

Influencer Marketing as an Approach to Promote Women-Owned Micro-, Small, and Medium-Sized Enterprises (MSMEs): Kuwaiti Women's Perspective

Khaled Alduraiban

Dr., The World Islamic Science & Education University (WISE), Amman, Jordan

Abstract: The present study aims to explore how influencer marketing (resonance, reach, and relevance) can promote micro-, small, and medium-sized enterprises (MSMEs) that women in Kuwait own. Reaching that aim depended on a quantitative approach by distributing a self-administered questionnaire to a purposive sample of women who own their businesses in Kuwait. After the application, 133 women responded to the questionnaire, and SPSS was used to tackle the collected primary data. The study accepted the main hypothesis, which argued that influencer marketing impacts promoting women-owned MSMEs from Kuwaiti women's perspective with a correlation coefficient of 0.776. Sub-hypotheses were also accepted. The strongest variable was 'relevance,' which impacts promoting women-owned MSMEs from Kuwaiti women's perspective with a correlation coefficient of 0.766; resonance and reach appeared to be also influential with a correlation coefficient of 0.537 and 0.489, respectively. The study recommended paying attention to the idea of the owner of the advertising content (the advertiser or the influencer) because this controls the form of the content; if the influencer is the owner, the content, its publication dates, or the length of its stay on social networking sites cannot be controlled. Further recommendations were presented later. The scientific novelty in current research lies in its orientation towards focusing on the economy "Women-Owned MSMEs," as there has not been much attention given to this type of business. In addition, women-owned MSMEs might not be as apparent as other businesses; they still contribute to economic stability, decrease unemployment, and support women's contribution to society.

Keywords: women-owned enterprises; micro-, small, and medium-sized enterprises; influencer marketing; resonance; reach; relevance.

影响者营销作为促进女性拥有的微型、小型和中型企业(中小企业)的一种方法：科威特女性的观点

摘要:

本研究旨在探讨影响者营销(共鸣、影响力和相关性)如何促进科威特女性拥有的微型、小型和中型企业(中小企业)。实现这一目标取决于定量方法,即向在科威特拥有企业的有目的的女性样本分发自我管理的问卷。申请后,有133名女性回答了问卷,并使用SPSS处理收集到的原始数据。该研究接受了主要假设,即从科威特女性的角度来看,影响者营销影响促进女性拥有的中小企业,相关系数为0.776。子假设也被接受。最强的变量是“相关性”,从科威特女性的角度来看,它影响促进女性拥有的中小企业,相关系数为0.766;共振和范围似乎也有影响,相关系数分别为0.537和0.489。该研究建议关注广告内容所有者(广告商或影响者)的想法,因为这控制了内容的形式;如果影响者是所有者,则无法控制内容、发布日期或在社交网站上的停留时间。后来提出了进一步的建议。当前研究的科学新颖性在于其侧重于经济“女性拥有的中小微企业”,因为这类业务并未受到太多关注。此外,女性拥有的中小企业可能不像其他企业那样明显;她们仍然有助于经济稳定、减少失业并支持妇女对社会的贡献。

关键词：妇女拥有的企业；微型、小型和中型企业；影响者营销；谐振；抵达；关联。

1. Introduction

One sometimes wonders how brands and organizations use famous and well-known people for marketing their products and ensuring the profits they seek [1]. The idea of marketing through famous people has existed for a long time, as many organizations used celebrities even before the Internet advent, and advertising through television was based on the presence of a well-known and famous person to market the product [2]. Andreani et al. [3] indicate that marketing through celebrities and influencers is based on the psychological idea of individuals' desire to be such influencers. They use the same perfume until they feel like them or the same car or go on tourism in the same places as a psychological expression that they want to be like these celebrities. Today, with the development of the Internet and the emergence of social networking sites, celebrities are not only actors and stars but also owners of YouTube and social media channels who have thousands or even millions of followers [4].

With the increase in human needs, the high rate of inflation, and the transition of prices to a new level, individuals have been trying to create jobs and entrepreneurial businesses that can generate money to allow them to continue to live and attain their daily demands [5]. Among these attempts are women who have created a new idea, namely micro, small, and medium enterprises, which are based on a hobby or skill that is built into a small project by providing a skilled service [6]. These micro, small, and medium projects are usually developed at the lowest possible cost, usually made possible for the women to establish them from their homes, a small office located in the neighborhood, or even a page on a social networking site. Through simplified marketing, they promote the services provided, which could range from many possibilities such as cooking and home meals, sewing and embroidery, selling simple products such as children's toys and cosmetics, or even providing specialized products to a specific group within society.

Accordingly, the current study aims to show the impact of marketing through influencers on the promotion of micro, small, and medium enterprises owned by women in Kuwait. The marketing variables were adopted by the influencers, which included resonance, reach, and relevance.

2. Literature Review

2.1. Influencer Marketing

Influencer marketing is defined by Jahnke [7] as the

exploitation of content makers on social networking sites to market and promote services and products provided by individuals, referring to private individuals or legal organizations registered in the chambers of commerce and industry. Jin et al. [4] indicated that marketing through influencers is the use of individuals with a high number of followers to influence the purchasing decision of consumers and spread awareness of a particular brand or product among them. Marketing through influencers may seem relatively new, but it spread about 15 years ago through the PayPerPost platform, which represents the first platform that connects business owners and blogs for the purposes of marketing, promoting products, and creating promotional content for these organizations [8, 9]. According to Fries [10], marketing through influencers was defined as relying on account holders that are characterized by a high number of followers to deliver a message to a large audience related to a product or service. These influencers are characterized by the large number of individuals who follow their decisions and opinions, which gives them the ability to influence the purchasing decisions of others.

2.2. Influencer Marketing as an Approach

Campbell and Farrell [11] confirm that marketing through influencers has the ability to combine two important marketing tools—marketing through social networking sites, and marketing through the word of mouth—which are two contemporary marketing methods affecting the marketing strategies of organizations. Taylor [12] indicates that marketing through influencers is an important method. It depends on individuals who may not be actors or stars but ordinary community members who enjoy a large number of followers. Their experience in a product or service increases the level of follow-up for the brand business and thus influences individuals' purchasing decisions.

Kadekova and Holienčinova [13] found that marketing through influencers positively affects organization revenues in terms of their flexibility, as marketing through influencers allows marketing more engaging content such as video, live broadcasts, stories, and photos, which would increase audience interaction with content and enhance customer confidence in the product.

2.3. Types of Influencers

Influencers vary in size, approach, interest, and influence. For example, Childers et al. [14] argued that a local influencer from a specific country differs greatly from an international sports player or actor with

access to millions of followers. The following figures show the difference between a local Kuwaiti influencer who enjoys almost 4 million followers and an international influencer in the same field (TV and broadcasting) who enjoys 112 million followers. From that, it can be seen that influencers differ according to their field of interest and number of followers [1].

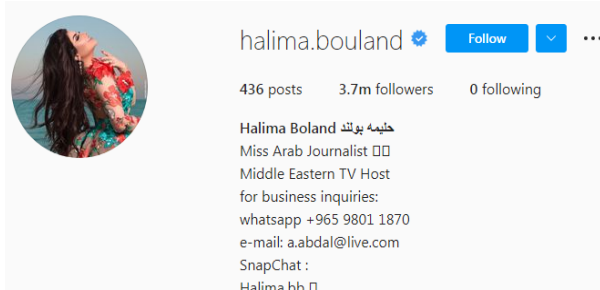


Fig. 1 Kuwaiti influencer [25]

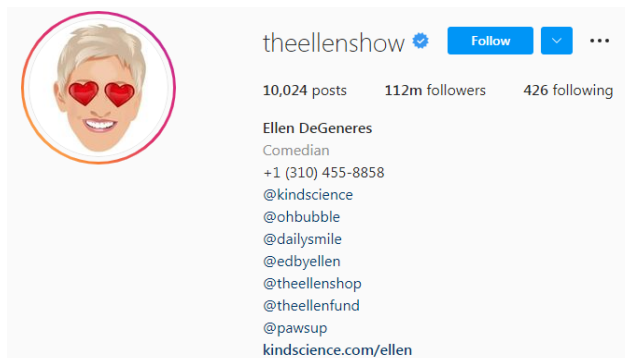


Fig. 2 International influencer [26]

2.3.1. Mega-Influencer

This type of influencer has millions of followers worldwide, and they are usually art stars and celebrities such as Cristiano Ronaldo and Will Smith. They can reach a very large number of followers in addition to a high level of professionalism [15]. These influencers are an inexhaustible mine of marketing strategies, as the appearance of a star wearing a brand's T-shirt or using a certain type of perfume for a few seconds can make a huge jump in the brand's sales [1]. The very high cost is one of the disadvantages of the mega-influencer. Today, the world player Cristiano Ronaldo is one of three athletes with a life contract with the Nike brand to market its products.

2.3.2. Macro-Influencer

This type of influencer has a very large number of followers. However, they are ordinary people with experience in a specific field such as tourism and travel, beauty, fashion, or photography, but their expenses are also high [16].

2.3.3. Micro-Influencer

These influencers have more than 10,000 followers, and the cost of marketing through them is not high. Despite the small number of followers, they are characterized by high impact ability and the possibility of continuous interaction. They and their followers

have mutual trust [2]. What distinguishes this type of influencer is the possibility of targeting a specific segment of society, for example, influencers who are interested in motherhood and childhood issues, and they can target mothers and pregnant women due to the nature of their followers who care about these matters. On the other hand, the disadvantages of this type of influencer are the slow impact on the organization's sales and the difficulty of seeing direct results.

2.4. MSMEs

MSMEs are projects not limited to a specific social group but include young people, the elderly, and even retired people who wish to engage in a specific business and manage it for their account [17]. Samantha [18] argued that, in an unprecedented step, the Kuwaiti government approved the issuance of licenses for micro-enterprises based on the employer's craft or profession and are allowed to trade and promote them from their homes. These licenses provide a golden opportunity for the creators of these projects to obtain advantages that were not previously available. This government step aims to provide possible ways for Kuwaiti youth and encourage national cadres towards the path of small and medium enterprises, no matter how small their scope of work, as one of the main factors for peoples' economic progress, due to the diversification of income sources. With the permission to license this type of project, citizens started building their projects based on their mastery of a specific craft such as photography, beautification, cooking, or any other craft to generate income for them and improve their standard of living. They now need to market their projects in a way that positively affects their revenues [19].

2.5. Hypothesis Development

Wahid and Asiati [20] aimed to examine the marketing strategy through social media during the COVID-19 pandemic and its impact on micro-, small and medium-sized companies owned by women. The mixed approach (quantitative and qualitative) was adopted by distributing a questionnaire to a sample of 125 women and conducting semi-structured interviews with ten women. The study proved that the owners of micro-, small and medium companies relied heavily on marketing through social media by sharing engaging content and transmitting information among individuals participating in these means and following famous influencers to support their companies' marketing during the COVID-19 pandemic. This led to developing their business and saved them from stagnation during the period of closures associated with the pandemic.

The study by Syaifullah et al. [21] aimed to determine the role of social media and marketing through its influencers in maintaining the performance of MSMEs during the COVID-19 pandemic. In this

study, the quantitative approach was adopted, based on a purposive sample of 254 owners of MSMEs who conduct their marketing through social media such as Facebook, Instagram and WhatsApp. The results of the study proved that reliance on social media in marketing for these types of entrepreneurial projects has a positive effect in securing communication channels between project owners and clients. The study also proved that the idea of marketing through influencers plays an active role in directing follow-ups to these projects and maintains their presence during the pandemic period.

In their study, Jarrar et al. [22] aimed to show the effective role of advertising through using social media influencers, whose high numbers of followers can increase sales, customers and profits for MSMEs. This marketing method is used to increase performance, share pages and raise the level of customers' commercial perceptions of these establishments. In order to demonstrate this effect, the researchers conducted six advertisements (ads) that varied between personal marketing funded by the business owners and marketing by social media influencers. The results of the study proved that ads had an impact on advertising engagement, but the results also demonstrated that social media users tend to save funded ads more than those issued by influencers.

Näsberg [23], in his study, aimed to demonstrate the impact of marketing through influencers on customers' perceptions of the brand being marketed. In his study, the researcher used the mixed approach (quantitative and qualitative) by conducting two interviews and one questionnaire with 109 respondents. The results of the study proved that marketing through influencers played an effective role in increasing attention to the marketing processes of many brands and organizational businesses, depending on the credibility of influencers and the number of followers they had, which draws

attention to advertisements, thus leading to increased profits for the MSMEs being advertised.

[24] aimed to determine the impact of marketing through influencers on social media on a sample of young people between the ages of 15 and 24 years. The quantitative approach was used through an electronic questionnaire that was distributed to the sample in order to determine the degree of their awareness of marketing through influencers and how these influencers could change their attitudes and purchasing trends. The study proved that young people in the target age group are greatly affected by marketing through influencers, and they are fully aware that the influencers they follow have the ability to change their purchasing trends dramatically.

Based on above argument, the researcher was able to develop hypotheses that were proved later through the collection of primary data and their analysis. The hypotheses included:

2.5.1. Main Hypothesis

Ho: Influencer marketing has an impact on promoting women-owned micro, small, and medium enterprises (MSMEs) from the perspective of Kuwaiti women.

2.5.2. Sub-Hypotheses

Ho1: Resonance has an impact on promoting women-owned micro, small, and medium enterprises (MSMEs) from the perspective of Kuwaiti women.

Ho2: Reach has an impact on promoting women-owned micro, small, and medium enterprises (MSMEs) from the perspective of Kuwaiti women.

Ho3: Relevance has an impact on promoting women-owned micro, small, and medium enterprises (MSMEs) from the perspective of Kuwaiti women.

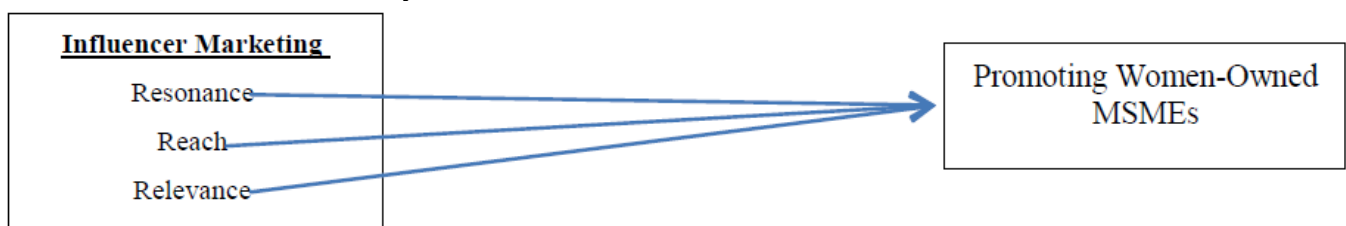


Fig. 3 Sub-hypotheses

3. Methods

3.1. Methodological Approach

In order to achieve the main aim and objectives of the current study, the quantitative approach was utilized. This is a means of research that depends on numerical data from respondents in order to explain a certain phenomenon that formulates the main problem of the research.

3.2. Tool of Study

A questionnaire was adopted as the main tool of

study. The questionnaire was developed by the researcher with the aid of previous literature [3, 5, 6]. It included two main sections; the first presented demographics of the study sample (age, qualification, experience and income) while the other contained statements related to study variables (resonance, reach, and relevance) based on a 5-point Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

3.3. Population and Sampling

The population of study consisted of women-owned

MSMEs in Kuwait. A purposive sample of 150 women was chosen to represent the population. The questionnaire was uploaded online through Google Forms and distributed randomly on social media websites in order to collect primary data. Eight weeks after posting it online, 133 women had responded to the questionnaire properly and in a way that could be processed statistically. This indicated a response rate of 88.6%, a statistically accepted ratio.

3.4. Data Screening and Analysis

Primary data collected from the questionnaires were entered into SPSS software and processed to reach numerical results that were later explained and highlighted. Cronbach's alpha was run on the questionnaire to check its consistency and reliability. Alpha = 0.959 reflects a high level of consistency, since it is greater than 0.60.

4. Analysis and Results

4.1. Demographic Results

Frequency and percentages were calculated for sample individuals' demographics; the results of the analysis indicated that the majority of respondents were women within the age range of 25 to 30 years old, making up 45.1% of the total sample, followed directly by women within the age range of 31 to 36 years old, making up 41.4%. The majority of the respondents indicated that they had an income range of less than \$3000 per year, making up 59.4% of the total sample. Those who had between two and five years of experience in owning micro and small projects made up 48.9% of the total sample, and those who held an MA degree made up 78.9% of the total sample.

Table 1 Demographic results

Age		Income		Experience		Qualification					
	<i>f</i>	%		<i>f</i>	%		%				
25-30	60	45.1	\$ 3000-	79	59.4	2-5	65	48.9	BA	25	18.8
31-36	55	41.4	\$5499-\$9999	15	11.3	6-9	57	42.9	MA	105	78.9
37+	18	13.5	\$10000+\$14999	26	19.5	10+	11	8.3	PhD	3	2.3
			\$20000+	13	9.8						
Total			133								

4.2. Questionnaire Analysis

In examining responses towards the questionnaire statements, analysis showed that all statements were well-received, as they all scored higher than the mean of scale. Among the study variables it appeared that resonance was the most positively answered variable, scoring a mean of 3.88/5.00, compared to the least positively answered questionnaire variable, which was reach, scoring a mean of 3.27/5.00.

Deeper in the analysis, it appeared that all statements scored higher than the mean of the scale. For example, the statement "My business is mainly based on marketing" scored the highest mean of 4.53/5.00 compared to the least positively answered statement "I trust influencers with word-of-mouth approach," scoring a mean of 3.19/5.00 but still positive as it was higher than the scale mean.

Table 2 Questionnaire analysis

Statement	Mean	Std. Deviation
1. The degree of customer engagement with the content is what attracts me	4.10	1.02
2. Having customers contacting me means that the influencer is valid and did the job	3.84	1.27
3. I depend on the level of engagement more than the number of followers an influencer has	3.77	1.24
4. I pay attention to influencers' preferences before choosing them	3.83	1.21
5. I tend to depend on influencers' experience before hiring them to market my products	3.88	1.11
Resonance	3.88	1.05
6. I prefer influencers who are followed by celebrities	3.38	1.44
7. I trust influencers who have the word-of-mouth approach	3.19	1.51
8. I trust influencers with whom I can interact directly, not through their managers	3.22	1.43
9. I do not care if I hired an influencer who is not known on an international level	3.33	1.39
10. Internationally known influencers attract me to hire them	3.23	1.43
Reach	3.27	1.30
11. I tend to choose influencers who are interested in what I provide	3.41	1.27
12. I prefer influencers who know the nature of the products I provide	3.57	1.33
13. I do not care about the interests of an influencer as long as they have many followers	4.14	1.17
14. Most influencers reach me more easily than I reach them	4.25	1.08
15. The main idea of an influencer for marketing is credibility	4.00	1.13
Relevance	3.87	.96
16. My business is mainly based on marketing	4.53	.95
17. I do not have the luxury of owning a premise, so I need influencers to market for me	3.24	1.29
18. I always look for affordable marketing ideas	3.95	1.09
19. I cannot deal with expensive marketing strategies, so I choose influencers	3.79	1.27
20. Dealing with influencers positively influenced my business	3.35	1.23
MSMEs	3.77	.95

4.3. Hypotheses Testing

Ho: Influencer marketing impacts promoting

women-owned MSMEs from Kuwaiti women's perspective.

Table 3 Testing main hypothesis

Coefficients					t	Sig.	R	R-Square
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta				
1	Constant	.721	.244		2.954	.004	.776 ^a	.602
	Resonance	.012	.100	.013	.119	.906		
	Reach	-.146	.079	-.198	-1.843	.068		
	Relevance	.899	.090	.904	10.016	.000		

Multiple regression was employed, and the F-value was significant at 0.05; the correlation coefficient ($r = 0.776$) indicates a positive and strong association between the variables. Thus, influencer marketing impacts promoting women-owned MSMEs from

Kuwaiti women's perspective.

4.3.1. Sub-Hypotheses

Ho1: Resonance impacts promoting women-owned MSMEs from Kuwaiti women's perspective.

Table 4 Testing the first sub-hypothesis

Coefficients					t	Sig.	R	R-Square
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta				
1	Constant	1.882	.269		7.000	.000	.537 ^a	.288
	Resonance	.487	.067	.537	7.282	.000		

Linear regression was employed, and the F-value was significant at 0.05; the correlation coefficient ($r = 0.537$) indicates a positive and medium association between the variables. Thus, resonance impacts

promoting women-owned MSMEs from Kuwaiti women's perspective.

Ho2: Reach impacts promoting women-owned MSMEs from Kuwaiti women's perspective.

Table 5 Testing the second sub-hypothesis

Coefficients					t	Sig.	R	R-Square
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta				
1	Constant	2.598	.197		13.207	.000	.489 ^a	.240
	Reach	.360	.056	.489	6.425	.000		

Linear regression was employed, and the F-value was significant at 0.05; the correlation coefficient ($r = 0.489$) indicates a positive and medium association between the variables. Thus, reach impacts promoting

women-owned MSMEs from Kuwaiti women's perspective.

Ho3: Relevance impacts promoting women-owned MSMEs from Kuwaiti women's perspective.

Table 6 Testing the third sub-hypothesis

Coefficients					t	Sig.	R	R-Square
Model		Unstandardized Coefficients		Standardized Coefficients				
		B	Std. Error	Beta				
1	Constant	.824	.223		3.696	.000	.766 ^a	.586
	Relevance	.761	.056	.766	13.629	.000		

Linear regression was employed, and the F-value was significant at 0.05; the correlation coefficient ($r = 0.766$) indicates a positive and high association between the variables. Thus, relevance impacts promoting women-owned MSMEs from Kuwaiti women's perspective.

5. Discussion

For the study's aim, a quantitative approach was

utilized, and 133 women who owned MSMEs in Kuwait responded to a self-administered online questionnaire distributed on social media websites through Google Forms. SPSS was utilized to tackle the collected primary data; multiple and linear regression were used to test the hypotheses. The author reached the following findings:

- Women in Kuwait appeared to have a high level of awareness regarding online marketing and the usage of social media websites for marketing issues;

- The main hypothesis was accepted, and it appeared that influencer marketing impacts promoting women-owned micro, small, and medium enterprises (MSMEs) from Kuwaiti women's perspective with a correlation coefficient of 0.776;

- All other sub-hypotheses were also accepted. The strongest variable was relevance, which has an impact on promoting women-owned micro, small, and medium enterprises (MSMEs) from Kuwaiti women's perspective with a correlation coefficient of 0.766;

- In the second rank, the hypothesis "Resonance has an impact on promoting women-owned MSMEs from Kuwaiti women's perspective" appeared to be influential with a correlation coefficient of 0.537;

- Finally, results indicated that reach impacts promoting women-owned MSMEs from Kuwaiti women's perspective with a correlation coefficient of 0.489.

The study proved that influencer marketing is a valid and most used technique among women owning their businesses in Kuwait due to its ability to present a good marketing approach for businesses not convinced with conventional marketing methods or those seeking fast marketing results. Furthermore, the study proved a significant impact of marketing through influencers on the marketing of MSMEs owned by women in Kuwait, and the highest impact was on the extent to which the influencer's interests are related to the nature of the products and services offered by these projects agreeing with Wahid and Asiati [20]. Marketing through influencers in Kuwait is well-known, and many project owners use it, especially those who tend to do individual marketing by dealing directly with the influencer without needing a marketing company or association with marketing organizations that may complicate matters further.

The relevance variable was the strongest in the ability to market the products or services. The extent of the content's relevance to the brand, service, or product significantly impacts the extent to which individuals will to deal with it. It was noted through the study that advertising content has a major role in attracting consumers, just as the influencer has a role. The study proved that the influencer is not the only contributor to marketing a brand, service, or product, but the content also has a great impact; e.g., it is not logical for a young influencer to market cosmetic products or clothes for women and vice versa; it is not normal to see a female influencer shopping for beard care products. Therefore, the content must be in harmony with the influencer required to do marketing. This is very important and has an effective role in persuading consumers of the product or service and pushing them to use it [21, 22].

This study found that women who run micro or small projects, whether from their homes or from small offices in their neighborhoods, rely heavily on online influencers with a wide social media reach. By creating

marketing campaigns as part of their comprehensive integrated marketing strategy, these women collaborate with influencers in a variety of ways to raise awareness on branding, increase potential customer signups, or increase site visits, through methods such as creating product themes and ads, generating likes, posting brand content, brand ads, embed ads, and sponsored content, or a combination of these methods, as was mentioned earlier by [23] and [24].

6. Conclusion and Recommendations

The advantage of marketing through influencers is that it allows for the sharing of videos, photos, live broadcasts, and creative content in order to market a specific product or brand through individuals with a large social reach. While the effects of this strategy may not be immediately visible, the influencers make an impact by integrating the product or service into their daily lives and creating content about it, which in turn is viewed by millions of individuals who may want to simulate the lives of these individuals. Thus, the plan to create engagement with the brand is achieved by targeting a particular audience that views the marketing content online via their favorite influencers.

The current study focuses on this interesting phenomenon regarding MSMEs owned by women in conservative Kuwaiti society as opposed to more 'progressive' ones, as the impact of these types of projects in establishing a more active role for women in society and reducing the level of unemployment in many simple Kuwaiti local communities is clearly visible. This has reduced the burden on the state of Kuwait when it comes to supporting the elderly, the uneducated, or individuals who are unable to work, as the Kuwaiti woman—who was previously lacking in resources to set up a business—has become the owner of a rewarding project that provides services to the community. It also gives the woman a strong morale boost, as she is now able to contribute to the development of the local community through her achievements. On the other hand, the present research focused on licensed and approved MSMEs. However, future research must shed light on the unregistered or licensed small home projects that represent the informal "hidden" economics concept.

Based on the results and conclusion, the researcher presented the following recommendations:

- Paying attention to the idea of the owner of the advertising content (the advertiser or the influencer) because this controls the form of the content; if the influencer is the owner, the content, its publication dates, or the length of its stay on social networking sites cannot be controlled.

- Obtaining the influencer's permission in the event of re-exploit the content, and therefore the need to agree before broadcasting the sponsored content.

The present study was limited to MSMEs in

Kuwait, licensed and registered through the Kuwaiti government, and their earnings are scored as a part of gross domestic product (GDP). The study reached a perspective that such projects stand a chance, but this chance depends on governmental and local support through influence marketing.

References

- [1] HAENLEIN M., ANADOL E., FARNSWORTH T., HUGO H., HUNICHEN J., and WELTE D. Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co. *California Management Review*, 2020, 63(1): 5-25. <http://dx.doi.org/10.1177/0008125620958166>
- [2] SANDE A. V. D. *Influence of Celebrity Athletes on the Sportswear Industry: An analysis of influencers' impact on Nike and Adidas brand image*. Doctoral thesis. Svansprent, Reykjavik, 2019. <https://skemman.is/bitstream/1946/32597/1/BS%20ritger%C3%B0%20FINAL%2030.%20apr%C3%AD.pdf>
- [3] ANDREANI F., GUNAWAN L., and HARYONO S. Social Media Influencer, Brand Awareness, and Purchase Decision among Generation Z in Surabaya. *Jurnal Manajemen dan Kewirausahaan*, 2021, 23(1): 18-26. <https://doi.org/10.9744/jmk.23.1.18-26>
- [4] JIN S. V., MUQADDAM A., and RYU E. Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 2019, 37(5): 567-579. <https://doi.org/10.1108/MIP-09-2018-0375>
- [5] RIBOLDAZZI S., & CAPRIELLO A. Identifying and selecting the right influencers in the digital era. In: *Influencer Marketing: Building Brand Communities and Engagement*. Routledge, London, 2020: 43-58. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429322501-5/identifying-selecting-right-influencers-digital-era-sabina-riboldazzi-antonella-capriello>
- [6] RUTHVEN I. Resonance and the experience of relevance. *Journal of the Association for Information Science and Technology*, 2021, 72(5): 554-569. <https://doi.org/10.1002/asi.24424>
- [7] JAHNKE M. *Influencer marketing*. Springer Gabler, Wiesbaden, 2018. <https://doi.org/10.1007/978-3-658-20854-7>
- [8] DEGES F. *Quick guide influencer marketing*. Springer Gabler, Wiesbaden, 2018. <https://doi.org/10.1007/978-3-658-22163-8>
- [9] HASHEM T. Impact of Influencer Marketing – Three Rs - On Impulsive Purchase Behavior the Moderating Influence of Gender. *Journal of Positive Psychology & Wellbeing*, 2021, 4(5): 1481-1499. <https://journalppw.com/index.php/jppw/article/view/548>
- [10] FRIES P. *Influencer-Marketing*. Springer Fachmedien, Wiesbaden, 2019. <https://doi.org/10.1007/978-3-658-25784-2>
- [11] CAMPBELL C., & FARRELL J. R. More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 2020, 63(4): 469-479. <http://dx.doi.org/10.1016/j.bushor.2020.03.003>
- [12] TAYLOR C. R. The urgent need for more research on influencer marketing. *International Journal of Advertising*, 2020, 39(7): 889-891. <https://doi.org/10.1080/02650487.2020.1822104>
- [13] KADEKOVA Z., & HOLIENČINOVA M. Influencer marketing as a modern phenomenon creating a new frontier of virtual opportunities. *Communication Today*, 2018, 9(2): 91-105. <https://communicationtoday.sk/download/22018/06.-KADEKOVA-HOLIENCINOVA-%25E2%2580%2593-CT-2-2018.pdf>
- [14] CHILDERS C. C., LEMON L. L., and HOY M. G. #Sponsored #Ad: Agency perspective on influencer marketing campaigns. *Journal of Current Issues & Research in Advertising*, 2019, 40(3): 258-274. <https://doi.org/10.1080/10641734.2018.1521113>
- [15] MALLIPEDDI R. R., KUMAR S., SRISKANDARAJAH C., and ZHU Y. A framework for analyzing influencer marketing in social networks: selection and scheduling of influencers. *Management Science*, 2020. <https://dx.doi.org/10.2139/ssrn.3255198>
- [16] CORDOVA F. *Exploring the Role of Influencer Marketing to Drive Participation of Gen Z in Gaelic Sport*. Doctoral thesis. Dublin Business School, 2020.
- [17] MUSA C. I., & HASAN M. The influence of social, economic, and demographic characteristic on working hours of micro, small, and medium enterprises (MSMEs) in Makassar City. *Journal of Physics: Conference Series*, 2018, 1028(1): 012181. <https://doi.org/10.1088/1742-6596/2F1028/2F1%2F012181>
- [18] SAMANTHA G. The impact of natural disasters on micro, small and medium enterprises (MSMEs): a case study on 2016 flood event in Western Sri Lanka. *Procedia Engineering*, 2018, 212: 744-751. <http://dx.doi.org/10.1016/j.proeng.2018.01.096>
- [19] ALZOUGOOL B. The use and continuance use of social media applications by small and medium enterprises in Kuwait. *Global Knowledge, Memory and Communication*, 2019, 68(6/7): 471-490. <https://doi.org/10.1108/GKMC-11-2018-0094>
- [20] WAHID R. M., & ASIATI D. I. Women MSMEs and Covid-19: Social Media Marketing as a Survival Strategy. *International Journal of Innovative Science and Research Technology*, 2021, 6(2): 368-378. <https://ijisrt.com/women-msmes-and-covid19-social-media-marketing-as-a-survival-strategy>
- [21] SYAIFULLAH J., SYAIFUDIN M., SUKENDAR M. U., and JUNAEDI J. Social Media Marketing and Business Performance of MSMEs during the COVID-19 Pandemic. *The Journal of Asian Finance, Economics, and Business*, 2021, 8(2): 523-531. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0523>
- [22] JARRAR Y., AWOBAMISE A. O., and ADERIBIGBE A. A. Effectiveness of Influencer Marketing vs Social Media Sponsored Advertising. *Utopia y Praxis Latinoamericana*, 2020, 25(12): 40-54. <https://produccioncientificaluz.org/index.php/utopia/article/view/34545>
- [23] NÄSBERG V. *Internationalization and Its Role in the Utilization of Influencer Marketing within Business*, 2021. <https://www.essays.se/essay/234ed2ca15/>
- [24] PUOTINIEMI N. *The Role of Influencer Marketing Among Young Finnish People*, 2018.
- [25] INSTAGRAM. *Kuwaiti Influencer*, 2022. <https://www.instagram.com/halima.bouland/>
- [26] INSTAGRAM. *International Influencer*, 2022. <https://www.instagram.com/theellenshow/>

参考文献:

- [1] HAENLEIN M.、ANADOL E.、FARNSWORTH T.、HUGO H.、HUNICHEN J. 和 WELTE D. 导航影响者营销的新时代：如何在Instagram、抖音和公司。上取得成功。加州管理评论，2020，63(1): 5-25. <http://dx.doi.org/10.1177/0008125620958166>
- [2] SANDE A. V. D. 名人运动员对运动服装行业的影响：影响者对耐克和阿迪达斯品牌形象影响的分析。博士论文。斯万斯普伦特，雷克雅未克，2019年。 <https://skemman.is/bitstream/1946/32597/1/BS%20ritger%C3%B0%20FINAL%2030.%20apr%C3%ADL.pdf>
- [3] ANDREANI F.、GUNAWAN L. 和 HARYONO S. 泗水 Z 世代的社交媒体影响者、品牌意识和购买决策。杂志管理与创业，2021，23(1): 18-26. <https://doi.org/10.9744/jmk.23.1.18-26>
- [4] JIN S. V.、MUQADDAM A. 和 RYU E. 即时通讯名人和社交媒体影响者营销。营销情报与规划，2019年，37(5): 567-579. <https://doi.org/10.1108/MIP-09-2018-0375>
- [5] RIBOLDAZZI S., & CAPRIELLO A. 在数字时代识别和选择合适的影响者。在：影响者营销：建立品牌社区和参与。劳特利奇，伦敦，2020：43-58. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429322501-5/identifying-selecting-right-influencers-digital-era-sabina-riboldazzi-antonella-capriello>
- [6] RUTHVEN I. 共鸣和相关经验。信息科学技术协会学报，2021，72(5): 554-569. <https://doi.org/10.1002/asi.24424>
- [7] JAHNKE M. 影响者营销。斯普林格高布勒，威斯巴登，2018. <https://doi.org/10.1007/978-3-658-20854-7>
- [8] DEGES F. 影响者营销快速指南。斯普林格高布勒，威斯巴登，2018年。 <https://doi.org/10.1007/978-3-658-22163-8>
- [9] HASHEM T. 影响者营销的影响——三个卢比——关于冲动性购买行为和性别的调节影响。积极心理学与幸福杂志，2021，4 (5) : 1481-1499. <https://journalppw.com/index.php/jppw/article/view/548>
- [10] FRIES P. 影响者营销。施普林格法赫梅迪恩，威斯巴登，2019. <https://doi.org/10.1007/978-3-658-25784-2>
- [11] CAMPBELL C., & FARRELL J. R. 不只是眼前一亮：影响者营销的功能组件。商业视野，2020年，63(4): 469-479. <http://dx.doi.org/10.1016/j.bushor.2020.03.003>
- [12] TAYLOR C. R. 迫切需要对影响者营销进行更多研究。国际广告杂志，2020，39(7): 889-891. <https://doi.org/10.1080/02650487.2020.1822104>
- [13] KADEKOVA Z., & HOLIENČINOVA M. 影响者营销作为一种现代现象，创造了虚拟机会的新前沿。今日通讯，2018年，9(2): 91-105. <https://communicationtoday.sk/download/22018/06.-KADEKOVA-HOLIENČINOVA-%25E2%2580%2593-CT-2-2018.pdf>
- [14] CHILDERS C. C.、LEMON L. L. 和 HOY M. G. #赞助#广告：机构对影响者营销活动的看法。广告当前问题与研究杂志，2019，40(3): 258-274. <https://doi.org/10.1080/10641734.2018.1521113>
- [15] MALLIPEDDI R. R., KUMAR S., SRISKANDARAJAH C., 和 ZHU Y. 分析社交网络影响者营销的框架：影响者的选择和安排。管理科学，2020. <https://dx.doi.org/10.2139/ssrn.3255198>
- [16] CORDOVA F. 探索影响者营销在推动Z世代参与盖尔运动中的作用。博士论文。都柏林商学院，2020。
- [17] MUSA C. I. & HASAN M. 社会、经济和人口特征对望加锡市微型、小型和中型企业(中小企业)工作时间的的影响。物理学杂志：系列会议，2018，1028(1): 012181. <https://doi.org/10.1088/1742-6596/2F1028/2F1%2F012181>
- [18] SAMANTHA G. 自然灾害对微型、中小型企业(中小企业)的影响：以2016年斯里兰卡西部洪水事件为例。普罗西迪亚工程，2018年，212: 744-751. <http://dx.doi.org/10.1016/j.proeng.2018.01.096>
- [19] ALZOUGOOL B. 科威特中小企业对社交媒体应用程序的使用和持续使用。全球知识、记忆与交流，2019，68 (6/7) : 471-490. <https://doi.org/10.1108/GKMC-11-2018-0094>
- [20] WAHID R. M. & ASIATI D. I. 女性中小企业和新冠肺炎：社交媒体营销作为一种生存策略。国际创新科学与研究技术杂志，2021，6(2): 368-378. <https://ijisrt.com/women-msmes-and-covid19-social-media-marketing-as-a-survival-strategy>
- [21] SYAIFULLAH J.、SYAIFUDIN M.、SUKENDAR M.U. 和 JUNAEDI J. 新冠肺炎大流行期间中小企业的社交媒体营销和业务绩效。亚洲金融、经济和商业杂志，2021，8(2): 523-531. <https://doi.org/10.13106/jafeb.2021.vol8.no2.0523>
- [22] JARRAR Y.、AWOBAMISE A. O. 和 ADERIBIGBE A. A. 影响者营销与社交媒体赞助广告的有效性。乌托邦与拉丁美洲实践，2020年，25(12): 40-54. <https://produccioncientificaluz.org/index.php/utopia/article/view/34545>
- [23] NÄSBERG V. 国际化及其在企业内利用影响者营销中的作用，2021年。 <https://www.essays.se/essay/234ed2ca15/>
- [24] PUOTINIEMI N. 影响者营销在芬兰年轻人中的作用，2018年。
- [25] 安装。科威特影响者，2022年。 <https://www.instagram.com/halima.bouland/>
- [26] 安装。国际影响者，2022. <https://www.instagram.com/theellenshow/>