

Contents

1	User Engagement in Influencer Branding as Research Objective ...	1
1.1	Relevance of Social Media Influencers for Brand Management	1
1.2	The Basic Model of Influencer Branding	11
1.3	Performance Measurement in Influencer Branding	15
1.4	Drivers of User Engagement in Influencer Branding as Research Gap	22
1.4.1	Evaluation of the Current State of Research	22
1.4.2	Conclusion and Derivation of Research Gaps	28
1.5	Research Objective, Research Aims and Study Outline	32
2	Theoretical Foundations on Drivers of User Engagement	35
2.1	Integration of SMIs in the Identity-based Brand Management Model	35
2.2	User Engagement as a Focal KPI in Influencer Branding	40
2.2.1	Derivation of the Construct User Engagement	40
2.2.2	Distinction of User Engagement Metrics	45
2.2.3	Outcomes of User Engagement	48
2.3	Deduction of User Engagement Drivers in Influencer Branding	52
2.3.1	SMI-related Drivers of User Engagement	53
2.3.1.1	Source Credibility	55
2.3.1.2	Match-up/Fit	63
2.3.2	Brand-related Drivers of User Engagement	71
2.3.2.1	Prominence of Brand Placements	75

2.3.2.2	Format of Brand Placements (Plot Connection)	80
2.3.3	Content-related Drivers of User Engagement	84
2.3.4	Summary of User Engagement Drivers and Selection of Control Variables	92
3	Empirical Validation of Drivers of User Engagement in Influencer Branding	103
3.1	Methodological Basis and Operationalization of Variables	104
3.1.1	Methodology and Research Context	104
3.1.1.1	Platform Selection	104
3.1.1.2	Brand Selection	105
3.1.1.3	Post Selection	108
3.1.2	Operationalization of Variables	112
3.2	Data Coding and Data Sample	119
3.3	Empirical Models for Measuring User Engagement in Influencer Branding	124
3.4	Results of Data Analysis	126
3.4.1	Review of Model Assumptions for Regression Analysis	126
3.4.2	Overview of Estimation Results for the User Engagement Models	128
3.4.3	SMI-related Drivers of User Engagement	132
3.4.3.1	The Impact of SMI Credibility on User Engagement	132
3.4.3.2	The Moderating Role of SMI/brand-fit on SMI Trustworthiness	135
3.4.3.3	The Moderating Role of Type of Content on SMI Expertise	138
3.4.4	Brand-related Drivers of User Engagement	141
3.4.4.1	The Impact of Prominence of SMI and Brand Placements on User Engagement ...	142
3.4.4.2	The Moderating Role of SMI/brand-fit on the Prominence of Brand Placements	143
3.4.4.3	The Impact of Plot Connection on User Engagement	146
4	Conclusion, Reflection and Outlook	149
4.1	Summary of the Empirical Results	149
4.2	Managerial Implications	158

4.2.1	SMI Trustworthiness and the Moderating Role of the SMI/Brand-Fit	160
4.2.2	SMI Expertise and the Moderating Role of the Type of Content	169
4.2.3	Prominence of SMI and Brand Placements	172
4.2.4	Plot Connection	180
4.3	Implications for Further Research	185
References		195