Trust me, and let me tell you, what to buy!
Psychological Ownership in the Social Media Influencer Marketing context
(Mandy Pick)

Sprache/Language: German/ English

Social media, especially social media-based influencer marketing, has become an important factor in consumer decision-making. Young target groups can hardly be reached via the classic marketing channels such as TV or print. Bloggers and influencers are increasingly being used to reach these target groups and influence their purchasing decision-making process. Studies have recently begun investigating the effects of influencers on consumer behavior.

This master thesis is intended to contribute to existing research by examining the concepts endorser credibility and psychological ownership’s impact with the help of social network media (Instagram picture and YouTube video).

Introductory Literature:

