

The Impact of Micro Influencer Marketing on Brand Image

Bachelor Thesis for Obtaining the Degree Bachelor
of Science in International Management

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Abstract

In recent years, social media platforms have assimilated into the social and corporate worlds. The rise of social media networks in the business industry has also led to the emergence of influencer marketing. Influencer marketing is a powerful strategy for companies to enhance their brand image and connect with their target audiences. Lately, particularly micro influencers have emerged as a successful marketing alternative. However, because micro influencers are still a relatively new marketing strategy, little research has discussed the effects micro influencer marketing may have on brand image. Therefore, this thesis focuses on uncovering the power of micro influencers, especially on Instagram, and their impact on a company's reputation, goods, and services.

The researcher chose the qualitative research approach by conducting a survey following an exploratory research design. For this thesis, the researcher used primary and secondary to gain a deeper understanding of the topic. The foundation is built by analyzing academic literature. However, to further discover the power of micro influencer marketing, the researcher conducted a primary data collection through an online questionnaire. This survey gathered information on the perception of Instagram users on micro influencer marketing and their experiences regarding the impact of influencers on brand image. The results were divided into two tables. The first table demonstrates the five main categories influencing Instagram users' opinions on influencer marketing: follower importance, business industry presence, brand attention, perception, and trust.

Additionally, the researcher has created five main categories to gain a deeper understanding of the participants' opinions on micro influencer marketing, namely: their understanding of micro influencer marketing, factors that play a role when considering following a micro influencer, reasons not to follow a micro influencer, micro influencer recommendations and industries in which one is most likely impacted by their recommendations. The findings revealed that micro influencer marketing could potentially have a significant effect on brand image; however, it is crucial for a micro influencer to resonate with their audience's values, interests, and visual preferences. Attributes that play a significant role in influencing individuals to follow

and trust a micro influencer are genuineness, relatability, and credibility. Nevertheless, the process of shaping customers' opinions can be further enhanced and improved. For future research, it may be useful to thoroughly investigate which aspects can support the impact of micro influencer marketing on brand image and focus on long-term collaborations and studies.