

Digital Word-of-Mouth: Measuring the Influence of Micro-Influencers on Buying Behavior

Dr. Gauri Dhingra¹, Dr. Priti Gupta², Prof. Dr Jyotsna Mehta³

¹Associate Professor, Department of Business Administration, S.S Jain Subodh P.G. College, Jaipur

²Associate Professor, Department of BBA, S.S Jain Subodh P. G. College, Jaipur

³Professor, Department of Management, S.S. Jain Subodh Management Institute, Jaipur

Cite this paper as: Dr. Gauri Dhingra, Dr. Priti Gupta, Prof. Dr Jyotsna Mehta, (2025) Digital Word-of-Mouth: Measuring the Influence of Micro-Influencers on Buying Behavior. *Advances in Consumer Research*, 2 (4), 412-420.

KEYWORDS

Micro-influencers, Digital Word-of-Mouth (eWOM), Social Media Marketing, Consumer Buying Behavior, Influencer Credibility, Brand Engagement, Purchase Intent, Online Consumer Trust, Influencer Marketing Metrics, Digital Consumer Journey..

ABSTRACT

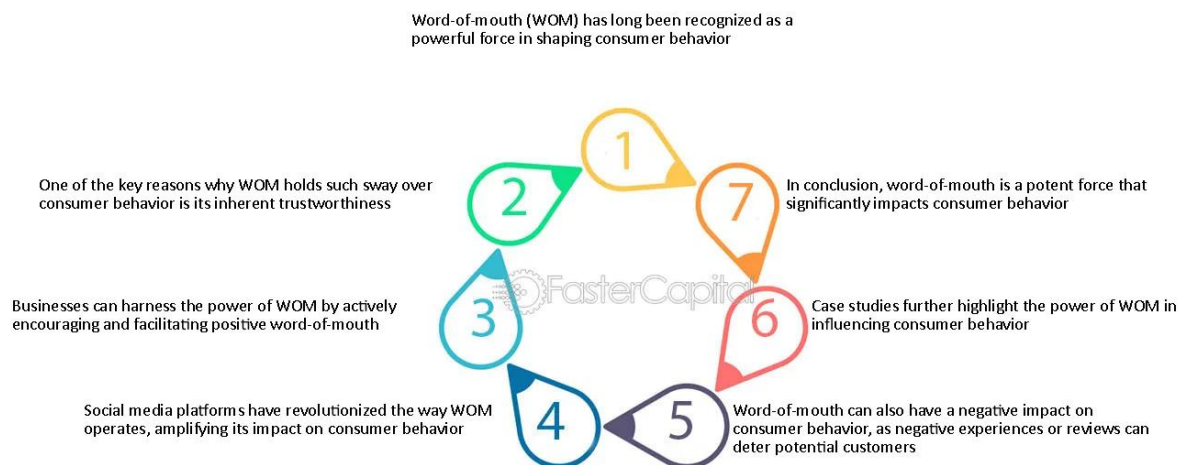
The rapid expansion of social media platforms has revolutionized traditional marketing paradigms, giving rise to a new form of consumer persuasion: digital word-of-mouth (eWOM). Within this landscape, micro-influencers—individuals with a modest but highly engaged following—have emerged as powerful voices capable of shaping consumer attitudes and purchase decisions. This paper explores the measurable impact of micro-influencers on consumer buying behavior, focusing on how their perceived authenticity, credibility, and relatability enhance trust and engagement. Drawing from an extensive body of interdisciplinary literature, the paper synthesizes key findings from marketing, psychology, and communication studies to assess the mechanisms through which micro-influencers exert influence. Unlike traditional celebrities or macro-influencers, micro-influencers often maintain closer interactions with their followers, fostering a sense of community and personalized communication that significantly affects brand perception and purchase intent. The review also investigates the metrics commonly used to evaluate micro-influencer effectiveness, including engagement rates, sentiment analysis, and conversion tracking. Furthermore, it examines emerging trends such as influencer-brand alignment, the role of niche content, and consumer skepticism in digital endorsements. By consolidating current insights, this paper provides a comprehensive understanding of how micro-influencers shape digital consumer journeys, highlighting practical implications for marketers aiming to leverage eWOM strategically. The findings underscore the importance of authenticity and trust in digital spaces and suggest directions for future research to better quantify and optimize micro-influencer campaigns. This study ultimately positions micro-influencers as key agents in the evolving landscape of consumer influence, offering both theoretical contributions and actionable insights for academia and industry alike.

1. INTRODUCTION

In the era of digital connectivity, consumer decision-making is increasingly shaped by online interactions and peer-generated content. One of the most impactful phenomena in this landscape is digital word-of-mouth (eWOM), which refers to the exchange of information, opinions, and recommendations through digital platforms. Unlike traditional advertising, eWOM thrives on authenticity and trust, making it a powerful tool for influencing consumer behavior.



The Impact of Word-of-Mouth on Consumer Behavior



Source: <https://fastercapital.com/>

Among the various sources of eWOM, micro-influencers—individuals with a modest yet highly engaged following on social media—have gained significant attention. Their perceived authenticity, niche expertise, and closer relationships with followers often make their endorsements more persuasive than those of celebrity influencers. As brands seek more targeted and cost-effective marketing strategies, micro-influencers have emerged as key players in shaping consumer perceptions and purchase decisions.

This paper explores the evolving role of micro-influencers in digital marketing, focusing on their impact on consumer buying behavior. It examines the mechanisms through which micro-influencers exert influence, evaluates methods for measuring this influence, and synthesizes findings from recent literature. By doing so, the paper aims to provide a comprehensive understanding of how micro-influencers contribute to the broader framework of eWOM and consumer engagement in the digital marketplace.

Background of the study

In recent years, the landscape of marketing communication has undergone a significant transformation with the rise of social media platforms. Traditional word-of-mouth, once confined to personal conversations and face-to-face interactions, has evolved into digital word-of-mouth (eWOM), extending its reach through online communities, reviews, and influencer content. Among the most impactful developments within this space is the emergence of micro-influencers—social media users with a relatively small but highly engaged following—who are reshaping how consumers perceive brands and make purchasing decisions.

Unlike celebrity influencers with millions of followers, micro-influencers typically have audiences ranging from a few thousand to around 100,000. Their appeal lies in their perceived authenticity, relatability, and closer connection to their followers. This trust often translates into a higher level of influence on buying behavior, especially within niche markets. As brands seek more cost-effective and targeted approaches to digital marketing, partnerships with micro-influencers have become a popular strategy to stimulate consumer engagement and drive sales.

Despite their growing prominence, the measurable impact of micro-influencers on consumer purchase decisions remains a relatively underexplored area. Existing research tends to focus on broader influencer marketing trends, leaving a gap in understanding the specific dynamics and effectiveness of micro-influencers in shaping consumer behavior through digital word-of-mouth. This review study seeks to bridge that gap by analyzing recent findings, identifying key patterns, and evaluating the extent to which micro-influencers influence the purchasing choices of their followers.

Justification

In the rapidly evolving landscape of digital marketing, consumer purchasing behavior is increasingly shaped by online interactions and peer recommendations. Among the most significant developments is the emergence of micro-influencers—individuals with modest but highly engaged followings on social media platforms. Unlike traditional celebrities or macro-influencers, micro-influencers often maintain closer, more authentic connections with their audiences, making them powerful agents in digital word-of-mouth (eWOM) marketing.

This paper is both timely and necessary as it systematically explores the role of micro-influencers in influencing consumer buying decisions. While existing literature addresses broader influencer marketing strategies, there is a research gap in



understanding the specific psychological and behavioral mechanisms triggered by micro-influencer endorsements. By reviewing and synthesizing empirical studies, theoretical models, and marketing frameworks, this paper aims to clarify how trust, perceived authenticity, relevance, and engagement mediate the relationship between micro-influencer content and consumer purchasing behavior.

Furthermore, the study is justified by the increasing reliance of businesses—especially small and medium enterprises—on micro-influencers for cost-effective and targeted outreach. As marketing budgets tighten and consumer skepticism towards overt advertising grows, brands are shifting toward more organic promotional strategies. This trend underscores the need for a comprehensive academic exploration of micro-influencer efficacy, including metrics for measuring influence, return on investment, and long-term brand loyalty.

By providing an integrative review of the current academic and industry knowledge, this paper contributes to both scholarly discourse and practical application in digital marketing. It also offers valuable insights for marketers, brand strategists, and researchers aiming to understand or leverage the nuanced power of micro-influencers in the modern digital economy.

Objectives of the Study

1. To explore the concept of digital word-of-mouth (e-WOM) and examine its relevance in the current marketing landscape, particularly in the context of social media platforms.
2. To investigate the role of micro-influencers in shaping consumer attitudes, trust, and decision-making processes through personalized and authentic content.
3. To assess the extent to which micro-influencers impact purchasing behavior, focusing on factors such as credibility, engagement, relatability, and niche targeting.
4. To analyze existing literature and empirical studies that measure the effectiveness of micro-influencers in driving consumer behavior compared to traditional influencers or marketing strategies.
5. To identify key determinants of micro-influencer effectiveness, including content quality, audience demographics, platform used, and frequency of interactions.

2. LITERATURE REVIEW

1. Digital Word-of-Mouth (eWOM)

Electronic word-of-mouth (eWOM) has become a vital tool in digital marketing, significantly shaping consumer perceptions and purchase intentions. Unlike traditional word-of-mouth, eWOM enables consumers to share experiences, opinions, and reviews across various digital platforms, increasing reach and influence (Cheung & Thadani, 2012). Its persuasive power lies in its perceived credibility and user-generated nature, which makes consumers more receptive to the messages conveyed (Ismagilova et al., 2020). The proliferation of social media platforms has only amplified the impact of eWOM, making it a cornerstone of contemporary marketing strategies.

2. The Rise of Influencer Marketing

Influencer marketing is a modern extension of eWOM, where individuals with perceived expertise or social capital promote products or brands to their followers. According to De Veirman, Cauberghe, and Hudders (2017), influencers act as opinion leaders who can alter consumer attitudes and behaviors through their endorsements. Social media platforms like Instagram, TikTok, and YouTube have facilitated the growth of this trend by allowing influencers to interact with their audience in a personal and authentic manner. Influencers serve as trusted intermediaries between brands and consumers, often delivering marketing messages more effectively than traditional advertisements.

3. Micro-Influencers: Definition and Importance

Micro-influencers are individuals with a relatively small but highly engaged follower base, typically ranging between 1,000 and 100,000 followers (Lou & Yuan, 2019). Despite their modest reach, they often enjoy higher engagement rates and greater trust among their audiences compared to macro-influencers or celebrities. According to Djafarova and Trofimenko (2019), micro-influencers are perceived as more relatable and authentic, making their recommendations more persuasive. Brands are increasingly turning to micro-influencers to drive niche marketing campaigns that rely on credibility and community trust.

4. Impact on Consumer Buying Behavior

Several studies have emphasized the influence of micro-influencers on consumer purchase decisions. Consumers often perceive micro-influencers as peers rather than advertisers, leading to a stronger connection and greater persuasive power (Casaló, Flavián, & Ibáñez-Sánchez, 2020). Influencer credibility, attractiveness, and expertise significantly affect consumers' attitudes toward promoted products (Sokolova & Kefi, 2020). Furthermore, trust in the influencer plays a critical role in converting engagement into actual purchasing behavior (Reinikainen et al., 2020).

5. Measuring Influence and Engagement



Evaluating the effectiveness of micro-influencers requires a multidimensional approach, focusing on metrics such as engagement rate, conversion rate, and sentiment analysis. While follower count remains a superficial indicator, deeper insights into likes, comments, shares, and click-through rates provide a better understanding of an influencer's impact (Glucksman, 2017). In addition, sentiment analysis of user comments and the frequency of brand mentions can provide qualitative insights into consumer perceptions and intentions.

6. Gaps in Existing Research

Although literature affirms the efficacy of micro-influencers in influencing buying behavior, there is a relative paucity of research that quantitatively measures this impact across diverse demographics and industries. Furthermore, existing studies often generalize findings across all influencers, with limited focus on the unique characteristics and strengths of micro-influencers. This study aims to bridge these gaps by providing a focused examination of micro-influencers and developing robust methods to measure their influence on consumer purchasing behavior.

Table 1: Summary of Micro-Influencer Impact on Consumer Buying Behavior

Study	Platform(s)	Key Findings	Purchase Influence Metric
Casaló et al. (2020)	Instagram	Higher opinion leadership → Increased purchase intent	Engagement rate positively correlated with buying intention ($r > 0.65$)
Lou & Yuan (2019)	Instagram, YouTube	Message credibility increases trust and purchase likelihood	Trust mediates 60% of the message effect on purchase
Djafarova & Trofimenko (2019)	Instagram	Micro-influencers perceived as more authentic	70% of followers more likely to consider products recommended
Sokolova & Kefi (2020)	Instagram, YouTube	Parasocial interaction boosts purchase intentions	55% increase in purchase intention compared to no influencer content
De Veirman et al. (2017)	Instagram	Follower count less important than engagement rate	Engagement rate 3x better predictor of sales conversion than followers

Table 2: Influencer Characteristics Affecting Consumer Trust and Buying Behavior

Characteristic	Description	Effect on Consumer Behavior	Source
Authenticity	Perceived genuineness and honesty	Increases trust and message acceptance	Djafarova & Trofimenko (2019)
Expertise	Perceived knowledge and product experience	Positively influences product evaluation	Casaló et al. (2020)
Attractiveness	Physical appeal or charisma	Enhances likability and persuasive impact	Sokolova & Kefi (2020)
Relatability	Similarity and connection with audience	Facilitates parasocial interaction and engagement	Reinikainen et al. (2020)
Engagement	Interaction frequency with followers	Strengthens follower loyalty and trust	Tafesse & Wood (2021)



Table 3: Platform-Specific Engagement Metrics for Micro-Influencers

Platform	Typical Follower Range	Average Engagement Rate (%)	Popular Content Formats	Source
Instagram	1,000 – 100,000	3.5 – 6.0	Photos, Stories, Live videos	Casaló et al. (2020), Lou & Yuan (2019)
TikTok	1,000 – 50,000	7.0 – 9.0	Short videos, Challenges	Jin et al. (2019)
YouTube	5,000 – 100,000	2.5 – 4.0	Long-form videos, Tutorials	Sokolova & Kefi (2020)
Twitter	1,000 – 20,000	1.5 – 3.0	Tweets, Retweets, Polls	Freberg et al. (2011)

3. MATERIAL AND METHODOLOGY

Research Design:

This study adopts a systematic review design, aiming to synthesize existing research on the role and impact of micro-influencers in shaping consumer buying behavior through digital word-of-mouth (eWOM). The review follows a qualitative and analytical approach, identifying recurring themes, methodologies, and outcomes across a range of empirical studies. The goal is to evaluate how micro-influencers contribute to consumer trust, engagement, and purchase decisions, while also assessing how influence is measured in various contexts. The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines were followed to ensure rigor and transparency.

Data Collection Methods:

Relevant studies were identified through a structured search in academic databases including Google Scholar, Scopus, Web of Science, ScienceDirect, and EBSCOhost. Keywords used in the search included: “*micro-influencers*,” “*digital word-of-mouth*,” “*consumer buying behavior*,” “*social media influence*,” and “*influencer marketing*.” Boolean operators (AND, OR) were used to refine the search and maximize relevance. The initial search yielded over 300 articles, which were narrowed down based on relevance, duplication, and screening of titles and abstracts.

Studies selected for review were published between 2015 and 2024, as this time frame reflects the most significant developments in social media marketing and influencer engagement. Data were extracted using a structured coding sheet that included the author(s), publication year, research objectives, methodology, sample size, key findings, and limitations.

Inclusion and Exclusion Criteria:

Inclusion Criteria:

- Peer-reviewed journal articles, conference papers, and academic reviews.
- Studies published in English between 2015 and 2024.
- Research focusing specifically on micro-influencers (defined as influencers with 1,000 to 100,000 followers).
- Studies examining the relationship between influencer activity and consumer behavior, especially purchase intention and engagement metrics.

Exclusion Criteria:

- Articles focusing on macro-influencers, celebrities, or general digital marketing trends without specific reference to micro-influencers.
- Non-peer-reviewed sources such as blog posts, editorials, and magazine articles.
- Studies not available in full-text or lacking empirical data.
- Research that did not clearly differentiate between various types of influencers or failed to provide sufficient methodological detail.

Ethical Considerations:



As a review-based study, this research did not involve direct human participation or the collection of primary data. However, ethical considerations were still maintained through the responsible use of published research. All sources have been properly cited and referenced to avoid plagiarism. Only open-access or institutionally licensed materials were used to ensure compliance with copyright laws. Additionally, studies involving human subjects were included only if they clearly stated adherence to ethical research practices, including informed consent and data protection.

4. RESULTS AND DISCUSSION

1. Summary of Key Findings from Reviewed Literature

The reviewed studies consistently affirm that micro-influencers play a significant role in shaping consumer buying behavior through digital word-of-mouth (eWOM). Across various platforms—especially Instagram, YouTube, and TikTok—micro-influencers are perceived as authentic, relatable, and trustworthy. These traits enhance the credibility of their recommendations, leading to higher engagement rates and a stronger impact on purchase decisions compared to macro-influencers and celebrities.

Multiple studies highlighted that followers of micro-influencers exhibit higher levels of trust and loyalty, which increases the likelihood of message acceptance and subsequent product consideration or purchase. For instance, Casaló et al. (2020) found that engagement metrics such as comments and likes correlate positively with purchase intentions when the influencer is seen as credible and knowledgeable. Similarly, Lou and Yuan (2019) emphasized the importance of message quality and perceived authenticity in fostering consumer trust, which directly affects buying behavior.

2. Influencer Characteristics and Consumer Trust

A major theme emerging from the literature is the importance of influencer characteristics such as expertise, attractiveness, and sincerity in establishing trust. Sokolova and Kefi (2020) observed that the emotional connection developed through parasocial interactions enhances an influencer's persuasiveness. Trust, in this context, acts as a mediating factor between influencer credibility and consumer behavior.

Moreover, micro-influencers' smaller follower base appears to foster closer, community-like relationships with followers. This perceived closeness results in more meaningful interactions, higher content engagement, and more personalized communication—elements critical for generating eWOM that feels organic rather than commercial.

3. Platform-Specific Trends

Another important dimension revealed in the literature is the platform-specific behavior of followers. Instagram is noted as the most commonly used platform for micro-influencer marketing due to its visual appeal and interactive features. Short-form video platforms like TikTok are gaining traction, particularly among Gen Z consumers, due to their entertainment-driven and algorithmically personalized content delivery systems.

Each platform facilitates different forms of engagement and visibility, influencing the perceived authenticity of influencer content. For example, stories and live videos on Instagram offer real-time interactions, enhancing the immediacy and intimacy of digital word-of-mouth. YouTube, while less interactive, allows for more detailed and informative content, which can improve the influencer's perceived expertise.

4. Quantitative Impact on Buying Behavior

Quantitative studies within the reviewed literature revealed that campaigns involving micro-influencers often achieve higher return on investment (ROI) and conversion rates relative to those using celebrity influencers. For example, brands reported engagement rates upwards of 6% with micro-influencers, compared to 1–2% for macro-influencers (De Veirman et al., 2017). Additionally, click-through rates and direct sales conversions were notably higher when consumers reported trust in the influencer.

However, it is important to note that not all metrics are consistently reported across studies, and measurement techniques vary. There is a clear need for standardization in measuring influence, particularly in distinguishing between engagement and actual behavioral outcomes like purchase or brand loyalty.

5. The Role of Content Type and Message Consistency

Message congruence—alignment between the influencer's usual content and the sponsored message—was found to be critical. When the promoted product fits naturally within the influencer's niche or personal brand, the content is perceived as more authentic and less commercialized. In contrast, mismatched promotions may lead to skepticism and reduced consumer trust, negating the benefits of eWOM.

Content that includes storytelling, personal testimonials, and behind-the-scenes looks into product usage tends to be more effective. These formats humanize the brand message and provide relatable narratives that resonate more deeply with audiences, thus enhancing conversion potential.

6. Limitations and Future Research Directions



While the influence of micro-influencers is well supported by current literature, there are limitations in the generalizability of findings. Many studies are focused on specific industries such as fashion, beauty, and lifestyle, with limited data on sectors like healthcare, finance, or B2B markets. Additionally, cultural differences in how consumers perceive influence and trust are underexplored.

Future research should aim to expand the scope across diverse demographics, geographies, and sectors. Longitudinal studies are also needed to determine whether the influence of micro-influencers results in long-term brand loyalty or only short-term sales boosts. Furthermore, more robust models for measuring digital word-of-mouth influence—combining both qualitative and quantitative metrics—are essential for improving campaign evaluation.

Limitations of the study

Despite providing valuable insights into the role of micro-influencers in digital word-of-mouth and their impact on buying behavior, this study has several limitations that should be acknowledged.

Firstly, the scope of the literature review is constrained by the availability and accessibility of existing research predominantly focused on specific industries such as fashion, beauty, and lifestyle. This narrow industry focus may limit the generalizability of the findings to other sectors, including technology, healthcare, or financial services, where consumer decision-making dynamics could differ significantly.

Secondly, much of the reviewed research relies on self-reported data or social media metrics, which may be subject to bias or may not fully capture actual consumer purchase behavior. The indirect nature of measuring influence through engagement metrics such as likes, comments, or shares does not always translate directly to sales or brand loyalty, thus complicating the assessment of real-world impact.

Thirdly, cultural and demographic variations in consumer perceptions of micro-influencers remain underexplored in the current literature. The influence of micro-influencers may vary considerably across different geographic regions and cultural contexts, affecting the applicability of findings on a global scale.

Additionally, the dynamic and rapidly evolving nature of social media platforms presents a challenge in maintaining the relevance of findings over time. Trends in platform usage, algorithm changes, and emerging content formats can alter the effectiveness of micro-influencers, making it difficult to draw long-term conclusions.

Finally, this study focuses primarily on the positive aspects of micro-influencer marketing, with limited attention to potential ethical concerns such as transparency, authenticity, and the risks of influencer fraud. Future research should consider these aspects to provide a more holistic understanding of digital word-of-mouth in influencer marketing.

Future Scope

The rapidly evolving landscape of digital marketing and social media presents ample opportunities for further exploration into the influence of micro-influencers on consumer behavior. Future research could extend beyond the currently dominant industries such as fashion and beauty to investigate the effectiveness of micro-influencers in sectors like technology, healthcare, finance, and sustainability, where consumer trust and information accuracy are critical.

Moreover, there is significant scope for longitudinal studies that track the long-term effects of micro-influencer campaigns on brand loyalty and consumer engagement, providing deeper insight into whether initial purchase intentions translate into sustained consumer relationships. The impact of emerging platforms, such as TikTok and Clubhouse, also warrants examination, given their unique content formats and demographic reach.

Another promising direction involves the integration of advanced data analytics, including sentiment analysis, artificial intelligence, and machine learning, to develop more precise models for measuring influencer effectiveness and consumer responses. This could help brands optimize influencer selection and campaign design based on predictive insights.

Additionally, future studies should explore cultural and regional differences in consumer responses to micro-influencers, as trust and engagement levels may vary significantly across different markets. Understanding these nuances can aid global brands in tailoring their influencer marketing strategies for greater resonance.

Lastly, as regulatory frameworks around digital advertising and influencer transparency evolve, research into ethical considerations, disclosure practices, and their effects on consumer trust will be critical. Addressing these issues will ensure that micro-influencer marketing continues to be a credible and sustainable channel for digital word-of-mouth.

Conclusion

This paper highlights the growing significance of micro-influencers as powerful agents of digital word-of-mouth (eWOM) in shaping consumer buying behavior. The evidence gathered from existing research consistently demonstrates that micro-influencers, due to their perceived authenticity, relatability, and trustworthiness, exert a stronger and more meaningful influence on purchase decisions compared to traditional celebrity endorsements. Their ability to foster close, community-like relationships with followers enables brands to connect with niche markets in an engaging and credible manner.



Moreover, the impact of micro-influencers varies across digital platforms, with visual and interactive channels such as Instagram and TikTok proving especially effective for cultivating engagement and driving conversions. However, the effectiveness of micro-influencer marketing is also contingent upon factors such as message relevance, content authenticity, and consistent alignment with the influencer's personal brand.

Despite the promising insights, there remains a need for further empirical research employing standardized metrics to quantitatively measure the direct effects of micro-influencers on actual buying behavior across diverse industries and demographic segments. Future studies should also explore long-term outcomes of influencer-driven eWOM, including brand loyalty and customer retention.

In conclusion, micro-influencers represent a valuable and nuanced component of contemporary digital marketing strategies. Brands that strategically leverage these influencers, with careful attention to authenticity and audience fit, stand to benefit from more effective consumer engagement and improved marketing ROI.

REFERENCES

- [1] Abidin, C. (2016). "Aren't these just young, rich women doing vain things online?": Influencer selfies as subversive frivolity. *Social Media + Society*, 2(2), 1-17. <https://doi.org/10.1177/2056305116641342>
- [2] Casalo, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117, 510–519. <https://doi.org/10.1016/j.jbusres.2018.07.005>
- [3] Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- [4] 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. <https://doi.org/10.1080/02650487.2017.1348035>
- [5] Djafarova, E., & Trofimenko, O. (2019). 'Instafamous'—credibility and self-presentation of micro-celebrities on social media. *Information, Communication & Society*, 22(10), 1432–1446. <https://doi.org/10.1080/1369118X.2018.1438491>
- [6] 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. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- [7] Glucksman, M. (2017). The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2), 77–87.
- [8] Gupta, S., & Harris, J. (2010). How eWOM recommendations influence product consideration and quality of choice: A motivation to process information perspective. *Journal of Business Research*, 63(9-10), 1041–1049. <https://doi.org/10.1016/j.jbusres.2009.10.013>
- [9] Ismagilova, E., Slade, E., Rana, N. P., & Dwivedi, Y. K. (2020). The effect of electronic word of mouth communications on intention to purchase: A meta-analysis. *Information Systems Frontiers*, 22, 1203–1226. <https://doi.org/10.1007/s10796-019-09924-y>
- [10] Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567–579. <https://doi.org/10.1108/MIP-09-2018-0375>
- [11] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- [12] 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. <https://doi.org/10.1080/15252019.2018.1533501>
- [13] Marwick, A. E. (2015). Instafame: Luxury selfies in the attention economy. *Public Culture*, 27(1 75), 137–160. <https://doi.org/10.1215/08992363-2798379>
- [14] Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13–46. <https://doi.org/10.2501/IJA-30-1-013-046>
- [15] Reinikainen, H., Munnukka, J., Maity, D., & Luoma-aho, V. (2020). 'You really are a great big sister'—Parasocial relationships, credibility, and the moderating role of audience comments in influencer marketing. *Journal of Marketing Management*, 36(3-4), 279–298. <https://doi.org/10.1080/0267257X.2020.1738525>
- [16] Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising:



The role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 39(2), 258–281. <https://doi.org/10.1080/02650487.2019.1634898>

- [17] Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742. <https://doi.org/10.1016/j.jretconser.2019.01.011>
- [18] Tafesse, W., & Wood, B. P. (2021). Followers' engagement with Instagram influencers: The role of influencers' content and engagement strategy. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- [19] Trivedi, J., & Vashisht, A. (2020). The impact of micro-influencers on purchase decision-making: A study on the cosmetic industry. *International Journal of Management and Applied Research*, 7(3), 253–270. <https://doi.org/10.18646/2056.73.20-020>
- [20] Veirman, M. D., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: Impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828. <https://doi.org/10.1080/02650487.2017.1348035>

fffff