

# **Investigating the Impact of Influencer Marketing on Long-Term Brand Perception and Consumer Loyalty**



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## **Declaration**

I hereby confirm that this research is entirely my original work and has not been submitted to any institution for the award of a diploma or degree. All referenced literature and sources have been appropriately cited, and this dissertation adheres fully to the academic integrity policies of Dublin Business School.

**Date:** 6th January 2025

## **Abstract**

This study examines the long-term impact of influencer marketing on brand perception and consumer loyalty, addressing a research gap by focusing on sustained influencer collaborations. Grounded in Albert Bandura's social learning theory, the study analyses key factors, including influencer credibility, value alignment, messaging consistency, partnership duration, and the risks posed by over-exposure and controversies.

A quantitative research design was employed, with data collected through an online survey targeting a global sample of Millennials and Gen Z. Results reveal that influencer credibility and value alignment significantly enhance long-term consumer engagement and loyalty, while controversies and over-exposure can undermine brand trust and reputation.

The findings provide actionable recommendations for brands to optimize their influencer marketing strategies, highlighting the importance of authenticity, strategic alignment, and consistent messaging to foster sustained loyalty and positively shape brand perception over time.

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## Introduction

The primary aim of this research is to explore the long-term effects of influencer marketing on brand perception and consumer loyalty. While previous studies have extensively addressed the immediate, short-term benefits of influencer marketing, particularly its impact on brand engagement and sales, there is a noticeable gap in the literature regarding the extended influence of such marketing strategies on shaping a brand's image over time. Additionally, there is limited research examining how ongoing relationships between brands and influencers contribute to the development of lasting consumer loyalty. This gap in understanding necessitates an investigation into the sustained impact of influencer partnerships on both brand perception and the loyalty of consumers over extended periods.

In response to this research gap, the study is structured around six specific objectives that aim to provide a comprehensive understanding of various factors influencing brand perception and consumer loyalty in the context of long-term influencer collaborations. The first objective focuses on the role of influencer credibility in shaping key consumer outcomes, including engagement, brand loyalty, preference, and reputation. It is hypothesized that the perceived trustworthiness and expertise of influencers have significant implications for how consumers engage with brands, their long-term loyalty to them, and their overall perceptions of those brands.

The second objective explores the alignment of values between brands, influencers, and their audiences. This alignment is believed to be a critical factor in fostering deeper levels of consumer engagement, stronger brand loyalty, and a more favourable brand reputation. Specifically, when influencers and brands share similar values with their target consumers, it is expected to lead to higher levels of authenticity in marketing communications, which may, in turn, influence consumers' brand attitudes and behaviours positively.

The third objective of this study addresses the impact of influencer controversies on brand outcomes. Influencers, as public figures, may occasionally become embroiled in controversies that could potentially damage both their personal reputation and the brands they endorse. This research seeks to evaluate the extent to which such negative events affect consumer engagement, brand loyalty, preference, and brand reputation, particularly in the context of long-term influencer-brand relationships. This objective is critical for understanding the risks that brands may face when relying on influencers whose personal actions can have unintended repercussions on their endorsed products or services.

The fourth objective examines the role of consistency in influencer messaging in shaping consumer perceptions of brands. It is theorized that influencers who maintain consistent communication with their audience, both in terms of message and tone, are more likely to generate sustained consumer engagement and loyalty. Consistency is expected to enhance the credibility of the influencer, thereby reinforcing their relationship with consumers and contributing to more positive and enduring brand perceptions.

The fifth objective investigates the impact of the duration of influencer partnerships on the effectiveness of influencer marketing. While short-term influencer campaigns have been shown to boost brand visibility and immediate sales, longer-term collaborations may have more profound and lasting effects on brand loyalty and consumer trust. This objective seeks

to evaluate how prolonged exposure to consistent messaging through long-term influencer partnerships contributes to deeper consumer attachment to brands and enhances perceptions of brand reliability and quality.

The final objective assesses the potential negative effects of influencer overexposure on brand outcomes. In the context of influencer marketing, overexposure refers to the saturation of consumers with influencer endorsements, which may result in diminished engagement, lowered brand loyalty, and weakened brand reputation. This objective is critical for understanding the potential downsides of influencer marketing and how brands can strategically manage their partnerships to avoid the risk of overexposing their target audiences to influencer content.

Collectively, these six objectives aim to provide a more detailed understanding of how influencer marketing can be strategically employed not just for short-term gains but as a long-term branding tool that fosters sustained consumer engagement, loyalty, and a positive brand reputation. By addressing both the benefits and potential risks associated with influencer partnerships, this research will offer actionable insights for brands seeking to maximize the long-term effectiveness of their influencer marketing strategies.

The theoretical framework for this study is grounded in Albert Bandura's social learning theory, which posits that individuals acquire new behaviours, attitudes, and values through the observation and imitation of credible role models (McLeod, 2024). In the context of influencer marketing, influencers serve as modern-day role models who shape consumer behaviour through their endorsements and online interactions with their followers. According to social learning theory, consumers engage in a process of observational learning where they model their behaviours based on the actions and opinions of influencers they perceive as credible and trustworthy. Key components of this theory, such as modelling, reinforcement, and observational learning, provide a useful lens through which the research will analyse how influencer endorsements impact consumer perceptions and brand loyalty over time. This theoretical foundation will guide the analysis and interpretation of the study's findings, ensuring that the research is framed within a robust theoretical context that explains how influencer behaviour influences consumer behaviour.

To gather empirical data for this study, a quantitative research approach was employed, utilizing an online survey as the primary data collection method. The survey was designed to capture the perspectives of a diverse sample of over a hundred participants, primarily Millennials and Gen Z individuals, from across different geographic locations. These generational cohorts were specifically targeted because of their high levels of engagement with social media platforms and influencer content. By focusing on these groups, the research aims to assess the impact of influencer marketing on a demographic that is particularly influenced by online content creators and digital marketing strategies. The survey results will be analysed in conjunction with a comprehensive review of existing literature, providing a nuanced understanding of how long-term influencer collaborations affect brand perception and foster consumer loyalty.

The findings from this research are expected to offer valuable insights for both academics and practitioners in the field of marketing. For scholars, this study will contribute to the growing body of literature on influencer marketing by addressing a significant gap in the understanding of its long-term effects. For marketers and brand managers, the research will

provide practical guidance on how to strategically use influencer marketing to build and maintain strong, loyal customer bases over extended periods. By focusing on the sustained impact of influencer collaborations, this research seeks to bridge the gap between short-term marketing tactics and long-term brand-building strategies, ultimately offering a more holistic perspective on the potential of influencer marketing as a tool for long-term brand success.

# 1. Literature Review

## 1.1 Introduction

The advent of social media has revolutionized marketing strategies, introducing unprecedented opportunities for brands to engage with target audiences. Among these innovations, influencer marketing has become a cornerstone, utilizing the credibility and broad reach of individuals with significant online followings to promote products and services effectively (Leung et al., 2022).

The rise of social media influencers was facilitated by increasing platform accessibility and a growing consumer preference for authentic and relatable content. Unlike traditional celebrities, influencers are perceived as genuine and approachable, traits that brands have strategically leveraged to build trust and enhance consumer engagement. This authenticity has been pivotal in establishing influencer marketing as a key component of contemporary marketing strategies (Vidani and Das, 2021, p. 318).

Although the concept of influencers predates the digital era, as exemplified by Coco Chanel's lasting influence in the fashion industry (Suciu, 2020), the rapid growth of social media has reshaped the landscape of influence. From the rise of mommy bloggers in the late 2000s to the emergence of YouTube beauty personalities and Instagram stars, the evolution of influencer marketing reflects the dynamic nature of consumer behaviour and digital engagement (Shoenthal, 2018).

A critical shift in consumer behaviour occurred with the transition from traditional celebrity endorsements to influencer-driven marketing. Influencers foster two-way communication, allowing consumers to engage directly with recommendations in a more personalized context. This approach aligns with broader trends in digital marketing that emphasize community building and tailored consumer experiences, highlighting the transformative role of influencers in reshaping brand-consumer interactions (Vidani and Das, 2021, p. 316).

The emergence of platforms like Facebook, Twitter, and Instagram catalysed the growth of influencer marketing, establishing it as a central pillar of digital strategies by the mid-2010s (The Payments Association, 2022). Advanced analytics tools further validated this strategy by enabling precise measurement of campaign impact, positioning influencer marketing as an indispensable element of the marketing mix. More recently, the introduction of micro and nano influencers, who engage niche audiences with higher specificity, has further diversified the industry, offering brands tailored opportunities to connect with distinct consumer segments (Wiley, 2023).

The rapid expansion of influencer marketing has led to increased scrutiny, with brands focusing on data-driven decisions to optimize budgets and target audiences effectively. This reflects a maturation of the industry, where success is increasingly measured by hyper-specific key performance indicators rather than broad visibility alone (Shoenthal, 2018).

In conclusion, influencer marketing has become an essential tool for bridging the gap between brands and consumers, enhancing brand perception and loyalty. While its short-term effectiveness in boosting visibility and sales is well-established, further research is needed to

evaluate its long-term influence on consumer-brand relationships in an ever-evolving digital landscape.

## **1.2 Applying Social Learning Theory to Influencer Marketing**

Albert Bandura's social learning theory provides a foundational framework for understanding the enduring impact of influencer marketing. The theory posits that individuals internalize behaviours, attitudes, and values by observing and imitating credible and relatable role models, a process facilitated by key elements such as modelling, reinforcement, and observational learning (McLeod, 2024). These core principles closely align with the dynamics of influencer marketing, where influencers serve as modern-day role models, shaping consumer behaviour and perceptions of brands through their endorsements (Archer and Robb, 2024).

Credibility plays a pivotal role in the effectiveness of influencer marketing, with an influencer's perceived authenticity and trustworthiness critically influencing consumer engagement and loyalty. Trusted influencers are more likely to inspire consumers to adopt their demonstrated behaviours and attitudes, thereby reinforcing favourable brand perceptions and driving sustained interaction. Moreover, the congruence of values between influencers, brands, and consumers enhances these outcomes, fostering stronger emotional bonds and cultivating long-term brand loyalty (Okonkwo and Namkoisse, 2023).

In influencer marketing, relatability complements credibility, as individuals are more likely to learn behaviours, attitudes, and values by observing and imitating role models they perceive as credible, relatable, and similar to themselves, a concept central to Bandura's social learning theory. In this context, homophily, or the perceived similarity between influencers and their followers, plays a key role in driving engagement and shaping brand perception (Ahmed, Islam, and Ghaffar, 2024). Influencers capitalize on this psychological tendency by embodying characteristics or lifestyles that resonate with their audiences, fostering trust and reliability essential for influencing consumer behaviour (Kabadayi et al., 2023). Furthermore, the interactive dynamic between influencers and followers, where followers engage actively by participating in discussions, sharing stories, and seeking advice, mirrors the concept of reciprocal determinism in social learning theory, wherein individual behaviour, environmental factors, and personal cognition mutually influence one another (Nickerson, 2024). In this process, influencers act as catalysts, encouraging audiences to internalize shared values and incorporate them into their decision-making.

Reinforcement, a central element of Bandura's social learning theory (McLeod, 2024), is instrumental in understanding the efficacy of influencer marketing. Positive reinforcement, exemplified by consumers observing influencers deriving tangible benefits from brand collaborations, fosters associations between the endorsed products or services and potential consumer gains. In contrast, negative reinforcement, such as controversies surrounding influencers, can diminish consumer trust and weaken brand loyalty. Additionally, the consistency of an influencer's messaging is vital, as conflicting or inconsistent endorsements can undermine their credibility and erode the trust necessary to sustain audience engagement (Okonkwo and Namkoisse, 2023).

The theory further prompts critical inquiries into the impact of overexposure and the evolution of consumer perceptions. Excessive visibility of a single influencer or repetitive marketing campaigns can diminish perceived authenticity, resulting in consumer disengagement and scepticism (Josien and Plattsburgh, 2024). Additionally, the duration of brand-influencer partnerships significantly influences consumer trust, with extended collaborations often regarded as more authentic and indicative of shared values.

While influencer marketing is a cornerstone of contemporary branding strategies, there remains a paucity of research on its long-term effects on brand perception and consumer loyalty. This study seeks to address this gap by analysing the application of social learning theory to influencer marketing, focusing on its implications for sustained consumer behaviour. By examining the interconnections between credibility, consistency, value alignment, and reinforcement, the research aims to provide actionable recommendations for enhancing influencer marketing effectiveness.

By synthesizing theoretical perspectives with practical insights, this study aspires to advance the understanding of influencer marketing's role in shaping consumer-brand relationships. It aims to elucidate how these strategies contribute to enduring engagement and loyalty in a rapidly evolving digital landscape, offering both academic and practical contributions to the field.

### **1.3 Credibility and Trust: Foundations of Long-Term Brand Perception**

Credibility and trust represent fundamental aspects of Bandura's social learning theory and serve as critical determinants of the enduring impact of influencer marketing. According to Bandura, for observational learning to occur, the observer must perceive the model as credible and relatable, thereby enhancing the model's effectiveness as an agent of influence (McLeod, 2024).

The theory highlights that individuals are inclined to emulate the behaviour of those who occupy high-status roles in society or are recognized as successful within their respective fields. Moreover, individuals are more likely to model their behaviour after those perceived as experts or authoritative figures in specific domains. These role models' actions and behaviours are often viewed as credible, trustworthy, and effective, making them valuable exemplars for replication (McLeod, 2024).

This principle directly applies to social media influencers, whose authenticity and trustworthiness significantly influence how audiences perceive the brands they endorse. The alignment between influencer-generated content and brand messaging constitutes a foundational element of an effective influencer marketing strategy. This alignment ensures brand consistency, delivering a unified message that reinforces brand identity. Such cohesion is essential for establishing a lasting and recognizable presence in the minds of consumers (Okonkwo and Namkoisse, 2023).

Content that accurately mirrors a brand's values and messaging is more likely to resonate with its audience, fostering relevance and enhancing engagement. A key advantage of this alignment lies in the authenticity it lends to the marketing campaign. Influencer content that

seamlessly integrates with brand objectives exudes credibility and trustworthiness, thereby amplifying the campaign's overall perceived authenticity (Okonkwo and Namkoisse, 2023).

Research underscores that credibility in influencer marketing is a multi-dimensional construct comprising expertise, authenticity, and relatability. Perceived trust in the influencer plays a pivotal role in determining the persuasive power of the influencer in shaping consumer perceptions of the brand. Social media influencers often embed brand endorsements within their personal narratives, sharing firsthand experiences with the product and offering detailed explanations of its features or benefits. This personalized approach bolsters their authenticity, positioning them as trustworthy figures and thereby enhancing the credibility of their endorsements (Dhun, Dangi, and Kumar, 2023).

Influencers who prioritize transparency and authenticity in sharing their experiences are often successful in cultivating trust among their followers. For instance, research by Forbes (2024) reveals that 71% of consumers trust content created by influencers. Morning Consult's 2023 annual report highlights a notable increase in trust toward social media influencers, particularly among Gen Z and Millennials. The proportion of these groups expressing trust in influencers rose from 51% in 2019 to 61% in 2023, reflecting a growing reliance on influencer recommendations. Followers frequently regard influencers as credible authorities within their niches, significantly enhancing their persuasive impact. This perceived authority motivates followers to make purchasing decisions based on influencer endorsements, reinforcing the alignment between trust and consumer behaviour (Kuzminov, 2024).

The influence of credibility extends beyond positive reinforcement, as demonstrated by Cristiano Ronaldo's actions during a Euro 2020 press conference. Ronaldo's removal of two Coca-Cola bottles from view coincided with a \$4 billion decrease in the company's market value, underscoring the considerable impact high-profile figures can have on brand perception in the social media era (Quiroz-Gutierrez, 2021).

A health-conscious athlete, Ronaldo used this moment to advocate for healthier choices by prominently holding a bottle of water while emphasizing the word "agua." With a massive following of 550 million on social media, Ronaldo's actions highlight a shift in the balance of power between brands and influencers. Celebrities and influencers are increasingly adopting activist roles, leveraging their platforms to convey personal beliefs. Tim Crow, a veteran sports marketing consultant, observes that activism has become a significant factor for sponsors to consider, reflecting the evolving expectations and risks associated with high-profile endorsements in the digital age (Sweeney, 2021).

The importance of credibility and trust in influencer marketing aligns seamlessly with the principles of social learning theory. By nurturing authentic relationships with consumers, influencers and brands can achieve lasting effects on brand perception and loyalty. Moreover, this alignment helps mitigate the risks of inconsistent or inauthentic endorsements, ensuring that consumer trust remains intact and brand integrity is preserved.

#### **1.4 Modelling Shared Values and Loyalty**

Bandura's social learning theory posits that individuals are inclined to replicate behaviours and attitudes exhibited by role models they perceive as relatable and value-aligned (McLeod,

2024). This theoretical framework is particularly pertinent to influencer marketing, where the congruence of values among influencers, brands, and consumers is instrumental in cultivating enduring brand perception and loyalty. Influencers who effectively align with the values of their audience function as persuasive role models, shaping consumer attitudes and behaviours favourably towards the endorsed brand (Chen et al., 2024).

The concept of value congruence, as supported by social learning theory (McLeod, 2024), highlights how shared values strengthen the emotional connection between consumers and brands. The persona crafted by social media influencers serves as a strategic tool for image management, often rooted in self-enhancement and self-transcendence values. These personas significantly influence consumer cognitive processes and behavioural responses. Influencers typically cultivate positive and relatable personas that resonate with their target audience, fostering a sense of similarity and trust. Furthermore, when an influencer's values and personality align closely with the brand's ethos and product image, the perceived persuasiveness of the associated promotions is enhanced. However, if an influencer's persona becomes overly exaggerated or unrealistic, it risks losing credibility, potentially eroding the trust and confidence of their followers (Chen et al., 2024).

Influencers who especially champion positive causes such as sustainability, inclusivity, or innovation can amplify a brand's appeal among audiences who prioritize these attributes. Fenty Beauty, established by Rihanna in 2017, demonstrates an exemplary alignment of values among brand, influencer, and consumer, with its emphasis on inclusivity and diversity as core principles. Rihanna's dual role as a global icon and the brand's primary influencer reinforces its mission of "Beauty for Everyone," resonating with underrepresented consumer groups and contributing to its significant market success, including projected revenue surpassing competitors such as Kylie Cosmetics.

Bandura's framework highlights the pivotal role of identification in cultivating consumer loyalty, where individuals adopt the behaviours, values, and attitudes of role models they identify with (McLeod, 2024). Consumers are particularly drawn to influencers perceived as authentic and relatable, as these figures often reflect their own aspirations and social identities, fostering a sense of belonging and social validation that strengthens emotional bonds and promotes sustained brand loyalty (Bouttier-Esprit et al., 2023, cited in Ahmed, Islam, and Ghaffar, 2024).

Value misalignment in influencer marketing can undermine consumer trust and loyalty, particularly when influencers endorse brands or messages inconsistent with their prior stances. Research by Traackr highlights that consumers are likely to disengage from influencers perceived as misaligned on value-driven issues and may sever ties with associated brands due to values-adjacent associations, emphasizing the need for brands to collaborate with influencers who authentically and consistently align with their mission (Carufel, 2023). By adhering to social learning theory, brands can foster emotional resonance and sustained engagement through campaigns that reflect shared values and authenticity.

## **1.5 The Role of Consistency in Messaging & Impact of Duration of a Brand-Influencer Partnership**

Bandura's social learning theory underscores the importance of reinforcement and consistent modelling by credible role models for sustained learning and imitation (Main, 2022). In influencer marketing, consistency in messaging is pivotal for shaping long-term brand perception and fostering consumer loyalty. Influencers who maintain coherence in their endorsements and align their content with a brand's identity build trust and enhance their lasting impact on audiences. Frequent interactions provide valuable data points for optimizing campaigns, enabling both influencers and brands to refine their strategies based on audience responses while maintaining relevance and avoiding overexposure.

An illustrative example is Russell and Bromley's influencer campaign, which leveraged consistency to drive awareness and sales of its fashion accessories. By re-engaging top-performing influencers from a spring-summer campaign for the autumn-winter season, the brand achieved higher engagement rates and maximized returns. Insights from the initial campaign informed the optimization of subsequent content, resulting in a 7-fold return on ad spend (ROAS) for the first campaign and an 11.8-fold ROAS for the second. This strategic consistency strengthened brand recall and emotional connections, aligning with research suggesting repetitive and consistent messaging fosters trust and deepens consumer relationships (Brooks, 2021).

Nike's longstanding partnership with Cristiano Ronaldo exemplifies the efficacy of long-term influencer collaborations underpinned by social learning theory's principles. Spanning over two decades, this partnership integrates Nike's branding into Ronaldo's public persona across platforms and contexts, generating \$474 million in value through 329 posts in 2022 alone. By consistently associating Nike with excellence, performance, and success, Ronaldo reinforces the brand's identity and fosters loyalty among his vast global following. This alignment illustrates how sustained reinforcement and authentic modelling can establish enduring consumer associations, solidifying brand leadership in a competitive marketplace (Badenhausen, 2022).

## **1.6 The Negative Impact of Influencer Controversies**

Influencer marketing leverages the concept of social proof, wherein influencers are perceived as credible and aspirational figures by consumers. Grounded in Bandura's Social Learning Theory, influencers serve as behavioural models through their perceived expertise and relatability, encouraging consumers to internalize their attitudes and actions (McLeod, 2024). However, controversies involving influencers can disrupt this modelling process, yielding negative consequences for both influencers and the brands they endorse.

The debate between employing nano or macro influencers in brand promotion is particularly salient in the context of controversies. Nano-influencers cater to niche audiences, offering brands access to a targeted demographic with higher engagement levels and stronger personal connections to their followers. Their recommendations often carry significant weight due to the trust and loyalty they foster. Conversely, while macro or mega influencers provide extensive reach and the potential for substantial engagement, their prominence increases the risks associated with public missteps, which can alienate target audiences and undermine the authenticity of influencer-brand partnerships (Wiley, 2023).

The risks associated with mega-influencers stem largely from their heightened visibility, which amplifies the impact of controversies. Scandals not only tarnish the reputation of the influencer but also risk implicating brand partners, leading to diminished trust and potential reputational harm for the brand. Even in cases where a scandal does not directly affect the brand, the influencer's diminished credibility erodes the value of the partnership (Wiley, 2023).

Take for example, TikTok beauty influencer Mikayla Nogueira, who faced significant backlash after audiences accused her of using fake eyelashes in a sponsored post for L'Oréal mascara. The controversy, which quickly garnered over 24.6 million views, cantered on allegations of inauthenticity, prompting widespread debate and damaging trust in the influencer's recommendations (Mendez II, 2023). This case exemplifies how perceived dishonesty can amplify the risks associated with partnering with mega-influencers, highlighting the importance of authenticity and transparency in influencer marketing strategies.

Influencer-related controversies can give rise to "cancel culture," a phenomenon characterized by the collective withdrawal of support for a public figure, organization, or brand following accusations of socially unacceptable behaviour or comments (Lo-Booth, 2024). This cultural shift underscores the fragility of brand loyalty in influencer marketing, as social learning processes that typically strengthen consumer relationships can also exacerbate their deterioration when controversies arise. According to a Politico/Morning Consult poll, Millennials and Gen-Z are nearly twice as likely as Baby Boomers to withdraw support from a brand or individual due to social missteps, highlighting the generational dimensions of this phenomenon (Jankowski, 2021).

Notable examples illustrate the detrimental impact of such controversies. Chrissy Teigen, a former model and television personality, faced public backlash for historical instances of cyberbullying, including directing harmful comments toward a 16-year-old. The fallout prompted major retailers such as Target and Macy's to discontinue her cookware line, though Target asserted that their partnership had ended prior to the revelations (Jankowski, 2021).

Similarly, Ye (formerly Kanye West) sparked widespread condemnation after appearing at Paris Fashion Week in a "White Lives Matter" T-shirt and subsequently making antisemitic remarks across multiple platforms. These actions led to severed ties with numerous brands, including Adidas, Gap, Balenciaga, and Foot Locker, as companies sought to protect their reputations from association with the controversy (D'Zurilla, 2022). These cases exemplify the risks inherent in influencer marketing when public figures engage in behaviour that conflicts with societal norms, ultimately jeopardizing consumer trust and brand equity.

In summary, influencer marketing's efficacy is contingent upon maintaining authenticity and trust. Controversies involving influencers, particularly those with extensive visibility, can disrupt these processes, resulting in reputational damage for both influencers and their associated brands. These dynamics underscore the necessity for brands to carefully assess influencer partnerships, balancing the benefits of reach with the potential risks to ensure alignment with consumer expectations and values.

## 1.7 The Impact of Influencer Over-Exposure

In the context of influencer marketing, Bandura's social learning theory emphasizes the influential role of influencers as models who shape consumer perceptions, behaviours, and loyalty (McLeod, 2024). However, the phenomenon of influencer overexposure introduces challenges that may undermine these dynamics, posing risks to sustained consumer engagement and brand loyalty. This overexposure can manifest in diminished trust and heightened scepticism among audiences, particularly when influencers are perceived as overly commercialized or disconnected from their authentic personas.

Overexposure occurs when influencers appear too frequently across multiple platforms and campaigns, leading to consumer fatigue and disillusionment. While influencers initially captivate audiences with their relatability and aspirational appeal, constant visibility may erode the authenticity that underpins their influence. For instance, Abby Baffoe's March 2024 TikTok video, featuring conspicuous consumption, attracted 1.3 million views but elicited mixed reactions, with some commenters expressing frustration with the repetitive and clichéd nature of influencer content. Comments such as "I've been influenced! To buy any brand but Tarte" highlight the growing resistance to over-commercialized influencer campaigns (Proulx, 2024). Similarly, a 2024 survey of European marketing professionals conducted by Kolsquare reveals a significant trend of audience disillusionment with excessive social media content, with 17% of respondents identifying changes in audience behaviour as a major challenge (The Guardian, WARC, 2024).

These findings align with Bandura's assertion that reinforcement is only effective when it aligns with an individual's needs and expectations (McLeod, 2024). Overexposure disrupts this alignment, leading to a decline in consumer trust, engagement, and brand preference. Brands must navigate the delicate balance between visibility and authenticity, ensuring that influencer strategies remain meaningful and aligned with consumer expectations. As the industry evolves, understanding and mitigating the risks of overexposure will be critical for sustaining the effectiveness of influencer marketing and fostering long-term brand loyalty.

## 1.8 Influencer Marketing: A Critical Review

### A. The Rise and Influence of Social Media Marketing

The rise of social media has significantly altered the marketing landscape, fostering the rapid development and widespread adoption of influencer marketing as a dominant strategy. Over the past twenty years, this sector has evolved into a global phenomenon, redefining the ways in which information, cultural trends, and commercial activities are produced and disseminated. While early adoption was driven by industries such as fashion, beauty, and travel, the adaptable nature of influencer marketing has broadened its application to include nonprofits, governmental organizations, and political campaigns, all seeking to capitalize on its perceived authenticity (Hund, 2024). Nonetheless, despite its expansive reach and influence, the influencer marketing industry often operates without standardized professional guidelines, resulting in fragmented practices and significant accountability challenges.

## **B. Social Implications of Influencer Culture**

Influencer-generated content frequently elicits social concerns, particularly regarding its impact on mental health and consumer behaviour. Studies indicate that influencers often propagate unattainable body ideals, promote materialistic values, and contribute to dissatisfaction among their audiences. The highly curated and idealized portrayal of lifestyles, combined with the addictive design of social media platforms, intensifies issues such as comparison-induced inadequacy and declining mental well-being, particularly among younger users. However, the potential for constructive influence is equally apparent, as numerous influencers leverage their platforms to champion causes such as social justice, body positivity, and mental health advocacy, highlighting the complex and dualistic nature of their societal impact (Bareth, 2023).

## **C. Structural Contradictions and Challenges**

The influencer industry is characterized by profound internal contradictions, operating as both a platform for entrepreneurial innovation and a domain of systemic exploitation. The lack of comprehensive regulatory oversight has facilitated exploitative practices at various levels, platforms prioritize profitability over transparency, brands employ inequitable compensation practices, and creators occasionally misrepresent their authenticity. Preserving the integrity of this industry is vital, as its foundational appeal rests on the perception of authenticity. Without adequate safeguards, the manipulation of authenticity and personal narratives risks producing significant societal repercussions, underscoring the urgency for regulatory intervention (Hund, 2024).

## **D. Authenticity and Paid Endorsements**

The blurred lines between organic content and paid endorsements in influencer marketing have reignited debates about transparency. Historically, influencers have not been held to the same disclosure standards as traditional advertising, leading to consumer confusion. Recent advancements, including platform-driven disclosures such as Instagram's "Paid Partnership" tags and the use of #ad, represent progress, but questions remain about whether these measures are sufficient. Greater transparency could enhance consumer trust and ensure ethical practices in the industry (Suciu, 2020).

## **E. Deinfluencing and Emerging Consumer Behaviour Trends**

Deinfluencing has emerged as a notable trend on TikTok, wherein creators actively discourage overconsumption and critique the often excessive or overpriced trends promoted on social media platforms (Johnson, 2023). This movement advocates for more mindful consumer behaviour, encouraging individuals to prioritize the use of existing possessions over the pursuit of new purchases (Scott, 2024).

A specific subset of deinfluencing involves creators producing "anti-hauls," where they highlight products they either choose not to purchase or would not repurchase. This practice directly contrasts with the popular "haul" trend, which typically features influencers showcasing large-scale or high-volume acquisitions from shopping trips (Johnson, 2023).

The rise of deinfluencing has also influenced audience attitudes, with many followers adopting a critical stance toward excessive consumerism and denouncing specific brands or practices. While this shift may promote more sustainable consumption patterns, it poses potential challenges for brands reliant on influencer-driven marketing strategies, as consumer pushback against overspending could negatively impact sales and brand perception.

## **Conclusion**

Influencer marketing occupies a complex and evolving space within the global economy. While it provides unique opportunities for brands to build trust and foster engagement, it also presents significant challenges, including ethical concerns, structural inefficiencies, and the potential for negative social and consumer impacts. As the industry continues to mature, implementing regulatory measures and fostering transparency will be critical to maintaining its relevance and integrity. Concurrently, movements like deinfluencing highlight the shifting dynamics of consumer expectations, suggesting that sustainable practices may play a more prominent role in shaping the future of influencer marketing.

## **1.9 Research Gap**

Although the dynamics of influencer marketing have been extensively studied, critical gaps remain, particularly regarding its long-term effects on consumer-brand relationships. Existing research predominantly emphasizes short-term outcomes, such as heightened visibility and immediate consumer engagement, while providing limited exploration into the enduring impact of influencer campaigns on brand loyalty and trust. While Bandura's social learning theory has been applied to examine the roles of credibility, relatability, and reinforcement in influencer marketing, emerging trends such as deinfluencing and rising consumer scepticism remain underexplored, leaving unanswered questions about their implications for brand strategies and sustainability.

Moreover, while credibility and authenticity are recognized as fundamental to influencer effectiveness, the literature inadequately addresses the intricate ways in which value alignment between influencers and consumers shapes long-term brand loyalty. Similarly, the potential disruptions caused by overexposure, controversies, or inconsistent messaging, factors that may weaken the consumer learning process as described in social learning theory, require further investigation. To bridge these gaps, future research must integrate psychological frameworks and marketing theories to examine how influencer campaigns contribute to sustained consumer trust, emotional connection, and brand loyalty in an evolving digital landscape.

## **1.10 Conclusion**

The evolution of influencer marketing, catalysed by the rise of social media, underscores its transformative impact on contemporary marketing strategies. The synthesis of literature reveals that influencer marketing thrives on the principles of credibility, relatability, and reinforcement, as outlined in Bandura's social learning theory. Influencers, by fostering authentic and relatable connections with their audiences, have reshaped brand-consumer interactions, driving engagement and loyalty.

Despite the well-documented short-term effectiveness of influencer campaigns in boosting visibility and sales, the literature highlights a gap in understanding their long-term impact on consumer-brand relationships. Issues such as influencer overexposure, the dynamics of value alignment, and the consequences of controversies require deeper exploration. Moreover, the emergent trend of deinfluencing suggests a paradigm shift in consumer behaviour that challenges traditional influencer marketing strategies.

Future research should focus on the longitudinal effects of influencer marketing, particularly in terms of sustaining brand loyalty and trust. Integrating psychological theories with marketing frameworks can provide a comprehensive understanding of the underlying mechanisms driving these outcomes. As the digital landscape continues to evolve, such insights will be critical in refining influencer marketing strategies to foster enduring consumer engagement and brand resonance.

## **2. Methodology**

### **2.1 Introduction**

This chapter presents the research methodology adopted to explore "the impact of influencer marketing on long-term brand perception and consumer loyalty." It details the rationale for employing a survey-based design, which incorporated a combination of closed-ended questions, Likert-scale items, and multiple-choice options. The chapter further outlines the quantitative research approach, participant selection process, and the procedures for data collection and analysis. Additionally, it addresses the inherent limitations and potential weaknesses of the research methods, ethical considerations involved, and the strategies implemented to ensure the validity and reliability of the findings.

### **2.2 Approach**

To address the six research objectives, a quantitative research methodology was adopted, utilizing an online survey hosted on Google Forms (refer to Appendix) as the primary instrument for data collection. The collected data were subsequently extracted and analysed using Microsoft Excel, complemented by graphical insights generated by Google Forms. Secondary research was conducted through an extensive literature review of credible sources, including books, academic journals, and news articles.

### **2.3 Primary Research (Quantitative)**

A quantitative research approach was selected as the most appropriate method for the primary investigation in this study. Quantitative research is particularly well-suited for gaining a comprehensive understanding of social phenomena by observing situations or events affecting diverse groups. This approach generates objective data that can be effectively analysed and communicated through statistical measures (Williams, 2021).

Quantitative methods are instrumental in identifying patterns, calculating averages, testing causal relationships, making predictions, and generalizing results to broader populations. They are efficient, focused, and easily scalable, making them especially suitable for studies with large sample sizes (Williams, 2021).

For this study, an online survey was employed to gather primary data, targeting Millennials and Gen Z social media users worldwide. This approach aligns with the objective of examining the impact of influencer marketing within a global demographic and cultural framework. The decision to use an online survey was informed by its ability to efficiently reach a geographically dispersed and diverse audience, particularly given the research focus on digital platforms.

Millennials and Gen Z, the primary audience for influencer marketing campaigns, actively engage with social media influencers and are significantly influenced by their

recommendations in purchasing decisions. An online survey provided a cost-effective, scalable, and time-efficient means to collect data from these digitally active cohorts.

Survey participants were selected based on their familiarity with social media influencers to ensure alignment with the research objectives. The survey comprised closed-ended and open-ended questions, Likert-scale responses, and multiple-choice options, designed to quantify participants' perceptions, attitudes, and behaviours concerning influencer marketing. This structured format facilitated consistency in data collection and enabled statistical analysis to identify patterns and correlations.

Data collection was conducted over a period spanning from November 10, 2024, to December 29, 2024, ensuring participants were provided with sufficient time to complete and submit their survey responses. The survey was distributed globally through social media platforms, email, and messaging applications. Data obtained from the responses were analysed using formulas in Microsoft Excel, supported by the graphical reports generated by Google Forms, to derive meaningful insights aligned with the research objectives.

## 2.4 Sampling and Participant Selection

Participants were recruited through a combination of in-person interactions and online platforms, including Instagram, Facebook, WhatsApp, and email. Recruitment efforts also extended to classmates, college peers, and colleagues, including industry professionals, to ensure alignment with the study's target demographic. The inclusion criteria prioritized Millennials and Gen Z individuals who actively engage with social media platforms and follow influencers, thereby ensuring the study's findings are directly applicable to the primary audience of influencer marketing campaigns.

A sample size of 100 participants was selected to balance statistical reliability with practical feasibility. While a larger sample size could provide greater representation of the population, this study is constrained by available time and resources. The chosen sample size enables robust and meaningful analysis while maintaining the research's manageability within these limitations.

### *General Sample Characteristics*

Category	Sub-category	Count
Gender	Male	44
	Female	61
	Non-Binary	2
Age Group	Millennials	81
	Gen Z	26
Influencer Followership	Follow Influencers	83
	Don't Follow Influencers	24

## **2.5 Data Collection and Survey Design**

The survey was meticulously designed to address the six research objectives, with each objective guiding the development of specific questions. For instance, to examine the role of influencer credibility and trust in shaping brand perception, participants were asked to rate the importance of these attributes using a Likert scale ranging from 1 to 5. They were also invited to share examples of instances where endorsements by trustworthy influencers influenced their brand preferences.

Similarly, questions related to value alignment explored participants' perceptions of how shared values between themselves, influencers, and brands influenced their loyalty and engagement. Questions addressing the impact of controversy sought to determine how negative incidents involving influencers affected participants' perceptions of both the influencers and the associated brands. Participants who indicated that they had stopped supporting a brand due to an influencer-related controversy were asked to provide specific examples, offering insights into the types of controversies that might prompt consumers to dissociate from brands indirectly linked to such incidents.

The initial draft of the survey was reviewed by the dissertation supervisor, whose feedback played a critical role in refining its structure and content. A revised version of the survey was then pre-tested with a small sample of five participants to evaluate its clarity, relevance, and comprehensiveness. Feedback from this pre-testing phase prompted further refinements, including adjustments to question phrasing and response options, thereby improving the reliability and validity of the final survey instrument.

Once finalized, the survey was distributed via various social media platforms and online messaging channels. This distribution strategy was chosen to align with the digital habits of the target demographic, primarily Millennials and Gen Z, who are active users of social media and frequent interactors with influencers. This approach ensured broad reach and engagement from the intended audience.

## **2.6 Data Analysis**

The quantitative data gathered through the survey was analysed using Microsoft Excel formulas to uncover patterns, correlations, and trends, complemented by graphical reports generated via Google Forms. Descriptive statistics were employed to summarize and provide an overview of participants' responses, while inferential analysis was conducted to examine relationships between key variables such as influencer credibility, value alignment, and consumer loyalty. This analytical approach facilitated a comprehensive understanding of the factors shaping long-term brand perception and consumer loyalty within the framework of influencer marketing.

## **2.7 Ethical Considerations**

The research adhered strictly to ethical guidelines to ensure the study's integrity and credibility. An informed consent form was provided to participants, clearly explaining the purpose of the research, the voluntary nature of their participation, and assurances regarding the confidentiality and anonymity of their responses. This consent form was embedded at the start of the survey, requiring participants to review and acknowledge the information before proceeding. By clicking 'Next' to continue, participants indicated their informed consent, confirming their understanding and willingness to participate.

To uphold institutional and ethical standards, all collected data is securely stored and will be used exclusively for academic purposes. These measures ensure participants' privacy is protected and their information remains safeguarded against unauthorized access. Such ethical practices underscore the researcher's commitment to maintaining trust, transparency, and adherence to best practices throughout the study.

## **2.8 Weaknesses and Limitations**

While online surveys offer several advantages, such as the ability to reach a broad and diverse audience, they also have inherent limitations. One key drawback is that online surveys demand minimal participant commitment, which may lead to superficial responses. Unlike qualitative methods like interviews or focus groups, surveys do not provide the depth necessary to fully explore participants' reasoning or psychological motivations (Kohler, 2023). For example, multiple-choice questions restrict participants' ability to elaborate on their views, limiting the richness of the data. Additionally, survey responses may be affected by social desirability bias, where participants may provide answers they believe are socially acceptable rather than reflecting their true opinions (Kohler, 2023).

Recall bias is another limitation. While people often believe they can accurately remember past events, in reality, they tend to forget details over time, and their perceptions may shift without their awareness. This imperfect memory can pose a challenge for surveys that rely on respondents recalling specific events or experiences. A respondent's current emotional state can also influence their participation and the quality of their responses. If participants feel rushed, fatigued, or indifferent, they may be less likely to engage meaningfully with the survey. When respondents are uncertain about a question, they may resort to guessing, which undermines the accuracy of the data, yet such responses are difficult to identify (Kohler, 2023). Similarly, open-ended questions may be left unanswered or filled with "N/A" if participants are unable or unwilling to provide a response at that moment.

Moreover, the lack of a controlled environment in online surveys means that participants might complete the survey without full attention, which can compromise the reliability of the data (Salmons, 2023).

Despite these limitations, some can also be seen as strengths in certain contexts. For instance, the structured nature of surveys ensures that responses stay focused on the research objectives (Statistics Consultation, 2022), reducing the risk of off-topic discussions that may arise in qualitative methods like interviews or focus groups. Additionally, the large sample size compensates for the lack of depth by providing a substantial dataset for robust quantitative analysis.

## 2.9 Conclusion

The research methodology employed in this study utilized a survey-based quantitative approach to investigate the influence of influencer marketing on long-term brand perception and consumer loyalty. An online survey was strategically selected to gather data from a globally dispersed, digitally active demographic, ensuring the data's alignment with the study's aims. The survey's design, featuring a variety of question formats, enabled a comprehensive collection of participants' perceptions, attitudes, and behaviours related to influencer marketing. The methodical approach to participant recruitment and sampling, along with rigorous data collection and analysis protocols, demonstrated a commitment to producing robust and credible findings.

Adhering to a thorough ethical framework, the methodology ensured the provision of informed consent, the protection of participant anonymity, and the secure handling of data. Despite inherent challenges such as recall bias and social desirability, the structured methodology and extensive data collection offered a strong foundation for subsequent statistical analysis and interpretation.

This approach not only fulfilled the research objectives but also enriched the broader conversation on the application of quantitative methods in digital marketing research, particularly in the context of influencer marketing. It provides a solid groundwork for the upcoming analysis and discussion, with significant implications for both academic inquiry and practical strategies in this evolving field.

## **3. Findings & Results**

### **3.1 Introduction**

This chapter presents the results of the survey aimed at evaluating the impact of influencer marketing on long-term brand perception and consumer loyalty. The analysis is structured around six research objectives: examining the influence of influencer credibility, value alignment, controversies, consistency in messaging, the duration of brand-influencer partnerships, and the effects of over-exposure to influencers. Each section interprets the survey data, offering insights into how these factors shape consumer behaviour and brand loyalty.

### **3.2 Credibility of Influencers**

#### **a) Brand Reputation & Consumer Engagement:**

The data indicates that the credibility of influencers plays a crucial role in building consumer trust and engagement. A significant portion of respondents (65.4%) rated the impact of influencer credibility on trust in the brand as 4 out of 5, and 7.5% rated it as 5. This finding underscores the importance of trustworthy influencers in enhancing consumer engagement.

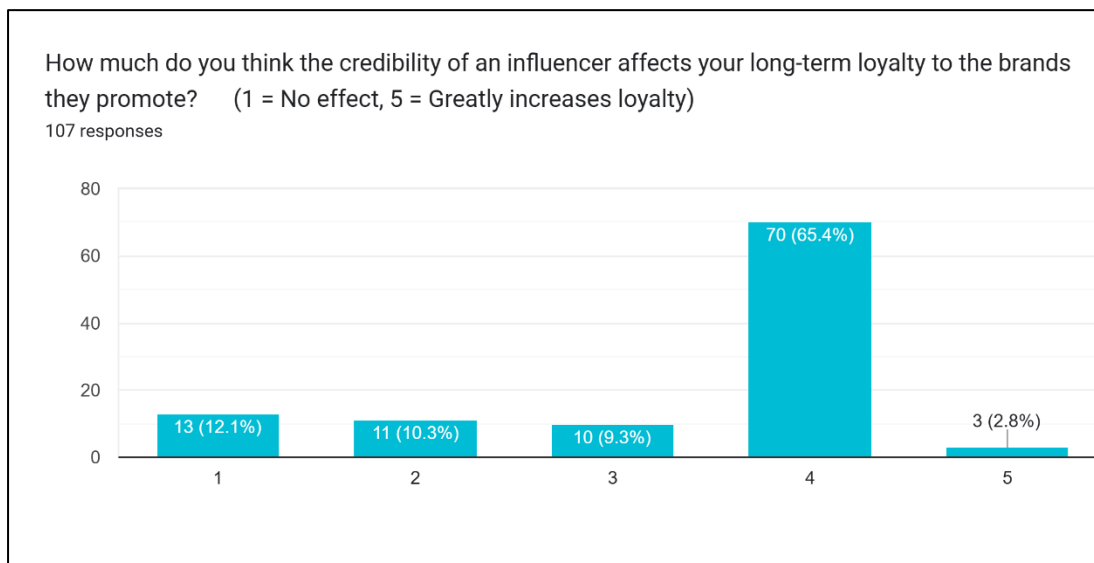
#### **b) Brand Loyalty:**

Regarding brand loyalty, 68.2% of overall respondents noted that an influencer's credibility substantially boosts their loyalty to the endorsed brands. This highlights the critical role of perceived authenticity in maintaining long-term brand loyalty.

#### **c) Brand Preference:**

Influencer credibility also strongly influences brand preference, with 68.2% of participants likely to prefer brands endorsed by credible influencers, giving it a rating of 4, while 4.7% rated it as 5. This demonstrates that trustworthy influencers significantly affect consumers' brand choices.

Graph depicting the impact of influencer credibility on long-term brand loyalty



### 3.3 Alignment of Values

#### a) Consumer Engagement:

The alignment of values between the brand, influencer, and consumers is vital for enhancing engagement. A considerable majority (70.1%) rated the importance of this alignment as 4, and 19.6% as 5, indicating that shared values play a crucial role in fostering consumer interaction with brands.

#### b) Brand Loyalty:

The impact of value alignment on brand loyalty was supported by 71% of respondents who rated its significance as 4. This suggests that consumers are more inclined to remain loyal to brands that reflect their values, reinforced by influencer endorsements.

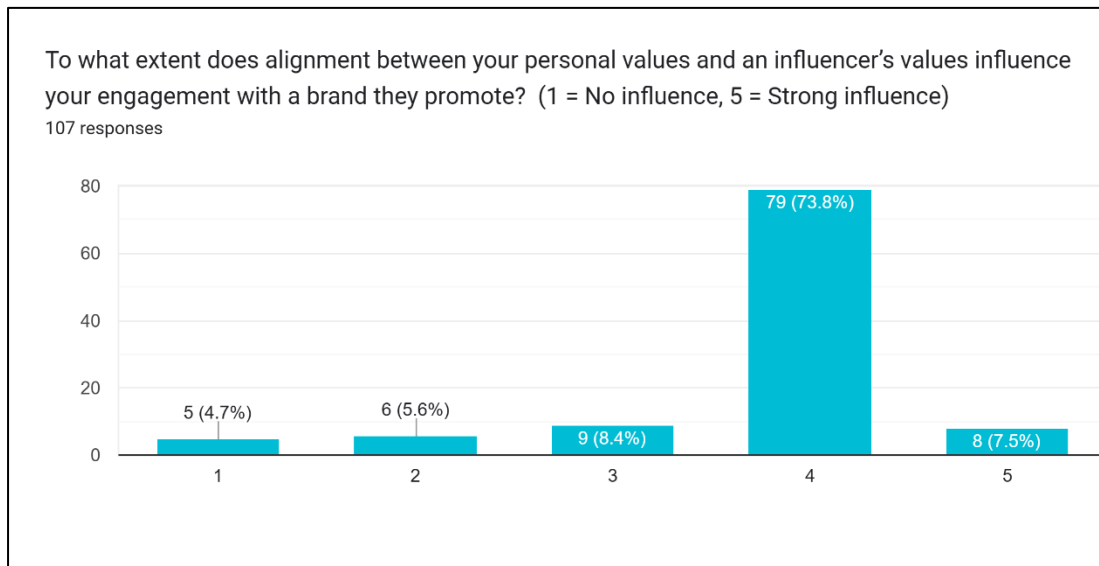
#### c) Brand Preference:

Similarly, 81.3% of overall respondents reported that alignment between their personal values and those of the influencer influences their engagement with the brand, giving it a rating of 4. This highlights the importance of shared values in driving brand preference.

#### d) Perceived Brand Reputation:

The alignment of values between a brand and an influencer is critical for maintaining a positive brand reputation, with 71% of respondents rating this impact as 4, suggesting that congruent values enhance the brand's standing in the minds of consumers.

*Graph depicting the role of value alignment between consumers and influencers in shaping brand preference*



### 3.4 Influence of Controversies

#### a) Consumer Engagement:

Controversies surrounding influencers have a negative effect on consumer engagement. A majority (68.2%) of respondents were unlikely to engage with a brand linked to a controversial influencer, rating this likelihood as 2.

#### b) Brand Loyalty:

Controversies also have a detrimental impact on brand loyalty, with 60.7% of participants rating the effect as 4. This shows that controversies can erode the trust and loyalty established through influencer endorsements.

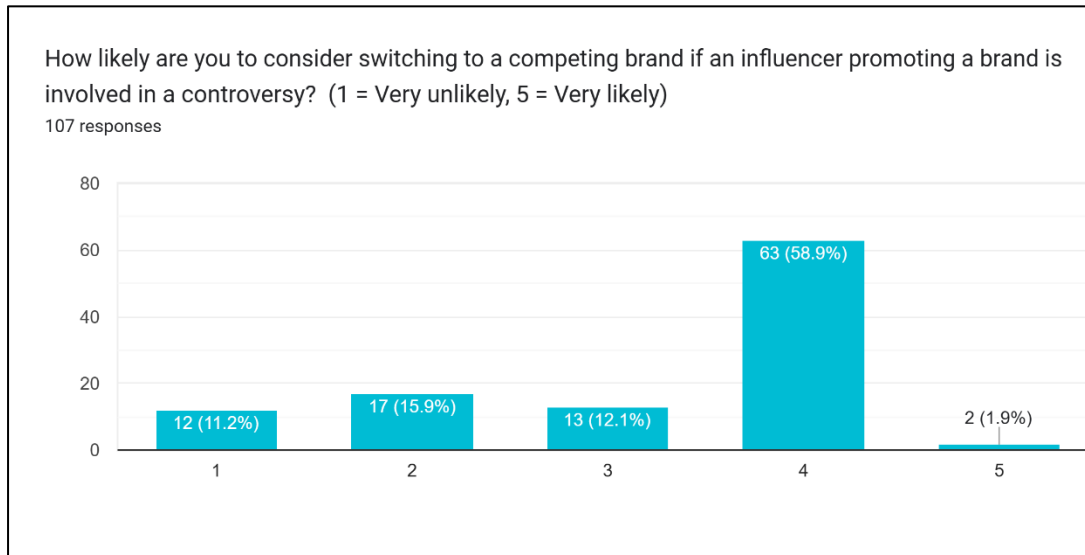
#### c) Brand Preference:

The impact of controversies on brand preference is clear, with 62.6% of respondents rating the influence on brand reputation as 4. This suggests that negative incidents can significantly tarnish a brand's image.

#### d) Perceived Brand Reputation:

The likelihood of switching to a competing brand due to an influencer-related controversy was high, with 58.9% of respondents rating this likelihood as 4. This indicates the potential damage that controversies can inflict on a brand's reputation.

*Graph depicting the impact of influencer controversies on brand reputation*



### **3.5 Consistency in Messaging**

#### **a) Consumer Engagement:**

Consistent messaging by influencers is shown to encourage engagement, with 64.5% of respondents expressing a high likelihood of staying loyal to consistently promoted brands, rating it as 4.

#### **b) Brand Loyalty:**

Consistency in messaging significantly impacts brand loyalty, with 62.6% rating its effect on brand preference as 4. This underscores the importance of steady communication in sustaining consumer trust.

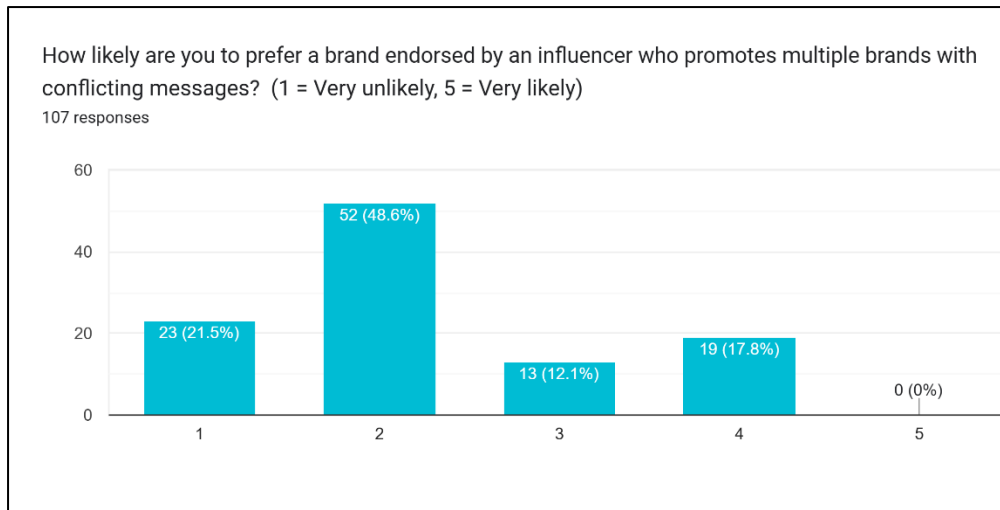
#### **c) Brand Preference:**

Inconsistent messaging from influencers notably reduces brand preference, with 48.6% of respondents indicating a likelihood of preferring such brands as 2.

#### **d) Perceived Brand Reputation:**

Consistent personal messaging from influencers positively influences brand preference, with 62.6% of respondents rating its impact as 4. This highlights the importance of consistent messaging in cultivating positive brand perceptions.

*Graph depicting the impact of inconsistent messaging on brand preference*



### 3.6 Duration of Brand-Influencer Partnership

#### a) Consumer Engagement:

Long-term partnerships between brands and influencers positively affect consumer engagement, with 63.6% of respondents rating the increase in loyalty as 4. This suggests that sustained collaborations build consumer trust and engagement.

#### b) Brand Loyalty:

Similarly, 70.1% of respondents were likely to engage with a brand consistently represented by a trusted influencer over time, rating this likelihood as 4. This indicates the benefits of long-term partnerships.

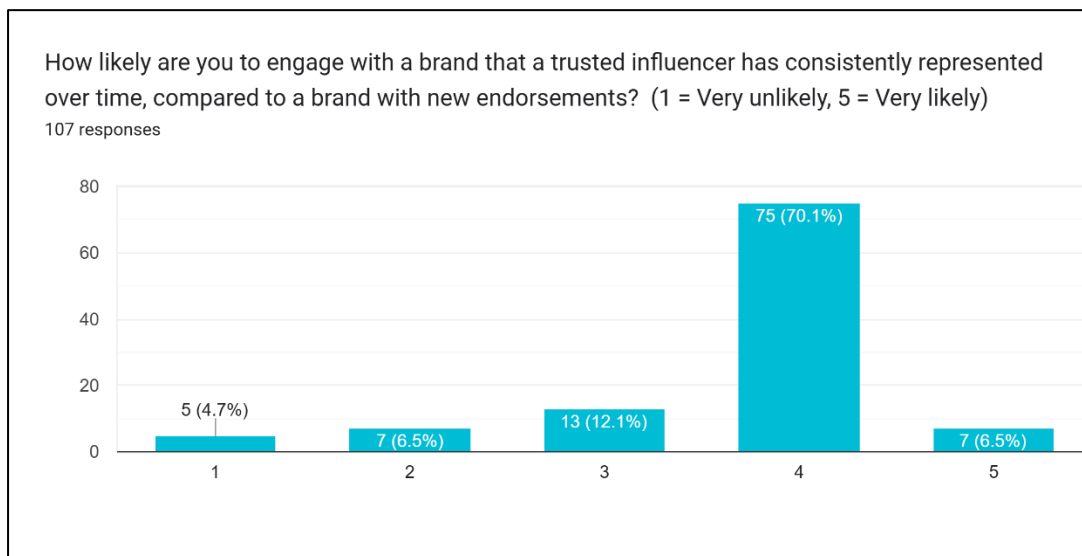
#### c) Brand Preference:

The preference for brands with enduring influencer partnerships was confirmed by 72% of respondents, who rated their likelihood of preference as 4.

#### d) Perceived Brand Reputation:

Long-term partnerships also positively influence brand reputation, with consistent representation enhancing consumer perceptions of brand integrity.

Graph depicting the impact of sustained influencer-brand collaboration on brand loyalty



### 3.7 Effects of Over-Exposure

#### a) Consumer Engagement:

Over-exposure to influencers negatively impacts consumer engagement, with 62.6% of respondents indicating that frequent exposure decreases their likelihood of engaging with the brand, rating it as 2.

#### b) Brand Loyalty:

The impact of over-exposure on brand loyalty was significant, with 65.4% rating its effect as 4. This suggests that while repeated endorsements can enhance brand recognition, they may also lead to saturation and reduced loyalty over time.

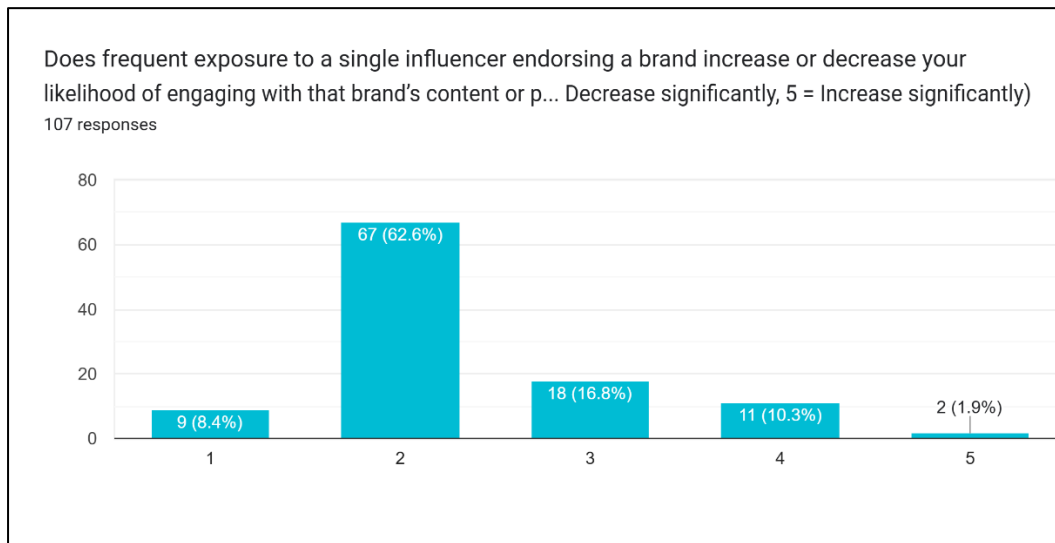
#### c) Brand Preference:

Over-exposure was found to negatively influence brand preference, with 57% rating its impact as 4, suggesting that excessive visibility can diminish the perceived authenticity of both the influencer and the brand.

#### d) Perceived Brand Reputation:

The perception of brand reputation due to over-exposure was similarly affected, with 57% of respondents rating its negative impact as 4, indicating that over-exposure can harm brand credibility.

*Graph depicting the impact of over-exposure to influencers on brand engagement*



### **3.8 Conclusion**

The study's findings reveal the intricate relationship between various aspects of influencer marketing and their impact on long-term brand perception and consumer loyalty. Influencer credibility, value alignment, consistent messaging, and long-term partnerships emerged as key factors in fostering consumer trust and engagement. In contrast, controversies and over-exposure to influencers posed significant risks to brand reputation and loyalty. These insights highlight the need for strategic influencer management to optimize the advantages of influencer marketing while mitigating its challenges. Future research should further explore these dynamics across diverse demographics and industries to deepen the understanding of the long-term effects of influencer marketing.

## **4. Discussion and Analysis**

### **4.1 Introduction**

This chapter presents a detailed discussion and analysis of the survey findings, focusing on the influence of influencer marketing on long-term brand perception and consumer loyalty. The analysis is structured around six key research objectives: assessing the impact of influencer credibility, examining the role of value alignment, exploring the effects of controversies, evaluating the importance of consistency in messaging, analysing the influence of the duration of brand-influencer partnerships, and understanding the implications of over-exposure to influencers.

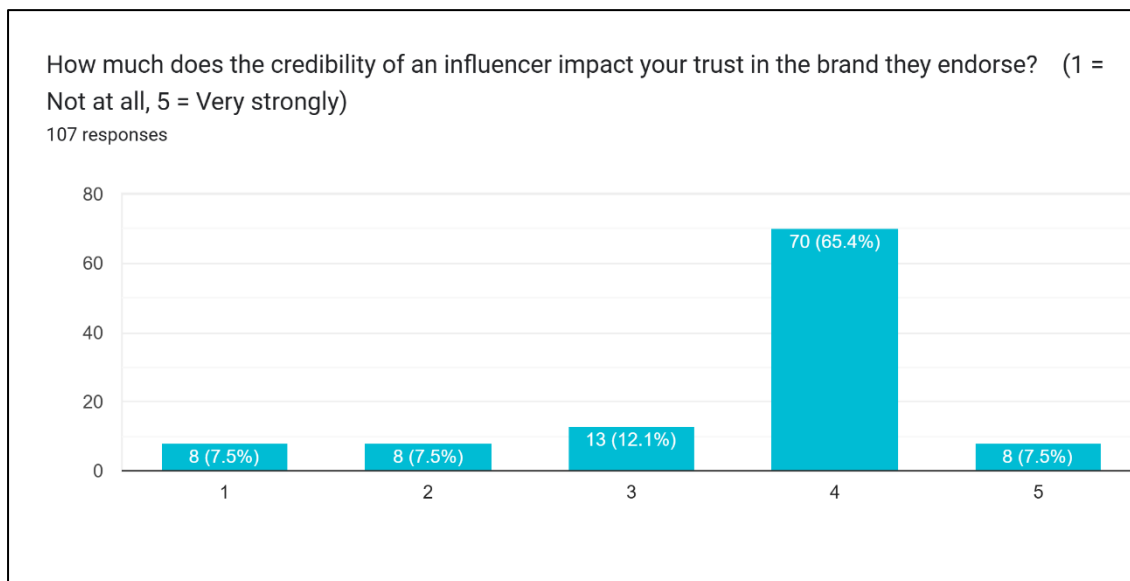
Each section provides a critical evaluation of the collected data, contextualized within the framework of existing literature and theoretical perspectives. This approach allows for a nuanced understanding of how these variables collectively shape consumer behaviour and contribute to brand loyalty. By linking empirical findings to established theories, the chapter offers a comprehensive exploration of the mechanisms through which influencer marketing affects consumer perceptions and engagement.

### **4.2 The Role of Influencer Credibility in Consumer Engagement, Loyalty, and Perception**

This section examines Objective 1: To explore how influencer credibility impacts consumer engagement, brand loyalty, brand preference, and the perceived reputation of a brand. The findings emphasize the pivotal role of influencer credibility in influencing these dimensions of consumer behaviour. Grounded in Bandura's social learning theory, credibility positions influencers as effective role models. This framework underscores the significance of trustworthiness and expertise, attributes that enable the seamless transfer of perceived authenticity from influencers to the brands they endorse (McLeod, 2024). The study's findings validate this relationship, demonstrating that consumers frequently rely on credible influencers to guide their purchasing decisions and shape their brand loyalties.

When participants were asked to evaluate the impact of influencer credibility on their trust in a brand, a significant proportion of responses reflected the importance of this factor. 78 out of 107 (72.9%) participants assigned scores of 4 or 5 on the Likert scale, indicating a robust association between influencer credibility and brand trust. These results align with existing literature that highlights that credible influencers act as effective intermediaries who enhance consumer trust and deepen engagement (Okonkwo and Namkoisse, 2023).

*Graph depicting the impact of influencer credibility on consumer trust*

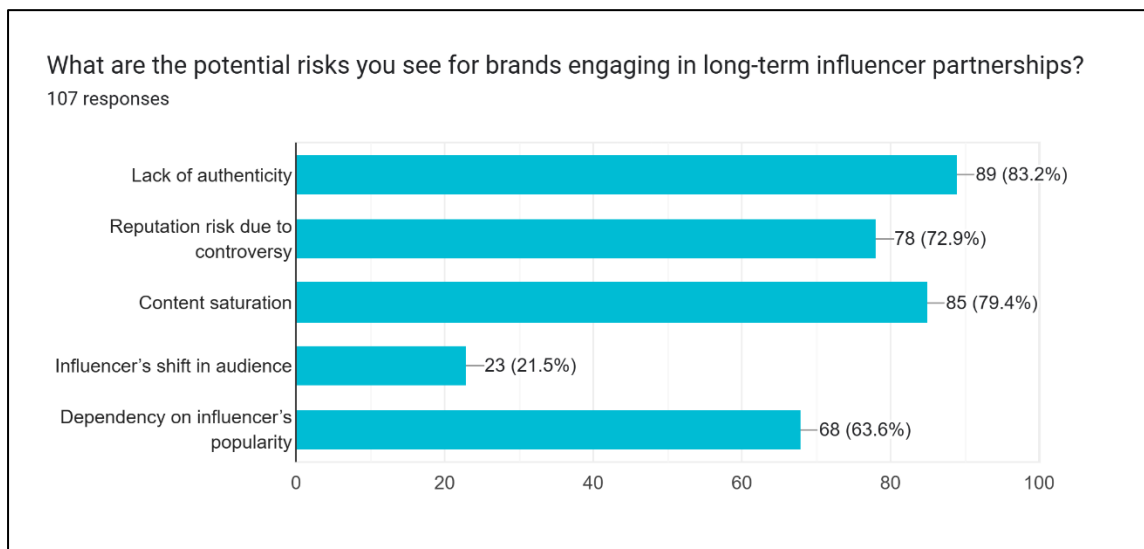


Participants often cited examples where credible influencers significantly influenced their purchasing decisions, underscoring the perceived reliability of these individuals as a key factor driving their engagement with specific brands. Notable examples mentioned included Cristiano Ronaldo's endorsement of Nike, Emma Watson's partnership with Prada Paradoxe, the Colin Kaepernick "Dream Crazy" campaign for Nike, and Aimee Connolly's promotion of her cosmetics brand, Sculpted by Aimee.

A key observation in the study is the role of perceived expertise and honesty in building credibility. Participants noted that they tended to follow influencers whose content resonated with their personal values and interests. For instance, influencers with a demonstrated commitment to a particular niche, such as fitness (Cristiano Ronaldo), beauty (Aimee Connolly), or sustainability (Emma Watson), were seen as more trustworthy and authentic. This perceived authenticity often transferred seamlessly to the brands they promoted, leading to increased consumer trust and a preference for these brands over competitors. Such findings reinforce the idea that credibility is not just an individual attribute of the influencer but a dynamic quality that can be leveraged by brands to enhance their reputation and foster deeper consumer connections.

However, the study also highlights notable scepticism among a smaller subset of respondents. 8 (7.5%) participants rated influencer credibility as having no impact (score 1), reflecting a degree of mistrust towards the influencer marketing ecosystem. This scepticism is closely tied to the perceived authenticity of influencers, with 89 (83.2%) participants identifying it as a significant risk. Participants expressed concerns about influencers endorsing multiple, and often conflicting, brands within short timeframes, which they believed diluted the authenticity of these endorsements.

*Graph depicting significant risk from perceived authenticity of influencers*



This scepticism highlights the challenges brands face in ensuring that influencer partnerships align with their strategic objectives. When influencers are perceived as prioritizing financial gain over genuine advocacy, their credibility is questioned, leading to reduced consumer trust in both the influencer and the brands they represent. This finding aligns with broader discussions in academic literature regarding the commercialization of influencer marketing, where the balance between authenticity and monetization often becomes blurred (Suciu, 2020).

To address these challenges, brands must adopt rigorous guidelines and vetting processes when selecting influencers. It is essential that influencers genuinely embody the values and identity of the brand to maintain credibility. By carefully curating partnerships with influencers who demonstrate consistent and authentic messaging, brands can mitigate the risks associated with scepticism and enhance their long-term relationship with consumers. For instance, collaborations with niche influencers who have a loyal and engaged following may prove more effective than working with high-profile influencers whose authenticity may be questioned due to the sheer volume of endorsements as supported by previous literature (Wiley, 2023).

Another dimension of credibility that emerged from the study is the role of transparency in fostering trust. Participants expressed a preference for influencers who disclosed their sponsorships and collaborations openly. Influencers who were perceived as transparent about their commercial relationships were viewed more positively than those who failed to disclose such information. This aligns with regulatory trends in influencer marketing, where transparency has become a cornerstone of ethical advertising practices. By ensuring clear communication and compliance with disclosure guidelines, brands and influencers can build a foundation of trust that enhances the effectiveness of their marketing campaigns (Suciu, 2020).

The study also suggests that credibility extends beyond the individual relationship between the influencer and the consumer. Participants indicated that credible influencers could act as cultural intermediaries, bridging the gap between the brand and its target audience. By leveraging their unique position as relatable figures, influencers can effectively translate the

brand's values and messages into content that resonates with consumers on a personal level. This cultural mediation reinforces the role of influencers as key facilitators of brand engagement and loyalty, particularly among Millennial and Gen Z audiences who prioritize authenticity in their purchasing decisions.

While credibility offers significant advantages, it is not without limitations. As noted earlier, the issue of conflicting endorsements poses a substantial risk to the effectiveness of influencer marketing campaigns. 75 out of 107 (70.1%) participants voted that they were very unlikely (scale of 1 and 2) to prefer a brand endorsed by an influencer who promotes multiple brands with conflicting messages. Brands must actively monitor and manage their partnerships to ensure that influencers do not compromise their authenticity by promoting contradictory products. For instance, a fitness influencer endorsing both health supplements and fast-food brands may inadvertently send mixed messages, eroding their credibility among followers.

Additionally, the study highlights the need for brands to differentiate between perceived and actual credibility. While some influencers may appear credible based on their follower count or engagement metrics, true credibility stems from their ability to inspire trust and align with the brand's values. Brands must look beyond surface-level indicators and assess the qualitative aspects of an influencer's content, audience engagement, and personal values.

In conclusion, influencer credibility plays a pivotal role in shaping consumer engagement, loyalty, and brand perception. The study's findings underscore the importance of authenticity, transparency, and value alignment in building trust between influencers and consumers. While scepticism and risks remain, these challenges can be mitigated through strategic planning, rigorous vetting, and a commitment to fostering genuine partnerships. By prioritizing credibility, brands can enhance the effectiveness of their influencer marketing campaigns and build enduring relationships with their target audiences.

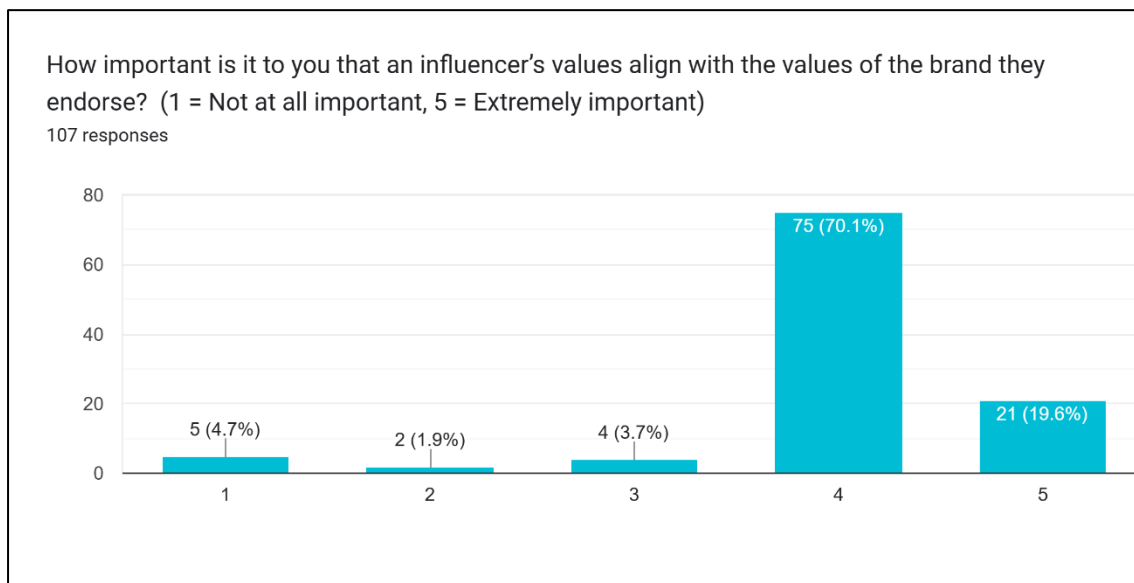
This nuanced understanding of credibility provides a strong foundation for exploring other dimensions of influencer marketing, such as value alignment, consistency, and the impact of long-term partnerships. As brands navigate the evolving landscape of digital marketing, the principles of authenticity and trust will remain central to their success in leveraging influencer collaborations for sustained growth and consumer loyalty.

### **4.3 Value Alignment Between Influencers, Brands, and Consumers**

This section addresses Objective 2: To examine how value alignment among the brand, influencer, and consumers influences consumer engagement, brand loyalty, brand preference, and perceived brand reputation.

The alignment of values between influencers, brands, and consumers emerged as a pivotal factor driving long-term consumer engagement, brand loyalty, and positive brand perception. In the study, 96 (89.7%) respondents rated the alignment of values as very important, with 87 (81.3%) participants specifically noting its significant role in their decision to engage with a brand. This highlights how shared values create emotional resonance, fostering meaningful connections that transcend transactional relationships and deepen consumer loyalty.

*Graph depicting the significance of alignment of values between the influencer and brand*



Respondents provided examples illustrating how value alignment positively influenced their perception of a brand. For instance, participants highlighted endorsements by influencers like Cristiano Ronaldo, whose personal lifestyle emphasizes fitness and high achievement, aligning with Nike's mission "to bring inspiration and innovation to every athlete\* in the world (\*If you have a body, you are an athlete)" (Official Nike Website). Nike's goal to inspire and motivate individuals aspiring to fitness and health was perceived as authentic when paired with Ronaldo's image. Among Millennial and Gen Z consumers, such endorsements resonate strongly, as these demographics increasingly prioritize brands that not only reflect their personal values but also demonstrate alignment between influencer and brand values.

This finding aligns with existing literature, which emphasizes that value alignment significantly enhances brand advocacy. When consumers perceive that a brand resonates with their beliefs, they are more likely to advocate for it, engage with its content, and remain loyal over time. Influencers serve as cultural intermediaries in this process, bridging the gap between brands and their target audiences by translating the brand's values into relatable, authentic narratives.

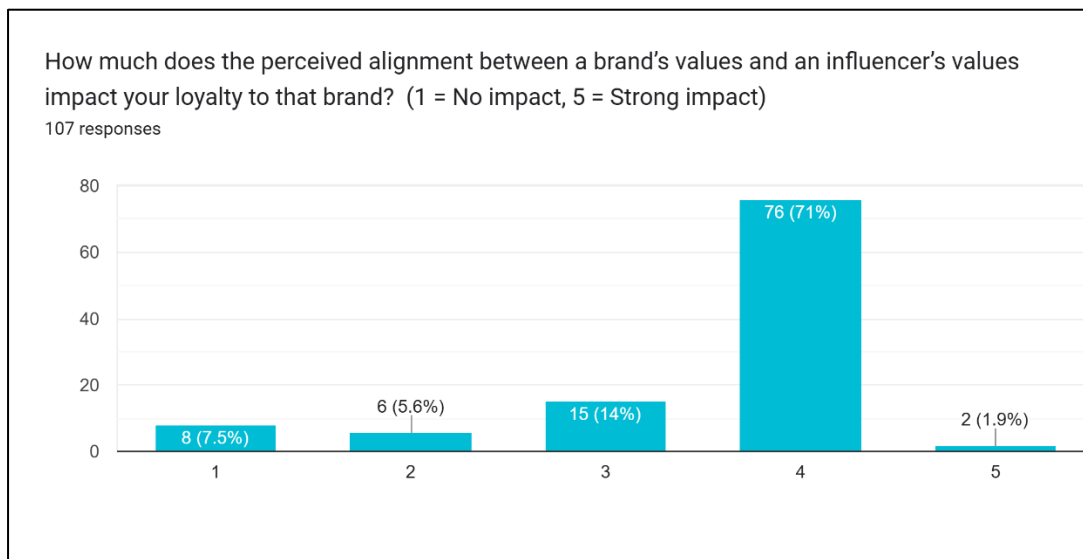
Participants consistently expressed the importance of authenticity in these relationships. Influencers who genuinely align with the values of the brands they promote are perceived as more trustworthy and relatable. This seamless alignment enhances the perceived authenticity of both the influencer and the brand, making their collaborative messaging more persuasive.

Conversely, misalignment between influencers, brands, and consumer values poses significant risks. 23 (21.5%) participants raised concerns about shifts in influencer-audience values, which can create dissonance and erode trust. These findings underscore the need for brands to adopt a rigorous approach to selecting influencers for collaborations. It is not sufficient for influencers to have large followings or high engagement metrics; they must consistently embody the brand's core values to maintain credibility and foster lasting consumer relationships. For instance, brands should conduct thorough vetting to ensure that

an influencer's personal values and content history align with their messaging. This process minimizes the risk of misalignment and reinforces the authenticity of the partnership.

Another aspect of value alignment explored in the study is the emotional connection it fosters. 78 (72.9%) participants reported feeling a stronger bond with brands that reflected their personal values, particularly when these values were communicated through influencers they admired. This emotional connection often translated into increased engagement and brand loyalty. The alignment of values not only enhances the consumer experience but also positions the brand as a meaningful part of their identity.

*Graph depicting the impact of value alignment on consumer loyalty*



Participants also emphasized the role of consistency in maintaining value alignment. Influencers who consistently communicated shared values over time were seen as more reliable and trustworthy. This consistency reinforces the alignment and helps build a stable foundation for consumer loyalty. For instance, long-term partnerships between influencers and brands that emphasize shared values, such as promoting mental health awareness or advocating for diversity and inclusion, can be perceived as more genuine and impactful. These partnerships create a sense of continuity, enhancing the brand's credibility and deepening its relationship with the target audience.

However, the study also highlighted potential pitfalls in over-relying on value alignment without addressing audience expectations. 68 (63.6%) respondents expressed concerns about influencers shifting their focus or engaging with broader, less targeted audiences, which can dilute the perceived authenticity of their endorsements. Brands must navigate this challenge by ensuring that their influencer collaborations remain relevant and resonate with the evolving preferences of their target consumers.

The importance of shared values also extends to crisis management. Participants noted that when influencers faced public scrutiny or controversy, their perceived value alignment played a role in mitigating the impact on the associated brand. For example, influencers who had previously established strong emotional connections with their audience through shared values were more likely to retain consumer trust during challenging times. This resilience

underscores the strategic importance of prioritizing value alignment in influencer partnerships.

Additionally, value alignment offers brands an opportunity to differentiate themselves in competitive markets. In an era where consumers are inundated with marketing messages, aligning with influencers who share their values provides a unique avenue for engagement.

The findings of this study emphasize that value alignment is not a static attribute but a dynamic process requiring continuous attention and adaptation. Brands must remain vigilant in monitoring the evolving values of their target audiences and ensuring that their influencer partnerships reflect these changes. By maintaining alignment, brands can sustain their relevance and deepen their connection with consumers.

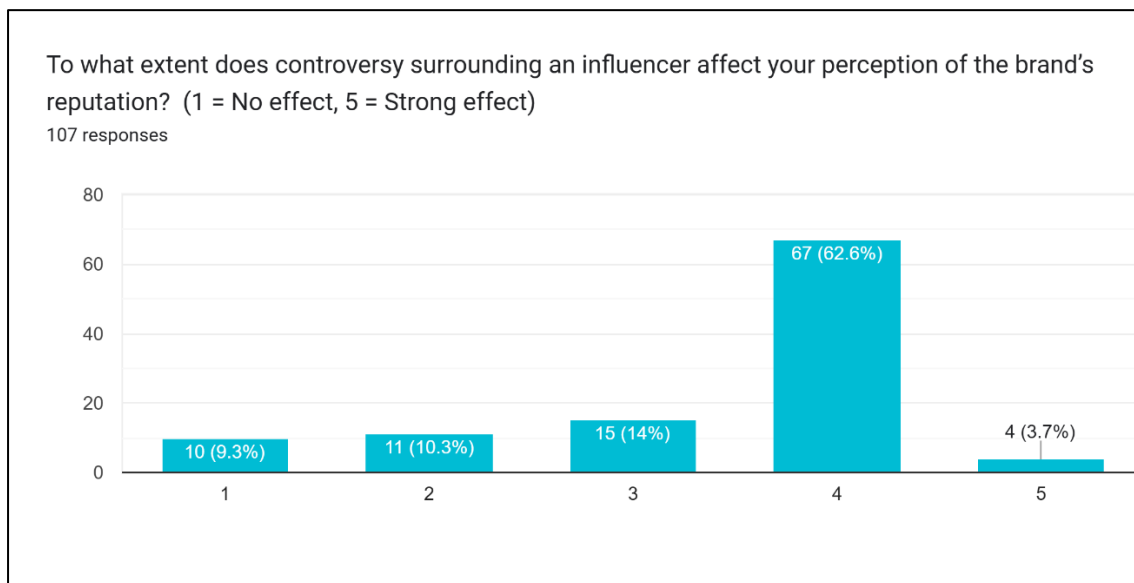
The alignment of values between influencers, brands, and consumers is a critical driver of engagement, loyalty, and positive brand perception. This alignment fosters emotional connections that enhance the consumer experience and position the brand as an integral part of the consumer's identity. However, misalignment or shifts in audience values can pose significant risks, underscoring the need for brands to adopt a proactive and rigorous approach to influencer collaborations. By prioritizing authenticity, consistency, and emotional resonance, brands can leverage value alignment as a powerful tool for building long-term consumer relationships and sustaining their competitive edge in the marketplace.

#### **4.4 Impact of Influencer-Related Controversies on Brand Image**

This section examines Objective 3: To evaluate the influence of influencer-related controversies on consumer engagement, brand loyalty, brand preference, and perceived brand reputation.

The findings from the dataset reveal that controversies involving influencers have a considerable negative impact on brand perception and consumer loyalty. Specifically, 71 (66.3%) participants rated influencer-related controversies as having a significant impact on a brand's reputation, scoring it 4 or 5 on the Likert scale. This indicates a strong correlation between influencer controversies and consumers' perceptions of brands, illustrating how public scrutiny of influencers can directly harm the credibility and image of the companies they represent.

*Graph depicting the impact of influencer controversy on brand reputation*



Furthermore, 65 (60.8%) respondents stated they would be willing to switch to competing brands if an influencer associated with a particular brand became embroiled in controversy. This suggests that consumers closely associate influencers' behaviour and actions with the brands they endorse. Participants highlighted that negative incidents or controversies can tarnish their perception of the endorsed brand, leading to disengagement or loss of loyalty. The readiness of consumers to abandon their brand preferences under such circumstances underscores the fragile nature of influencer partnerships.

Specific examples included influencers who faced accusations of unethical behaviour, such as cultural insensitivity, misconduct, or dishonesty. A notable example from the responses was that of Ye (formerly Kanye West) who was dropped as an influencer for brands like Balenciaga and Adidas amidst his antisemitic tirades. These incidents not only impacted the influencer's credibility but also led to widespread consumer backlash against the associated brands. The controversy sparked boycotts, as consumers took action by ceasing their support for the brands perceived to tolerate or align with Ye's problematic persona (D'Zurilla, 2022). This behaviour aligns with findings in existing literature, which indicate that negative associations can spread rapidly in the digital era, amplifying damage to brand perception.

The data also shows that 46 respondents had actively stopped supporting brands due to negative associations with influencers. This finding highlights the significant risks that brands face when engaging in influencer partnerships, particularly in cases where influencers are involved in public disputes or controversies. The emotional and reputational damage caused by such incidents can result in tangible losses for brands, including reduced consumer engagement, loyalty, and sales. This underscores the importance of rigorous risk management when selecting influencers to represent a brand.

Proactive monitoring and crisis management emerged as crucial strategies for mitigating the potential fallout from influencer-related controversies. Brands must remain vigilant about the public behaviour of their influencer partners, as seemingly minor missteps can escalate into

larger issues. By regularly assessing influencers' content and public interactions, brands can identify risks early and take pre-emptive actions to protect their reputation.

The findings also indicate that consumers' reactions to controversies depend on the perceived severity of the incident and the influencer's previous reputation. Influencers with a strong history of authenticity and value alignment may experience less backlash, as their audience is more likely to give them the benefit of the doubt. Conversely, influencers with a history of conflicting messaging or questionable behaviour may amplify the negative consequences for brands.

The findings further highlight that long-term partnerships with influencers can exacerbate the impact of controversies if brands fail to act decisively. While long-term collaborations are generally seen as beneficial for building brand loyalty, they also tie the brand more closely to the influencer's actions. As such, brands must carefully evaluate the long-term risks and rewards of such partnerships, ensuring they align with the brand's values and reputation management goals.

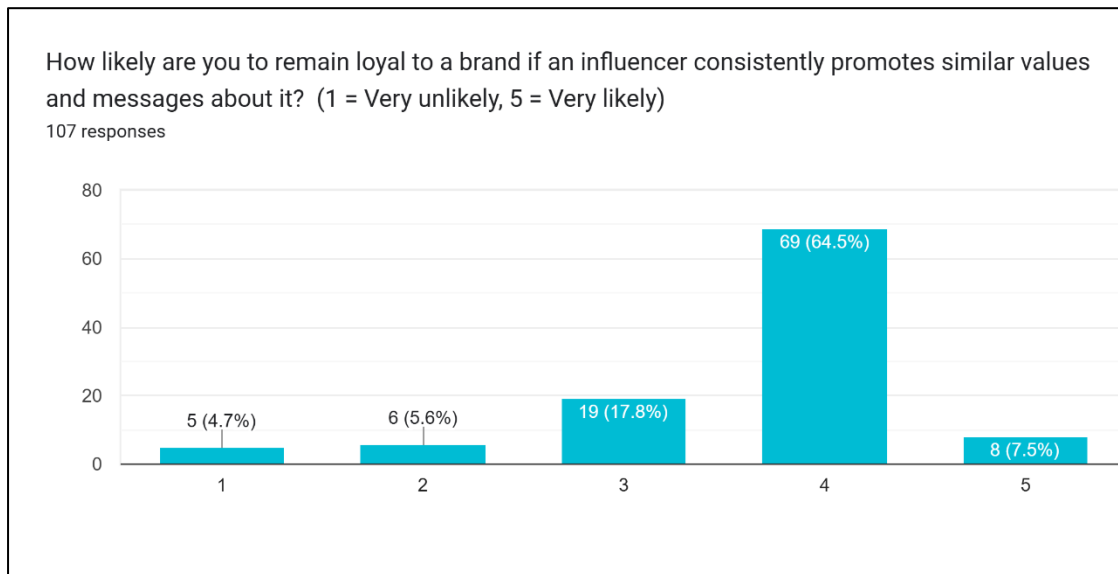
Influencer-related controversies pose significant risks to brands, affecting consumer engagement, loyalty, and overall perception. The dataset reveals a clear trend: consumers are quick to disassociate from brands connected to controversial influencers, with many expressing a willingness to switch to competitors. This highlights the critical importance of selecting credible and value-aligned influencers, as well as implementing robust monitoring and crisis management strategies. Brands must remain proactive, transparent, and responsive when controversies arise, turning challenges into opportunities to reinforce their commitment to ethical practices. By doing so, brands can safeguard their reputation and maintain long-term consumer trust and loyalty, even in the face of adversity.

#### **4.5 The Role of Consistency in Messaging in Consumer Engagement**

This section explores Objective 4: To analyse the impact of an influencer's consistency in messaging on consumer engagement, brand loyalty, brand preference, and perceived brand reputation.

Consistency in messaging by influencers emerged as a critical factor in fostering brand loyalty and consumer engagement. The survey findings indicate that a combined 70 (65.4%) participants rated consistent messaging as highly likely to influence their brand preference positively. Furthermore, 77 (72%) respondents expressed a willingness to remain loyal to brands that were consistently represented by influencers with clear, unified messaging, underlining the importance of reliability and coherence in brand-influencer partnerships.

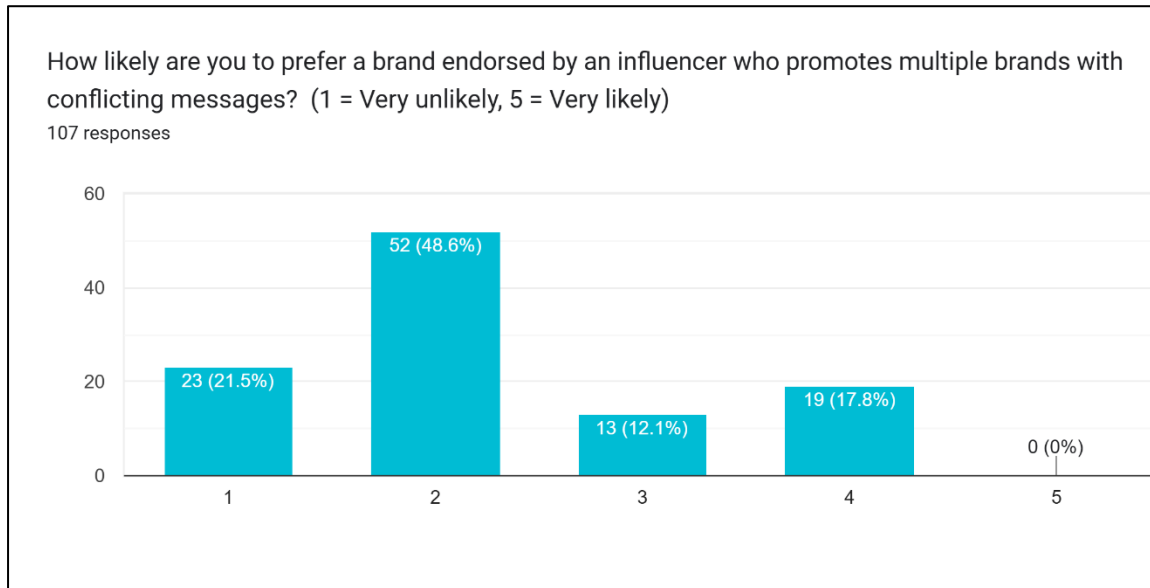
*Graph depicting the impact of consistent influencer messaging on brand loyalty*



These insights emphasize the value of narrative cohesion in influencer marketing campaigns. Influencers act as brand ambassadors, and their ability to deliver consistent messages about a brand's values and offerings significantly impacts consumer trust and loyalty. For example, the longstanding partnership between Nike and Cristiano Ronaldo exemplifies the benefits of maintaining message consistency. Nike's association with Ronaldo is built on shared values such as athletic excellence, professionalism, and determination, which are repeatedly highlighted in their joint campaigns. This continuity reinforces Nike's identity as a brand synonymous with high performance, encouraging consumer alignment with its ethos. By maintaining consistent messaging over time, Nike has successfully cultivated a strong and loyal consumer base while enhancing its brand equity.

The data also reveals that inconsistency in messaging is viewed negatively by a substantial number of respondents. A total of 75 (70.1%) participants indicated they were unlikely to prefer brands endorsed by influencers delivering contradictory or conflicting messages. This underscores the importance of rigorous oversight in influencer marketing. When influencers fail to align their communications with the brand's core values, it creates confusion among consumers and diminishes the brand's credibility. Such misalignment can result in weakened consumer engagement, reduced trust, and, ultimately, loss of loyalty.

*Graph depicting the impact of conflicting influencer messaging on brand preference*



Conflicting messages not only confuse consumers but also risk tarnishing the brand's reputation. For instance, if an influencer endorses products or services that are incompatible with one another, such as a fitness influencer promoting unhealthy packaged snacks or fast-food brands, this inconsistency can lead to consumer scepticism. Such behaviour may prompt consumers to question the influencer's authenticity and, by extension, the credibility of the brands they endorse. This reinforces the need for brands to establish clear communication guidelines for influencers, ensuring message consistency across all promotional activities.

The survey responses further highlight the importance of messaging consistency in maintaining authenticity. In today's digital landscape, where consumers are inundated with marketing messages, consistent storytelling from influencers creates a sense of reliability and familiarity. This is particularly critical for Millennial and Gen Z consumers, who tend to value authenticity and integrity in brand communications. Influencers who consistently align their messages with the brand's values strengthen consumer perceptions, contributing to long-term engagement and loyalty.

Another key takeaway is the role of consistent messaging in creating emotional resonance. When influencers communicate coherent narratives about a brand, they reinforce the brand's identity and values, making it easier for consumers to connect emotionally. This emotional connection is a powerful driver of brand loyalty, as consumers are more likely to engage with and remain loyal to brands that reflect their personal values and aspirations.

To maximize the impact of consistent messaging, brands must collaborate closely with influencers to ensure alignment at every stage of their campaigns. This involves providing influencers with clear messaging guidelines, regular updates on brand objectives, and feedback on their promotional content.

Despite its importance, achieving consistency in messaging poses several challenges. Influencers often work with multiple brands simultaneously, increasing the risk of conflicting messages. This makes it essential for brands to carefully vet influencers before entering

partnerships, prioritizing those with a proven track record of alignment with the brand's values. Additionally, brands must monitor influencer activities regularly to ensure ongoing consistency in messaging and address any discrepancies promptly.

The survey findings also suggest that consistent messaging can mitigate the effects of external challenges, such as controversies. Consumers are more likely to overlook minor missteps or challenges when the influencer's messaging remains cohesive and aligned with the brand's values. This underscores the long-term benefits of consistency, as it fosters a sense of stability and trust among consumers, even in uncertain times.

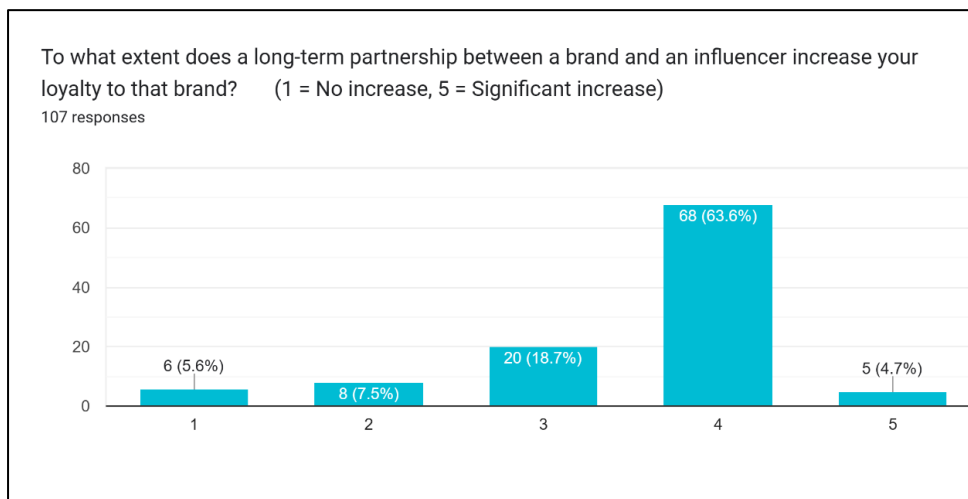
The survey data underscores the pivotal role of messaging consistency in influencer marketing. Consistent messaging strengthens consumer trust, reinforces brand identity, and drives long-term loyalty. Brands like Nike have demonstrated how cohesive storytelling through trusted influencers can significantly enhance brand equity. However, the risks associated with conflicting or inconsistent messages highlight the need for stringent oversight and effective collaboration between brands and influencers. By prioritizing consistency, brands can cultivate enduring relationships with consumers, ensuring sustained engagement and loyalty in a competitive market landscape.

#### **4.6 The Impact of Duration of Brand-Influencer Partnerships**

This section investigates Objective 5: To examine the effect of the duration of a brand-influencer partnership on consumer engagement, brand loyalty, brand preference, and perceived brand reputation.

The length of a brand's collaboration with an influencer significantly influences consumer loyalty and brand perception. Survey results indicate that 73 (68.3%) participants rated long-term partnerships as likely to increase their loyalty to a brand, and 84 (78.5%) expressed a preference for brands maintaining enduring relationships with trusted influencers. This highlights the value consumers place on consistency and sustained engagement in influencer-brand collaborations.

*Graph depicting the impact of long-term influencer-brand collaboration on consumer loyalty*



Long-term partnerships between brands and influencers create a sense of authenticity and credibility, which resonate strongly with consumers. Participants frequently associated extended collaborations with a genuine alignment of values between the influencer and the brand, perceiving such relationships as less transactional and more reflective of shared goals. For instance, partnerships like that between Nike and Cristiano Ronaldo exemplify the benefits of long-term collaboration. Nike's ongoing association with Ronaldo reinforces its brand values of athletic excellence and dedication, creating a narrative that resonates with its target audience. Consumers recognize this consistency, which bolsters their trust in both the brand and the influencer.

However, the survey findings also highlight potential risks associated with prolonged partnerships. 68 (63.6%) respondents identified dependency on influencer popularity and 85 (79.4%) respondents identified content saturation as key concerns. Dependency on a single influencer poses challenges, as any shifts in their personal brand or audience could negatively impact the brand's reputation. This risk is exacerbated in today's fast-paced digital environment, where influencer relevance can fluctuate rapidly. For instance, if an influencer faces a decline in popularity or becomes embroiled in controversy, the associated brand may suffer from diminished consumer trust and engagement.

Content saturation presents another notable challenge in long-term partnerships. Repetitive messaging or excessive promotional content can lead to diminishing returns, as consumers become desensitized to the influencer's endorsements. This underscores the importance of diversifying content strategies and introducing innovative approaches to maintain consumer interest and engagement over time. Brands must work collaboratively with influencers to develop fresh, engaging campaigns that avoid monotony while still maintaining consistency in messaging.

Striking a balance in managing the duration of partnerships is crucial. Short-term collaborations may fail to foster the depth needed for strong consumer connections, whereas excessively long partnerships risk becoming stagnant. To address this, brands should periodically reassess their influencer strategies to maintain alignment with their objectives and ensure continued relevance. Regular evaluations enable brands to identify opportunities for creative reinvention, ensuring their campaigns remain effective and engaging.

Another key finding is the role of long-term partnerships in shaping brand identity. Extended collaborations enable brands to develop cohesive narratives that resonate with their audience, strengthening their overall positioning in the market. Nonetheless, brands must recognize that long-term partnerships are not a one-size-fits-all solution. Their effectiveness depends on various factors, including the influencer's alignment with the brand's values, the target audience's preferences, and the industry's competitive landscape. For instance, while long-term collaborations work well for lifestyle and sports brands like Nike and Adidas, industries such as technology or fast-moving consumer goods may benefit from shorter, campaign-specific partnerships that emphasize innovation and adaptability.

Effective management of long-term partnerships requires a proactive approach to risk assessment and mitigation. Brands should establish clear guidelines and performance metrics for influencers, ensuring their activities align with the brand's objectives throughout the collaboration. Regular communication between the brand and the influencer is essential to address any emerging challenges, such as shifts in audience demographics or changes in market trends.

Moreover, brands can leverage long-term partnerships to build community-oriented initiatives that foster deeper connections with their audience. By collaborating with influencers on projects that reflect shared values, such as sustainability campaigns or social impact programs, brands can create meaningful engagement that extends beyond product promotion. This approach not only strengthens consumer loyalty but also enhances the brand's reputation as a socially responsible entity.

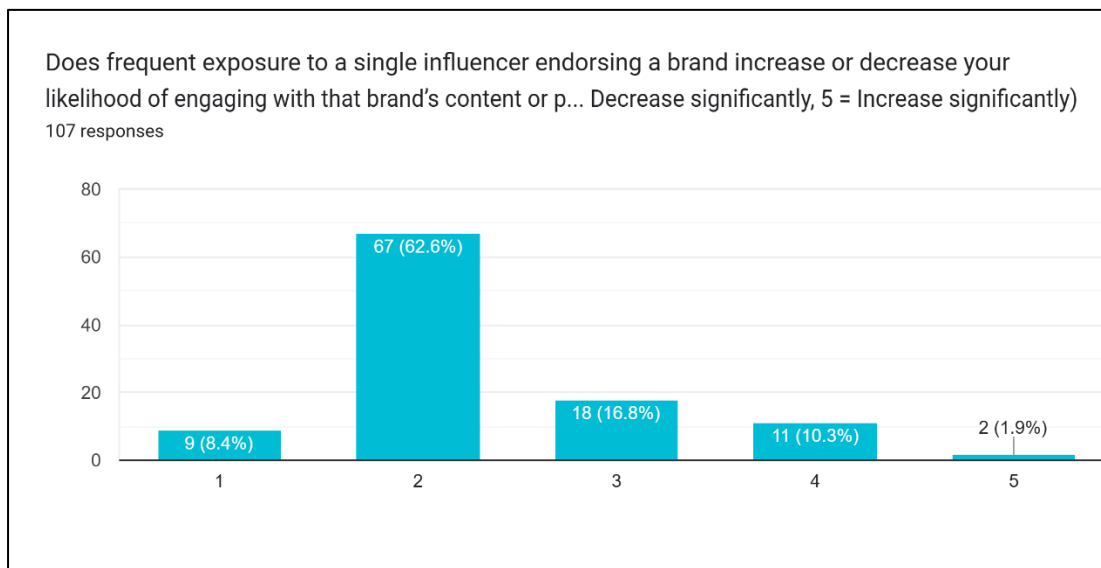
The duration of brand-influencer partnerships is a critical determinant of consumer loyalty and brand perception. Long-term collaborations foster authenticity and credibility, creating stronger emotional connections with consumers. However, these partnerships must be strategically managed to avoid potential pitfalls, such as dependency on influencer popularity and content saturation. By balancing consistency with innovation, brands can maximize the benefits of sustained collaborations while maintaining their relevance in a dynamic digital landscape. The findings of this study emphasize the importance of adaptability, creativity, and proactive risk management in optimizing the effectiveness of long-term influencer partnerships.

#### **4.7 Consumer Sensitivity to Over-Exposure to Influencers**

This section examines Objective 6: To analyse the impact of influencer over-exposure on consumer engagement, brand loyalty, brand preference, and perceived brand reputation.

Over-exposure to influencers has emerged as a critical challenge in the realm of influencer marketing, with significant implications for consumer engagement, brand loyalty, and perception. This study highlights the detrimental effects of excessive exposure, as evidenced by participant responses. 74 (69.1%) participants reported that over-exposure strongly impacted their perception of a brand, and 76 (71%) noted that their engagement with brands associated with over-exposed influencers had decreased. These findings underscore the delicate balance required in influencer marketing to maintain authenticity and consumer interest.

*Graph depicting the impact of over-exposure to an influencer on engagement with associated brands*



The phenomenon of over-exposure reflects the diminishing returns of repeated or highly visible influencer campaigns. When influencers frequently promote a brand or oversaturate their audience with similar content, the novelty and authenticity that initially drew consumers can begin to erode. This aligns with the feedback of 85 (79.4%) respondents who identified content saturation as a key risk associated with influencer marketing. This shows that repeated endorsements by the same influencer could feel contrived or overly commercialized, leading to scepticism and disengagement.

The phenomenon of over-exposure highlights the diminishing effectiveness of repetitive or overly visible influencer campaigns. When influencers frequently endorse a brand or inundate their audience with similar content, the authenticity and novelty that originally attracted consumers may diminish. This aligns with feedback from 85 (79.4%) respondents who identified content saturation as a significant risk in influencer marketing. These findings suggest that repeated endorsements by the same influencer may come across as contrived or excessively commercialized, fostering scepticism and reducing consumer engagement.

The issue of over-exposure is particularly pronounced in cases where influencers heavily dominate social media feeds with brand-related content. This often creates a perception of inauthenticity, as consumers begin to question whether endorsements are driven by genuine advocacy or merely financial incentives.

To counteract the challenges of over-exposure, brands must adopt a strategic and balanced approach to influencer marketing. A key strategy involves moderating the frequency of influencer promotions to avoid overwhelming audiences. By spacing out campaigns, brands can maintain a sense of freshness and authenticity, ensuring that influencer endorsements remain impactful. Additionally, varying the content and narrative of promotions can prevent monotony, keeping consumers engaged while reinforcing the brand message.

Diversification is another critical tactic in addressing over-exposure. Instead of relying solely on a single influencer, brands should collaborate with multiple influencers across different niches and demographics. This approach not only broadens the brand's reach but also minimizes the risk of over-saturating a particular audience segment. By working with diverse influencers who bring unique perspectives and styles, brands can create a richer and more engaging marketing strategy.

Furthermore, brands should consider integrating influencers into broader marketing campaigns that leverage multiple channels, such as social media, email marketing, and offline activations. This multi-channel approach allows brands to spread their message across various touchpoints, reducing the reliance on a single influencer while maintaining consistency in brand communication. For example, an influencer campaign could be complemented by in-store promotions or interactive digital content, enhancing the overall consumer experience.

The findings of this study also emphasize the importance of fostering authenticity in influencer marketing. Consumers value influencers who genuinely align with the brand's values and ethos, and this authenticity is particularly crucial in mitigating the negative effects of over-exposure. Brands should prioritize long-term collaborations with influencers who exhibit a strong connection to the brand, as these partnerships are more likely to resonate with audiences and maintain consumer trust.

Additionally, transparency in influencer partnerships can enhance authenticity and counteract perceptions of over-commercialization. When influencers openly disclose their relationships with brands and provide honest feedback about products or services, they are more likely to build credibility and foster trust among their followers.

Another aspect to consider is the evolving preferences and expectations of Millennial and Gen-Z audiences, who constitute a significant portion of the influencer marketing target demographic. These consumers are particularly attuned to issues of authenticity and value alignment and are quick to disengage from influencers who appear overly commercialized or insincere. Brands must stay attuned to these shifting dynamics and adapt their strategies accordingly to maintain relevance and consumer interest.

Over-exposure also carries wider implications for brand reputation and consumer loyalty. Participant responses indicate that excessive visibility of an influencer can lead to brand fatigue, where the influencer's prominence overshadows the brand's identity. This may weaken the brand's unique value proposition, as consumers begin to associate the brand primarily with the influencer rather than its core values or offerings. To mitigate this risk, brands should focus on emphasizing their own identity and narrative within influencer campaigns, ensuring that the influencer complements rather than dominates the brand's story.

Monitoring and measuring the effectiveness of influencer campaigns are essential steps in managing over-exposure. Brands should leverage analytics tools to track key performance indicators such as engagement rates, audience sentiment, and conversion metrics. By analysing these data points, brands can identify signs of diminishing returns and adjust their strategies in real-time to optimize campaign performance.

Collaborative planning between brands and influencers is another important aspect of mitigating over-exposure. By involving influencers in the creative process and encouraging

them to share input on campaign strategies, brands can create more organic and authentic content that resonates with audiences. This collaborative approach also allows influencers to maintain their unique voice and style, which is a critical factor in sustaining consumer engagement.

Over-exposure presents a significant challenge in influencer marketing, with far-reaching implications for consumer perception, engagement, and loyalty. The findings of this study highlight the need for brands to adopt a balanced and strategic approach to influencer campaigns, prioritizing authenticity, diversification, and transparency. By addressing the risks of content saturation and over-reliance on individual influencers, brands can maintain the effectiveness of their marketing efforts and foster long-term relationships with consumers. These insights underscore the importance of adaptability and innovation in navigating the dynamic landscape of influencer marketing.

## **5. Limitations**

### **5.1 Geographic and Cultural Scope**

The study's global sample of Millennials and Gen Z might not adequately represent the nuanced cultural contexts that significantly affect influencer marketing's effectiveness. Cultural perceptions of influencers, brand loyalty, and marketing tactics can vary widely, which the study's design might not fully capture, leading to generalized findings that may not apply to all cultural or regional settings.

### **5.2 Platform-Specific Influences**

The research broadly addresses influencer marketing without differentiating between social media platforms, each of which has unique algorithms, user engagement behaviours, and content norms that could influence the effectiveness of influencer marketing. This might limit the study's applicability to specific platforms or types of digital ecosystems.

### **5.3 Temporal Limitation of Data Collection**

The data was collected within a relatively short timeframe (from November 10, 2024, to December 29, 2024), which may not capture the evolving dynamics of influencer marketing or the impact of long-term brand-influencer relationships over time. A longitudinal approach could provide deeper insights into how consumer perceptions and loyalty develop or shift with extended exposure to influencer marketing campaigns.

## 6. Conclusion and Recommendations

### 6.1 Conclusion

The present research provides an in-depth analysis of the long-term effects of influencer marketing on brand perception and consumer loyalty, shedding light on the critical elements that contribute to its enduring success. Through an examination of key factors such as influencer credibility, value alignment, messaging consistency, the duration of partnerships, and the challenges associated with over-exposure, this study offers valuable insights into the complex dynamics that govern influencer-brand relationships over time. The findings underscore the multifaceted role that influencers play in shaping consumer attitudes and behaviours, illustrating how strategic management of these relationships can significantly influence brand perception and consumer loyalty in the long run.

One of the most prominent conclusions drawn from this research is the centrality of influencer credibility in establishing and nurturing consumer trust and engagement. Influencers who are perceived as authentic, knowledgeable, and trustworthy have the ability to foster deeper connections with their audiences, thus contributing to heightened brand loyalty and preference. The influence of credibility is particularly evident when influencers serve as credible role models whose behaviours and endorsements align with the values and expectations of their followers. In turn, these relationships create a strong foundation for sustained consumer engagement, as the emotional bonds formed between brands and their audiences become stronger over time.

The alignment of values between brands, influencers, and consumers further enhances the potential for building long-lasting brand loyalty. When there is a congruence between the values represented by the influencer and those of the brand and its target audience, the relationship becomes more authentic and meaningful. This alignment creates a sense of shared identity that fosters stronger emotional connections, leading to more profound consumer engagement and continued advocacy for the brand. The study highlights the importance of selecting influencers whose personal values resonate with those of the brand and its customers, as this alignment is key to creating enduring consumer relationships.

Another critical finding of this study is the importance of consistency in messaging. Influencers who communicate coherent and consistent narratives contribute to the reinforcement of brand identity, helping consumers form clearer perceptions of the brand's values and offerings. This consistency serves as a key driver of trust and loyalty, as consumers are more likely to engage with brands that present a unified and reliable message over time. The study emphasizes the need for brands to collaborate closely with influencers to ensure that their content consistently reflects the brand's core values, messaging, and overall strategic objectives.

The research also reveals that long-term influencer partnerships can significantly enhance brand authenticity and foster deeper consumer engagement. While short-term campaigns may generate immediate results, long-term collaborations allow for the establishment of more sustained relationships with audiences, providing influencers with the opportunity to showcase their genuine connection with the brand. However, the study also identifies

potential risks associated with prolonged partnerships, such as content saturation and an over-reliance on influencer popularity. These risks highlight the need for careful management of influencer relationships, ensuring that the content remains fresh and relevant to consumers over time.

Conversely, the study identifies over-exposure as a significant challenge that can undermine the effectiveness of influencer marketing. Over-exposure occurs when consumers are bombarded with excessive promotional content from influencers, leading to a sense of fatigue and diminished trust. This saturation can erode the authenticity of influencer endorsements, making consumers more sceptical of the messages they receive. The research highlights the importance of maintaining a balance in the frequency and intensity of influencer promotions, as excessive exposure can lead to negative brand perceptions and reduced consumer engagement.

Overall, this research confirms that influencer marketing can be a powerful tool for shaping brand perception and fostering consumer loyalty. However, its long-term success is contingent upon strategic management and careful alignment with consumer expectations. Brands must remain vigilant in monitoring the effectiveness of their influencer partnerships, ensuring that they continue to resonate with their target audiences and adapt to changing market dynamics.

## **6.2 Recommendations**

Based on the findings of this research, the following recommendations are offered to brands seeking to optimize the long-term impact of their influencer marketing campaigns:

### **a) Enhancing Credibility through Authentic Partnerships**

The research underscores the critical role of influencer credibility in driving consumer engagement and brand loyalty. Brands should prioritize partnerships with influencers whose personal values, content, and behaviours align with the brand's ethos and image. This alignment fosters authenticity, making influencer endorsements more credible and impactful. To ensure that these partnerships remain authentic, brands should implement rigorous vetting processes to evaluate potential influencers, considering factors such as their past behaviour, audience demographics, and content style. Regular assessments of influencer content should be conducted to ensure ongoing alignment with the brand's values and messaging.

### **b) Leveraging Value Alignment for Stronger Consumer Bonds**

The alignment of values between influencers, brands, and consumers is a powerful driver of emotional connections and consumer loyalty. Brands should seek to collaborate with influencers who naturally embody their core values and resonate with their target audience. This alignment enhances the authenticity of the marketing message and fosters deeper emotional bonds with consumers. Brands should regularly assess the evolving preferences and values of their target audience to ensure that their influencer partnerships remain relevant and effective. This can be achieved through ongoing consumer research and feedback mechanisms to stay attuned to shifts in consumer expectations and attitudes.

### **c) Maintaining Consistency in Messaging**

Consistency in messaging is essential for reinforcing brand identity and building consumer trust. To maintain consistency, brands should establish clear guidelines for influencer collaborations, ensuring that the content produced by influencers reflects the brand's core values, messaging, and strategic objectives. Effective communication with influencers is key to addressing any discrepancies and ensuring that the brand's message remains unified across all platforms. Regular monitoring of influencer content is also crucial to maintain alignment with brand goals and avoid any deviations that may negatively impact consumer perceptions.

### **d) Strategic Management of Long-Term Partnerships**

Long-term influencer partnerships offer substantial benefits, but they require careful management to avoid content saturation and dependency on influencer popularity. Brands should periodically evaluate the effectiveness of long-term collaborations, introducing fresh and innovative content to maintain consumer interest. This evaluation should involve a detailed analysis of audience engagement metrics and feedback to determine whether the partnership continues to yield positive results. Additionally, brands should consider diversifying their influencer portfolio by working with multiple influencers, thus reducing the risk of over-reliance on a single influencer and ensuring a more diverse representation of the brand.

### **e) Addressing Over-Exposure with Balanced Strategies**

To mitigate the risks of over-exposure, brands should adopt a more balanced approach to influencer promotions. This involves strategically spacing out campaigns to prevent consumers from feeling overwhelmed by promotional content. Brands can also diversify the types of content produced by influencers, incorporating a mix of educational, entertaining, and promotional posts to maintain consumer interest and avoid fatigue. Additionally, brands should consider working with both macro and micro influencers to ensure a broader and more nuanced reach, thereby reducing the risks associated with overexposure to a single influencer's content.

### **f) Implementing Robust Crisis Management Plans**

Given the potential risks of controversies surrounding influencers, brands must develop robust crisis management plans to protect their reputation in the event of a negative incident. These plans should outline clear protocols for responding to controversies, including transparent communication with consumers and timely updates on the actions being taken to address the issue. A well-prepared crisis management plan will help mitigate reputational damage and restore consumer trust in the brand.

### **g) Continuous Monitoring and Adaptation**

The rapidly changing nature of influencer marketing necessitates continuous monitoring and adaptation of strategies. Brands should regularly assess the effectiveness of their influencer marketing campaigns using data analytics and performance metrics. This ongoing evaluation will allow brands to identify emerging trends, consumer preferences, and potential challenges, enabling them to adjust their strategies in real-time. By staying attuned to changes in the digital marketing landscape, brands can optimize their influencer marketing efforts and ensure long-term success.

#### **h) Investing in Ethical Practices and Transparency**

Ethical practices and transparency are essential for maintaining consumer trust in influencer marketing. Brands should ensure that influencers fully disclose their partnerships and adhere to ethical standards in their content creation. This transparency fosters a culture of honesty and integrity, which is crucial for sustaining long-term consumer engagement and loyalty. Brands should also encourage influencers to prioritize authenticity and responsible messaging in their campaigns, as these values resonate strongly with today's socially conscious consumers.

By integrating these recommendations into their influencer marketing strategies, brands can enhance the long-term impact of their campaigns, fostering deeper consumer engagement, loyalty, and positive brand perception. A strategic and thoughtful approach to influencer marketing will enable brands to maximize the benefits of these partnerships while mitigating potential risks, ultimately leading to greater success in an increasingly competitive digital landscape.

## 7. Appendices

### 7.1 Appendix 1: Google Form Questionnaire

1.

Questions Responses **107** Settings

## The Impact of Influencer Marketing on Long-term Brand Perception & Consumer Loyalty

**B I U ↻ ✕**

You are invited to participate in a research survey as part of my dissertation study. The objective of this research is to **explore the impact of influencer marketing on long-term brand perception and consumer loyalty among Millennial and Gen-Z social media users.**

Please review the following information carefully before giving your consent.

1. Completing the survey will take approximately 5-10 minutes.
2. All responses will be kept strictly confidential. Data will be anonymized and stored securely.
3. The data collected will be used solely for academic purposes as part of my MSc in Marketing dissertation.
4. No identifying information will be shared or published in the final research report.
5. Your participation in this survey is entirely voluntary, and you may withdraw at any point without providing a reason or facing any consequences.
6. There are no anticipated risks associated with this study.
7. Your input will contribute to a better understanding of influencer marketing's impact on long-term brand strategies.

**Contact Information**

If you have any questions or concerns regarding this study, please contact me at: [20021125@mydbs.ie](mailto:20021125@mydbs.ie)  
For concerns about ethics, you can contact Dublin Business School.

**Consent**

By clicking 'Next' below, you acknowledge the following points:

- You have read and understood the information provided above.
- You voluntarily agree to participate in this research study.
- You understand that you may withdraw from the survey at any time without any consequences.

---

Email \*

Valid email address

.....

This form is collecting email addresses. [Change settings](#)

2.

**Age range \***

- 18-22
- 23-38

**Gender \***

- Male
- Female
- Non-binary
- Prefer not to say

**How many hours do you spend on social media daily? \***

- Less than 1 hour
- 1-2 hours
- 3-4 hours
- 5-6 hours

3.

**Which social media platforms do you actively use? \***

- Facebook
- Instagram
- X (Twitter)
- TikTok
- Snapchat
- YouTube
- Reddit
- LinkedIn
- Other...

**Do you follow influencers who partake in brand promotions? \***

- Yes
- No

**If you answered "Yes" to the previous question, please specify the name of the influencer. \***

Short-answer text .....

4.

**Can you recall an instance where an influencer's endorsement led you to develop a preference for a brand?** \*

*(You can mention the name of the brand, influencer & campaign)*

Short-answer text

**How much does the credibility of an influencer impact your trust in the brand they endorse?** \*

*(1 = Not at all, 5 = Very strongly)*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How likely are you to prefer a brand over others if it is endorsed by an influencer you find trustworthy?** \*

*(1 = Not at all likely, 5 = Extremely likely)*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.

How much do you think the credibility of an influencer affects your long-term loyalty to the brands they promote? \*

(1 = No effect, 5 = Greatly increases loyalty)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How important is it to you that an influencer's values align with the values of the brand they endorse? \*

(1 = Not at all important, 5 = Extremely important)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent does alignment between your personal values and an influencer's values influence your engagement with a brand they promote? \*

(1 = No influence, 5 = Strong influence)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6.

How much does the perceived alignment between a brand's values and an influencer's values <sup>\*</sup> impact your loyalty to that brand?

(1 = No impact, 5 = Strong impact)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to engage with a brand if an influencer associated with it is involved in a controversy? <sup>\*</sup>

(1 = Very unlikely, 5 = Very likely)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much does an influencer-related controversy affect your loyalty to a brand they endorse? <sup>\*</sup>

(1 = No effect, 5 = Strong negative effect)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.

To what extent does controversy surrounding an influencer affect your perception of the brand's reputation? \*

(1 = No effect, 5 = Strong effect)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to consider switching to a competing brand if an influencer promoting a brand is involved in a controversy? \*

(1 = Very unlikely, 5 = Very likely)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Have you ever stopped supporting a brand due to negative associations with an influencer? \*  
Please give ONE example.

Long-answer text

How likely are you to remain loyal to a brand if an influencer consistently promotes similar values and messages about it? \*

(1 = Very unlikely, 5 = Very likely)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8.

To what extent does consistent personal messaging from an influencer affect your preference for a brand over its competitors? \*

(1 = No effect, 5 = Strong effect)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How likely are you to prefer a brand endorsed by an influencer who promotes multiple brands with conflicting messages? \*

(1 = Very unlikely, 5 = Very likely)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

To what extent does a long-term partnership between a brand and an influencer increase your loyalty to that brand? \*

(1 = No increase, 5 = Significant increase)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9.

**How likely are you to prefer a brand that maintains a long-standing relationship with a trusted influencer?** \*

*(1 = Very unlikely, 5 = Very likely)*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**How likely are you to engage with a brand that a trusted influencer has consistently represented over time, compared to a brand with new endorsements?** \*

*(1 = Very unlikely, 5 = Very likely)*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Does over-exposure to an influencer promoting a single brand impact your preference for that brand over its competitors?** \*

*(1 = No impact, 5 = Significant impact)*

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10.

To what extent does over-exposure to an influencer's personal content impact your perception of a brand they endorse? \*

(1 = No impact, 5 = Significant negative impact)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Does frequent exposure to a single influencer endorsing a brand increase or decrease your likelihood of engaging with that brand's content or products? \*

(1 = Decrease significantly, 5 = Increase significantly)

1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What elements of influencer marketing campaigns do you believe most contribute to building your loyalty to a brand? \*

- Authenticity and transparency of the influencer
- Personal relevance or relatability of the influencer
- Alignment of the influencer's values with the brand
- Consistency of the influencer's messaging about the brand
- Quality and creativity of the campaign content
- Long-term partnership between the brand and influencer

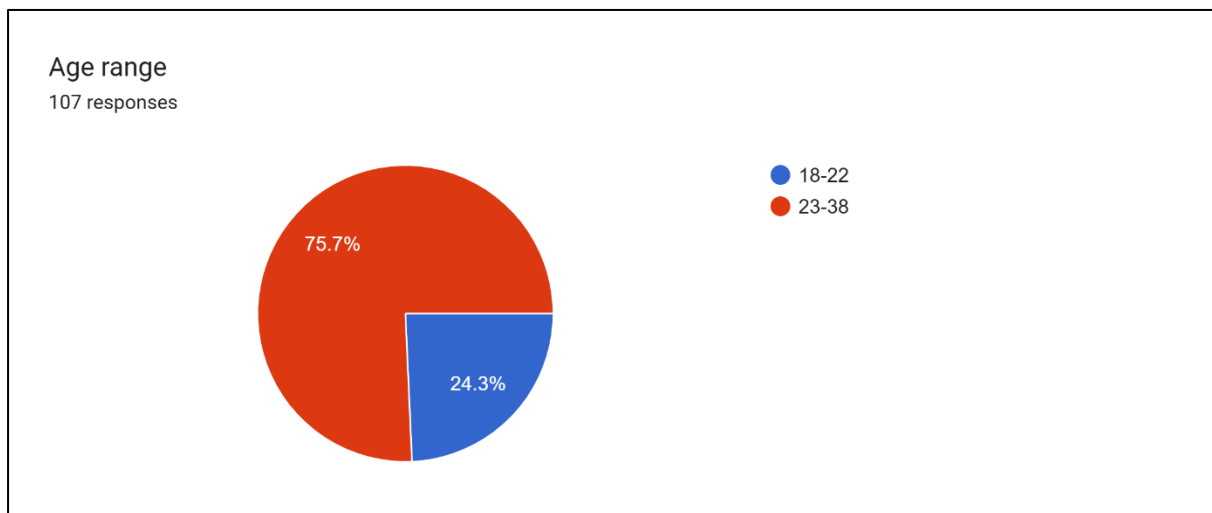
## 11.

What are the potential risks you see for brands engaging in long-term influencer partnerships? \*

- Lack of authenticity
- Reputation risk due to controversy
- Content saturation
- Influencer's shift in audience
- Dependency on influencer's popularity
- Other...

## 7.2 Appendix 2: Google Form Results

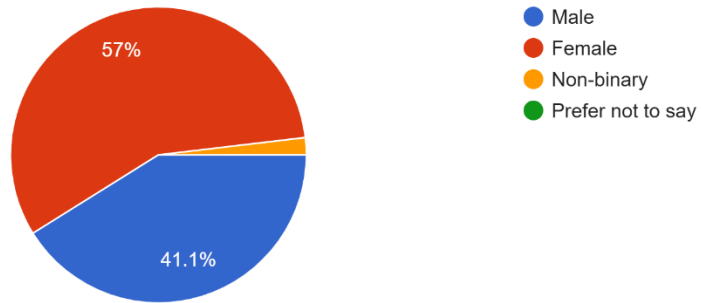
### 1.



### 2.

### Gender

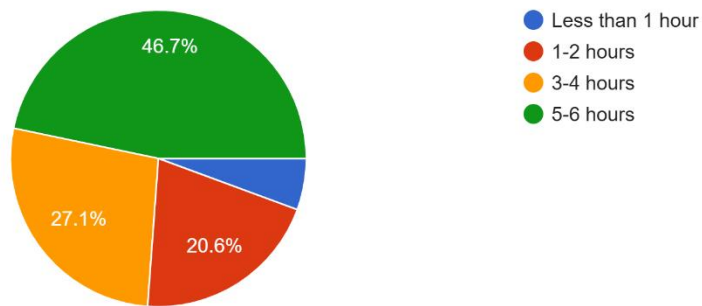
107 responses



### 3.

### How many hours do you spend on social media daily?

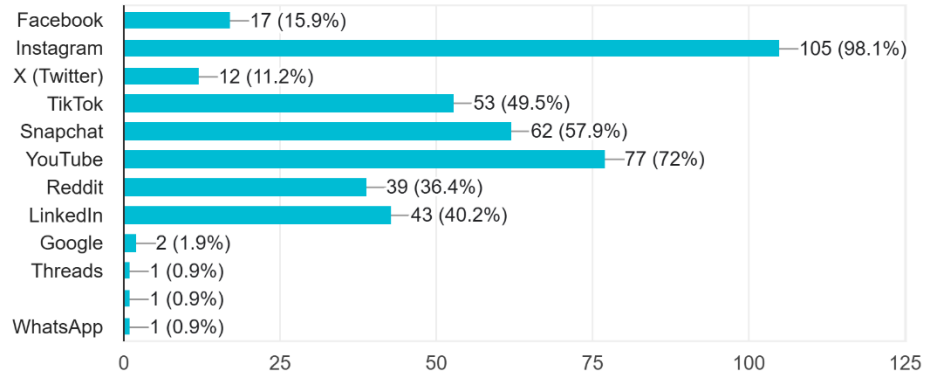
107 responses



4.

Which social media platforms do you actively use?

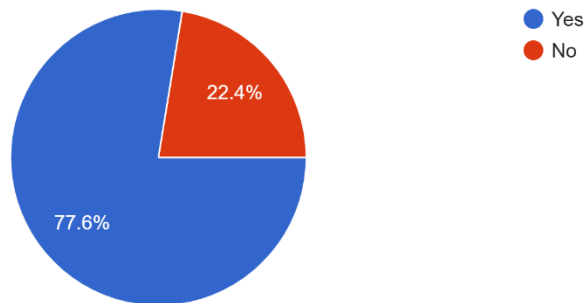
107 responses



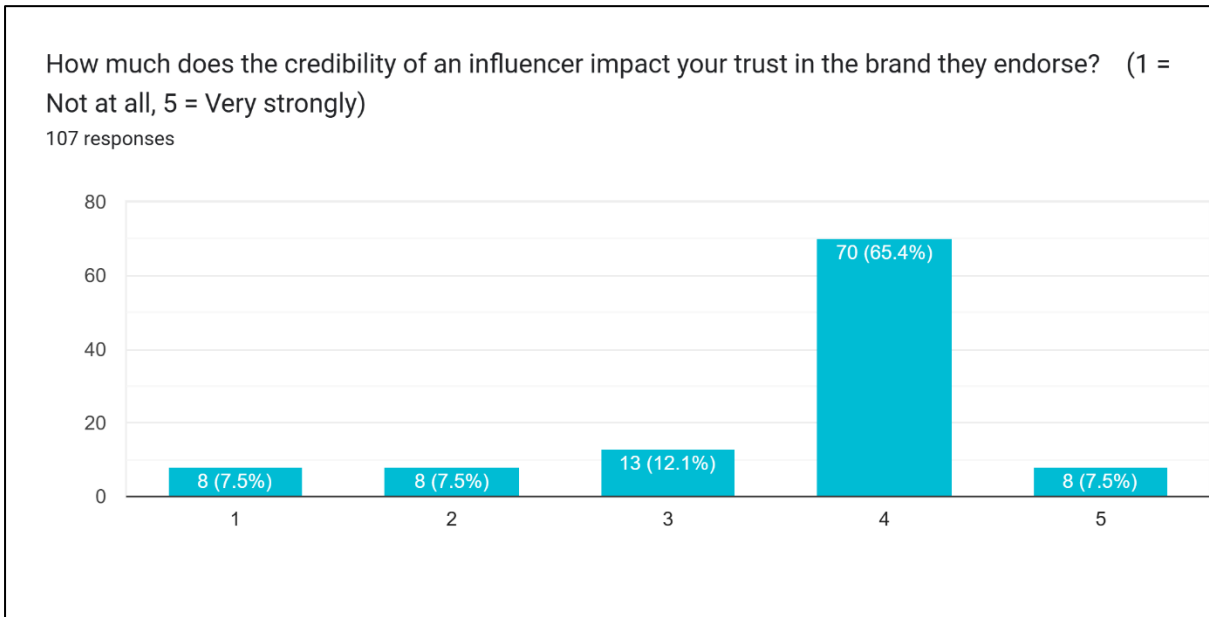
5.

Do you follow influencers who partake in brand promotions?

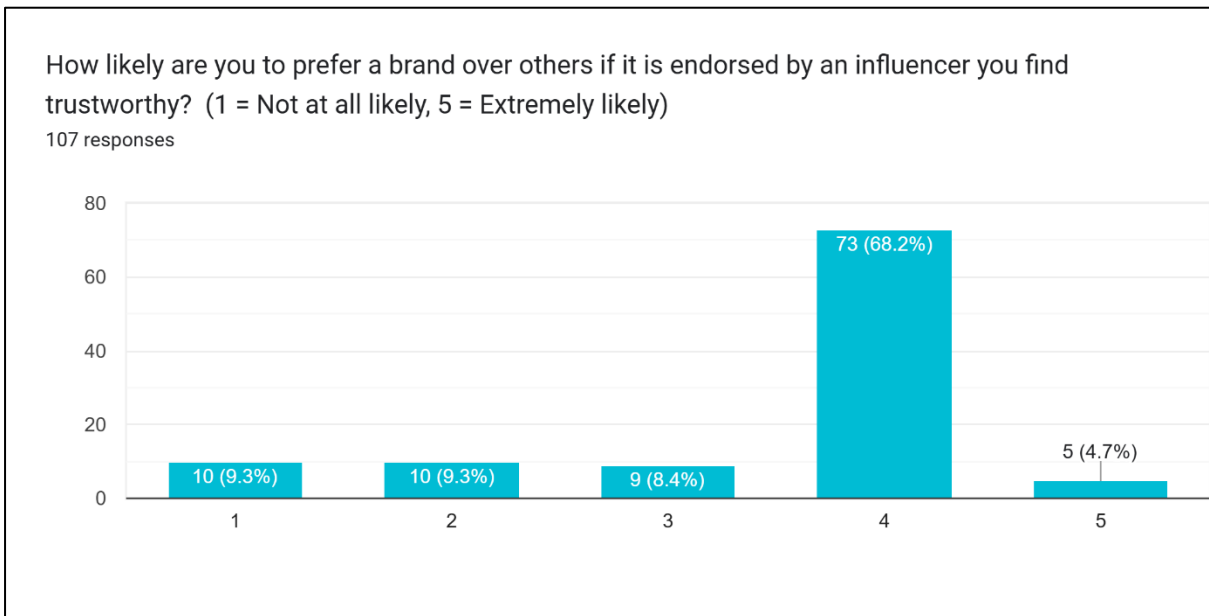
107 responses



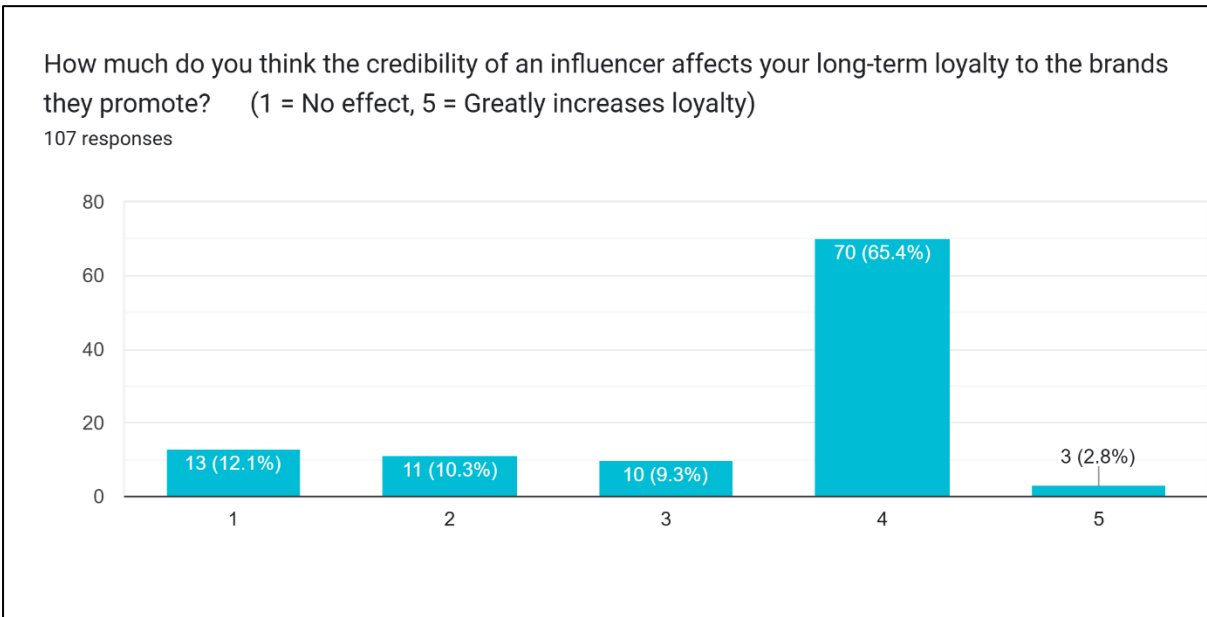
6.



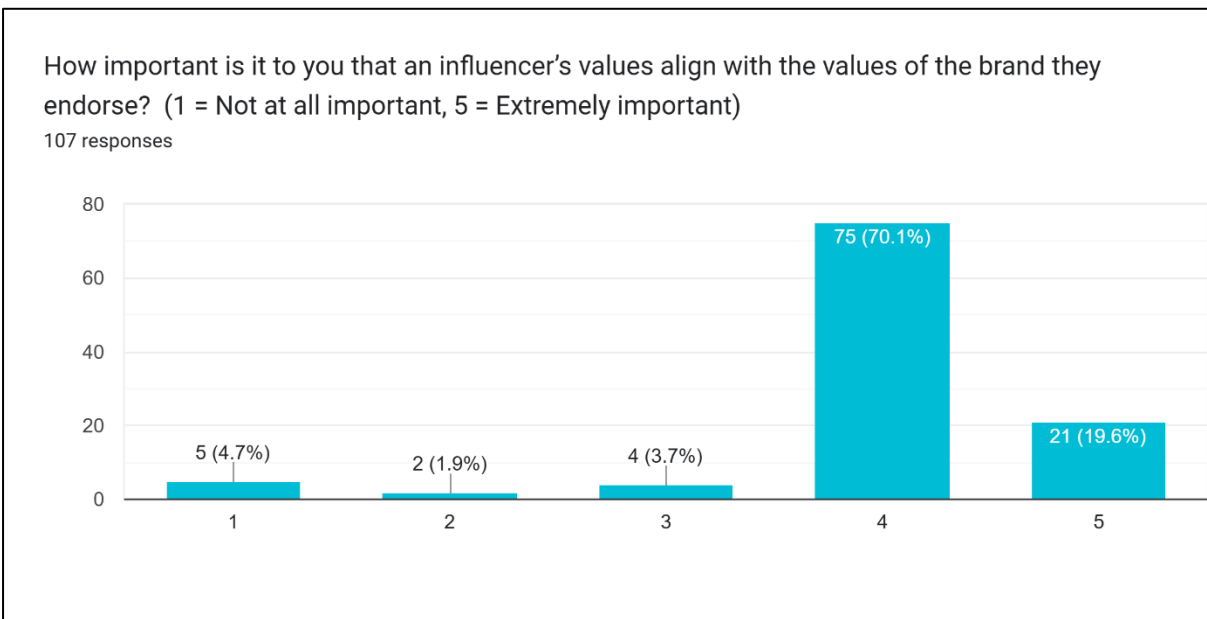
7.



8.



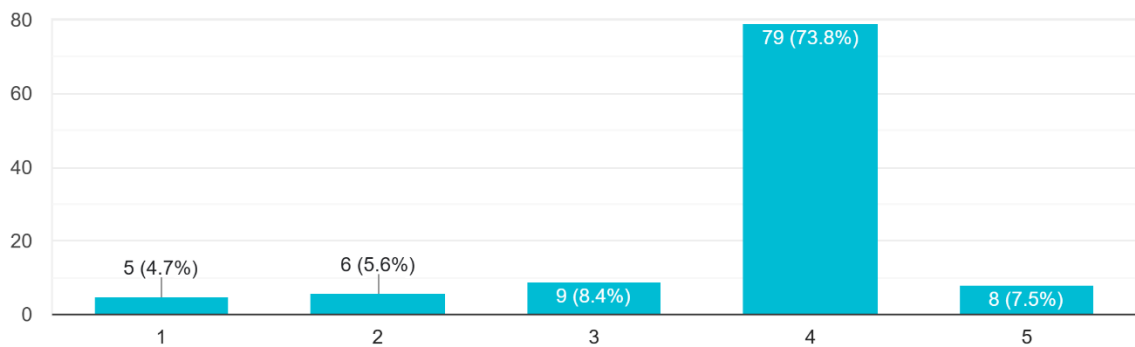
9.



10.

To what extent does alignment between your personal values and an influencer's values influence your engagement with a brand they promote? (1 = No influence, 5 = Strong influence)

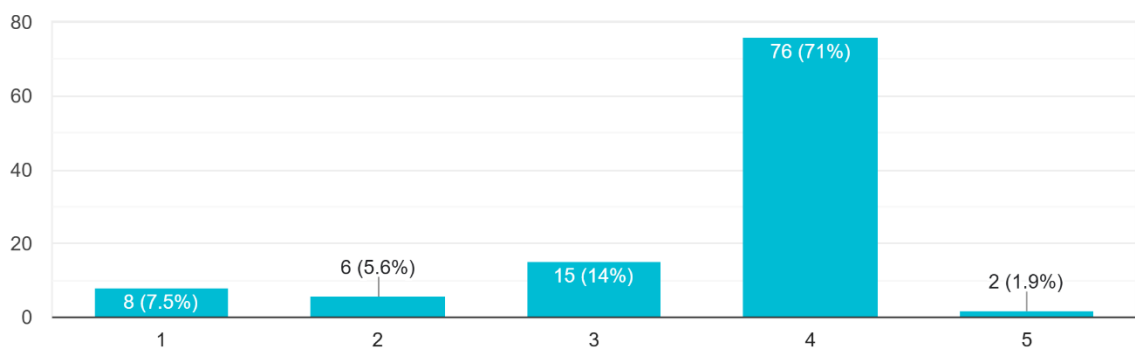
107 responses



11.

How much does the perceived alignment between a brand's values and an influencer's values impact your loyalty to that brand? (1 = No impact, 5 = Strong impact)

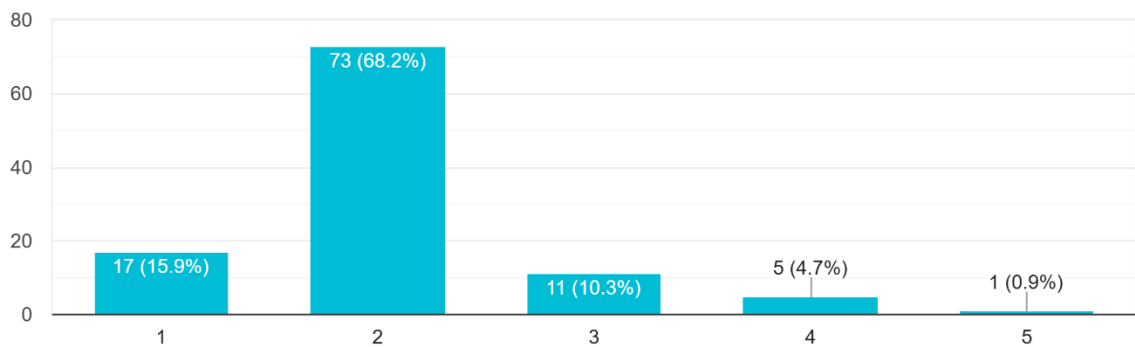
107 responses



12.

How likely are you to engage with a brand if an influencer associated with it is involved in a controversy? (1 = Very unlikely, 5 = Very likely)

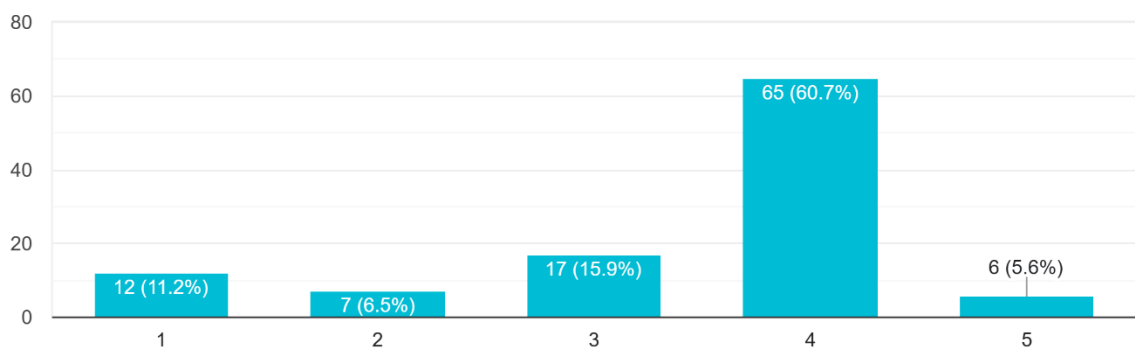
107 responses



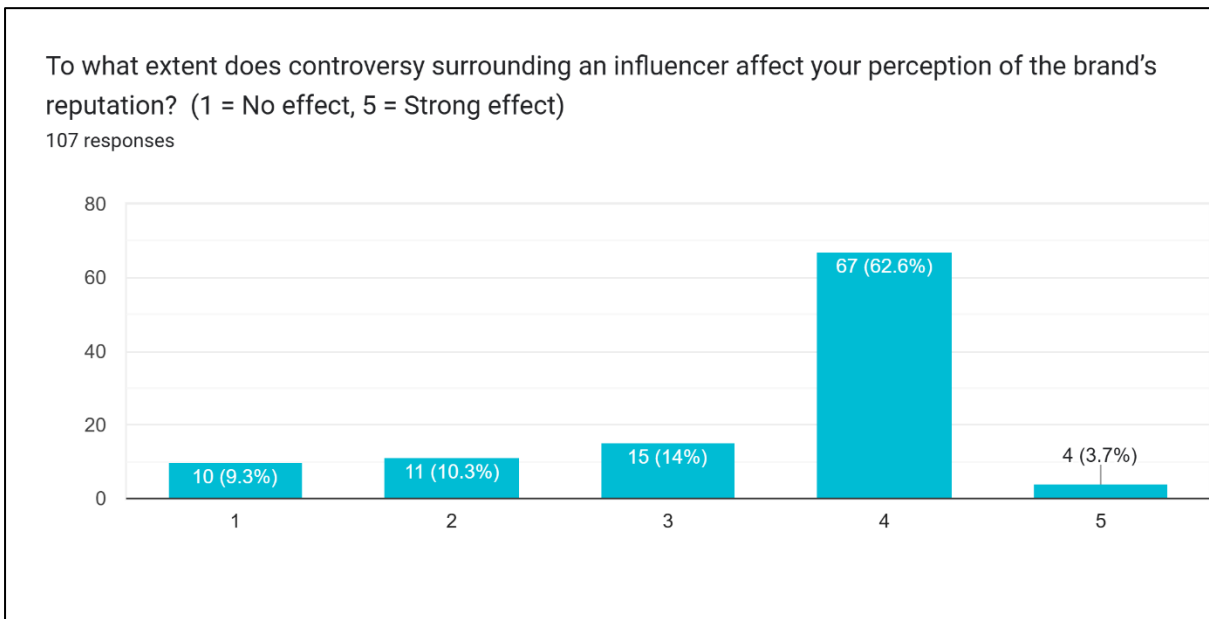
13.

How much does an influencer-related controversy affect your loyalty to a brand they endorse? (1 = No effect, 5 = Strong negative effect)

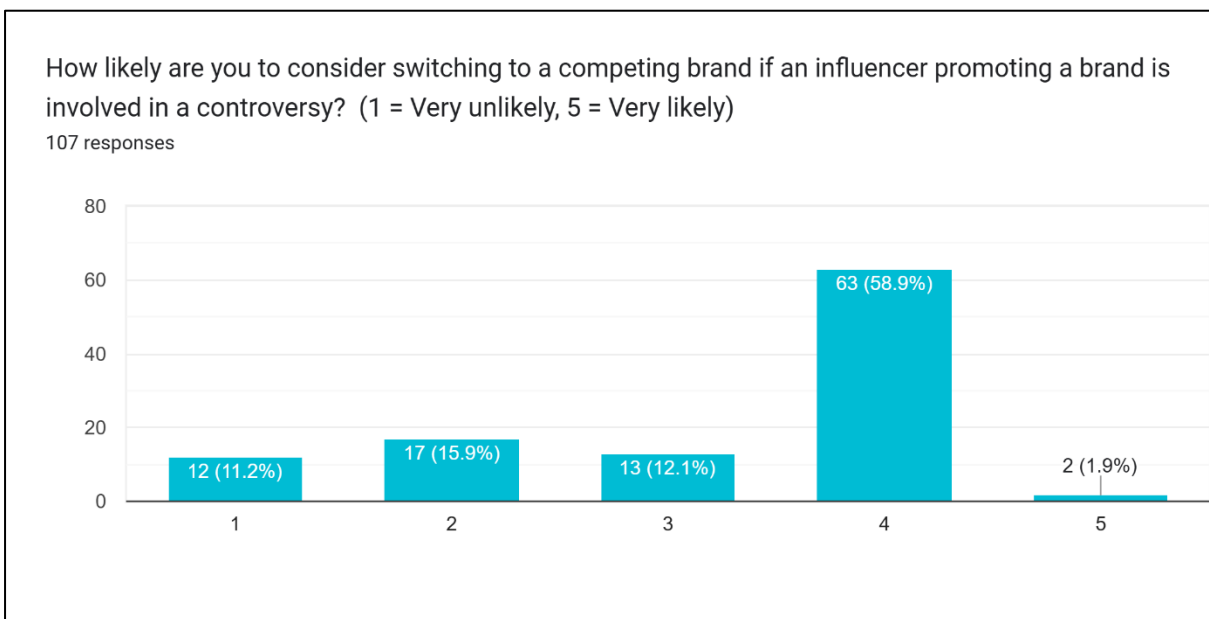
107 responses



14.



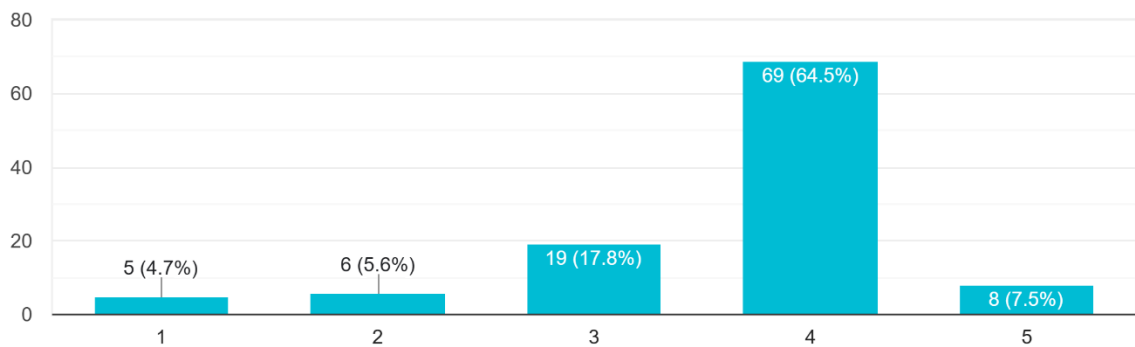
15.



16.

How likely are you to remain loyal to a brand if an influencer consistently promotes similar values and messages about it? (1 = Very unlikely, 5 = Very likely)

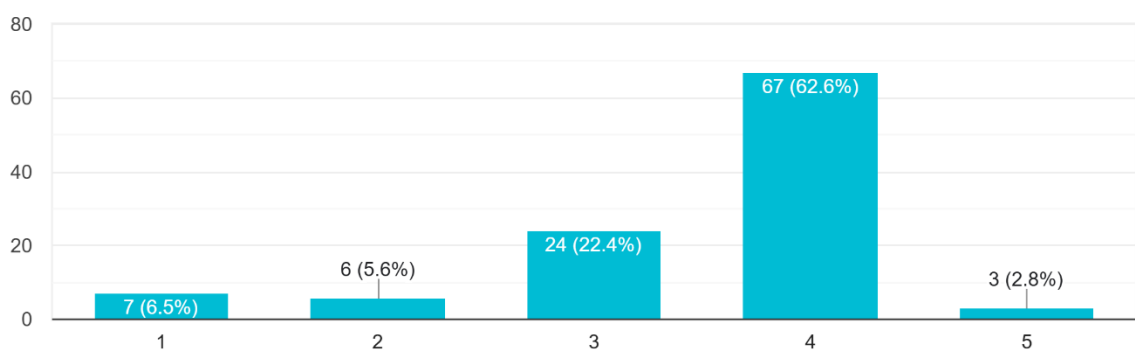
107 responses



17.

To what extent does consistent personal messaging from an influencer affect your preference for a brand over its competitors? (1 = No effect, 5 = Strong effect)

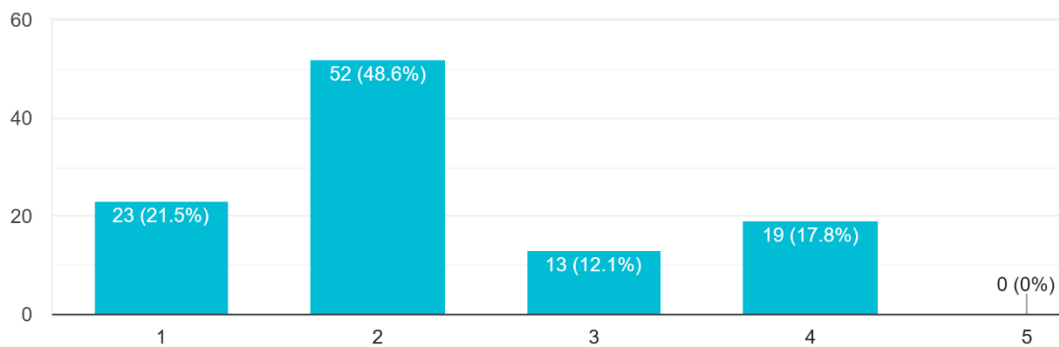
107 responses



18.

How likely are you to prefer a brand endorsed by an influencer who promotes multiple brands with conflicting messages? (1 = Very unlikely, 5 = Very likely)

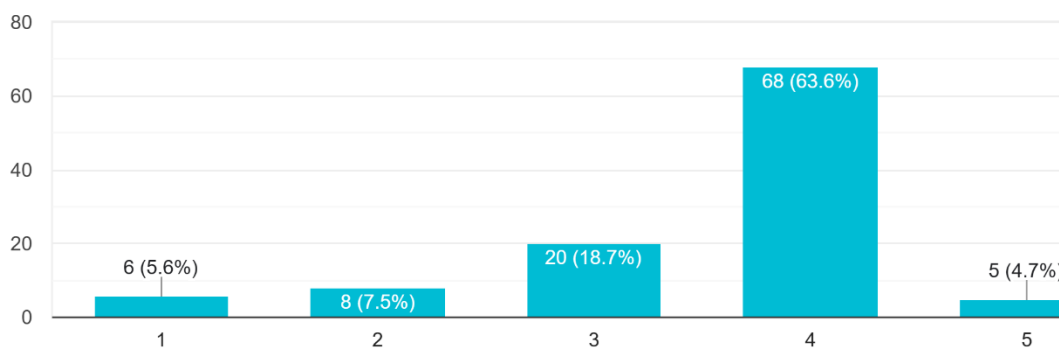
107 responses



19.

To what extent does a long-term partnership between a brand and an influencer increase your loyalty to that brand? (1 = No increase, 5 = Significant increase)

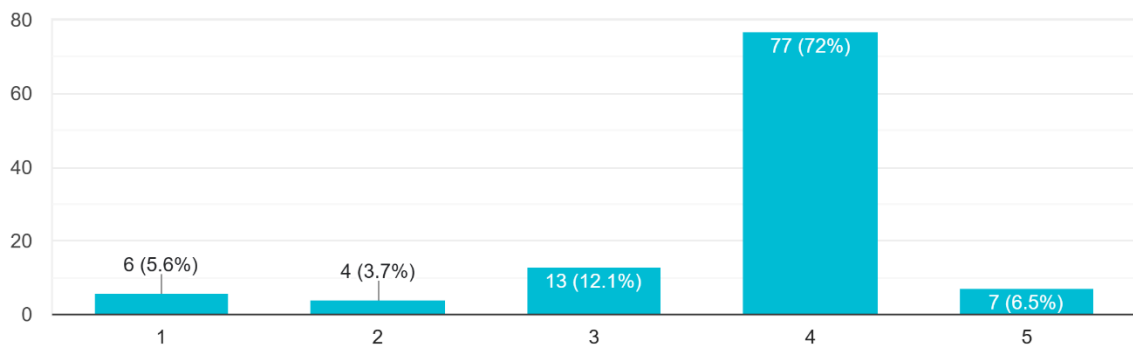
107 responses



20.

How likely are you to prefer a brand that maintains a long-standing relationship with a trusted influencer? (1 = Very unlikely, 5 = Very likely)

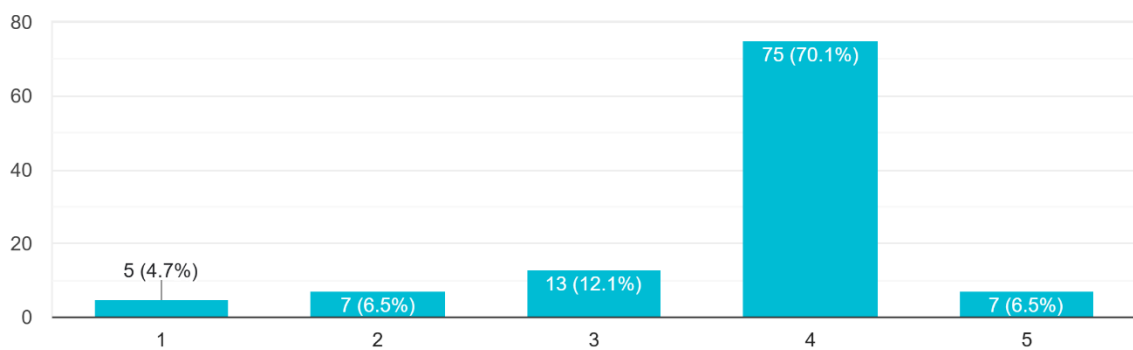
107 responses



21.

How likely are you to engage with a brand that a trusted influencer has consistently represented over time, compared to a brand with new endorsements? (1 = Very unlikely, 5 = Very likely)

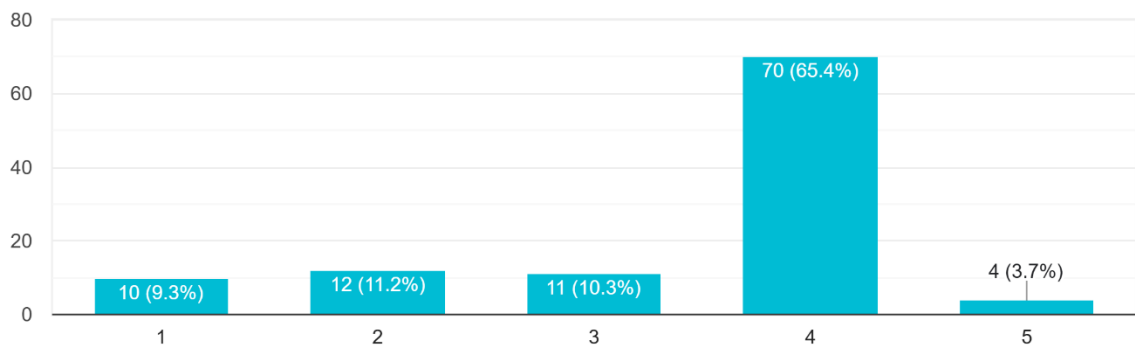
107 responses



22.

Does over-exposure to an influencer promoting a single brand impact your preference for that brand over its competitors? (1 = No impact, 5 = Significant impact)

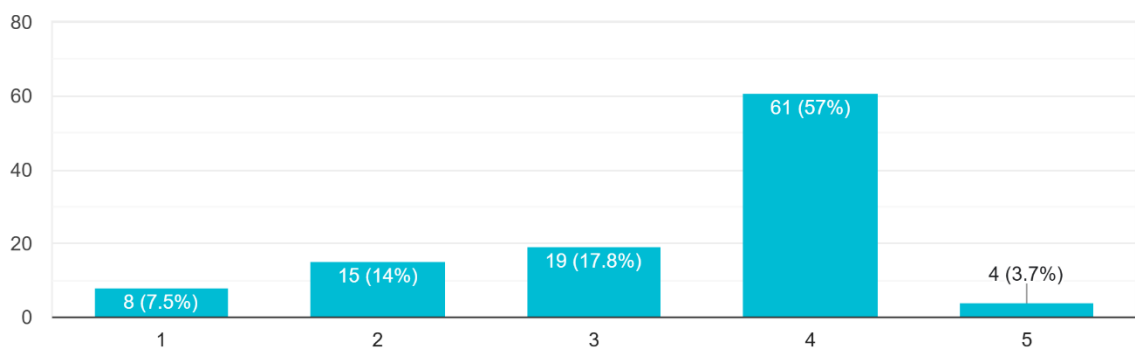
107 responses



23.

To what extent does over-exposure to an influencer's personal content impact your perception of a brand they endorse? (1 = No impact, 5 = Significant negative impact)

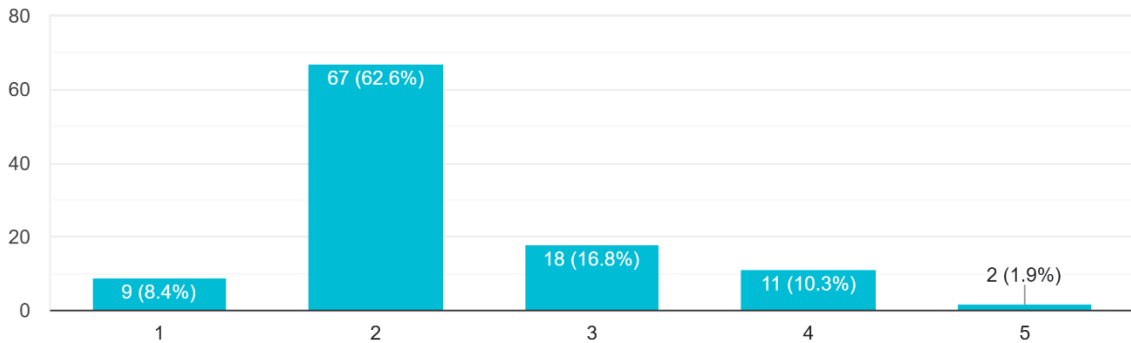
107 responses



24.

Does frequent exposure to a single influencer endorsing a brand increase or decrease your likelihood of engaging with that brand's content or p... Decrease significantly, 5 = Increase significantly)

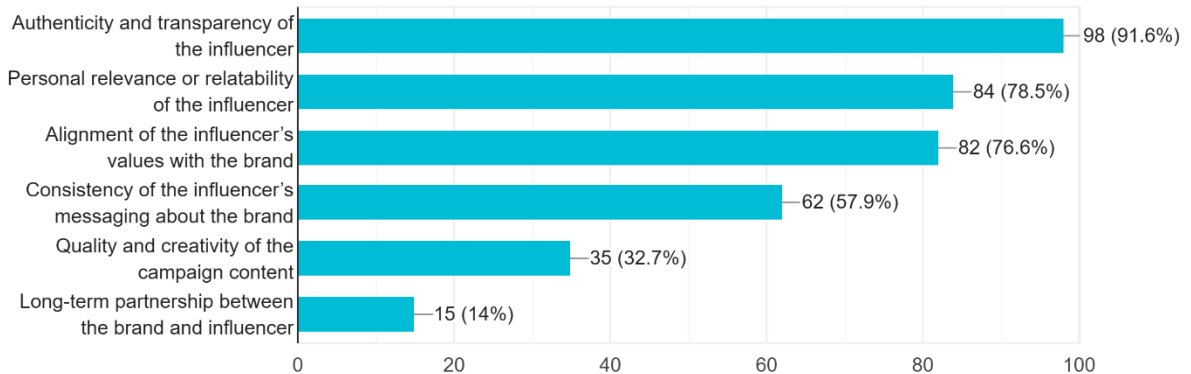
107 responses



25.

What elements of influencer marketing campaigns do you believe most contribute to building your loyalty to a brand?

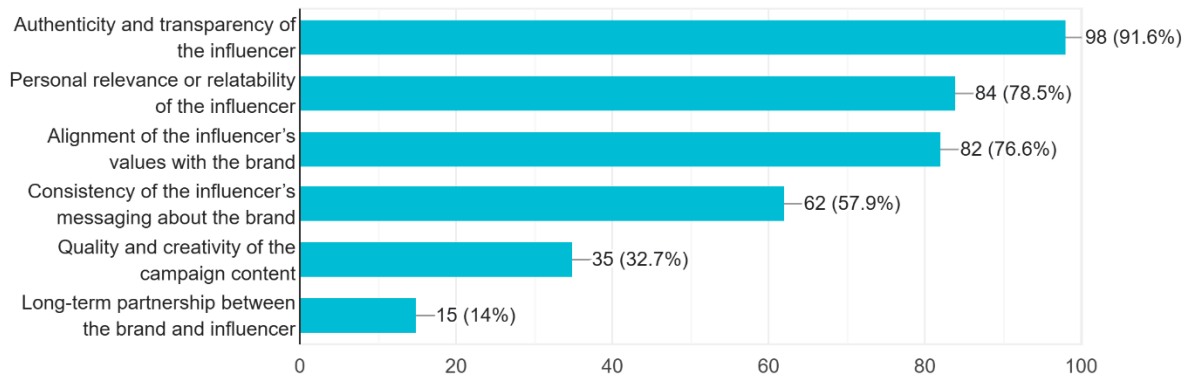
107 responses



26.

### What elements of influencer marketing campaigns do you believe most contribute to building your loyalty to a brand?

107 responses



## 27. Open-ended question samples

### If you answered "Yes" to the previous question, please specify the name of the influencer.

107 responses

Taylor Swift

N/A

Not applicable

N.A.

Emma Watson

Cristiano Ronaldo

Sabrina Carpenter

Kim K

Mostly Sane

**Can you recall an instance where an influencer's endorsement led you to develop a preference for a brand?**

*(You can mention the name of the brand, influencer & campaign)*

107 responses

Emma Watson - Prada Paradoxe

Foodpharmer

MrWhoseTheBoss for Samsung Galaxy S24 Ultra

Colin Kaepernick, Nike Dream Crazy campaign

Ronaldo, Nike

Sun screen - Biore

Rihanna, Fenty Beauty

Nike

The Ordinary

**Have you ever stopped supporting a brand due to negative associations with an influencer?  
Please give ONE example.**

107 responses

The support extended to Starbucks by influencers during the Ukraine and Russia conflict felt unnecessary and has influenced my perception of their commitment to humanity.

Kanye West, Yeezy

Ni

Yes

Not really

Pilgrim skincare

Conor McGregor and all his products.

Anything beer biceps endorses is an automatic skip

As of now I haven't stopped supporting

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