journal of Marketing*, *81*(3), 15–36.

Mangold, W. G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, *52*(4), 357–365. doi:10.1016/j.bushor.2009.03.002

Maram, H. K., & Kongsompong, K. (2007). The power of social influence: East-West comparison on purchasing behavior. *Semantic Scholar, 253187166.* http://dspace.iimk.ac.in/xmlui/bitstream/handle/2259/650/649-655.pdf?isAllowed=y&sequence=1

Mason, W., & Suri, S. (2012). Conducting behavioral research on Amazon's Mechanical Turk. *Behavior Research Methods*, *44*(1), 1–23. doi:10.3758/s13428-011-0124-6

Matin, A., Khoshtaria, T., & Todua, N. (2022). The impact of social media influencers on brand awareness, image and trust in their sponsored content: An empirical study from Georgian social media users. *International Journal of Marketing, Communication and New Media*, *10*(18), 88–114. doi:10.54663/2182-9306.2022.v10.n18.88-114

Morning Consult. (2019, October). *Influencer Engagement Report | Survey Data by Demographic*. Morning Consult Pro. https://pro.morningconsult.com/analyst-reports/influencer-report

Naceva, N. (2024). *Key social commerce statistics you should know in 2023*. Influencer Marketing Hub. https://influencermarketinghub.com/social-commerce-stats/

Ortiz-Ospina, E. (2019). *The rise of social media*. Our World In Data. https://ourworldindata.org/rise-of-social-media

Park, D. H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, *7*(4), 399–410.

Park, G., Schwartz, H. A., Eichstaedt, J. C., Kern, M. L., Kosinski, M., Stillwell, D. J., Ungar, L. H., & Seligman, M. E. P. (2015). Automatic personality assessment through social media language. *Journal of Personality and Social Psychology*, *108*(6), 934–952. doi:10.1037/pspp0000020

Park, J., Lee, J. M., Xiong, V. Y., Septianto, F., & Seo, Y. (2021). David and Goliath: When and why micro-influencers are more persuasive than mega-influencers. *Journal of Advertising*, *50*(5), 584–602. 10.1080/00913367.2021.1980470

Paolacci, G., Chandler, J., & Ipeirotis, P.G. (2010). Running experiments on Amazon Mechanical Turk. *Judgment and Decision Making, 5*(5), 411–419. doi:10.1017/S1930297500002205

Perrin, A., & Anderson, M. (2019). *Share of U.S. adults using social media, including Facebook, is mostly unchanged since 2018*. Pew Research Center. https://www.pewresearch.org/fact-tank/2019/04/10/share-of-u-s-adults-using-social-media-including-facebook-is-mostly-unchanged-since-2018/

Potts, C. (1995). Using schematic scenarios to understand user needs. In G. M. Olson & S. Schon (Eds.), *Proceedings of the 1st Conference on Designing Interactive Systems: Processes, Practices, Methods, & Techniques* (pp. 247–256). Association for Computing Machinery. doi:10.1145/225434.225462

Pozharliev, R., Rossi, D., & De Angelis, M. (2022). A picture says more than a thousand words: Using consumer neuroscience to study Instagram users' responses to influencer advertising. *Psychology and Marketing*, *39*(7), 1336–1349. doi:10.1002/mar.21659

Publisher, A. R. at R. of O. (2019). 5.1 Communication Networks. *Textbooks.whatcom.edu*. https://textbooks.whatcom.edu/cmst245/chapter/5-1/#attribution5-

Roggeveen, A.L., Grewal, D., Townsend, C., & Krishnan, R. (2015). The impact of dynamic presentation format on consumer preferences for hedonic products and services. *Journal of Marketing*, *79*(6), 34–49. doi:10.1509/jm.13.0521

Sajithra, K., & Patil, R. (2013). Social media—history and components. *Journal of Business and Management*, *7*(1), 69–74.

Sauro, J., & Lewis, J. R. (2016). *Quantifying the user experience: Practical statistics for user research*. Morgan Kaufmann.

Senft, T. M., & Baym, N. K. (2015). What does the selfie say? Investigating a global phenomenon. *International Journal of Communication*, *9*, 1588–1606.

Silalahi, A. T. (2021). Micro-influencer celebrity's communication strategy in brand promotion. *Humaniora (Jakarta)*, *12*(1), 21–28. doi:10.21512/humaniora.v12i1.6786

Simon, M. K., & Goes, J. (2013). *Dissertation and scholarly research: Recipes for success*. Dissertation Success LLC.

Sinha, P. I., Muthu, S. S., & Dissanayake, G. (2016). The remanufactured fashion design approach and business model. In P. Sinha, S. S. Muthu, & G. Dissanayake (Eds.), *Remanufactured Fashion* (pp. 17–31). Springer Singapore. doi:10.1007/978-981-10-0297-7_3

Smith, A., & Anderson, M. (2016, December 19). *Online reviews*. Pew Research Center: Internet, Science and Tech.

https://www.pewresearch.org/internet/2016/12/19/online-reviews/

Smith, A., & Anderson, M. (2016). *Online shopping and e-commerce*. Pew Research Center.

Smith, A., & Anderson, M. (2016). *Social media use in 2018*. Pew Research Center.

https://www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/

Smith, A. N., & Zook, Z. (2011). *Marketing communications: Offline and online integration, engagement and analytics*. Kogan Page Publishers.

Smith, J., Johnson, L., & Williams, R. (2020). The power of service marketing: Enhancing customer satisfaction and loyalty. *Journal of Marketing Perspectives*, *25*(3), 45–58.

Smith, J., Jones, M., & Davis, K. (2020). *Statistical methods for research* (3rd ed.). Sage Publications.

Sproull, L., & Kiesler, S. (1986). Reducing social context cues: Electronic mail in organizational communication. *Management Science*, *32*(11), 1492–1512.

Stubb, C., Nyström, A. G., & Colliander, J. (2019). Influencer marketing: The impact of disclosing sponsorship compensation justification on sponsored content effectiveness. *Journal of Communication Management*, *23*(2), 109–122.

Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, *77*(2), 203–220.

Tritama, H., & Tarigan, R. (2016). The effect of social media to the brand awareness of a product of a company. *CommIT Journal, 10*(1), 9–14. doi:10.21512/commit.v10i1.1667

Tuten, T. L., & Solomon, M. R. (2018). *Social media marketing*. Sage Publications.

U.S. Securities and Exchange Commission. (2022). SEC charges Kim Kardashian for unlawfully touting crypto security. https://www.sec.gov/news/press-release/2022-183

Vogels, E. A., Gelles-Watnick, R., & Massarat, N. (2022). *Teens, social media and technology 2022*. Pew Research Center. https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/

Walther, J. B. (1992). Interpersonal effects in computer-mediated interaction: A relational perspective. *Communication Research*, *19*(1), 52–90.

Wang, X., Yu, C., & Wei, Y. (2012). Social media peer communication and impacts on purchase intents: A consumer socialization framework. *Journal of Interactive Marketing, 26*(4), 198–208. doi:10.1016/j.intmar.2011.11.004

Wies, S., Bleier, A., & Edeling, A. (2022). Finding Goldilocks influencers: How follower count drives social media engagement. *Journal of Marketing*, 2224292211251. doi:10.1177/00222429221125131.

Wong, B. (2023). *Top social media statistics and trends of 2023.* Forbes Advisor. https://www.forbes.com/advisor/business/social-media-statistics/#source

Xu, L., Duan, J. A., & Whinston, A. (2014). Path to purchase: A mutually exciting point process model for online advertising and conversion. *Management Science*, *60*(6), 1392–1412.

Yang, S. (2019). *Aesthetics of food: The role of visual framing strategies for influence building on Instagram*. Rochester Institute of Technology.

Zajonc, R. B. (1968). Attitudinal effects of mere exposure. *Journal of Personality and Social Psychology Monograph Supplement*, *9*(2), 1–27. doi:10.1037/h0025848

CURRICULUM VITA

Tyishia Goldsberry
Tgoldsberry@pvamu.edu

EDUCATION

- B.A, Marymount University, 2019
- MBA, Southern New Hampshire University, 2021

WORK EXPERIENCE
- Company: Lockheed Martin
  Position: Cyber Supply Chain Risk Management Project Lead
  Job: Manage and Create Supply Chain Risk Management Processes and Procedures

- Company: Department of Navy
  Position: Lead Logistics Management Specialist
  Job: Establish and Maintain Warehouse Management System

- Company: Anadarko
  Position: Lead Supply Chain Manager
  Job: Managed IT inventory and maintained government policy and regulations

PROFESSIONAL, TECHNICAL AND WORK-RELATED EXPERIENCE AND SKILLS

- Lean Six Sigma (Green Belt)
- IT Asset Manager (CITAM)
- IT Asset Disposition (CITAD)
- Project Management Professional (PMP)
- Lean Six Sigma (Black Belt)
- Control Account Manager (CAM)

PUBLICATIONS AND PRESENTATIONS

Adams, N. A., Delaney, M., Goldsberry, T., & Bell, R. L. (2023). Gaslighting Female Leadership: All Gas, No Brakes!. *Journal of Business Diversity*, *23*(3).