



HOW DOES INFLUENCER MARKETING ON TIKTOK IMPACT BRAND TRUST AMONG GEN Z IN IRELAND?

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INTRODUCTION

In a world of likes, comments and shares, Gen Z consumers turn to social media platforms such as TikTok for both information and entertainment. It is no wonder brands have capitalized on the large target audience found on TikTok through the relatively new phenomenon, influencer marketing. Despite TikTok's rapid growth and significant marketing potential for brands, influencer video advertising is understudied (Yang, Zhang and Zhang, 2021).

OBJECTIVE

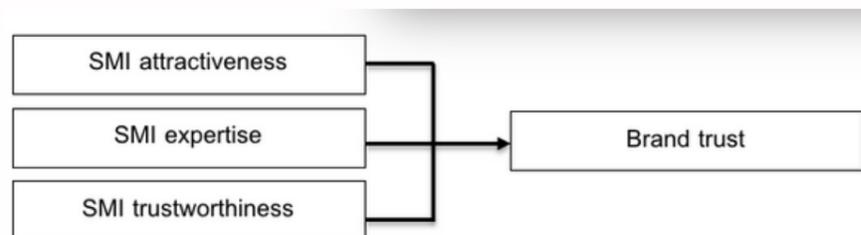
The importance of influencer marketing is constantly growing, yet little empirical research has explored SMIs' success requirements. The study aimed to investigate the effects of influencer marketing on TikTok on brand trust among Gen Z in Ireland while considering the social media influencer credibility dimensions (attractiveness, trustworthiness, and expertise).

THEORETICAL BACKGROUND

In today's digital age, influencer marketing has emerged as the most cost-effective, organic and direct marketing strategy for brands with the industry expected to grow to \$16.4 billion in 2022 (Lou, Tan and Chen, 2019). TikTok is the epicentre of Gen Z, which is not going unnoticed with 46% of brands endorsing SMI's on the app (Influencer Marketing Hub, 2022).

CONCEPTUAL FRAMEWORK

The conceptual model proposes a direct impact of source credibility of SMIs (attractiveness, trustworthiness and expertise) on followers' trust in endorsed brands (brand trust). The model is adapted from Wiedmann and Von Mettenheim's (2021) study.



METHODOLOGY

The study is based on a quantitative research design and data was collected through an online questionnaire-based survey. The population of the study consists of Gen Z (18 to 27 year old) TikTok users living in the Republic of Ireland. Multiple regression analysis was used to measure the impact of a SMI's attractiveness, trustworthiness and expertise on brand trust.

RESULTS/FINDINGS

Based on data collected from 401 Irish respondents, the analysis of the study indicates that the three social media influencer credibility dimensions have a significant positive impact on brand trust among Gen Z in Ireland. SMI trustworthiness appeared to be the most influential credibility dimension that positively affects consumer's brand trust, followed by SMI expertise which had a moderate positive impact on brand trust and SMI attractiveness which had the lowest impact on the brand trust among survey participants.

ANALYSIS

This study recognises SMI credibility as a success requirement which could provide decision support for brand managers. SMIs on TikTok can be advised to care more for trustworthiness and expertise and less for attractiveness.



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