Let me tell you, what to buy! On the effect of social media influencers on consumer behavior

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As young consumers are increasingly challenging to reach through traditional marketing activities, social media-based influencer marketing has become an important advertising element for different types of industries. However, despite the ever-increasing interest in marketing practice, there is scant understanding of influencers’ impact on consumer behavior and the characteristics that drive influencers’ success.

The aim of this thesis is to evaluate the reliability of first test results within an additional research with further products and different testimonials. The focus is on the influence of the credibility of the blogger and the advertising as well as on the purchase intention. And furthermore is should be investigate how the number of followers, subscriptions and visibility of the influencer have an effect on credibility and purchase intention.

Introductory Literature:


