The Impact of Influencers in Marketing – Does Need for Touch matter?

Sprache/Language: Deutsch/ English

As young consumers are increasingly difficult to reach through traditional marketing activities, social media-based influencer marketing has become an important advertising element for different types of industries. The aim of the study is to identify, if the impact of influencer marketing differ in dependence of consumers' level of need for touch due to the fact that consumers use haptic information in order to evaluate a product. The student helps to conduct an experiment and analyzes the interaction of influencer marketing and NFT as well as the effect of both on consumer behavior.

Introductory Literature:


