

1. Record Nr.	UNINA9910367252803321
Autore	Sinnig Julia
Titolo	The Role of Origin of Fame in Influencer Branding : A Comparative Analysis of German and Russian Consumers / / by Julia Sinnig
Pubbl/distr/stampa	Wiesbaden : , : Springer Fachmedien Wiesbaden : , : Imprint : Springer Gabler, , 2020
ISBN	3-658-27543-X
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (334 pages)
Collana	Innovatives Markenmanagement, , 2627-1109
Disciplina	339.47
Soggetti	Motivation research (Marketing) Internet personalities International business enterprises—Cross-cultural studies Consumer Behavior Cross-Cultural Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Relevance of Social Media Influencers for Brand Management -- The Social Media Influencer-Consumer Relationship -- Conceptual Foundations of the Effects of Social Media Influencers -- Identification of Implications for Brand Management and for Further Research. .
Sommario/riassunto	Based on a comprehensive quantitative study, Julia Sinnig shows that the impact social media influencers have on brand-related outcomes depends on the identification of consumers with social media influencers. Additionally, the cultural characteristics of countries in which consumers live play a significant role as to how consumers' identification with social media influencers impacts their purchase intentions for brands that are advertised by these influencers. Through these conceptually and empirically profound analyses, the author detects interesting implications for the management of brands in the context of social media and brand management. Especially when it comes to choosing the most suitable social media influencer for brand cooperations it is not the origin of fame that counts, but whether customers identify with the influencer in the right way. Contents Relevance of Social Media Influencers for Brand Management The Social

Media Influencer-Consumer Relationship Conceptual Foundations of  
the Effects of Social Media Influencers Identification of Implications for  
Brand Management and for Further Research Target Groups  
Researchers and students in the fields of marketing, communication,  
advertising effectiveness, brand management Practitioners in German  
and Russian consumers behavior The Author Dr. Julia Sinnig received  
her PhD at Prof. Dr. Christoph Burmanns markstones Institute of  
Marketing, Branding & Technology at the University of Bremen.

---