

Determine the effectiveness of digital influencers in recommending brands via an electronic word of mouth on customer attitudes

¹Mustafa Kamal Mustafa Aldori, ²Aziza Tawfik Abdeghafar Elsayed, ³Adam Smayan Fayyadh Al-Mashhadani

ABSTRACT--*In recent years, a lot of research still is undergoing to understand how they can create a link with their supporters that will affect their attitudes and actions against endorsed products. This paper attempts to evaluate how effectively influencers of media support goods by online word of mouth can affect brand loyalty, predicted market awareness and the willingness to buy recommended items. The results of this study show the potential of media influencers to change their client's behavior, demonstrating that their control can impact attitudes, perceptions and purchase decisions regarding recommended products. The research therefore helps administrators to understand how the marketing power of forces operates. In this sense, businesses looking to involve customer products in a non-traditional marketing communication strategy are able to invest in internet influencers as a valuable online communication tool, as this capacity enhances the brand's reputation.*

Keywords--*Digital influencers, brand engagement, electronic word-of-mouth, brand expected value, customer attitudes.*

I INTRODUCTION

The effective and frequent use of social networking websites and newspapers has culminated in valuable information and content outlets and has contributed to advertisements being coordinated for companies. According to Lou&Yuan (2019), Childers, Lemon, and Hoy (2018), businesses continually utilize visual leverage to promote their products as influencers connecting the target groups of brands, while keeping direct contact with their followers. Nevertheless, they are commonly seen as sources for people to follow them with valuable and reliable information that is a desirable situation for through the distribution and impact of their tweets. Likewise, Childers et al (2018), show that this is particularly beneficial for companies who incorporate influencers as trustworthy on-line representatives to promote their products and improve their image and legitimacy by engaging in their online word-of-mouth (eWOM) program, based on their conviction that the customers are able to buy endorsed brands.

Currently, Abidin, (2015); Freberg, graham, McGaughey and freberg,(2011) points out that the concept of digital influencers involves high-profile multi-platform Internet microcelebrities that use textual and visual expression and follow-up to promote brands on request, in social media or on blogs. For companies who are

¹Ain shams university-faculty of business - Business Administration - Marketing department , (Abokamalmustafa1@gmail.com)

²Ain shams university-faculty of business - Business Administration - Marketing department , (globallymarketingglobally@gmail.com)

³Ain shams university-faculty of business - Business Administration- finance department , (smayan1989@gmail.com)

trying to maintain the positive presence of social media, Shiau et al. (2018) claim that it is necessary to use influencers as a tool for the eWOM. It is exactly how to use social media platforms effectively that is an important subject for study as businesses face the challenge of increasing productivity by influencing the social media.

To order to extend the research and discussion on the possible impact of digital influencers to online leadership, the university and practice are required to develop a methodology for informing digital influencers. In turn, this analysis creates a guide. The model explores how the impact felt by followers, including consumer participation in the concept of themselves, predicted brand loyalty and an increase in buying the goods suggested, would provide answers to the influencer products.

In this sense, Ball-Rokeach (1985-1989) demonstrates that the work aims to improve the perception of the efficacy of influencers as a tool for brand eWOM and to widely illustrate its potential impact on the attitudes and actions of supporters throughout favor of endorsed goods which is yet marginal. In comparison to the concept of media influence from the leading point of view, the research reflects on the hypothesis of media dependency in order to explore the manner in which influencers and supporters can establish a bond of dependence that can affect supporters' attitudes and actions towards the goods sponsored.

II THEORETICAL FRAMEWORK

2.1. Digital influencers as digital opinion leaders

This phenomenon has been the subject of academics and social media researchers as well as corporate marketing outlets, see Alalwán et al., (2017) for analysis (2017). Shiau et al., (2018) Change factors why businesses consider social media as a competitive outlet for brands and products and building strong customer relationships. Nonetheless, although a number of studies have been carried out, few have explored whether companies can take advantage of social media to establish branding and marketing strategies. The brand-related eWOM in social media promotes a wide range of different social practices and processes, including online user communities, influence advertising, tweeting and microblogging and company-sponsored chambers (Childers et al. 2018).

Ananda et al. (2016) indicated that such practices enable companies to share product information through shared networks, to connect with potential customers and also to contribute to the development of their goods through their followers. Ananda et al. (2016) The major influencers affect potential users to increase consumer loyalty, to add value to them, to improve their effect on themselves and to generate income for the enterprise.

Rocamora, Duffy and Hund, (2015), Pedroni, (2016). Agree that new influencers have changed the way that social media and online social networking sites connect companies to their target groups. Since web based technology allows direct access to viewers, these newcomers are being opened up through a technical or entertaining approach to the production of social media (such as tweeting, creative activities) and marketing practices, a coordinated partnership with marketers and a connection to their customers, and a desire to gain public consent.

The two-stage contact hypothesis offers direct links to the actual impact and leadership of personal opinion on social networking. According to the concept of two-step flows, opinion leaders and digital influencers act as intermediaries for the information they search or receive and move on via the WOM to other people, thus

increasing their potential influence after creating and understanding it. This shaping method is used as an indicator of opinion leaders who value the knowledge and behavior believed and who understand values, attitudes and behaviours.

Accorded to this statement, the supporters will be eventually informed of their personal decisions and /or purchase-decision processes and the empirical research approach by using the influencers ' branding recommendations as essential details (Bandura, 1977, Bandura and Katz & Lazarsfeld, 1955).

2.2. Explaining the influence of the theory of media dependency digital influence

None of the components defining the influencing process are the role of digital power as feedback to direct the attitudes and behavior of followers. The underlying tendency to feel the need of an influencer can also create or strengthen a link between the two actors. The relationship of dependence is described as this link. Followers ' reliance on influencers is focused on the need for knowledge from Internet outlets that can be used for decision-making and personal action, for example (Bao & Chang, 2014, Hsu, Lin, & Chiang, 2013).

The intensity of the connection within human sources is indicated by Ball, Rokeach (1985) as a message that is likely to affect their attitude and behaviour. The need for individuals in the digital world to meet their personal and social desires or objectives can explain the effect of influencers on people's perception and behavior. For example, talk about a brand that can facilitate purchasing decisions, gain social recognition, entertainment and/or share a sense of group relation. Likewise, in the case of brand communities Kamboj, Gupta and Dwivedi, (2018) claim that the greater the numbers of people who use social media for awareness, the more they participate in virtual advertising communities and that they are building brand trust and loyalty.

III MODEL AND HYPOTHESES

Shen, Huang, Chu, and Liao (2010) argue that, based on these theoretical frameworks, a conceptual model first indicates the perceptible force, that refers to a person's trend to accept knowledge, in this case the influencer, and to ensure that brand interaction is expected. Interaction with the business. This indicates that the commitment of marketers to this study has been marked by a certain presence of brands in their self-conceptions (i.e. how they see each other), Sprtt, Czellar and Spangenberg (2009). One would believe that customers who are emotionally susceptible to a high level of influence are more apt to absorb facts about the goods recommended and develop stronger brand experiences by including such items into their own concept. Furthermore, the influence presumed will explain both the value of the proposed marks and their intention to buy those items that followers expect.

3.1. Effects of perceived influence

Silvera (2016) and Kapitan point out that the research theory of the researcher suggests that people build their consumer disposition or behavioral patterns, partially on their interactions and the perspective of outside-socialisers, including friends, peers or mass media. There is a particular interest in the online environment where the role of outside agents and the include of citizens in products is not bidirectional; nonetheless, there is a reciprocal connection between a supporter and the digital influencer that allows a system of attribution to

categorize b. It is reasonable to believe that new leaders of society are more faithful to the goods they support by incorporating into their definition of themselves and thereby helping to establish a personal identity. Escalas & Bettman, (Sprott et al. 2009) consent on the basis of such criteria. Therefore, they define the theory:\

H1

More client engagement in their own context could be accomplished by those who have greater influence on media influencers.

The literature shows that other individuals' opinions, decision and behaviour, as a trade-off between product or brand benefits and costs can help create expectations and generate perceived value by the consumer. Furthermore, earlier evidence suggests that there are positive and important impacts on the production of perceived value of a goods or services from the different sources of information on individuals. eWOM will impact the overall perceived quality interest of consumer products in the digital environment (Gruen, Osmonbekov, Czaplewski, 2006). Paste in whatever you want. Then right-click Quill to paraphrase your entry. Formally defined:

H2

The higher expected brand value will be built up from consumers who see media influencers having higher impact.

Finally, previous studies indicate that participants make a significant impact on customers through the use of social networks and other external sources. The procurement processes of decisions profit from those views of prominent people distributed around eWOM in compliance with observer learning standards which are viewed as substance of consistency and are more reliable, thus creating buying intentions. Many reports have however confirmed the effect of opinion leaders on their choices to be used or bought (e.g., Wu & Lee 2012). The more the public advertising of the influencer (i.e., seen as a source of reliable information) is able to be said, the more the customer wants to buy the goods recommended. In line with these claims, Specified formally:

H3

Those who experience higher power from media influencers will want to purchase the products they endorse.

3.2. The implications of the presence of products in themselves

The relationship of interaction and association with online opinion leaders facilitates the co-creation of confidence in the digital environment, which encourages the customer's brand desire, which will ultimately help to develop their awareness of potential brand value. The relationships between commitment and value were empirically confirmed by various studies and others postulated that the relationship would be opposite. The absence of consensus in the literature, though, is clarified by the complex and iterative existence of the two definitions, as well as by a complicated differentiation of the consumer participation antecedents and their moderators (Gummerus, Liljander, Weman & Pihlström, 2012). The most widely adopted philosophical theory in literature suggests that a person with a high level of commitment would gain interest from the accent on commitment. It is also rational to believe that the followers who are more dedicated to the company, linked by themselves, will raise their awareness of value in the online context of the brand. To answer these claims the following theory is formulated:

H4

The business to survive will correctly predict the brand's current value.

On the other hand, other studies have shown that interaction is a driver of consumer behavior and indicates the impact of brand participation on the behavioral intentions (Hollebeek, Glynn and Brodie, 2014). Some reports argue, therefore, that people who are enthusiastic about and are closely connected to a brand develop confidence and affinity for it. The emotional commitment and friendship of a deeply dedicated person can therefore influence his actions towards the company. In previous studies, the effects of brand interaction on behavioral concepts such as brand use intention Hollebeek et al (2014), behavioral purpose of piety, or brand loyalty were empirically validated. Spratt et al. (2009) argue further that greater self-concept loyalty to products is linked to buying intentions. On this basis, the loyalty to the company established by followers from the predicted convincing effect of the influencers (i.e. seeking the guidance of the media influencers) has a stronger impact on the intentions to purchase this item. The following theory has therefore been formulated:

H5

The intention to purchase recommended brands will be positive for those who follow self-concept brand commitment.

3.3. The relation between the expected value and the purchasing plan

Literature generally acknowledges that the interest considered is one of the big buying decisions. Previous research indicates that perceived interest as an indicator of customer loyalty is a reliable alternative to consumer satisfaction measurement (Mencarelli and Lombart, 2017). For instance, the greater the perceived interest for the website goods on customers, the higher the likelihood for shopping at the platform, Bonsón Trujillo and Escobar-Rodríguez (2015), particularly in cases of e-commerce and tourism. In on-line format, the need to develop a relationship was also explored. Likewise, Wu, Chen, Chen and Cheng (2014) reported their aim of repurchasing as their consumers' confidence declines in online environments.

Definitely, it's logical to think in the circumstance of the digital influencer supporter, if the expectations of the followers' engagement in a brand that influencers say are high, they'll want to buy the brand. However, once marketers choose digital influencers, they want the influencers selected to provide the target audiences of the brands with sufficient value. This can drive them to browse, purchase and use the brand's goods (Uzunoglu and Kip, 2014) this is why it is claimed:

H6

The expected value of the followers brand should positively forecast the decision to get the suggested products.

IV METHOD

4.1. Background of study and collection of data

The goal of this study was to have 18 people and actively follow network influencers as identified by the researchers (that is to say, internet microcelebrities — no-traditional celebrities— who directly or through their blogs or social media posts and/or promote brand products and services). Therefore, sample comfort perception and behaviour of followers is useful and necessary for evaluating and relevant for multivariate data analysis (e.g., Casaló, 2018, Cosenza, 2014 and Hsu, 2013). For multivariate data analytics, this is also relevant. This sampling

method is indeed the most commonly used for market and behaviour studies, since an unbiased random sample can hardly be used to assess the entire population, which in the aforementioned fields is usually too large and difficult to access (Han 2013).

A questionnaire was automatically distributed via social networks. Participants were connected so that they could have clear and confidential access to the online questionnaire and thereby reduce the potential social desirability bias. There have been no prospects of entering. In this questionnaire, the concept of digital influencers and a notice were prefaced which asked the respondents to reply on their influencers.

Of the originally issued 302 questionnaires, 22 became inaccurate over 4 weeks. Consequently, a final survey was collected of 280 respondents, comparable to or superior to those of other recent studies on digital management. It can also be considered appropriate for addressing issues such as general and representative functionality for samples.

According to the results from the IAB Spain, the survey shows that the gender and age are similar in nature, so that the average student is well represented and can thus achieve the research goals. We have also measured the nonresponse aspect, as Armstrong and Overton (1977) suggested, as we contrasted respondents to main variables early and late in the T-tests. No statistically significant variations were found for any indicator suggesting that the non-response harm in this study was not troubling.

4.2. Measures

We've chosen suitable multi-point scales from previous studies, with certain modifications to fit the current research background, to quantify the buildings listed in the proposed model. The scale for measuring the supposed effects on media followers on Bansal and Voyer (2000) and Wang, Hsu, Huang, and Cchen (2015) has also been specifically created. In terms of brand engagement with self-concepts, the modified scale and expected brand value of Sprott et al. (2009) have been calculated on the basis of Walsh, Shiu and Hassan (2014) method. In turn, Cosenza et al. (2014) and Magno (2017) updated the nature of the planned acquisition of licensed marks. The assessment of all items was carried out using the Likert scale of seven (1) scales, which ranged from "extreme frustration" .

The initial study was updated and advice was provided from a group of experts on the definition of the order of the elements of the instrument, which led to a number of smaller changes. To test the design and quality of the questionnaire, a review draft questionnaire is given to 20 University student to reduce the non-random errors. Minor changes to the test design were made based on student input to enhance comprehension.

V RESULTS

5.1. Measurement model evaluation

To order to evaluate feasibility and hypotheses through the LISREL 8.8 project, the technique of the covariance of structural equation (CBSEM) simulation. Next, confirmatory factor analyzes (CFA) have been used to test the precision and validity of the measurement pattern. A scaling approach was introduced to purify five components from the original 19-item package (see final scale in Table 1). The limits of all health indices for the model ($\mu^2=177.46$, $df=71$, $p<0.00$; $CFI=0.98$; $NNFI=0.98$;))

RMSEA=0.073;SRMR=.054).

Table 1: Confirmatory factor analysis and scale reliability.

| Variables and items | standardized loading | t-value | Reliability |
|--|-----------------------------|----------------|---|
| <i>Perceived influence</i> | | | |
| When I get information from the influencers I follow, my perceptions often change. | 0.81 | 15.08 | Cronbach's alpha = 0.81 CR = 0.81 AVE = 0.59 |
| I appreciate the opinion of those influencers that I follow as if they were someone I trust close to. | 0.74 | 13.87 | |
| The influencers I am watching tell me useful products or labels. | 0.74 | 13.74 | |
| <i>Brand engagement in self-concept</i> | | | |
| I always feel a personal partnership between the companies I admire and propose myself. | 0.87 | 18.38 | Cronbach's alpha = 0.95 CR = 0.93 AVE = 0.77 |
| The influencers that I admire recommend labels that represent part of me. | 0.92 | 19.13 | |
| I assume that the influencers that I admire indicated I have a close personal relationship to the labels. | 0.96 | 20.96 | |
| The brands that I respect and see myself are connected to the influencers I value. | 0.78 | 15.68 | |
| <i>Brand expected value</i> | | | |
| I assume that the products that I'm following recommended are of an acceptable quality level. | 0.94 | 20.02 | Cronbach's alpha = 0.90 CR = 0.91 AVE = 0.71 |
| In my mind, the brand products presented by the influencers I follow are fine. | 0.93 | 19.98 | |
| This sounds interesting to me the trends I'm doing, the influencers say. | 0.82 | 16.09 | |

| Variables and items | standardized loading | t-value | Reliability |
|---|-----------------------------|----------------|---|
| I respect the labels that I support positively recommended by influencers. | 0.75 | 14.04 | |
| <i>customer attitudes to recommended brands</i> | | | |
| Based on the advice I have provided from those who I admire, I will buy a brand. | 0.81 | 20.04 | Cronbach's alpha = 0.92 CR = 0.92 AVE = 0.81 |
| I will join some influencers I track in the client recommendations. | 0.83 | 17.54 | |
| In the potential, I will shop branded products, as the influencers I admire suggest. | 0.92 | 19.42 | |

Note: n = 280.

The internal accuracy of the structures was tested for alpha and composite stability (CR) in Cronbach (Table 2). The alpha coefficient value of 0.70 as stated by Nunnally (1978) was surpassed by all four structures. For each design the material strength was better than the 0.70 cut suggested. Both constructions have been tested for convergent validity and the normal charging and the derived average variance (AVE), table 2. Table 2. All the loading factor for their individual indicator constructions is favorable and important, and they were higher than 0.70. To check its significance we have used the criterion to overcome the reciprocal variance (square correlation) of each latent variable AVE. This criterion was satisfied for all factors, as shown in Table 2. In short, the model calculation shows good internal consistency, convergent validity and distinctive logic.

Table 2: The discrepancy in differences between structures derived and squared.

| | 1 | 2 | 3 | 4 |
|---|----------|----------|----------|----------|
| Perceived influence | 0.58 | | | |
| Brand engagement in self-concept | 0.41 | 0.78 | | |
| Brand expected value | 0.42 | 0.22 | 0.72 | |
| Customers attitudes recommended brands | 0.57 | 0.37 | 0.43 | 0.82 |

Notes: n = 280; AVE values are Diagonal Components. Off-diagonal components are values of coefficients of squared similarity between the structures.

5.2. Common method bias

Through the single common process element approach, we assessed different analytical biases afterwards. In this analysis all apparent variables are described by a single factor formula, opposed to the multifactor measurement approach commonly used in this research with a chi-square divergence inspection. There was substantially less data enforcement (RMSEA= 0.26; CFI=0.84; NNFI=0.81). The approach shows significantly

reduced data compliance. The single factor method On the other side, strong interaction ratios ($r > 0.9$) (highest correlation = $r = 0.75$) were also discovered (Pavlou, Liang & Xue 2007). This is because actual process disruption is not an important concern in this report.

5.3. Hypothesis testing

The findings revealed that the route coefficients were statistically significant and expected to help the proposed model. There was therefore a positive and highly significant link between perceptive influence and self-concept brand engagement ($T = 0.64$, $p < 0.001$). Hypothesis 1 was therefore endorsed. The findings indicated that the assumed effect was favorably linked to the estimated brand value ($\alpha = 0.50$; $p < 0.001$), as anticipated in Hypothesis 2. Hypothesis 3, which is related to the relation between perceived influence and the purpose of purchasing recommended brands ($\mu = 0.53$, $p < 0.001$) was also validated by empirical evidence. The view of market stakeholders as to expected value and company loyalty and the desire of media influencers to buy preferred products have similar positive effects due to the small disparity between these three directions ($\mu = 0.63$ vs $\mu = 0.57$ vs $\mu = 0.53$). Furthermore, brand engagement has been shown to be strongly optimistic in comparison to the expected brand value ($\beta = 0.11$, $p < 0.1$). Therefore, Hypothesis 4 was supported. In the end, the brand interaction ($\beta = 0.16$, $p < 0.01$) and the brand value ($\beta = 0.25$, $p < 0.001$) were both optimistic in the direction of hypotheses 5 and 6.

VI DISCUSSION AND IMPLICATIONS

While the interest in social networking has increased in recent years for marketing purposes, social media marketing work remains underway (Ananda et al. 2016; Kapoor et al. 2018). Although analysis by established digital influencers shows that they are, in fact, a powerful, brand-linked eWOM contact network for businesses (for social media marketing, research is required utilizing accurate and relevant awareness and behavior-related results) (Alalwan et al. 2017). This work offers a framework for understanding the impact on client results of supporters of influential influencers. The study shows that the predicted impact on internet influencers' followers, brand loyalty, future market demand and purchasing intent are interrelated and thus support the methodological framework being proposed.

Furthermore, the potential importance of self-concept branding (H1) leads to past research demonstrating that fans are involved in co-building personal and intimate encounters with influencers (e.g. Abidin, 2015). The effect of engaging demonstrates that it not only affects the influencers, but also the companies that are sponsored. In fact, the significant impact of advertising influencers raises the expected value for consumers of proposed goods (H2).

The results thus support this association in an affecting sense, and are a complement to the existing literature. The findings further demonstrate that both market interest and the perceived benefit of the label help to achieve the aim to buy (H5 & H6). Previous findings correlate to previous research where engagement has been established as a determinant of consumer behavior, e.g. San Francisco (2015)

6.1. Theoretical contributions

Such research contributes to the ongoing discussion of the position of media influencers as public opinion figures and their ability to create legitimacy and effect for their supporters. The research is particularly useful in clarifying the persuasive power of emerging brand awareness influencers. Nevertheless, this policy is not and it has been shown that an appreciation for the effects on the brand value of supporters of self-image, the significance of the company and the desire to buy desired goods can have a positive effect.

Eventually, the important correlation of brand loyalty with expected value strengthens the line of research, which suggests that this is correlated with a greater involvement in higher value expectations (Vivek et al., 2012). The more a fan joins the favourites, the more attention we get as in (Hollebeek 2013), so that web engagement increases in appreciation (Marbach et al. 2016). The more interest we get.

6.2. Practical implications

The new mechanism helps publicitarians to understand the way consumers prefer and behavioural habits shift as channel factors function as knowledge marketers and product endorsers. It renders current research particularly important for companies engaging in communications influencers. Second, in recognition of its positive impact on consumer responses, this research promotes the inclusion and incorporation of media influencers in their marketing campaigns. Managers must take into account the advertising influencers need to attract customers to their brands and thus enable more effective brand contact .

The results of this study show the potential of media influencers to change their client's behavior, demonstrating that their control can impact attitudes, perceptions and purchase decisions regarding recommended products. The research therefore helps administrators to understand how the marketing power of forces operates. In this sense, businesses looking to involve customer products in a non-traditional marketing communication strategy are able to invest in internet influencers as a valuable online communication tool, as this capacity enhances the brand's reputation.

In addition, this study not only indicates that businesses should also be focussing on selecting actors who can have the power to build a brand value and engagement, in addition to selecting influential players based solely on their number of followers or other metrics as shown in . Thus, practitioners should use a combination of professional and analytical measures which provide an overview of the potential power of digital influencers. Lastly, it is also worth noting that advertisers should be certain that media influencers messages are not only focused on influential effect for future sales, but that they should also lead to the development of brand value and loyalty in order to support this behavioral target. Management value arises from the development of the accompanying communications delivered to different marketing goals, i.e. to advise and inspire consumers to improve their commitment to their products and preferred desires, and to induce them to buy the approved goods.

6.3. Limitations and future research

This would help to prevent the actions of adherents over time and to improve the awareness of factors interrelations with further study by using quantitative knowledge and layer-based analysis. Secondly, the use of adaptive sampling, utilizing auto-selected participants, as a community and as a consequence generalization, given the sample for the research complies with age and gender quotas and the survey size is appropriate for the

type and methodology of analysis suggested in the report.. Findings and implications are therefore restricted to the examined situation and vigilance is advised in its extrapolation It makes for a clearer understanding of the results studied. While this work is not at the centre, more studies will allow such questions better understood.

VII CONCLUSIONS

The current study explores the effect of the behavior of supporters on the influence of influencing media influents. From the opinion leadership perspective and media dependency, the empirical data suggest that the perceived influence of fans is connected positively with brand-interaction, anticipated appraisal of a brand and behavior is viewed. A model linking the supposed strength, the brand value in self-design, the expected success of the business and the wish to purchase favored goods. Customer interest also enhances consumers ' perceived desire and both foresee the decision to purchase desired goods. In brief, the work contributes to a better understanding of the visual effect of followers on brand awareness shared by influencers in the media. Managers are also urged to hire internet influencers in their social media communication strategy to create interest, trust and desire to buy their products.

REFERENCES

1. C. Lou, S. Yuan , Influencer marketing: How message value and credibility affect consumer trust of branded content on social media , *Journal of Interactive Advertising*, 19 (1) (2019), pp. 58-73
2. C.C. Childers, L.L. Lemon, M.G. Hoy , #Sponsored #Ad: Agency perspective on influencer marketing campaigns , *Journal of Current Issues & Research in Advertising* (2018), pp. 1-17 .
3. C. Abidin , Communicative intimacies: Influencers and perceived interconnectedness Ada: *A Journal of Gender, New Media, and Technology*, 8 (1) (2015)
4. K. Freberg, K. Graham, K. McGaughey, L.A. Freberg , Who are the social media influencers? A study of public perceptions of personality , *Public Relations Review*, 37 (1) (2011), pp. 90-92 .
5. S.J. Ball-Rokeach , The origins of individual media-system dependency: A sociological framework *Communication Research*, 12 (4) (1985), pp. 485-510 .
6. W.L. Shiau, Y.K. Dwivedi, H.H. Lai , Examining the core knowledge on facebook , *International Journal of Information Management*, 43 (2018), pp. 52-63 .
7. A.S. Ananda, Á. Hernández-García, L. Lamberti , N-REL: A comprehensive framework of social media marketing strategic actions for marketing organizations , *Journal of Innovation & Knowledge*, 1 (3) (2016), pp. 170-180 .
8. B.E. Duffy, E. Hund , “Having it all” on social media: Entrepreneurial femininity and self-branding among fashion bloggers , *Social Media+Society*, 1 (2) (2015), Article 2056305115604337.
9. M. Pedroni , Meso-celebrities, fashion and the media: How digital influencers struggle for visibility *Film Fashion & Consumption*, 5 (1) (2016), pp. 103-121.
10. Bandura , *Social learning theory*. Englewood , Cliffs Prentice Hall, NJ (1977).
11. E. Katz, P.F. Lazarsfeld , *Personal influence: The part played by people in the flow of mass communications* , The Free Press, Glencoe, IL (1955) .
12. T. Bao, T.L.S. Chang , Finding disseminators via electronic word of mouth message for effective marketing communications , *Decision Support Systems*, 67 (2014), pp. 21-29 .
13. C.L. Hsu, J.C.-C. Lin, H.S. Chiang , The effects of blogger recommendations on customers' online shopping intentions , *Internet Research*, 23 (1) (2013), pp. 69-88 .
14. S.J. Ball-Rokeach , The origins of individual media-system dependency: A sociological framework *Communication Research*, 12 (4) (1985), pp. 485-510 .
15. S. Kamboj, B. Sarmah, S. Gupta, Y. Dwivedi , Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response , *International Journal of Information Management*, 39 (2018), pp. 169-185 .
16. Y.C. Shen, C.Y. Huang, C.H. Chu, H.C. Liao , Virtual community loyalty: An interpersonal-interaction perspective , *International Journal of Electronic Commerce*, 15 (1) (2010), pp. 49-74 .

17. D. Sprott, S. Czellar, E. Spangenberg , The importance of a general measure of brand engagement on market behavior: Development and validation of a scale , *Journal of Marketing Research*, 46 (1) (2009), pp. 92-104 .
18. S. Kapitan, D.H. Silvera , From digital media influencers to celebrity endorsers: Attributions drive endorser effectiveness , *Marketing Letters*, 27 (3) (2016), pp. 553-567.
19. D. Sprott, S. Czellar, E. Spangenberg , The importance of a general measure of brand engagement on market behavior: Development and validation of a scale , *Journal of Marketing Research*, 46 (1) (2009), pp. 92-104 .
20. T.W. Gruen, T. Osmonbekov, A.J. Czaplewski , eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty , *Journal of Business Research*, 59 (4) (2006), pp. 449-456 .
21. W.L. Wu, Y.C. Lee , The effect of blog trustworthiness, product attitude, and blog involvement on purchase intention , *International Journal of Management & Information Systems*, 16 (3) (2012), pp. 265-276 .
22. J. Gummerus, V. Liljander, E. Weman, M. Pihlström , Customer engagement in a Facebook brand community , *Management Research Review*, 35 (9) (2012), pp. 857-877 .
23. L.D. Hollebeek , The customer engagement/value interface: An exploratory investigation *Australasian Marketing Journal*, 21 (1) (2013), pp. 17-24 .
24. R. Mencarelli, C. Lombart , Influences of the perceived value on actual repurchasing behavior: Empirical exploration in a retailing context , *Journal of Retailing and Consumer Services*, 38 (2017), pp. 12-21 .
25. E. Uzunoğlu, S.M. Kip , Brand communication through digital influencers: Leveraging blogger engagement , *International Journal of Information Management*, 34 (5) (2014), pp. 592-602 .
26. T.R. Cosenza, M.R. Solomon, W.S. Kwon , Credibility in the blogosphere: A study of measurement and influence of wine blogs as an information source , *Journal of Consumer Behaviour*, 14 (2) (2014), pp. 71-91 .
27. H. Han , The healthcare hotel: Distinctive attributes for international medical travelers *Tourism Management*, 36 (2013), pp. 257-268 .
28. J.S. Armstrong, T.S. Overton , Estimating nonresponse bias in mail surveys , *Journal of Marketing Research*, 14 (3) (1977), pp. 396-402 .
29. S. Hudson, L. Huang, M.S. Roth, T.J. Madden , The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors , *International Journal of Research in Marketing*, 33 (1) (2016), pp. 27-41 .
30. H.S. Bansal, P.A. Voyer , Word-of-mouth processes within a services purchase decision context , *Journal of Service Research*, 3 (2) (2000), pp. 166-177 .
31. G. Walsh, E. Shiu, L.M. Hassan , Replicating, validating, and reducing the length of the consumer perceived value scale , *Journal of Business Research*, 67 (3) (2014), pp. 260-267 .
32. F. Magno , The influence of cultural blogs on their readers' cultural product choices , *International Journal of Information Management*, 37 (3) (2017), pp. 142-149.
33. J. Marbach, C.R. Lages, D. Nunan , Who are you and what do you value? Investigating the role of personality traits and customer-perceived value in online customer engagement , *Journal of Marketing Management*, 32 (5-6) (2016), pp. 502-525 .
34. MADHUBALA.P. "ENHANCEMENT OF SECURITY AND NETWORK LIFETIME USING FLEXI CAST METHOD." *International Journal of Communication and Computer Technologies* 7 (2019), 23-26. doi:10.31838/ijccts/07.01.05