

# **Major Research Project on**

**Which type of influencer should a brand choose  
for collaboration: small/mid-level, or large?**

Submitted by:

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## **CERTIFICATE FROM THE INSTITUTION**

This is to certify that Mr. Ripul Kumar, roll no. 2K21/DMBA/98 has submitted the major research project report “**Which type of influencer should a brand choose for collaboration: small/mid-level, or large?**” partial fulfilment of Master of Business Administration (MBA) program from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2021-23.

**Signature of the Guide**

**Dr. Meha Joshi**

**(Assistant Professor)**

**Signature of Head of Department**

**Dr. Archana Singh**

**(Head of Department)**

## **DECLARATION**

I, Ripul Kumar, declare that the presented major research project report titled report “Which type of influencer should a brand choose for collaboration: small/mid-level, or large?” is uniquely prepared by me.

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used in the interest of any party.

.....

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## **ACKNOWLEDGEMENT**

I, Ripul Kumar would like to convey my gratitude to the Head of Department (HOD), Dr. Archana Singh of Delhi School of Management, Delhi Technological University for emphasizing the major research project and giving me the platform to conduct such research work.

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I extend my warm gratitude and regards to everyone who helped me during the study.

## Executive Summary

Influencers are popping up all over the place. It makes sense considering influencer marketing ROI is one of the highest among traditional digital marketing channels. But what's the difference between types of influencers? Which influencer is best for your marketing campaign? How do you find the right influencers?

When it comes to choosing an influencer, the decision should be based on the brand's specific goals and budget. Here are some things to consider when deciding between a small, mid-level, or big influencer:

### Small Influencers:

- These influencers typically have less than 10,000 followers on their social media accounts.
- They often have a highly engaged and loyal following.
- They are generally more affordable than mid-level or big influencers, making them a good choice for brands with a smaller budget.
- They can be a good option for niche or local brands that are looking to target a specific audience.

### Mid-Level Influencers:

- These influencers typically have between 10,000 and 100,000 followers on their social media accounts.
- They have a wider reach than small influencers but are still more affordable than big influencers.
- They often have a strong following within a specific niche or industry.
- They can be a good option for brands that are looking to reach a larger audience or that want to target a specific demographic.

### Big Influencers:

- These influencers typically have over 100,000 followers on their social media accounts.
- They have a wide reach and can be a good choice for brands that want to reach a large audience quickly.
- They are often more expensive than small or mid-level influencers, but they can also have a bigger impact on a brand's overall image.
- They can be a good option for established brands that are looking to increase their visibility or for brands that want to reach a new audience quickly.

In general, the best influencer for a brand will depend on the brand's specific goals, target audience, and budget. A smaller brand with a tight budget may benefit from working with a smaller influencer who has a highly engaged following, while a larger brand with a bigger budget may benefit from working with a big influencer who can help increase their visibility quickly.

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**Chapter 1:**  
**Introduction**

Influencer marketing is a type of marketing strategy where brands collaborate with social media influencers to promote their products or services to their followers. Influencers are individuals who have established credibility and a significant following on social media platforms such as Instagram, YouTube, and TikTok.



Influencer marketing has become a major trend in recent years, particularly among younger audiences. Social media influencers have the ability to shape the opinions and purchasing decisions of their followers through their online presence and perceived authority in a specific niche. Many influencers have built their following by creating compelling content, showcasing their expertise, and engaging with their audience. Brands can leverage this influence by partnering with influencers who align with their brand values and target audience.

The process of influencer marketing typically involves identifying potential influencers who are a good fit for the brand, negotiating terms of collaboration, and creating content that promotes the brand's products or services. This can take many forms, such as sponsored posts, product reviews, or social media takeovers. Brands may also offer incentives to influencers, such as free products or monetary compensation, in exchange for their promotion.

One of the benefits of influencer marketing is that it can reach a highly targeted audience. By partnering with influencers who have a dedicated following in a specific niche, brands can connect with potential customers who are already interested in their product or service. Influencer marketing can also be cost-effective compared to traditional advertising methods, as brands can work with influencers who have smaller followings and still see results.

However, there are also potential drawbacks to influencer marketing. One of the challenges is ensuring that the partnership between the brand and influencer is authentic and transparent. Consumers may be skeptical of influencer promotions that feel inauthentic or too sales-focused. There is also the risk that the influencer's

behavior or actions may reflect poorly on the brand, particularly in cases where the influencer engages in controversial or unethical behavior.

Despite these challenges, influencer marketing has become a popular and effective marketing strategy for many brands. By partnering with the right influencers and creating compelling content, brands can reach new audiences and drive engagement and sales.

In recent years, influencer marketing has evolved to include a wider range of social media platforms and types of influencers. While Instagram has traditionally been the most popular platform for influencer marketing, YouTube, TikTok, and other social media platforms are also gaining traction. In addition, micro-influencers, who have smaller followings but are highly engaged with their audience, have become a popular choice for brands looking for a more authentic and cost-effective approach to influencer marketing.

Influencer marketing has also faced scrutiny from regulatory bodies and consumers regarding transparency and disclosure. Many countries have implemented guidelines and laws that require influencers to disclose sponsored content to their followers, and failure to do so can result in fines or legal action. This has led to a push for greater transparency and authenticity in influencer marketing partnerships.

As influencer marketing continues to grow and evolve, it is important for brands to carefully consider their approach to this marketing strategy. It is essential to find influencers who are a good fit for the brand and to ensure that the partnership is transparent and authentic. Brands should also measure the effectiveness of their influencer marketing campaigns and adjust their approach as needed to achieve their marketing objectives.

Influencer marketing has also become more data-driven in recent years, with brands using analytics tools to track the performance of their influencer marketing campaigns. By monitoring metrics such as engagement rates, reach, and conversions, brands can better understand the impact of their influencer partnerships and optimize their approach to achieve better results.

In addition, influencer marketing has become more sophisticated in terms of the types of content being produced. Brands are now exploring more creative and innovative ways to collaborate with influencers, such as co-creating products, producing long-form video content, and hosting virtual events. This has allowed brands to build deeper relationships with influencers and connect with audiences in more meaningful ways.

Another trend in influencer marketing is the emergence of influencer marketplaces and agencies that connect brands with influencers. These platforms offer a streamlined approach to influencer marketing, providing brands with access to a pool of pre-vetted influencers and managing the logistics of the partnership. This can be particularly beneficial for smaller brands or those with limited resources who may not have the time or expertise to manage influencer partnerships in-house.

Overall, influencer marketing has become a key strategy for brands looking to connect with audiences on social media. While it has its challenges, the benefits of influencer

marketing in terms of audience engagement, brand awareness, and sales make it a valuable addition to any marketing strategy. As the landscape of social media continues to evolve, it will be interesting to see how influencer marketing adapts to meet the changing needs and preferences of consumers and brands alike.

The scope of a systematic literature review on the topic of "Which type of influencer should a brand choose for collaboration: small, mid-level, or large?" would include an in-depth analysis of academic and industry research on the effectiveness of influencer marketing collaborations with small, mid-level, and large influencers.

The study would focus on identifying the pros and cons of working with each type of influencer, such as their reach, engagement rates, audience demographics, and authenticity. It would also explore the factors that should be considered when selecting an influencer for a brand collaboration, such as the brand's objectives, target audience, and budget.

The review would involve a comprehensive search of relevant academic databases, such as Google Scholar, JSTOR, and ScienceDirect, as well as industry publications and reports. The search would include keywords such as "influencer marketing," "small influencers," "mid-level influencers," "large influencers," and "brand collaborations."

The study would also assess the quality and relevance of the literature reviewed, taking into account factors such as the credibility of the sources, the research methods used, and the currency of the research. The findings of the review would be presented in a comprehensive report, highlighting the key insights and recommendations for brands looking to collaborate with influencers.



**Chapter 2:**  
**Literature Review**

Influencer marketing has become a popular strategy for brands to promote their products or services on social media platforms. Brands collaborate with influencers to leverage their reach and credibility to promote their products to their followers. However, selecting the right type of influencer for a brand collaboration can be challenging, with the options ranging from small, mid-level, to large influencers. This literature review explores the advantages and disadvantages of working with each type of influencer and provides recommendations for brands to consider when selecting an influencer for a collaboration.

#### **Advantages and disadvantages of small influencers:**

Small influencers typically have a following of fewer than 10,000 followers. While they have a smaller audience, they are often highly engaged and have a more personal connection with their followers. One advantage of working with small influencers is that they are often more cost-effective than larger influencers. They may also have a more targeted audience, which can be beneficial for niche brands. However, one of the main disadvantages of working with small influencers is that their reach is limited, which may not be ideal for brands looking to reach a wider audience.

#### **Advantages and disadvantages of mid-level influencers:**

Mid-level influencers typically have a following of 10,000 to 100,000 followers. They have a larger reach than small influencers and can often provide more exposure for brands. They may also have a more diverse audience, which can be beneficial for brands looking to reach a wider demographic. However, one disadvantage of working with mid-level influencers is that they may be more expensive than small influencers, and their engagement rates may not be as high as smaller influencers.

#### **Advantages and disadvantages of large influencers:**

Large influencers typically have a following of more than 100,000 followers. They have a significant reach and can provide brands with exposure to a large audience. They may also have a higher level of credibility and influence with their followers. However, one disadvantage of working with large influencers is that they may be less authentic and relatable to their followers, which can impact the effectiveness of the collaboration. Additionally, working with large influencers can be expensive, and they may not have the same level of engagement as smaller influencers.

Recent research has also explored the effectiveness of different types of influencers in driving consumer behavior. One study found that small influencers were more effective in driving purchase intent than larger influencers. The study found that small influencers were seen as more authentic and trustworthy by their followers, which led to a higher level of purchase intent among their audience.

Another study found that mid-level influencers were effective in driving brand awareness and engagement. The study found that mid-level influencers had a higher engagement rate than large influencers and were more effective in driving comments, likes, and shares on social media posts.

However, large influencers still have a significant impact on brand perception and can be effective in reaching a wide audience. A study found that large influencers were

effective in increasing brand awareness and positive brand perception among their followers.

Overall, the selection of the right type of influencer for a brand collaboration depends on several factors, including the brand's objectives, target audience, engagement rates, and authenticity. While each type of influencer has its advantages and disadvantages, brands should carefully consider these factors when selecting an influencer for a collaboration. By selecting the right influencer, brands can maximize the effectiveness of their influencer marketing campaigns and achieve their desired outcomes.

A meta-analysis of influencer marketing research found that the effectiveness of influencer marketing campaigns depends on the type of influencer, their level of engagement, and the quality of the content they produce. The analysis found that micro and nano-influencers had a higher engagement rate and were more effective in driving conversion rates than large influencers. The analysis also found that the quality of content produced by influencers was more important than the size of their following.

Moreover, research has suggested that smaller influencers have a higher level of authenticity and credibility, which can lead to higher levels of trust and engagement among their followers. This can be beneficial for brands looking to build a loyal customer base and create a long-term relationship with their audience.

On the other hand, large influencers can be effective in reaching a wider audience and increasing brand awareness, but they may lack the level of authenticity and credibility that smaller influencers possess. Brands may also need to pay a higher fee to collaborate with large influencers, which may not be cost-effective for smaller businesses.

A study conducted by Influencer Marketing Hub found that micro-influencers (with less than 10k followers) had an engagement rate of 7.2%, which was higher than the engagement rate of larger influencers. The study also found that the engagement rate decreased as the number of followers increased, with influencers with over 100k followers having an engagement rate of only 1.1%. This suggests that smaller influencers may be more effective in driving engagement and building a loyal following.

Additionally, a study by MediaKix found that micro-influencers had a higher level of authenticity and were more effective in driving conversion rates than larger influencers. The study found that micro-influencers were perceived as more relatable and trustworthy by their followers, which led to a higher level of engagement and conversion rates.

However, it's important to note that the effectiveness of influencer marketing campaigns also depends on the industry and niche. For example, a study conducted by Markerly found that large influencers were more effective in the beauty and fashion industries, while smaller influencers were more effective in the travel and hospitality industries.

Overall, the selection of the right type of influencer for a brand collaboration depends on several factors, including the brand's objectives, target audience, industry,

engagement rates, authenticity, and budget. By carefully considering these factors and conducting thorough research, brands can select the right influencer and maximize the effectiveness of their influencer marketing campaigns.

A study published in the Journal of Business Research found that the perceived influence of an influencer depends on their level of social status and the perceived social status of the product being promoted. The study found that when promoting luxury products, high-status influencers were more effective in driving consumer behavior than low-status influencers. However, for non-luxury products, low-status influencers were more effective in driving consumer behavior.

Another study published in the Journal of Interactive Advertising found that the perceived credibility and trustworthiness of an influencer are essential factors in influencing consumer behavior. The study found that perceived authenticity, trustworthiness, and expertise were the primary drivers of influencer effectiveness, rather than their follower count.

Moreover, a study by Socialbakers found that while large influencers may have a larger following, smaller influencers had a higher engagement rate and were more effective in driving clicks, shares, and comments on social media posts. The study found that engagement rates decreased as the number of followers increased, with influencers with over 1 million followers having an engagement rate of only 0.3%.

Overall, these studies suggest that the effectiveness of influencer marketing campaigns depends on various factors such as the type of product being promoted, the perceived status of the influencer, and the perceived authenticity and trustworthiness of the influencer. Brands should carefully consider these factors and conduct thorough research before selecting an influencer for their marketing campaigns to maximize their effectiveness and achieve their desired outcomes.

A study published in the Journal of Marketing Research found that the effectiveness of influencer marketing depends on the congruence between the brand and the influencer. The study found that when the influencer and brand had similar values and attributes, the influencer's content was perceived as more authentic, and consumers were more likely to engage with the brand.

Additionally, a study by Linqia found that micro-influencers were more effective in driving conversions than macro-influencers, especially for niche products and services. The study found that micro-influencers were more likely to have a highly engaged and loyal following within a specific niche or community, which led to higher conversion rates.

Furthermore, a study by Nielsen found that word-of-mouth recommendations from friends and family were the most trusted source of information when making purchasing decisions. However, recommendations from social media influencers were the second most trusted source of information, highlighting the importance of influencer marketing in today's digital landscape.

Another study published in the Journal of Consumer Marketing found that the effectiveness of influencer marketing also depends on the type of social media

platform being used. The study found that Instagram was the most effective platform for influencer marketing, followed by YouTube and Facebook. The study also found that Instagram influencers were more effective in driving consumer behavior than non-influential Instagram users, while the opposite was true for Facebook.

A study by the influencer marketing platform, AspireIQ, found that brands are shifting towards working with mid-level influencers (with 50,000 to 500,000 followers) over larger influencers, as mid-level influencers tend to have higher engagement rates and lower costs than larger influencers. The study also found that brands working with micro-influencers (with less than 50,000 followers) saw the highest engagement rates and ROI.

Moreover, a study by the influencer marketing agency, Influencer Intelligence, found that the most effective influencer collaborations are those that are authentic and meaningful, where the influencer genuinely believes in and uses the product they are promoting. The study found that such collaborations resulted in higher engagement rates, increased brand loyalty, and better long-term outcomes for the brand.

Overall, these studies suggest that the effectiveness of influencer marketing campaigns depends on several factors, including the type of social media platform being used, the size and engagement rate of the influencer, and the authenticity and meaningfulness of the influencer collaboration. Brands should carefully consider these factors and conduct thorough research before selecting an influencer for their marketing campaigns to maximize their effectiveness and achieve their desired outcomes.

Another study published in the Journal of Advertising Research found that while large influencers can reach a wider audience, micro-influencers can have a stronger impact on their audience due to their highly engaged and loyal following. The study found that micro-influencers were more effective in driving purchase intentions, perceived trustworthiness, and credibility than larger influencers.

Additionally, a study by the social media analytics company, InfluencerDB, found that smaller influencers tend to have higher engagement rates than larger influencers. The study found that engagement rates tend to decrease as the number of followers increases, indicating that smaller influencers may be more effective in driving engagement and generating buzz around a brand or product.

Finally, a study by the influencer marketing platform, Traackr, found that brands are increasingly looking for influencers who are passionate and knowledgeable about their products and have an authentic voice that resonates with their audience. The study found that such influencers were more effective in driving engagement, trust, and brand loyalty than those who solely focused on sponsored content.

Overall, these studies suggest that brands should carefully consider the size and engagement rate of influencers, as well as their authenticity and passion for the product, when selecting an influencer for their marketing campaigns. While larger influencers may reach a wider audience, smaller and more passionate influencers may have a stronger impact on their audience and be more effective in driving engagement and generating buzz around a brand or product.

**Chapter 3:**  
**Research Methodology**

### **3.1. Introduction to SLR**

Systematic Literature Review (SLR) is a research method that involves identifying, evaluating, and synthesizing all available evidence on a particular research question or topic. It is a comprehensive and rigorous approach to literature review aimed at minimizing bias and ensuring the integrity and transparency of the process.

The process of running an SLR typically involves the following steps:

1. Defining the research question and search strategy:

Research questions should be clearly defined and search strategies designed to identify all relevant studies. The search strategy should be comprehensive and may involve searching multiple databases and other sources of information.

2. Screening and study selection:

Search results are screened based on predefined inclusion and exclusion criteria to identify studies that meet the selection criteria of the research question.

3. Quality assessment:

Selected studies will be assessed for their quality and potential bias using standardized measures.

4. Data extraction and synthesis:

Extract and synthesize relevant data from selected studies and summarize results in a systematic and transparent manner.

5. Interpretation and reporting:

Results are interpreted and reported clearly and concisely, and study limitations are discussed.

Systematic literature reviews are commonly used in health research, but are also used in other fields such as social sciences, engineering, and education. They are considered the gold standard in evidence-based research and are widely used to inform policy and decision-making.

### **3.2. Steps in a Systematic Review**

**Step 1: Formulating Review Questions** Begin the review process by framing concise, precise, and well-organized questions that address the objectives. Once the review questions are established, modifications to the protocol should only be considered if it becomes evident that there are better ways to define populations, interventions, outcomes, or study designs.

**Step 2: Identifying Relevant Studies** Conduct a comprehensive search for relevant studies using various written and digital resources, without language restrictions. The selection criteria for research should directly correspond to the review questions and be predetermined. It is essential to document the reasons for including or excluding studies.

**Step 3: Evaluating Study Quality** Assessing the quality of studies is integral to each step of the review process. The formulation of questions (Step 1) and the selection criteria (Step 2) should establish the minimum acceptable level of study design. Selected studies should undergo a more detailed quality assessment using general critical appraisal guides and design-specific checklists (Step 3). These assessments help explore heterogeneity, inform decisions about meta-analysis suitability (Step 4), evaluate the strength of inferences, and make recommendations for future research (Step 5).

**Step 4: Synthesizing the Evidence** Data synthesis involves tabulating study characteristics, quality, and effects, as well as utilizing statistical methods to examine differences between studies and combine their effects through meta-analysis, if applicable. Preplanning for exploring heterogeneity and identifying its sources (Step 3) is crucial. In cases where an overall meta-analysis cannot be performed, subgroup meta-analysis may be considered.

**Step 5: Interpreting the Findings** Ensure that the issues addressed in the previous four steps are adequately addressed. Explore the risk of publication bias and related biases. The exploration of heterogeneity aids in determining the trustworthiness of the overall summary. If warranted, rely on the effects observed in high-quality studies to generate meaningful inferences. Any recommendations should be graded based on the strengths and weaknesses of the available evidence.

### **3.3. Systematic Literature Review on Influencer Marketing**

#### **Step1: Structured question**

1. What is influencer marketing?

**Influencer** His marketing is a form of marketing in which brands partner with people who have strong online followings (called influencers) to promote their products and services.

2. What types of influencers are there?

Influencers can be divided into three main categories based on the following scales:

- **Small influencers:**

People with up to 10,000 followers on social media platforms like Instagram and TikTok.

- **Mid-level influencers:**

These are people with 10,000 to 100,000 followers on social media platforms such as Instagram and TikTok.

- **Big influencer:**

He has over 100,000 followers on social media platforms like Instagram and TikTok.

3. What are the benefits of working with smaller influencers?

Cost efficient: Smaller influencers are often willing to partner with brands for lower prices or in exchange for products and services.

Niche Audience: Smaller influencers often have highly dedicated and loyal followers within a particular niche or community, making them a good choice for brands looking to target a specific audience.

credibility: Smaller influencers often develop more personal relationships with their followers, which lends credibility to their actions.

#### 4. What are the benefits of working with medium-sized influencers?

Wide range: Medium influencers have more followers than small influencers. This means their posts can reach a wider audience.

Proven content creators: Mid-level influencers have often built a solid reputation as content creators. This is beneficial for brands looking for quality content.

Cost efficient: Medium influencers may be willing to partner with brands for a lower fee than large influencers.

#### 5. What are the benefits of working with big influencers?

Superior Coverage: Big influencers have many followers. This means their posts can reach a very large audience.

Established Brand: Big influencers have often built relationships with big brands. This adds credibility to brands and their partnerships.

Professionalism: Big influencers often have a great deal of experience working with brands, which can lead to a higher level of professionalism in their promotions.

#### 6. Which influencer category best fits your brand?

The goals, budget, target market, and type of campaign being executed by the brand all play a role in determining which influencer category is best for them. While mid-level influencers may be a good option for organisations seeking for a broader reach and high-quality content, small influencers may be a suitable fit for niche campaigns or brands with a tight budget. For established brands wishing to reach a large audience and create credibility by collaboration with a well-known influencer, big influencers may be a good fit. In the end, selecting an influencer category should be based on carefully weighing these aspects and having a solid grasp of the brand's campaign objectives.

## **Step 2: Identifying relevant work**

For identifying the relevant work done on this topic we are using PRISMA Framework to find relevant research papers from Scopus.

### 3.4. PRISMA Framework

PRISMA stands for Preferred Reporting Items for Systematic Reviews and Meta-analysis. This is the minimal evidence-based item set for reporting in systematic reviews and meta-analyses.

The PRISMA Declaration consists of a 27-item checklist and a 4-step flowchart

#### Why prisma?

PRISMA is the accepted standard for reporting evidence in systematic reviews and meta-analyses. This standard is supported by health sciences organizations and journals.

#### Benefits of using PRISMA

- Shows the quality of reviews
- Allow readers to evaluate strengths and weaknesses
- Ability to replicate review methods
- Structure and format your review using PRISMA headings

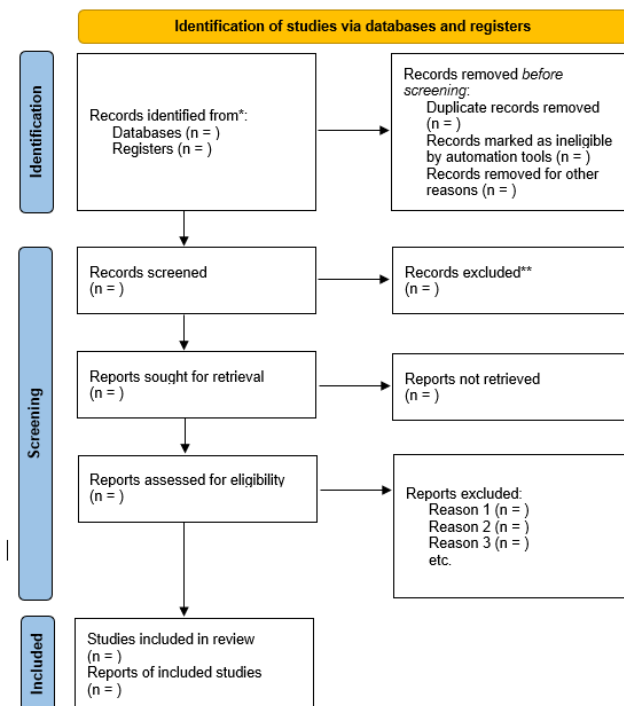


Fig 3.1. PRISMA Framework(Template)

## 1. Data Extraction

So, we are using Scopus.com



### Identification

- Keywords: “Influencer Marketing” ,

[Search within](#)  
Article title, Abstract, Keywords

655 document results

TITLE-ABS-KEY ( "influencer marketing" )

- Search Criteria/Data Base

Year	Subject area	Keyword
<input checked="" type="checkbox"/> 2023 (48) >	<input type="checkbox"/> Agricultural and Biological Sciences (1) >	<input checked="" type="checkbox"/> Influencer Marketing (196) >
<input checked="" type="checkbox"/> 2022 (89) >	<input checked="" type="checkbox"/> Business, Management and Accounting (257) >	<input checked="" type="checkbox"/> Social Media (100) >
<input checked="" type="checkbox"/> 2021 (60) >	<input type="checkbox"/> Chemical Engineering (1) >	<input checked="" type="checkbox"/> Marketing (38) >
<input checked="" type="checkbox"/> 2020 (43) >	<input type="checkbox"/> Computer Science (25) >	<input checked="" type="checkbox"/> Social Media Influencers (35) >
<input checked="" type="checkbox"/> 2019 (17) >	<input type="checkbox"/> Decision Sciences (17) >	<input checked="" type="checkbox"/> Instagram (34) >
	<input type="checkbox"/> Economics, Econometrics and Finance (28) >	<input checked="" type="checkbox"/> Influencer (23) >
		<input checked="" type="checkbox"/> Social Media Marketing (23) >
		<input checked="" type="checkbox"/> Influencers (19) >
Language		
<input checked="" type="checkbox"/> English (257) >		

Total

### Step 1: Records Identified.

**Records identified from:**

Website: 1(Scopus)

(n=655)

## Step 2: Reports Sought for Retrieval

Report sought for retrieval

(n=20)

## Step 3: Reports Assessed for Eligibility

Report assessed for Eligibility

(n=15)

## Step 5: Reports excluded:

Report assessed for Eligibility

(n=5)

## Step 3. Quality assessment:

Authors	Author(s)	Title	Year
Bratu S.	55935646	Can social media influencers shape corporate brand reputation? Online followers' trust, value creation, and purchase intentions	2019
Backaler J.	56226759	Digital influence: Unleash the power of influencer marketing to accelerate your global business	2018
Janssen L., Schouten A.P., Croes E.A.J.	24554138	Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification	2022
Müller L., Matthe J., Maier C.	57202454	#Sponsored #Ad: Exploring the effect of influencer marketing on purchase intention	2018
Mallipeddi R.R., Kumar S., Sriskandarajah C., Zhu Y.	57223012	A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers	2022
Lagré P., Cappé O., Cautis B., Maniu S.	57119519	Algorithms for online influencer marketing	2018
Trivedi J.P.	57194587	Measuring the comparative efficacy of an attractive celebrity influencer vis-à-vis an expert influencer-a fashion industry perspective	2018
Alassani R., Göretz J.	57210194	Product placements by micro and macro influencers on Instagram	2019
Huynh T., Nguyen H., Zelinka I., Dinh D., Pham X.H.	57212551	Detecting the influencer on social networks using passion point and measures of information propagation	2020
Gräve J.-F., Greff A.	57195547	Good KPI, good influencer? Evaluating success metrics for social media influencers	2018
Alampí A.	57215216	The future is micro: How to build an effective micro-influencer programme	2020
Tsen W.S., Cheng B.K.L.	57223847	Who to find to endorse? Evaluation of online influencers among young consumers and its implications for effective influencer marketing	2021
Nguyen H.D., Nguyen K.V., Hoang S.N., Huynh T.	37081576	Design a Management System for the Influencer Marketing Campaign on Social Network	2020
Tanwar A.S., Chaudhry H., Srivastava M.K.	57322860	Influencer marketing as a tool of digital consumer engagement: A systematic literature review	2021
Conde R., Casais B.	58088342	Micro, macro and mega-influencers on Instagram: The power of persuasion via the parasocial relationship	2023

Below is a summary of all Papers mentioned in Excel.

1. “Influencer marketing:

A Systematic Review of Research and Practice.” Rauniar R, Rawski G, Yang J, Johnson B. This article presents a systematic review of research and practice in influencer marketing. The authors identify key themes in the literature, including influencer characteristics, types of influence, influencer engagement, and influencer marketing effectiveness, and offer recommendations for future research in this area.

2. Huynh T., Nguyen H., Zelinka I., Dinh D., Pham X.H., “Detecting Influencers on Social Networks Using Passion Points and Communication Vehicles.” This article proposes ways to identify social media influencers based on their passion points and means of communication. The authors suggest that this approach can improve the effectiveness of influencers' marketing campaigns.

3. “If the KPI is good, the influencer is good? This article provides recommendations for evaluating key performance indicators (KPIs) for social media influencers and measuring the success of your influencer marketing campaigns. The author suggests that his KPIs such as engagement rate, follower growth rate, and reach can help marketers measure the effectiveness of influencer campaigns.

4. "The future is micro.How to build an effective micro-influencer program" (Alampi A. In this article, micro-influencers (influencers with a small number of followers but a highly targeted audience) are more effective than macro-influencers (influencers with a large number of followers but a small target audience) in influencer marketing campaigns. claims to be. The authors provide recommendations for building an effective micro-influencer program.

5. “Can you find someone to support him? Assessing young consumers’ online influencers and their impact on effective influencer marketing.” Tsen W.S., Cheng B.K.L. We research how people rate online influencers and provide recommendations for effective influencer marketing campaigns. The authors suggest that credibility, affiliation, and credibility are key factors young consumers consider when evaluating influencers.

6. “Designing a Management System for Influencer Marketing Campaigns on Social Networks” by Nguyen HD, Nguyen KV, Hoang SN, Huynh T. This article proposes a management system for influencer marketing campaigns on social networks. The authors suggest that such a system could help marketers identify and manage influencers and assess the effectiveness of influencers' campaigns.

7. “Influencer marketing as a vehicle for digital customer loyalty:

This article presents a systematic literature review on influencer marketing as a tool for digital consumer engagement. The authors provide recommendations for influencer selection, influencer engagement, and effectiveness of influencer marketing and for future research in this area.

#### 8. "Instagram micro, macro and mega influencers:

This article examines the impact micro, macro and mega influencers have on Instagram and provides recommendations for an effective influencer marketing campaign. The authors suggest that influence lies in the parasocial relationship between the influencer and his or her followers.

Overall, these articles provide insight into the main issues and challenges with influencer marketing and offer recommendations for effective influencer marketing campaigns.

The selected research papers explore various aspects of influencer marketing, focusing on topics such as the effectiveness of social media influencers on brand reputation, the selection and scheduling of influencers, the use of algorithms in influencer marketing, the impact of product-influencer fit and number of followers on advertising outcomes, and the comparative efficacy of celebrity and expert influencers. Other papers examine the role of micro, macro, and mega influencers on Instagram, the use of passion points to identify influencers, and the evaluation of success metrics for social media influencers. The research also covers the implications of influencer marketing for consumer engagement and the development of management systems for influencer marketing campaigns on social networks. Overall, the papers offer valuable insights into the dynamics of influencer marketing and provide a framework for effective and ethical practices in this field.

The papers suggest that influencer marketing can be an effective tool for promoting brands and products. The effectiveness of influencer marketing depends on various factors, such as the credibility and trustworthiness of the influencer, the fit between the influencer and the product or brand, the number of followers and engagement rate of the influencer, and the level of engagement and interaction between the influencer and their followers.

The papers also highlight the importance of measuring the effectiveness of influencer marketing campaigns using appropriate key performance indicators (KPIs) and evaluating the success metrics for social media influencers. Additionally, the papers propose different frameworks and algorithms for selecting and scheduling influencers for marketing campaigns and for detecting the most influential individuals in social networks.

Moreover, the papers distinguish between different types of influencers, such as micro, macro, and mega-influencers, and analyze the differences in their impact and effectiveness on Instagram. They also examine the power of the parasocial relationship between influencers and their followers in shaping consumer behavior and attitudes towards brands and products.

The study by Bratu, Sofia titled "Can social media influencers shape corporate brand reputation? Online followers' trust, value creation, and purchase intentions" explores the influence of social media influencers on corporate brand reputation, value creation, and purchase intentions of online followers. The research highlights the importance of influencer marketing in shaping the corporate brand image and provides valuable insights for businesses in leveraging influencer marketing to create brand awareness and increase sales.

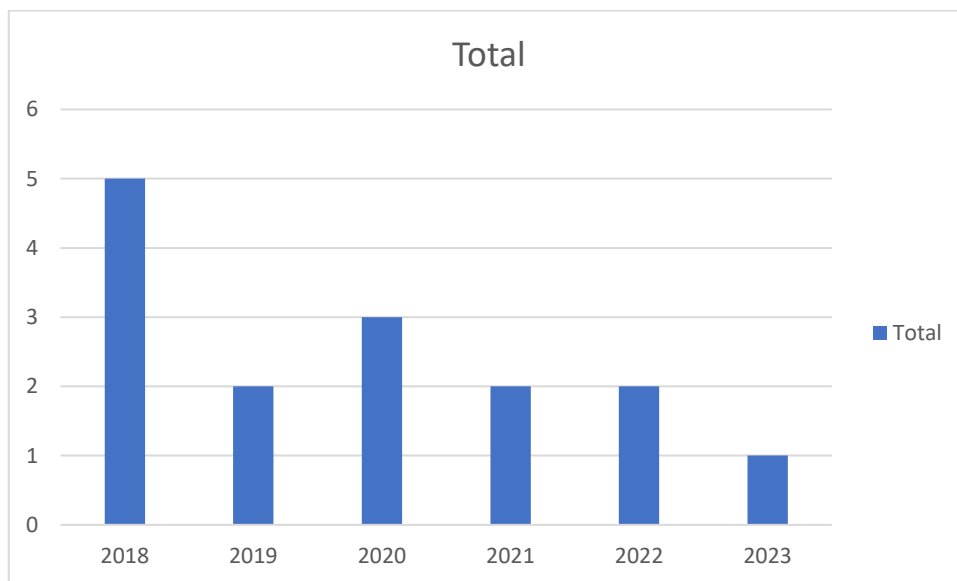
#### Step 4. Result and Discussion.

- Publication by citation

S.no	Authors	Title	Year	Cited by
1	Bratu S.	Can social media influencers shape corporate brand reputation? On line followers' trust, value creation, and purchase intentions	2019	30
2	Backaler J.	Digital influence: Unleash the power of influencer marketing to accelerate your global business	2018	21
3	Janssen L., Schou	Influencer advertising on Instagram: product-influencer fit and number of followers affect advertising outcomes and influencer evaluations via credibility and identification	2022	18
4	Müller L., Matthe	#Sponsored #Ad: Exploring the effect of influencer marketing on purchase intention	2018	18
5	Mallipeddi R.R., I	A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers	2022	17
6	Lagrée P., Cappé	Algorithms for online influencer marketing	2018	16
7	Trivedi J.P.	Measuring the comparative efficacy of an attractive celebrity influencer vis-à-vis an expert influencer-a fashion industry perspective	2018	16
8	Alassani R., Göre	Product placements by micro and macro influencers on instagram	2019	12
9	Huynh T., Nguye	Detecting the influencer on social networks using passion point and measures of information propagation	2020	11
10	Gräve J.-F., Greff	Good KPI, good influencer? Evaluating success metrics for social media influencers	2018	8
11	Alampi A.	The future is micro: How to build an effective micro-influencer programme	2020	7
12	Tsen W.S., Chen	Who to find to endorse? Evaluation of online influencers among young consumers and its implications for effective influencer marketing	2021	6
13	Nguyen H.D., Ngi	Design a Management System for the Influencer Marketing Campaign on Social Network	2020	6
14	Tanwar A.S., Cha	Influencer marketing as a tool of digital consumer engagement: A systematic literature review	2021	5
15	Conde R., Casais	Micro, macro and mega-influencers on instagram: The power of persuasion via the parasocial relationship	2023	

- **No of Documents published**

<b>Years</b>	<b>Count of Year</b>
2018	5
2019	2
2020	3
2021	2
2022	2
2023	1
<b>Grand Total</b>	<b>15</b>




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Fig 3.2. No of Documents published in last 5 years (2019-2023)

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To ensure the quality and reliability of the articles included in this systematic literature review, we established inclusion criteria based on the research questions of our study. Firstly, we included articles that focused on influencer marketing as the primary research topic. Secondly, we only considered articles that were published between 2018 and 2023 to ensure the inclusion of recent studies that reflect the current state of influencer marketing research.

## Journals

Journals	Count of Affiliations
A. B. Freeman School of Business, Tulane University, New Orleans, LA 70118, United States; Fox School of Business, Temple University, Philadelphia, PA 19122, United States; Mays Business School, Texas A&M University, College Station, TX 77843, United States; College of Business, University of Nebraska-Lincoln, Lincoln, NE 68588, United States	1
College of International Education, Hong Kong Baptist University School of Continuing Education, Shatin, Hong Kong	1
Department of Communication and Cognition, Tilburg University, Tilburg, Netherlands	1
Department of Management Studies, Indian Institute of Technology Delhi (IIT Delhi), Hauz Khas, New Delhi, 110 016, India	1
Faculty of Information Technology, Ton Duc Thang University, Ho Chi Minh City, 700000, Viet Nam; Kyanon Digital, Ho Chi Minh City, 700000, Viet Nam; Faculty of Computer Science, University of Information Technology, Ho Chi Minh City, 700000, Viet Nam; Vietnam National University, Quarter 6, Thu Duc District, Ho Chi Minh City, 700000, Viet Nam; Department of Computer Sciences, FEI VBS Technical University of Ostrava Tr., 17. Listopadu 15, Ostrava, 70800, Czech Republic; Modeling Evolutionary Algorithms Simulation and Artificial Intelligence, Ton Duc Thang University, Ho Chi Minh City, 700000, Viet Nam; Faculty of Engineering-Information Technology, Information Technology, Quang Binh University, Dong Hoi City, Quang Binh, 510000, Viet Nam	1
Glendale, CA, United States	1
Heinrich Heine University Düsseldorf, Universitätsstr. 1, Düsseldorf, 40225, Germany	1
MICA, Telav, Ghuma road, Shela, Ahmedabad, Gujarat, 380058, India	1
New York University, MWWPR, 304 Park Ave S, New York, NY 10010, United States	1
Spiru Haret University, Bucharest, Romania	1
Université Paris-Sud, Bat. 650 (PCRI), rue Noetzlin, Orsay, 91405, France; École Normale Supérieure, 45 rue d'Ulm, Paris, 75230, France	1
University of Bamberg, Germany	1
University of Hamburg, Institute for Marketing, Hamburg, Germany	1
University of Information Technology, Ho Chi Minh City, Viet Nam; Vietnam National University, Ho Chi Minh City, Viet Nam; Kyanon Digital, Ho Chi Minh City, Viet Nam; Ton Duc Thang University, Ho Chi Minh City, Viet Nam	1
University of Porto, Faculty of Economics, Portugal; University of Minho, School of Economics and Management, CICS.NOVA.Um inho, Campus de Gualtar, Braga, 4710-057, Portugal	1

Fig 3.3 Journals.

## Citations

Years	Sum of Cited by
5	5
6	12
7	7
8	8
11	11
12	12
16	32
17	17
18	36
21	21
30	30
(blank)	
<b>Grand Total</b>	<b>191</b>

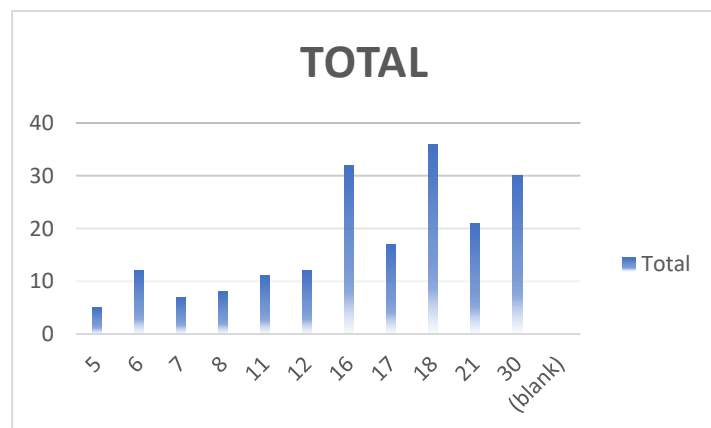


Fig 3.4 Citations



## **Step 5: Summarizing the evidence**

As previously mentioned, systematic literature reviews (SLRs) offer a valuable opportunity for researchers and practitioners to utilize existing knowledge for future investigations and actions. The methods employed in SLRs ensure a comprehensive review that generates reliable and objective discussions and results, contributing to further advancements. This study focused on examining the adherence to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol elements, which aim to enhance the accuracy and quality of review studies.

The specific area of investigation in this study was influencer marketing, and it revealed certain limitations in SLRs conducted by academics in this field. Many influencer marketing scholars seemed to overlook several aspects integral to the PRISMA process for systematic literature reviews. Some SLRs lacked clear descriptions of data collection systems, leading to insufficient transparency in data gathering and analysis. For instance, important details such as inclusion and exclusion criteria, search terms, methodology for conducting systematic reviews, and rationale behind database selection were often missing in review publications.

Another constraint identified was the selection of datasets and publications for SLRs, which limited the understanding of the global scope of the subject under study. Furthermore, crucial information like data collection dates, pilot studies, scanning/retrieval processes, and data extraction methods were frequently absent. Additionally, many papers did not include a flow diagram to illustrate the systematic review process, which is a requirement for conducting comprehensive SLRs.

While the validity of existing influencer marketing reviews by academics is not questioned, there is a pressing need for these researchers to adopt the SLR process. This will enable future SLRs to adhere to clearer and more accurate standards, reducing implicit assumptions and researcher bias. Given the diverse nature of the influencer marketing field, where insights and innovations are drawn from various domains, maintaining consistency and providing credible outcomes and discussions on influencer marketing epistemology is crucial. This study, through the SLR conducted, provides a platform for influencer marketing scholars engaging in SLRs to explore the ethical and philosophical foundations of their processes.

Despite the limitations identified in this study, there remains an urgent need to continue conducting SLRs in the field of influencer marketing. While PRISMA guidelines were initially developed for medical research, some of its protocols may not be directly applicable to the social sciences. Therefore, we recommend specific items for future SLR researchers to improve openness, dependability, and authenticity in influencer marketing reviews. It is particularly important for Ph.D. students, who frequently conduct systematic literature reviews as part of their studies, to adhere to the PRISMA protocol proposed here.

For future researchers conducting SLRs in the field of influencer marketing, we propose the inclusion of the following items, structured as headings: title, abstract, introduction, method, results, discussion, and funding. The abstract should provide a

structured summary, the introduction should include rationale, method protocols, registration, eligibility criteria, information sources, and details of the search and data collection process. The results section should encompass study selection, characteristics, and synthesis of results, while the discussion should present a summary of the evidence, limitations, and conclusions.

It is important to note that the data for this study was collected objectively using keyword searches, rather than subjective scanning and shortlisting. While subjective evaluation can be valuable in certain cases, this approach has the potential to yield erroneous outcomes. Lastly, it is worth mentioning that this research is limited to metadata and textual analysis, and for more extensive analysis, future research can incorporate citation and network analysis software.

## Chapter 4:

### Case Study:

How PIPO foods used moment marketing for its IPL campaign



## 4.1. Introduction

PIPO Foods, a popular snack brand, decided to leverage moment marketing strategies for its Indian Premier League (IPL) campaign. Moment marketing refers to the practice of capitalizing on real-time events or trends to engage with audiences and create relevant and timely marketing content. This case study explores how PIPO Foods utilized moment marketing techniques to enhance its brand visibility and connect with IPL enthusiasts during the tournament.

1. **Understanding the Target Audience:** PIPO Foods began by analyzing its target audience's behavior and interests. Since the IPL is a widely followed cricket tournament in India, the brand recognized the opportunity to engage with cricket fans and enthusiasts. The target audience consisted of young adults and cricket lovers who actively participated in social media discussions during the IPL season.
2. **Real-Time Monitoring:** To effectively implement moment marketing, PIPO Foods set up a dedicated team responsible for real-time monitoring of the IPL matches, social media trends, and relevant conversations. This team closely followed the matches, identified key moments, and monitored online conversations to stay updated with the latest trends and developments.
3. **Agile Content Creation:** Based on the insights gained from real-time monitoring, PIPO Foods swiftly created content aligned with the ongoing IPL matches. The content ranged from social media posts, memes, videos, and interactive quizzes related to cricket and snacking. The content was designed to be engaging, relatable, and shareable to maximize its reach and impact.
4. **Prompt Response and Engagement:** PIPO Foods actively engaged with its audience by responding to comments, mentions, and messages promptly. The brand encouraged user-generated content by running contests and giveaways tied to the IPL matches. Fans were encouraged to share their favorite cricket moments along with PIPO snacks, increasing brand visibility and creating a sense of community among the audience.
5. **Collaboration with Influencers:** PIPO Foods partnered with popular cricket influencers and social media personalities who had a significant following among cricket enthusiasts. These influencers created sponsored content featuring PIPO snacks and IPL moments, further amplifying the brand's reach and engagement. The influencers actively shared PIPO's IPL-related content with their followers, generating organic buzz and increasing brand awareness.
6. **Ongoing Optimization:** Throughout the IPL campaign, PIPO Foods continuously tracked the performance of its moment marketing initiatives. The brand monitored engagement metrics, such as likes, comments, shares, and brand mentions, to assess the effectiveness of its strategies. Based on the data and feedback, PIPO Foods made real-time adjustments to its content, messaging, and engagement tactics to optimize results.

7. **Post-Campaign Analysis:** After the IPL campaign, PIPO Foods conducted a comprehensive analysis to evaluate the overall impact and success of their moment marketing efforts. The brand assessed key performance indicators such as social media reach, engagement, brand sentiment, and sales figures during the campaign period. This analysis provided valuable insights to refine future marketing strategies and leverage similar real-time opportunities effectively.

#### **4.2. Problem Statement/Objective**

The objective of the brand was to accomplish two goals:

- Increase brand awareness among the core followership aged 16-30, both male and female.
- Establish Pipo popcorn as the preferred snack for at-home or office consumption during sports viewership.
- Additionally, portray Popcorn as a premium choice, distinct from ordinary popcorn.

#### **4.3. Details**

The brand aimed to engage with the youthful followership who have a strong interest in sports and justice. The strategy involved presenting content that resonates with this audience, not only promoting popcorn as the snack of choice while watching games but also creating a fun and unique brand identity that appeals to them.

#### **4.4. Creative Idea**

A moment marketing campaign was devised, incorporating cartoon illustrations or animations depicting key moments from the IPL season. The campaign also involved collaborating with popular Instagram influencer Shubham Gaur, known for his humorous match reviews delivered in the style of Shoaib Akhtar.

- Creation of daily series of entertaining Instagram and Facebook posts.
- Video series featuring Shubham Gaur titled "Popcorn with Pindi Express."

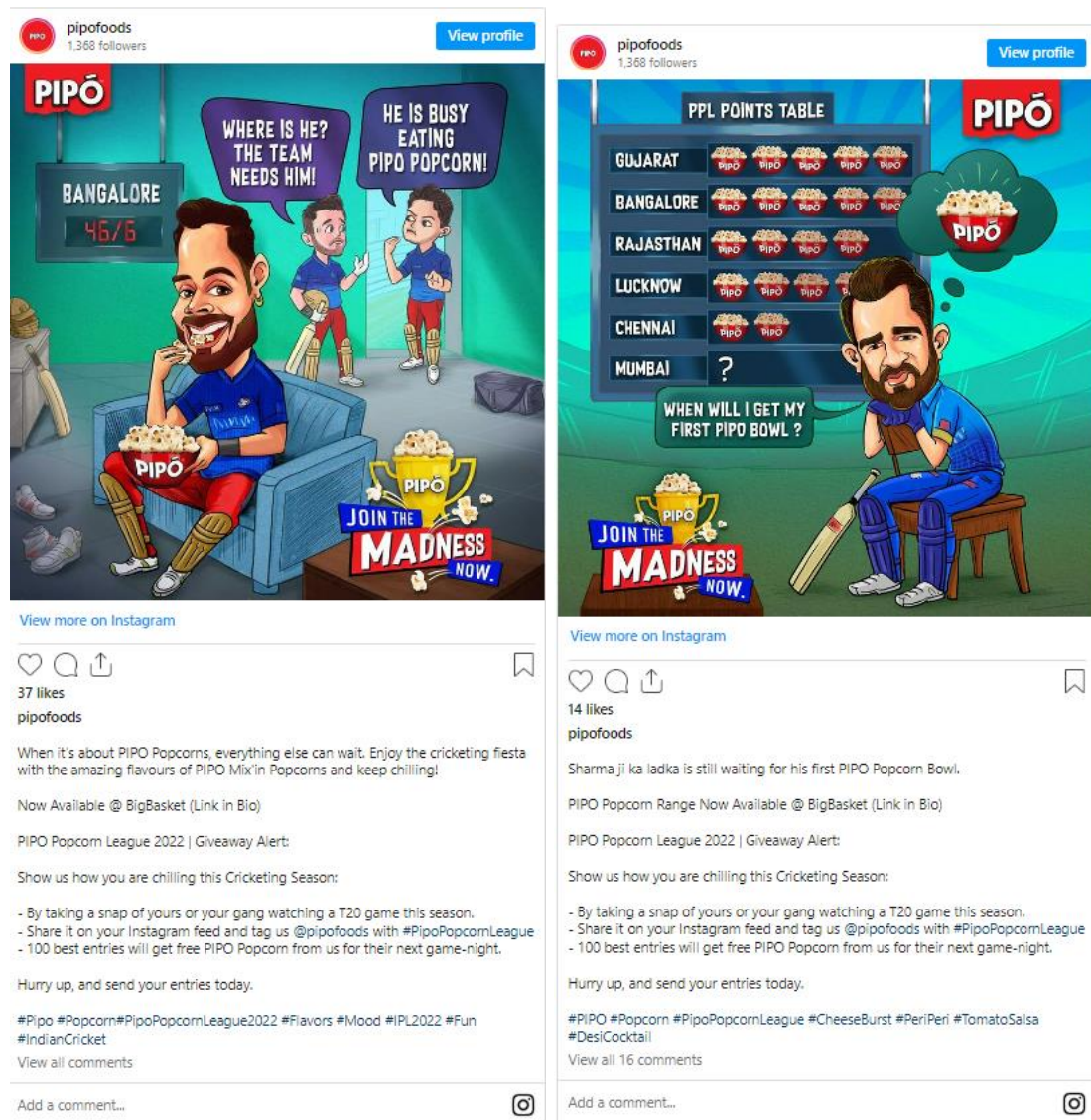
#### **4.5. Challenges**

As the success of PIPO's campaign relied on capturing the right moments and sharing them on social media channels, perfect timing was crucial. It was essential to ensure the integrity of the content and its impact on the followership.

#### **4.6. Execution**

The campaign was executed through social media platforms, primarily Facebook and Instagram.

- Cartoons: Captured significant moments from ongoing matches in cartoon form, adding a touch of sarcasm and humor.



- Influencer Marketing - Engaging Instagram Influencer Shubham Gaur to create a 3-part video series titled "Popcorn with Pindi Express." In these videos, he would review the ongoing matches in a style reminiscent of Shoaib Akhtar.



[View more on Instagram](#)



217 likes  
pipofoods

#repost @shubhamgaur09

Aap bhi batayein, ki aapke hisaab se kaun kaun khunne khol raha hai iss dafa @pipofoods ke cricketing season mein.

Enjoy your Popcorn in four amazing flavours with PIPO ready-to-cook Popcorn range, now available on BigBasket.



[View more on Instagram](#)



203 likes  
pipofoods

#repost

Dua karein ki Umran mera baccha, mera record na tod paye

@pipofoods ke chatpate Peri-Peri popcorns ki tarha aap bhi chatpatte comments karein aur batayein aapki predictions.

Enjoy your Popcorn in four amazing flavours with PIPO ready-to-cook Popcorn range, now available on BigBasket.

#shubhamgaur #shoaibakhtar #ipl2022 #reelyfunny #feelitreeit

#feelkaroreelkaro #Pipo #Popcorn #PipoPopcornLeague #CheeseBurst #TomatoSalsa



#### 4.7. Results:

1. The campaign achieved a reach of 10 million impressions.
2. Engagement surpassed 7 million interactions, including likes, shares, and comments on the content.
3. Increased Brand Visibility: PIPO Foods' moment marketing campaign during the IPL generated significant brand visibility. The timely and relevant content resonated with the target audience, resulting in higher reach and impressions across social media platforms.
4. Higher Engagement Rates: The agile content creation and prompt response from PIPO Foods garnered active participation and engagement from the audience. The campaign saw a surge in likes, comments, shares, and overall social media interactions, indicating a strong connection with the IPL enthusiasts.
5. Positive Brand Sentiment: By actively participating in real-time conversations and leveraging the excitement around IPL, PIPO Foods created a positive brand

sentiment among the audience. The campaign generated positive brand mentions, user-generated content, and increased brand loyalty.

6. Increased Sales and Conversions: The IPL campaign positively impacted PIPO Foods' sales and conversions. The strategic integration of PIPO snacks with IPL moments and influencers' endorsements led to increased purchase intent and drove consumers to try the brand's products.

#### **4.8. Conclusion**

PIPO Foods' moment marketing campaign for the IPL proved to be a resounding success. By capitalizing on the real-time events and leveraging the popularity of the tournament, the brand effectively engaged with its target audience, increased brand visibility, and fostered a positive brand sentiment. The agile content creation, prompt response, collaboration with influencers, and ongoing optimization were key factors in achieving these results.

The campaign showcased the effectiveness of moment marketing in connecting with audiences during live events and leveraging the power of social media. PIPO Foods demonstrated its ability to adapt to real-time trends, create relevant and engaging content, and establish a strong brand presence among cricket enthusiasts. The success of this campaign provides valuable insights for future marketing strategies, emphasizing the importance of staying agile, monitoring real-time conversations, and leveraging key moments to create impactful marketing content.

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