



"Transforming Purpose-Driven Small Businesses Through Social Media Influencer Marketing for Sustainable Brand Loyalty"

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Abstract

In an era where sustainable development is increasingly prioritized, purpose-driven businesses play a vital role in aligning commercial success with positive societal impact. Small businesses, in particular, are uniquely positioned to drive sustainable development due to their flexibility, community focus, and ability to quickly adopt innovative practices. This research examines the impact of social media influencer marketing as a strategic tool for enhancing brand loyalty among customers of purpose-driven small businesses.

The study explores how small businesses leverage influencer marketing to effectively communicate their commitment to sustainability, thereby fostering deeper connections with environmentally and socially conscious consumers. Through the analysis of case studies and customer feedback, the research highlights the ability of influencers to authentically convey a brand's purpose, enhancing customer trust and loyalty. The findings suggest that when small businesses use influencer marketing to align their messaging with sustainable values, they not only increase brand awareness but also reinforce customer loyalty and contribute to broader sustainable development goals. This paper emphasize the critical role of innovative marketing strategies in helping small businesses build strong, purpose-driven brands that support a sustainable future.

Key words: Influencer Marketing, Brand Loyalty, Small Businesses, Sustainable Development, Purpose-Driven

1. Introduction

Social media has become a vital platform for businesses to engage with audiences and build brand loyalty. Social media influencers, who connect personally with followers, are crucial to marketing strategies, particularly for small businesses focused on sustainable development. These businesses use influencer marketing to boost visibility and foster lasting customer relationships through authentic, value-driven messages. By collaborating with influencers who share their values, small businesses can build loyal communities committed to both the brand and sustainability. This research explores how influencer marketing enhances loyalty and contributes to sustainable development, offering strategies and best practices for success.

2. Literature Review

Research highlights the vital role social media influencers play in building customer relationships by enhancing brand awareness and trust, which in turn drives brand loyalty through authenticity and engagement (Brown & Hayes, 2008). Influencers are seen as credible sources that enhance trust and loyalty (Freberg et al., 2011), with personality, content quality, and expertise influencing engagement and purchase decisions. Lou and Yuan (2019) emphasize the importance of message value and credibility in fostering trust, especially for sustainability-focused brands. De Veirman et al. (2017) found that follower count and product congruence impact brand loyalty, while Glucksman (2017) shows lifestyle influencers build loyalty through authentic emotional connections, which is crucial for small businesses. Kaplan and Haenlein (2010) note that social media enables meaningful consumer experiences that foster loyalty, and Gorry and Westbrook (2012) highlight the power of word-of-mouth endorsements. Audrezet et al. (2020) stress authenticity's role in fostering loyalty for purpose-driven brands, while Lim et al. (2017) demonstrate that aligning influencer values with brand values enhances purchase intentions and sustainability. Huang et al. (2021) show that influencers effectively communicate sustainability commitments, creating stronger consumer connections.

Abidin (2018) explores how influencers' online personas shape consumer trust and loyalty, with authentic engagement being critical to building brand connections. Hearn and Schoenhoff (2015) emphasize personal branding in influencer marketing, which affects perceptions and loyalty. Duffy (2017) examines how gender dynamics and personal brand narratives influence loyalty, especially for purpose-driven brands. Childers et al. (2019) note that authenticity and relatability are key to fostering loyalty among younger consumers, while Schouten et al. (2020) show that influencers with a personal connection to their audience drive more loyalty than celebrities. Jiménez-Castillo and Sánchez-Fernández (2019) stress the importance of high-

quality content in building trust and loyalty. Tran (2020) finds that influencer credibility and relatability are crucial to brand loyalty in Vietnam. Tafesse and Wood (2021) demonstrate that tailored, interactive Instagram content enhances engagement and loyalty, while Cheung et al. (2016) highlight the importance of personalized content in driving loyalty. Laroche et al. (2013) show that influencers in brand communities enhance brand attachment and foster sustainable relationships. Social media influencer marketing plays a key role in fostering brand loyalty through trust, engagement, and authenticity. Bailey and Bonifield (2019) and Ashley and Tuten (2015) found that influencer-driven content enhances consumer interaction, while Hutter et al. (2013) highlighted how frequent user interactions with influencers build trust and loyalty. Constantinides (2014) and

Hudson et al. (2016) emphasized the importance of influencer authenticity and personalized content in strengthening emotional connections with consumers, particularly for purpose-driven brands. Cheung, Lee, and Rabjohn (2016) noted that personalized content resonates with consumers, driving engagement and loyalty. Sustainability-focused influencers contribute significantly to long-term brand loyalty, as shown by Saravanakumar and SuganthaLakshmi (2012). Barreda et al. (2020) and Kumar and Pansari (2016) further highlighted the importance of influencers in generating word-of-mouth marketing and fostering strong brand communities.

3. **Objective:** To analyze the impact of social media Influencer marketing on Brand Loyalty of consumers

4. Research methodology

The research uses a descriptive design to explore how social media influencer marketing fosters brand loyalty in purpose-driven small businesses focused on sustainable development. This approach allows for examining the relationship between influencers and brand loyalty without altering variables. Convenience sampling is used, targeting consumers who follow social media influencers and engage with sustainable small businesses online. A sample size of 250 is determined using the formula $(ZS/e)^2$ for a 95% confidence level. Data will be gathered through online surveys, offering insights into how influencer marketing boosts consumer loyalty.

5 Analysis and Interpretation

5.1 Factor Analysis

KMO and Bartlett's Test		Influencer marketing	Brand Loyalty
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.823	.825
Bartlett's Test of Sphericity	Approx. Chi-Square	667.348	868.911
	df	91	105
	Sig.	.000	.000

The above table shows the KMO and Bartlett's Test in which the suitability of data can be checked. The KMO measure for sampling adequacy should not be less than 0.5. If it is less than 0.5, it indicates that results from factor analysis are not useful. In the above table for all variables Influencer marketing, Brand Loyalty KMO measure for sampling adequacy are above 0.5.

Communalities		
Influencer marketing		
	Initial	Extraction
Influencers' authentic endorsements positively impact consumer trust in a brand."	1.000	.645
Consumers are more likely to try a new product if recommended by a trusted influencer.	1.000	.491
The credibility of an influencer influences the effectiveness of their marketing campaigns."	1.000	.448
Influencers with a large following generate higher brand visibility.	1.000	.501
The perceived expertise of an influencer enhances consumer interest in promoted products.	1.000	.616
Personal connection between influencers and their audience affects the success of marketing campaigns.	1.000	.568
Collaborations with influencers lead to increased engagement rates on social media platforms.	1.000	.407
Influencer marketing campaigns often result in higher conversion rates compared to traditional advertising.	1.000	.598
Consumers value personalized recommendations from influencers over generic brand advertisements.	1.000	.504
Positive experiences shared by influencers contribute to a favorable brand image.	1.000	.565
The alignment of an influencer's values with a brand's values affects consumer perception.	1.000	.593

Influencers' content quality and creativity influence the effectiveness of brand marketing.	1.000	.417
Influencer marketing can enhance brand recall among consumers.	1.000	.402
Consumers are likely to share influencer-endorsed content with their network, amplifying brand reach.	1.000	.491
Brand Loyalty		
Positive experiences with a brand enhance consumer loyalty.	1.000	.532
Consistent product quality fosters long-term brand loyalty.	1.000	.639
Reward programs and incentives increase consumer retention and loyalty.	1.000	.492
Emotional connection with a brand drives repeat purchases and loyalty.	1.000	.518
Customer service excellence contributes to stronger brand loyalty.	1.000	.530
Brand transparency and ethical practices enhance consumer trust and loyalty.	1.000	.617
Personalized customer experiences improve brand loyalty.	1.000	.680
Brand reputation and positive word-of-mouth influence consumer loyalty.	1.000	.537
Brand loyalty is strengthened by aligning with consumers' personal values and beliefs.	1.000	.375
Frequent engagement and communication with consumers build brand loyalty.	1.000	.438
Offering exclusive products or services to loyal customers enhances their loyalty.	1.000	.631
Satisfaction with a brand's online and offline experiences affects brand loyalty.		
Discounts and special offers contribute to increased brand loyalty.	1.000	.676
Consumers are more loyal to brands that consistently meet their expectations.	1.000	.431
Brand loyalty is influenced by the perceived value and benefits of the brand's offerings.	1.000	.411
Extraction Method: Principal Component Analysis.		

The proportion of variance in any one of the original variables, which is being captured by the extracted factor, is known as communality. From the above table it can be understood that after three factors are extracted from each variable. Large communalities indicate that a large number of variance has been accounted for by the factor solution.

Total Variance Explained										
Component	Initial Eigenvalues			Extraction Sums of Squared			Rotation Sums of Squared Loadings			
	Total	% of	Cumulative	Total	% of	Cumulative	Total	% of	Cumulative	
Influencer marketing										
1	4.226	30.184	30.184	4.226	30.184	30.184	3.210	22.928	22.928	
2	1.949	13.925	44.109	1.949	13.925	44.109	2.312	16.513	39.441	
3	1.069	7.634	51.743	1.069	7.634	51.743	1.722	12.302	51.743	
Brand Loyalty										
1	4.948	32.985	32.985	4.948	32.985	32.985	3.457	23.045	23.045	
2	1.957	13.046	46.031	1.957	13.046	46.031	2.853	19.019	42.064	
3	1.045	6.966	52.997	1.045	6.966	52.997	1.640	10.932	52.997	
Extraction Method: Principal Component Analysis.										

The above table explains the total variance explained for elements. From the table it can found that all the three factors in each variable are having Eigen values more than 1 for the influence of reference group.

Rotated Component Matrix^a			
	Component		
	1	2	3
Influencer marketing			
Influencers' authentic endorsements positively impact consumer trust in a brand.	.745	.044	.295
Consumers are more likely to try a new product if recommended by a trusted influencer.	.619	.070	.321
The credibility of an influencer influences the effectiveness of their marketing campaigns."	.455	.478	.114
Influencers with a large following generate higher brand visibility.	.256	.660	.021
The perceived expertise of an influencer enhances consumer interest in promoted products.	.132	.765	.117
Personal connection between influencers and their audience affects the success of marketing campaigns.	.747	.063	.078
Collaborations with influencers lead to increased engagement rates on social media platforms.	.566	.294	.006
Influencer marketing campaigns often result in higher conversion rates compared to traditional advertising.	.351	.275	.632
Consumers value personalized recommendations from influencers over generic brand advertisements.	.055	.619	.343
Positive experiences shared by influencers contribute to a favorable brand image.	.056	.650	.374
The alignment of an influencer's values with a brand's values affects consumer perception.	.762	.003	.114

Influencers' content quality and creativity influence the effectiveness of brand marketing.	.588	.245	.103
Influencer marketing can enhance brand recall among consumers.	.219	.027	.594
Consumers are likely to share influencer-endorsed content with their network, amplifying brand reach.	.005	.158	.682
Brand Loyalty			
Positive experiences with a brand enhance consumer loyalty.	.705	-.095	.162
Consistent product quality fosters long-term brand loyalty.	-.096	.669	.428
Reward programs and incentives increase consumer retention and loyalty.	.198	.632	.231
Emotional connection with a brand drives repeat purchases and loyalty.	.567	.441	-.046
Customer service excellence contributes to stronger brand loyalty.	.643	.104	.324
Brand transparency and ethical practices enhance consumer trust and loyalty.	.785	.021	.001
Personalized customer experiences improve brand loyalty.	.153	.810	.026
Brand reputation and positive word-of-mouth influence consumer loyalty.	.113	.401	.603
Brand loyalty is strengthened by aligning with consumers' personal values and beliefs.	.506	.344	-.030
Frequent engagement and communication with consumers build brand loyalty.	.498	.430	-.079
Offering exclusive products or services to loyal customers enhances their loyalty.	.653	-.115	.438
Satisfaction with a brand's online and offline experiences affects brand loyalty.	.033	.618	.245
Discounts and special offers contribute to increased brand loyalty.	.182	.204	.775
Consumers are more loyal to brands that consistently meet their expectations.	.481	.402	.194
Brand loyalty is influenced by the perceived value and benefits of the brand's offerings.	.572	.274	.094
Extraction Method: Principal Component Analysis.			
a. Rotation converged in 5 iterations.			

From the above table the loading of the factors can be observed. The loading on factors can be positive or negative. The inverse relationship of variable with the rest of the factors is explained by negative loading. The Higher the loading the more important is the factor. According to the suggestions of statistician, anything above 0.44 could be considered salient; the increased loading becomes more vital in determining factor. All the higher loadings in the table are positive. The summary of the factor analysis can be seen in the below table.

	Loading	Factor	Factor
INFLUENCER MARKEITNG			
Influencers' authentic endorsements positively impact consumer trust in a brand.	.745	This factor explains 51.743% of variance	Influencer Reliability
Consumers are more likely to try a new product if recommended by a trusted	.619		
Personal connection between influencers and their audience affects the access	.747		
The alignment of an influencer's values with a brand's values affects consumer	.762		
Influencers with a large following generate higher brand visibility.	.660		
The perceived expertise of an influencer enhances consumer interest in	.765		
Consumers value personalized recommendations from influencers over generic	.619		
Positive experiences shared by influencers contribute to a favorable brand	.650		
Influencer marketing campaigns often result in higher conversion rates	.632		
Consumers are likely to share influencer-endorsed content with their network,	.682		
Brand Loyalty			
	.705	This factor explains 52.997% of variance	Brand Loyalty Drivers
Customer service excellence contributes to stronger brand loyalty.	.643		
Brand transparency and ethical practices enhance consumer trust and loyalty.	.785		
Offering exclusive products or services to loyal customers enhances their	.653		
Consistent product quality fosters long-term brand loyalty.	.669		
Reward programs and incentives increase consumer retention and loyalty.	.632		
Personalized customer experiences improve brand loyalty.	.810		
Satisfaction with a brand's online and offline experiences affects brand loyalty.	.618		
Brand reputation and positive word-of-mouth influence consumer loyalty.	.603		
Discounts and special offers contribute to increased brand loyalty.	.775		
			Loyalty Enhancers
			Loyalty Influencers

The above table is the summarized table of the factor analysis, which explains the number of factors loaded, the percentage of variance, and the factor loading to the variables.

5.2 Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Brand Loyalty Drivers	.609 ^a	.371	.361	.79962668
Loyalty Enhancers	.671 ^a	.450	.440	.74806799
Loyalty Influencers	.328 ^a	.107	.093	.95262168

a. Predictors: (Constant), Influencer Marketing Effectiveness, Influencer Impact on Brand Visibility, Influencer

The Model Summary table shows how well each model predicts brand loyalty. The model for loyalty enhancers explains 45% of the variance, making it the most effective. The model for brand loyalty drivers explains 37%, while the model for loyalty influencers explains only 11%. The standard errors indicate how much the predictions vary from the actual values, with lower values suggesting more accurate predictions.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
Brand Loyalty Drivers	Regression	67.547	3	22.516	35.214	.000 ^b
	Residual	114.453	179	.639		
	Total	182.000	182			
Loyalty Enhancers	Regression	81.831	3	27.277	48.743	.000 ^b
	Residual	100.169	179	.560		
	Total	182.000	182			
Loyalty Influencers	Regression	19.560	3	6.520	7.185	.000 ^b
	Residual	162.440	179	.907		
	Total	182.000	182			

a. Dependent Variable: Brand Loyalty Drivers
b. Predictors: (Constant), Influencer Marketing Effectiveness, Influencer Impact on Brand Visibility, Influencer Reliability

The ANOVA table evaluates the effectiveness of regression models in predicting different aspects of brand loyalty. The model for brand loyalty drivers, Loyalty Enhancers, Loyalty Influencers is highly effective, showing that it explains the factors influencing well.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Brand Loyalty Drivers	(Constant)	1.001E-013	.059		.000	1.000
	Influencer Reliability	.095	.059	.095	1.606	.110
	Influencer Impact on Brand Visibility	.508	.059	.508	8.563	.000
	Influencer Marketing Effectiveness	.323	.059	.323	5.454	.000
Loyalty Enhancers	(Constant)	1.000E-013	.055		.000	1.000
	Influencer Reliability	.654	.055	.654	11.792	.000
	Influencer Impact on Brand Visibility	.045	.055	.045	.810	.419
	Influencer Marketing Effectiveness	.142	.055	.142	2.553	.012
Loyalty Influencers	(Constant)	1.000E-013	.070		.000	1.000
	Influencer Reliability	.230	.071	.230	3.263	.001
	Influencer Impact on Brand Visibility	.032	.071	.032	.458	.648
	Influencer Marketing Effectiveness	.231	.071	.231	3.270	.001

a. Dependent Variable: Brand Loyalty Drivers

The Coefficients table provides insights into the relationship between predictors and the different aspects of brand loyalty.

Brand Loyalty Drivers: Influencer Impact on Brand Visibility (0.508, $p = 0.000$) and Influencer Marketing Effectiveness (0.323, $p = 0.000$) have significant positive effects, while Influencer Reliability (0.095, $p = 0.110$) is not significant. Loyalty Enhancers: Influencer Reliability (0.654, $p = 0.000$) and Influencer Marketing Effectiveness (0.142, $p = 0.012$) have significant effects, but Influencer Impact on Brand Visibility (0.045, $p = 0.419$) is not significant. Loyalty Influencers: Both Influencer Reliability (0.230, $p = 0.001$) and Influencer Marketing Effectiveness (0.231, $p = 0.001$) are significant, while Influencer Impact on Brand Visibility (0.032,

$p = 0.648$) is not.

Brand Loyalty Drivers= 0+ Influencer Impact on Brand Visibility (.508)+ Influencer Marketing Effectiveness (.323)

Loyalty Enhancers= 0+ Influencer Reliability (.654) + Influencer Marketing Effectiveness (.142)
+ Influencer Marketing Effectiveness (.142)

Loyalty Influencers= 0+ Influencer Reliability (.230) + Influencer Marketing Effectiveness (.231)

Findings

The factor analysis highlights key aspects of influencer marketing and brand loyalty in small businesses focused on sustainable development. Influencer reliability, trustworthiness, and personal connection with their audience boost consumer trust and product trials. Value alignment between influencers and brands strengthens consumer perception. Influencers enhance brand visibility, especially through personalized recommendations, contributing to brand loyalty. Influencer campaigns drive higher conversion rates and organic promotion compared to traditional ads. Brand loyalty is driven by positive experiences, exceptional service, transparency, and exclusivity, with loyalty further enhanced by consistent quality, reward programs, and personalized experiences. Discounts and strong brand reputation also foster consumer loyalty.

The regression analysis shows that for Brand Loyalty Drivers, Influencer Impact on Brand Visibility and Influencer Marketing Effectiveness have significant positive effects, while Influencer Reliability is not statistically significant. For Loyalty Enhancers, Influencer Reliability is the strongest factor, with Influencer Marketing Effectiveness also showing a positive impact, but Influencer Impact on Brand Visibility is not significant. In Loyalty Influencers, both Influencer Reliability and Influencer Marketing Effectiveness are significant, while Influencer Impact on Brand Visibility is not. Overall, Influencer Marketing Effectiveness and Impact on Visibility drive brand loyalty, while Reliability enhances and influences loyalty.

Conclusion

The study emphasizes the importance of leveraging social media influencer marketing to enhance brand loyalty in purpose-driven small businesses. The findings indicate that Influencer Impact on Brand Visibility and Influencer Marketing Effectiveness are crucial in driving brand loyalty. Influencers who effectively boost brand visibility and run impactful marketing campaigns significantly contribute to strengthening customer loyalty.

Additionally, Influencer Reliability plays a pivotal role in enhancing brand loyalty. Influencers who consistently offer trustworthy endorsements are vital in building stronger customer loyalty. While Influencer Marketing Effectiveness also supports this effort, its impact is comparatively smaller. Both reliable influencers and effective marketing strategies are important for improving brand loyalty.

In summary, purpose-driven small businesses should focus on engaging reliable influencers and implementing effective marketing strategies. This balanced approach is key to successfully fostering and sustaining brand loyalty in a competitive market.

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