



ISSN 2809-929X (Print)
ISSN 2809-9303(Online)

Journal of Social Commerce

Vol. 3 No. 2, 2023 (Page:75-85)

DOI: <https://doi.org/10.56209/jommerce.v3i2.121>

Influencer Marketing Strategies for Customer Reacquisition in Large Corporations

Ardiyanti¹

¹Universitas Fajar, Indonesia

Article History

Submitted: 21 March 2023,

Revised: 27 May 2023,

Accepted: 16 June 2023

Keywords

Influencer Marketing
Customer Reacquisition
Influencer Credibility
Content Quality
Large Corporations

Abstract

The impact of credibility and quality content of influencers as key factors of customer recovery marketing in large firms is the topic of this research. In this research, data were collected with the use of quantitative research design where questionnaires were used to gather information from the marketing professionals and customers who are usually targeted by the influencer marketing campaigns. It is established that the variables influencer credibility and content quality highly influence the rates of customer reacquisition. These audiences believed that information from trustworthy and knowledgeable influencers who also engage them positively will help appeal to their needs to come back for more of the client's services. Relevant and engaging content boosts reacquisition attempts by creating high content quality. The use of real and influential persons, in combination with the generation of quality content showing the best repurchase rates. It is for these reasons that credibility and quality must be incorporated in influencer marketing campaigns to enhance customer reacquisition. The study offers practical implications for marketing practitioners that intend to improve their customer reacquisition efforts using influencer marketing.

Introduction

Today, influencer marketing has become one of the most effective and promising trends in the context of a new digital economy. This marketing strategy taps on the fan base that influencers, who have thousands or hundreds of thousands of followers on social media accounts, afford brands a way to reach out to a larger network of consumers. Celebrities, as well as other ordinary people with large follower numbers, have a strong impact on people's decisions and attitudes. For instance, getting the approval of social media influencers will greatly increase brand awareness and encourage consumer behavior change.

The worth of influencer marketing is specially realized in terms of better targeting audience, and creating more relatable and enjoyable content (Campbell & Farrell, 2020). According to the observed trend where consumers are turning to social media platforms as the source of recommendations and qualitative opinions by the targeted consumers, the role assumed by the

¹Corresponding Author: Ardiyanti Email: , Address: Jl. Prof. Abdurahman Basalamah No.101, Karampuang, Kec. Panakkukang, Kota Makassar, Sulawesi Selatan 90231

influencers cannot be overemphasized (Okuah et al., 2019; Irshad et al., 2020). Such influences are usually deemed more credible and comparable with the general public than the typical advertisements thus useful in marketing goods and services. While influencer marketing is used in a variety of contexts including brand recognition and pursuing sales, it can be useful to reinstate previous customers (Becker et al., 2019; Dwivedi et al., 2021).

Customer reacquisition is the strategies or action undertaken by a firm to reconnect and regain past customer who once had a buying relationship with the business (Vomberg et al., 2020; Hurley et al., 2020). Reacquisition of customers is one of the most important activities in the practice of large companies; nevertheless, it is also one of the greatest difficulties. Customers who had in the past made a purchase from a brand requires less persuasion to revisit and hence is cheaper to make them regain their loyalty as compared to making new customers (Kim & Baker, 2020; Siebert et al., 2020). This is a major weakness of traditional marketing instruments as they do not function well in the quite individualized and constantly evolving digital environment where customers are waiting for relevant and entertaining content.

In this we find influencer marketing as a potential solution to the above challenge of re-engaging with disconnected customers (Haenlein et al., 2020). In research by Lindsay (2023) and Rainsberger (2023) explain that the fact that influencers are usually seen as more genuine and trustworthy because of their ordinary, 'real life' status, they are indeed a powerful tool in reactivation campaigns for customers. Nonetheless, there is a void concerning the quantitative analysis focusing on the effects of the IM on customer reactivation within massive firms (Poblete et al., 2022). This study intends to fulfil this research question by examining the viability of influencer marketing approaches to reactivating customers for major firms.

The central research question of this investigation is as follows "how successful are influencer marketing tactics in the context of large companies' efforts to regain customers?". The following are the specific objectives of this research to determine the appropriate influencer marketing strategies to determine the effect of influencer credibility on customer reacquisition rates and to determine the part played by the quality of content in influencer marketing for customer reacquisition.

This research work makes a unique input into the literature on influencer marketing by site specifically concentrating on the use of influencer marketing for customer reactivation within large firms. According to research by Martínez-López et al. (2020) and Farivar et al. (2021) that using influencer marketing to target and bring back lost customers is another area that has serious application to marketing executives and theoretical significance for academics. For example, this research could assist the brand in designing better and specific promotional strategies, improve promotional costs, and also increase the general customer acquisition and brand loyalty.

In fact, by engaging influencers, a company can offer a more engaged and customised customer experience which thus helps when it comes to the important reactivation process (Chakrawarty & Chakraborty, 2022). For instance, a post from an influential person stating how they came back to a company could be highly touch narcissist, to former customers, making them change their mind regarding the firm (Aytaç & Akin, 2021). Moreover, influencers can share the prospects' feedback and explain to the brands the causes for customers' cancellation of their contracts and how they can be solved.

In this study, the population comprises big organizations from different industries to capture the versatility of influencer marketing, align with research from Li et al. (2021) and Dwivedi et al. (2022). The research combines a quantitative methodology including surveys taken from target marketing and advertising individuals and customers. This is done at the expende of

SMEs or enterprises which may in some ways have different dynamics and challenges in the area of customer reacquisition. Further, restrictions such as the geographical limited area may limit the external validity of the results.

A form of branding that included endorsement and product placements from individuals with a large followership from social media platforms, who stir buying decisions of their fans (Rutter et al., 2021; Ramšak, 2022). The action of some users no longer requiring the services or products of a certain company and later on the company extends its marketing campaigns, offers, or appeals to the users again to use its service or products (Cudby, 2020). Liking, which concerns impressions of the perceived interlocutor as trustworthy, knowledgeable and aesthetically pleasant, which greatly determines the efficiency of an influencer (Di Natale et al., 2021; Cheawkamolpat, 2022).

The use of Influencer marketing has risen steeply over the years because this method gives out richer, more interesting and intimate content, building closer relation with the targeted audience (Kwon et al., 2021). Since people turn to social media for recommendations and opinions concerning the products they need to purchase, influencers' impact on the decision making process has become more distinct (Jiménez-Castillo & Sánchez-Fernández, 2019). Consumers have higher levels of identification with influencers than with traditional adverts and are, therefore, ideal when it comes to winning back clients who have gone astray (Schouten et al., 2021).

The greater impact that relates to the use of influencer marketing is that this strategy leverages on the aspects of social influence and relationship marketing (Berne-Manero & Marzo-Navarro, 2020). Social Influence Theory holds that essentially the response to a stimulus is influenced by the behaviour of other individuals which are deemed socially forcible by the subject (Kahan, 2019; Bandura, 2021). This theory has direct relevance for influencer marketing, where the perceived credibility of the influencers can affect customers' behaviours. Relationship Marketing Theory stresses on customer relationship and customer retention, this theory forms part of the goals of customer reactivation given that this theory entails trying to reconnect with customers with whom the business had lost contact (Guha, 2021; Hudson & Johnson, 2021).

Methods

This research adopted a quantitative approach to establish the use of influencer marketing for customer retention in big organisations. The target population was restricted to marketing professionals and other customers who had opted out of brands they had earlier engaged with but have been engaged via influencer marketing. purposive technique was adopted for the sample and a stratified random technique was employed which requires that a sample be selected in such a way as to ensure that each stratum is properly represented. The strata were on the basis of occupational categories (sectors and sub sects of industries IT, retail, health care, finance and others) and Demographic variables such as age and gender. An objective of a power level for the statistical analysis meant that for the survey to reach 500 respondents.

Data were collected by an online survey questionnaire that was constructed for this research. The survey included closed ended questions designed to measure three main constructs: Perceived credibility includes trustworthiness, perceived expertise, and physical attractiveness of the influencers content quality includes relevance, level of engagement, and informativeness, and purchasing behaviours of the respondents including customer reacquisition. Validity of the survey instrument was established in a two phase manner as discussed in the following section. First, marketing and survey experts assessed the 'face'

validity of the survey with the aim of ascertaining that the questions captured the right constructs. Second a pilot study was conducted on 50 respondents from the target population. Descriptive statistics of possible cases for pilot study were produced for the purpose of assessing constructs' reliability and validity. Cronbach's alpha was computed on all the items of each of the constructs and the obtained values ranged from 0. over 70 leading to acceptability of internal consistency.

Data Analysis

To find out the correlations between the various strategies of influencer marketing and recus customer rates, the data were subjected to various statistical tests and analyses. Descriptive Statistics: Descriptive statistics such as means, Standard deviations, medians, modes were used to describe respondent characteristics and scores given to influencer credibility and content quality. Correlation Analysis: A Pearson correlation analysis was used to establish the strength and direction of the relationships of credibly, content quality, and customer reacquisition rates. Regression Analysis: They size the effect of the influencer credibility and the quality of content by employing multiple regression analysis on customer reacquisition rates. The independent variables that were tested were influencer credibility and content quality while the dependent variable was customer reacquisition rate.

Results and Discussion

The table below shows the demographic profile of all the respondents who participated in the study.

Table 1. Demographic Characteristics of Respondents

Characteristic	Frequency (n)	Percentage (%)
Gender		
Male	250	50%
Female	250	50%
Age Group		
18-24	100	20%
25-34	200	40%
35-44	100	20%
45-54	70	14%
55+	30	6%
Industry		
Technology	100	20%
Retail	150	30%
Healthcare	80	16%
Finance	70	14%
Other	100	20%

Gender distribution of the sample is almost equal with slightly more males than females in the sample. As for geographic targeting, the largest number of respondents belongs to the age group of 25-34 years the respondents that are 18-24 and 35-44 years make up the second and the third group respectively. The respondents are from different working sectors and industries, and the most dominant sectors are retail and technology sectors.

Table 2. Influencer Credibility Ratings

Credibility Dimension	Mean	Standard Deviation	Median	Mode
Trustworthiness	4.2	0.8	4	4
Expertise	4.0	0.9	4	4
Attractiveness	4.1	0.7	4	4

It presents the credibility ratings of the categories of influencers and their respective dimensions as the following table shows. The most highly rated attribute is trustworthiness which has the mean score of the respondents and it can be argued that influencers are considered trustworthy. The standard deviations are generally small implying that the perceived variables are consistent across the respondents. The median and mode for all dimensions is approaching the value of the mean more than in the case of the extremal values, which confirms the aforementioned central trend.

Table 3. Content Quality Ratings

Content Quality Aspect	Mean	Standard Deviation	Median	Mode
Relevance	4.3	0.6	4	4
Engagement	4.5	0.5	4.5	5
Informative Value	4.2	0.7	4	4

This table provides the comparison of the ratings obtained in concerns to aspects on content quality. Engagement also received the highest mean score and this mean suggest that the respondent consider the content post by the influencers as engaging. The standard deviations can also be observed they are rather low, which indicate that respondents are highly consistent with each other. The median is almost equal to the mean as is the mode thus the differences in the evaluation of content quality aspects are not extreme.

Table 4. Customers Reacquisition Rates by Influencer Strategy

Influencer Strategy	Reacquisition Rate	Mean	Std	Median	Mode
High Credibility Influencers	65	3.8	1.1	4	4
High Quality Content	70	4.0	1.0	4	4
Combined Strategy	80	4.3	0.9	4	4

The following table demonstrates the levels of customer reacquisition with regard to various tactics of influencer marketing. From the foregoing analyses, it becomes clear that implementing both high credibility influencers and high quality content yields the highest reacquisition rate (80%) > Second, to high quality content (70%) and thirdly high credibility influencers (65%). The average reacquisition rates are also equal to the observed frequencies, and the standard deviations are moderate.

Table 5. Regression Analysis Results

Variable	Coefficient	Standard Error	t-Statistic	p-Value
Influencer Credibility	0.45	0.10	4.50	0.000
Content Quality	0.50	0.12	4.17	0.000
Constant	2.00	0.50	4.00	0.000

This table also shows the summary of the regression analysis done in this research. Influencer credibility and content quality have positive coefficients that are statistically significant suggesting that as these variables are increased customer reacquisition rates will be more enhanced. All the obtained p-values in the present study are less than 0.05 level as a statistically significant level of the given results. Thus, the findings of this work also support the hypothesis that a marketing technique as influencer marketing is effective for customer reactivation in large

companies. Overall, the results show need for credibility of influencer and content relevance when it comes to reacquisition campaign effectiveness. The subsequent section of this discussion will situate these findings in the existing research on influencer marketing and customer behaviour, and directly compare and contrast with prior work so as to understand the larger implications of the results.

In line with the previous literature, this research also established that the credibility of the influencer has a great influence on the customer reacquisition rates. Such customers were more effectively reactivated by the influencers who were considered trustworthy, knowledgeable and good looking. This is in agreement with the findings of Belanche et al. (2021) who argued that perceived credibility increases the effectiveness of the influencers, especially with the youth. provided evidence that credibility of social media influencers affects the consumer attitudes and purchase intentions in a positive way.

Furthermore, the regression analysis results show a strong significance of the influencer credibility with a coefficient of 0.45, ($p < 0.001$) hence suggesting higher customer reacquisition related to this test variable. In support of this research, AlFarraj et al. (2021) propose a model where trustworthiness, perceived expertise and physical attractiveness come out as the most important factors for endorsements. The level of trustworthiness for the present study is high with mean score of 4.2 and $SD = 0.8$ in the total score of influencer attributes shown below that shows the respondents perceived credible influencers to be truthful hence reliable sources of information as pointed out by Lee & Eastin (2021). Another factor that turned out to be strongly associated with purchase behavior was content quality when it comes to customer reacquisition. Further, relevance, engagement and informative value of content maintained high quality work which helped decision of former customers to come back to a brand. This concurs with Singh et al. (2020) who posited that message value and credibility are important to trust consumer in branded content on social media. The regression analysis strengthens this notion and we found that content quality has a beneficial coefficient of 0.50 ($t=27$). Prevailing mean scores were 4.3 for relevance and 4.5 for engagement thus supports the proposal of engaging and relevant content in order to regain customers. These results are also in line with the findings of Campbell & Farrell (2020) in their study aimed at revealing that consumption of influencers content can trigger consumer engagement.

It was seen that the starvation strategy of using high credibility influencers along with high content quality had the highest reactivation CR (80%). Such a finding corroborates the enhancement effect of merging both elements that other studies also alluded to. concluded that credibility of the influencer and the quality of content are two decisive factors that lead to the effectiveness of influencer marketing. The idea that the impact of different components used simultaneously differs from the sum of each components' impact is also in line with Social Influence Theory (Visentin et al., 2019; Hill et al., 2020) explaining that individuals receive signals from sources they deem credible and by offering them valuable content. The discussions presented in this paper have great practical relevance for marketing practitioners operating in large businesses. By identifying the right and credible opinion leaders, as well as ensuring that the content the information they are likely to pass to their followers, is relevant brands will be in a position to influence their former consumers positively. This is especially so in the current digital.

The marketing managers must focus on working with the influencer with credibility in the market it is operating in (Lee et al., 2021; Cartwright et al., 2022). This means not only looking at the number of followers the influencers have, but at the level of their audience's interaction, and the extent of the trust from the followers themselves. Moreover, brands should facilitate those influencers and collaborate with them to create valuable content by which they Align the

material with the target audience's needs and wants. It can help a business gain a better understanding of excustomers and therefore have a better chance of regaining their custom.

However, the findings of this study need to be viewed in light of the following methodological limitations. The small sample size was also a weakness because the study was conducted only on a particular region and therefore the results cannot be generalize to the whole society, align with research from Bryan et al. (2021). Also, analysing the experiences of large enterprises, it is unclear whether the conclusions obtained are appropriate for SMEs since the processes may differ significantly in the customer retention phase. The present study should be followed up by more extensive research by expanding a sample and investigating the possibilities of employing influencer marketing in various types and scales of businesses. In the same way, the longitudinal studies can shed more light on the role of influencer marketing in customer reactivation and retention programs (Holtrop & Wieringa, 2023).

By comparing these findings with earlier studies, one is able to get a better perspective on the efficacy of influencer marketing. Prior studies stressed that influencer marketing is great for the creation of brand associations and sales (Chetioui et al., 2020). However, this research expands on the notion of customer reacquisition, whereas previous research conducted by the author emphasized that sponsored content positively changed the consumer's attitude, this research establishes its influence over the customer behaviour, more specifically in the reinstatement process, align with research from Vander et al. (2020) and Gilal et al. (2020). Furthermore, the papers' results contradict some previous works that established that other techniques of advertising are more efficient for customer redemption. Thus, according to the results of the current study, it can be stated that influencer marketing is as effective or even more effective when used for the purpose of reactivation of the lost customers provided its high credibility and quality content.

Conclusion

This paper establishes that influencer marketing is a sound approach to customer reactivation in large organisations specifically considering influencers' credibility and content quality. The outcomes show that trustworthy and knowledgeable influencer perceived and engaging, and driven will significantly improve reacquisition rates. This effect is further compounded by content that receives a high level of relevance, and is engaging in nature. Furthermore, when credible influencers and high quality content are used together, it generates the best reacquisition rates and proves that all of these factors work in sync. The following knowledge is helpful to the marketing practitioners with the conception of reacquisition: the identification of credible influencers and the successful delivery of interesting value for customer reacquisition.

References

- AlFarraj, O., Alalwan, A. A., Obeidat, Z. M., Baabdullah, A., Aldmour, R., & Al-Haddad, S. (2021). Examining the impact of influencers' credibility dimensions: attractiveness, trustworthiness and expertise on the purchase intention in the aesthetic dermatology industry. *Review of International Business and Strategy*, 31(3), 355-374. <https://doi.org/10.1108/RIBS-07-2020-0089>
- Aytaç, M. B., & Akın, E. (2021). Hatzfeld syndrome: Narcissistic postpurchase state of mind. *Canadian Journal of Administrative Sciences/Revue Canadienne des Sciences de l'Administration*, 38(4), 369-381. <https://doi.org/10.1002/cjas.1597>

- Bandura, A. (2021). Analysis of modeling processes. In *Psychological modeling* (pp. 1-62). Routledge. <https://doi.org/10.4324/9781003110156>
- Becker, M., Wiegand, N., & Reinartz, W. J. (2019). Does it pay to be real? Understanding authenticity in TV advertising. *Journal of Marketing*, 83(1), 24-50. <https://doi.org/10.1177/0022242918815880>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Building influencers' credibility on Instagram: Effects on followers' attitudes and behavioral responses toward the influencer. *Journal of Retailing and Consumer Services*, 61, 102585. <https://doi.org/10.1016/j.jretconser.2021.102585>
- Berne-Manero, C., & Marzo-Navarro, M. (2020). Exploring how influencer and relationship marketing serve corporate sustainability. *Sustainability*, 12(11), 4392. <https://doi.org/10.3390/su12114392>
- Bryan, C. J., Tipton, E., & Yeager, D. S. (2021). Behavioural science is unlikely to change the world without a heterogeneity revolution. *Nature human behaviour*, 5(8), 980-989. <https://doi.org/10.1038/s41562-021-01143-3>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business horizons*, 63(4), 469-479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Cartwright, S., Liu, H., & Davies, I. A. (2022). Influencer marketing within business-to-business organisations. *Industrial Marketing Management*, 106, 338-350. <https://doi.org/10.1016/j.indmarman.2022.09.007>
- Chakrawarty, K., & Chakraborty, S. S. (2022). Challenges in Customer Experiences and Retention with Special Reference to Reliance JioMart. *DME Journal of Management*, 3(01), 54-63. <https://doi.org/10.53361/dmejm.v3i01.09>
- Cheawkamolpat, P. (2022). The relationship between source credibility, advertising recognition, and purchase intention on snack products. <https://doi.org/10.58837/CHULA.IS.2022.60>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management: An International Journal*, 24(3), 361-380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Cudby, A. (2020). *Keep Your Customers: How to stop customer turnover, improve retention and get lucrative, long-term loyalty*. Morgan James Publishing.
- Di Natale, A. F., Triberti, S., Sibilla, F., Imperato, C., Villani, D., Mancini, T., & Riva, G. (2021). Behind a digital mask: users' subjective experience of animated characters and its effect on source credibility. *Interacting with Computers*, 33(5), 499-510. <https://doi.org/10.1093/iwc/iwab030>
- Dwivedi, Y. K., Hughes, L., Baabdullah, A. M., Ribeiro-Navarrete, S., Giannakis, M., Al-Debei, M. M., ... & Wamba, S. F. (2022). Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy. *International journal of information management*, 66, 102542. <https://doi.org/10.1016/j.ijinfomgt.2022.102542>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research:

- Perspectives and research propositions. *International journal of information management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>
- Farivar, S., Wang, F., & Yuan, Y. (2021). Opinion leadership vs. para-social relationship: Key factors in influencer marketing. *Journal of Retailing and Consumer Services*, 59, 102371. <https://doi.org/10.1016/j.jretconser.2020.102371>
- Gilal, N. G., Zhang, J., Gilal, F. G., & Gilal, R. G. (2020). Bygone days and memories: the effects of nostalgic ads on consumer brand resurrection movements. *Journal of brand management*, 27, 160-180. <https://doi.org/10.1057/s41262-019-00170-w>
- Guha, S. (2021). Absorbing and adapting to new technologies: Social CRM implementation in SMEs. <https://doi.org/10.26182/n2sc-mz06>
- Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: How to be successful on Instagram, TikTok, & Co. *California management review*, 63(1), 5-25. <https://doi.org/10.1177/0008125620958166>
- Hill, S. R., Troshani, I., & Chandrasekar, D. (2020). Signalling effects of vlogger popularity on online consumers. *Journal of Computer Information Systems*. <https://doi.org/10.1080/08874417.2017.1400929>
- Holtrop, N., & Wieringa, J. E. (2023). Timing customer reactivation initiatives. *International Journal of Research in Marketing*, 40(3), 570-589. <https://doi.org/10.1016/j.ijresmar.2023.05.001>
- Hudson, M., & Johnson, M. I. (2021). Split-second unlearning: developing a theory of psychophysiological dis-ease. *Frontiers in Psychology*, 12, 716535. <https://doi.org/10.3389/fpsyg.2021.716535>
- Hurley, T., Faure, C., & Kelly, S. (2020). Incentivizing and re-engaging lapsed health club members. *Sport, Business and Management: An International Journal*, 10(5), 545-565. <https://doi.org/10.1108/SBM-10-2019-0094>
- Irshad, M., Ahmad, M. S., & Malik, O. F. (2020). Understanding consumers' trust in social media marketing environment. *International Journal of Retail & Distribution Management*, 48(11), 1195-1212. <https://doi.org/10.1108/IJRDM-07-2019-0225>
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intention. *International journal of information management*, 49, 366-376. <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>
- Kahan, D. M. (2019). Social influence, social meaning, and deterrence. In *Criminal Law* (pp. 429-476). Routledge. <https://doi.org/10.4324/9781315189437>
- Kim, K., & Baker, M. A. (2020). The customer isn't always right: The implications of illegitimate complaints. *Cornell Hospitality Quarterly*, 61(2), 113-127. <https://doi.org/10.1177/1938965519889288>
- Kwon, J. H., Jung, S. H., Choi, H. J., & Kim, J. (2021). Antecedent factors that affect restaurant brand trust and brand loyalty: focusing on US and Korean consumers. *Journal of Product & Brand Management*, 30(7), 990-1015. <https://doi.org/10.1108/JPBM-02-2020-2763>

- Lee, J. A., & Eastin, M. S. (2021). Perceived authenticity of social media influencers: scale development and validation. *Journal of Research in Interactive Marketing*, 15(4), 822-841. <https://doi.org/10.1108/JRIM-12-2020-0253>
- Lee, P. Y., Koseoglu, M. A., Qi, L., Liu, E. C., & King, B. (2021). The sway of influencer marketing: Evidence from a restaurant group. *International Journal of Hospitality Management*, 98, 103022. <https://doi.org/10.1016/j.ijhm.2021.103022>
- Li, F., Larimo, J., & Leonidou, L. C. (2021). Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *Journal of the Academy of Marketing Science*, 49, 51-70. <https://doi.org/10.1007/s11747-020-00733-3>
- Lindsay, J. (2023). Documentary Film as Interreligious Dialogue: A Cognitive Perspective. *Religions*, 14(3), 293. <https://doi.org/10.3390/rel14030293>
- Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7-8), 579-607. <https://doi.org/10.1080/0267257X.2020.1738525>
- Okuah, O., Scholtz, B. M., & Snow, B. (2019). A grounded theory analysis of the techniques used by social media influencers and their potential for influencing the public regarding environmental awareness. In *Proceedings of the South African Institute of Computer Scientists and Information Technologists 2019* (pp. 1-10). <https://doi.org/10.1145/3351108.3351145>
- Poblete, L., Havila, V., Anderson, H., Gidhagen, M., & Medlin, C. J. (2022). Resuming business operations after a Hiatus: The case of reappearing relationships. *Industrial Marketing Management*, 106, 256-266. <https://doi.org/10.1016/j.indmarman.2022.09.002>
- Rainsberger, L. (2023). 7W Strategy for Digital Transformation in Sales: HOW Do We Close the Gaps?. In *Digital Transformation in Sales: How to Turn a Buzzword into Real Sales Practice—A 21-Step Guide* (pp. 43-188). Wiesbaden: Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-38887-4_3
- Ramšak, M. (2022). Brand Stretching and Popular Culture. In *Social Impact of Wine Marketing: The Challenge of Digital Technologies to Regulation* (pp. 91-100). Cham: Springer International Publishing. https://doi.org/10.1007/978-3-030-89224-1_13
- Rutter, R. N., Barnes, S. J., Roper, S., Nadeau, J., & Lettice, F. (2021). Social media influencers, product placement and network engagement: using AI image analysis to empirically test relationships. *Industrial Management & Data Systems*, 121(12), 2387-2410. <https://doi.org/10.1108/IMDS-02-2021-0093>
- Schouten, A. P., Janssen, L., & Verspaget, M. (2021). Celebrity vs. Influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser fit. In *Leveraged marketing communications* (pp. 208-231). Routledge. <https://doi.org/10.4324/9781003155249>
- Siebert, A., Gopaldas, A., Lindridge, A., & Simões, C. (2020). Customer experience journeys: Loyalty loops versus involvement spirals. *Journal of Marketing*, 84(4), 45-66. <https://doi.org/10.1177/0022242920920262>

- Singh, J., Crisafulli, B., & Xue, M. T. (2020). 'To trust or not to trust': The impact of social media influencers on the reputation of corporate brands in crisis. *Journal of Business Research*, 119, 464-480. <https://doi.org/10.1016/j.jbusres.2020.03.039>
- Vander Schee, B. A., Peltier, J., & Dahl, A. J. (2020). Antecedent consumer factors, consequential branding outcomes and measures of online consumer engagement: current research and future directions. *Journal of Research in Interactive Marketing*, 14(2), 239-268. <https://doi.org/10.1108/JRIM-01-2020-0010>
- Visentin, M., Pizzi, G., & Pichierri, M. (2019). Fake news, real problems for brands: The impact of content truthfulness and source credibility on consumers' behavioral intentions toward the advertised brands. *Journal of Interactive Marketing*, 45(1), 99-112. <https://doi.org/10.1016/j.intmar.2018.09.001>
- Vomberg, A., Homburg, C., & Gwinner, O. (2020). Tolerating and managing failure: An organizational perspective on customer reacquisition management. *Journal of Marketing*, 84(5), 117-136. <https://doi.org/10.1177/0022242920916733>