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Exploring the Impact of Influencer Marketing on Purchase Intention

Research Idea

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Abstract

Using influencer marketing, Fashion Nova developed from a startup to a global player in the fashion industry. Let by examples like this, recently many companies decided to invest in influencers endorsing their products to uplift their sales. Yet, little is known about how influencer marketing evokes purchase behavior among individuals. To answer this question, we want to conduct an interview-based study and a configurational approach, identifying factors and configurations of factors influencing individuals' purchase behavior in response to influencer marketing. Theoretically, we base on the elaboration likelihood model (ELM) and adapt it to the context of influencer marketing. Thereby, we expect to contribute to theory by building a contextualized ELM for influencer marketing and identifying factors resulting in purchase behavior. Further, we expect to identify configurations of factors resulting in purchase behavior, which explain how the elaboration of influencer marketing influences purchase behavior, which can be used by firms.