

Research Exposé:

Influencers' Trust: The relationship between Brand and Social Media Influencers (SMIs)

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Abstract

In the past decade, social media has assumed greater importance as one of the most significant digital platforms for promotional strategy. In 2021, 67.9% of businesses will be experimenting with influencer marketing, with growth expected to reach 72 percent in 2022. (Enberg, 2021). Forbes estimates that by 2022, the influencer marketing business will be worth \$15 billion. There has been little discussion of the connection between brands and SMIs, and few related areas have been explored. The element of trust has not been yet investigated on the side of the brand but only form the consumer perception point of view analyse the usefulness of social media the role of influencers on these platforms brand engagement between consumers and brands. The quantity of influencers grouped by their size is differently composed and their relationship with brands can be different. The goal of this study is to learn more about how different kinds of relationships are organized, how they change, and, most importantly, how trust impacts them, and in which part it is involved in. The research will directly contribute to the gap identified by Kilgour et al., (2015), indeed as reported by the author. This research is based on a modified version of the Organizational Trustworthiness Model.

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List of abbreviation

SMIs: Social Media Influencers

e-WOM: electronic Word-Of-Mouth

WOM: Word-Of-Mouth

SMM: Social Media Marketing

OTM: Organizational Trustworthiness Model

CTT: Commitment-Trust Theory

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1. Introduction

1.1 Background and Research problem

Social media has risen to prominence as one of the most important digital channels for companies' marketing in the last decade. Over 1 billion people use Instagram every month and this makes this social media platform the second one in terms of active users, behind Facebook (Newberry, 2021). Because of the interaction and customization of these platforms, a new breed of endorsers has emerged, with a focus on the individual rather than the business. In 2021, the 67.9% of companies is experimenting influencer marketing, with a forecasted growth that could reach the 72% in 2022 (Enberg, 2021), social media influencers (SMIs) are becoming the primary type of marketing in the near future (Ouvrein et al., 2021a). SMIs have developed their own fan base, established an unrivalled degree of trust, and incorporated commercial strategies into their personal accounts. According to Forbes, the influencer marketing industry will be worth of \$15 billion by 2022, a rise from \$8 billion in 2019 (Rahal, 2020). Because SMIs are ordinary people who are propelled to fame by their followers, creating a unique connection between influencers and their communities, their influence on their community, both in terms of mindset and purchase intent, is unprecedented in comparison to previous versions of celebrity endorsers. The influencer world is growing like wildfire, and often, especially mid-tier influencer with are born and play a key role, while micro influencers are becoming more prevalent; It is not clear how these two types of the same "breed" build their relationship with brands and how differently trust is perceived or affects their relationship.

Different type of influencers can be associated to different kind of relationship, the latest one could also be associated to different kind of trust. The concept of trust involved in these relationships is the principal focus of this research, it is a topic of great interest in both business and academia perceptions, because social media has recently been included as a major focus point for an organization's fundamental communications strategy (Holm, 2006; Khang et al., 2012; Mangold and Faulds, 2009; Weinberg and Pehlivan, 2011). Since social media affects virtually every aspect of our personal and professional life, it is critical that it be included into a company's entire strategy as early as possible (Qualman, 2013; Hanna et al., 2011). It is possible for an organization to interact and engage directly with customers via the integration of multiple components of social media's diverse aspects, which is much more effective than conventional media alone (Kilgour et al., 2015). Seo et al. (2020) found that Electronic Word of Mouth (e-WOM) had significant effects on trust and brand recognition in their study. It was shown that trust has a statistically significant impact on brand recognition and image. For this reason, it will take into account as an interesting element during the investigation of this research.

Because of the widespread use of social media and the changing preferences of consumers, the traditional paid placement mass media paradigm has been transformed into a paid, owned, and earned media model (Adams, 2012). As the new media model of paid, owned, and earned media gets traction, managers are often taken aback by how the "earned" social media landscape develops and changes. It is of fundamental importance, since these elements effect the companies' financial situation and performance to understand better what are the elements that characterise the relationship between brands and SMIs.

1.2 Scholarly discussion and Research gaps

The discussion regarding the relationship between brands and SMIs is limited and not many close fields have been investigated. The element of trust has not been yet investigated on the side of the brand but only form the consumer perception point of view. However, some studies have been done to analyse the usefulness of social media platforms for branding and marketing purposes (Douglas, 2016; Gao & Feng, 2016; Kilgour et al., 2015; Yan, 2011) and the role of influencers on these platforms (Dodd, 2018; Ioanid Gheorghe Militaru, 2015; Kapitan & Silvera, 2016; Lim et al., 2017). Lately the brand engagement between consumers and brands in the digital content throughout the use of SMIs have been studied (Delbaere et al., 2021). The coherence between the brand's values and offered product and the SMIs niches have been investigated (Belanche et al., 2021; Delbaere et al., 2021).

Despite the fact that prior study has shown some findings, academic research on the connection between companies and influencers, as well as information from the influencers' viewpoint, has limitations. Marketing and branding strategies can be funded by an analysis of the influencer theoretical frameworks (Kilgour et al., 2015) and social media transformation process (Lim et al., 2017).

Taking influencers' professional opinions and expertise, intermediary agencies and brands' perspective into account could provide marketers and brands, insight into the influencers' unique perspective on what makes a more desirable and successful partnerships. Also Kilgour et al. (2015), who carried out a study on the relationship among corporates and social media communications, declared that based on the nature of the studied field, that is in continuous evolution, further research is needed, moreover the exploratory nature of the topic requires more research especially on the variables the relationship between brand and influencers is based on.

1.3 Expected contributions

The research will directly contribute to the gap identified by Kilgour et al., (2015), indeed as reported by the author, due to the matter analysed the field taken into account need more research and as doing that the research will contribute to the literature of a field that worth \$10 billion dollars and will worth \$15 billion dollars in 2022 (Rahal, 2020; SocialSensei, 2020) and companies since they should have more insights in order to build the relationship with the main characters of digital marketing of the modern era.

1.5 Research aim & Research Questions

Considering all the aspects illustrated in the previous sub-paragraphs, many business professionals, as for marketing managers, do not take media entrepreneurs' professional perspective and expertise into account before hiring and outlining the parameters of the partnership or contractual obligations. Moreover, the relationship between these two parties, that is to say, influencers and brands are not very clear and must be addressed better to identify their meeting point and trust build points.

The different classification of influencers based on their different amount of followers can have different outcomes while speaking of the relationship between brands and SMIs. The aim of this research is to provide information on how these types of relationships are structured, their differences, and mainly how trust affects them and in which part is involved.

The suggested study's goal is similar: to get a deeper understanding of influencers' perspectives so that marketing professionals may utilize them as a guide in the future. Companies using influencers in their marketing strategies will be able to better select influencers who are aligned with their brand and build stronger business relationships with these hired social media professionals if they understand what influencers are looking for in their business relationships with brands. Although the research of Kilgour et al., (2015) did not look at the usage of influencers or other specific social media marketing techniques, the study's aim and findings are relevant to this suggested study.

Stated that, the following research questions are proposed:

RQ1: Why companies trust influencers?

RQ2: Are relationships different depending on the type of influencer considered?

RQ3: Which factors are involved in the creation of trust between influencers and brand?

RQ4: How trust changes when considered together with the type of influencers?

RQ5: Which role the value congruence of brand and SMIs play in their relationship?

1.6 Research theory

An adapted version of the Organizational Trustworthiness Model serves as the foundation for this study. This modified model considers four distinct important values: expertise and competence, bilateral communication, value congruence, and benevolence. In the theory also cognitive and affective trust are involved and assumptions based on those are made. These principles are considered to be the primary components that foster trust when creating a connection between the business and the influencers.

1.7 Overview of the upcoming chapters

The work will next continue in the chapter structure described below.

First, a theoretical framework describing influencer characteristics, their importance to the business, and e-Word of Mouth.

Following the literature review, the sources of inspiration and data for this study will be tabulated. This section begins with a brief overview of the databases and techniques used to find the prospected articles. A few articles focus on the brand's relationship with influencers; thus, they are classified by Main Topic and by Title, Author, Year, Type of Study, Sampling Details and Abstract.

The organizational trustworthiness model utilized in this research is also explained, along with the variables it examines. The model makes assumptions for each data block it analyses.

This section describes the study's methodology, starting with the research design, application domain, and unit of inquiry. The target sample was chosen, mainly mid-tier and micro influencers. Then the recommended interview format, online interviews, is explained. Finally, the coding software MAXQDA is utilized to acquire the data needed for the analysis.

2. Theoretical Framing

2.1 Marketing and branding

Among the services attributed to Social Media Marketing (SMM), the creation and the implementation of branding is one of the most important one. Thanks to the creation of individual profiles and customized post companies are able to shape properly their audience, creating and highlighting the brand trough their social media accounts. The sense of individuality created on social media networks is aimed at generating the "salience of the brand" to the final consumer, that means that the company's individual brand image can be set apart from the one of competitors in the mind of clients generating a unique perception. (Gao & Feng, 2016).

Social media platforms allow the creation of a unique connection between them and the corporate brand. Thanks to the interaction generate through the use of social media by brands, those are always "into the hands" of consumers. If before the brand's image and products could have been just seen by customers now actions can be taken by them, they can share, comment, and finally feel engaged with the brand (Yan, 2011)

Most of the time, engagement transforms users as brand's communicators, the involvement allows the message casted by the brand to be perceived as more social while creating at the same time a strong bond between the brands and the consumers.

By interacting with the messages of brands, consumers fell the brand closer to themselves and the corporate brand's image can be associate to their personal image. This kind of connection help the brand building a sort of connection between the brand and the audience allowing these two parties, once perceived as impossible to communicate, to build conversation and receive, for example, suggestions from their targeted audience. Once the consumers perceive that they are "talking" directly with the brand they feel more attached and their connection to the brand increase (Yan, 2011).

2.2 Social Media Influencers

Although influencer marketing originated with the advent of social media, the idea is far from innovative. Brands have gravitated toward this kind of marketing because to the good impact their image has on the business and the huge communities of followers they attract. Audiences often see communications supported by influencers as more trustworthy, which makes their techniques of persuasion more effective (Dodd, 2018).

According to Pew Research Centre, in 2020, YouTube (81%), Facebook (69%) and Instagram (40%) are the top 3 social media networks among adults. The interaction with branded content on

social media took place in 2020 especially on Instagram 67%, Facebook 23% and Twitter 10% (Brooke Auxier & Anderson, 2021). Instagram's platform allows influencers to share material in a number of formats, including "carousels," which are in-feed images and photo collages; "stories," which are short, informal videos; "live in-time videos," which are longer, curated movies; and "reels," which are longer, curated films. Influencers may use Youtube's platform to generate longer-form, more in-depth content for their audiences to consume. Facebook serves as a bridge between Instagram and YouTube, allowing influencers to post both short and long-form material. All these platforms allow the individual who is posting the content to add a caption to provide context and explanation, as well as personal tales linked to the shared content. The opportunity for other users to remark on the material creates a community that is unique to social platforms, with input from family members to total strangers. Certain platforms better fit with their aims depending on the influencer and crowd culture's focus. Corporations have realized the potential of influencers on these platforms and have adapted their endorsement strategies to fit the current era. Celebrity endorsers were the first influencers, with businesses taking use of their celebrity status to advertise and sell items. These people contributed to the company's reputation, and their connection to the product caused customers to imitate their words and behaviours. A new type of endorser has developed since the inception of social media: the social media influencer (Lim et al., 2017).

Ioannides et al., (2017) defines influencer marketing as "... the practice of identifying individuals who have influence over a target audience" (p.94). Sudha M & Sheena K, (2017) are more specific and defines influencer marketing as "... a process of identifying and activating individuals who have an influence over a specific target audience or medium, in order to be part of a brand's campaign towards increased reach, sales, or engagement". Influencers, like opinion leaders, are defined as a powerful individual with a strong personal brand. The authors think that, in addition to the two definitions already given, it may be further defined to explain influencer marketing in an online context. As a result, it will be described as follows in this thesis: influencer marketing employs a person who has amassed a large number of followers on a social media site such as Instagram or blogs. Therefore, the character can be seen as trustworthy, and companies employ this figure to promote brand and product awareness (De Veirman et al., 2017).

Influencers are more likely to be perceived as reliable and trustworthy than sponsored advertisements, according to previous study, and thus fit in with the rest of the app's content (Abidin, 2016).

As a result of the genuineness, there is less resistance to the message being transmitted (de Vries et al., 2012). The fact that customers may pick which influencers to follow, that they allow

certain influencers to influence them, and that they trust their influencer and their viewpoint should be considered important to the issue (Hsu et al., 2013). One key issue for companies, according to De Veirman et al. (2017), is identifying and selecting the proper influencers. Influencer marketing, as opposed to direct marketing, relies on the power of word-of-mouth (WOM) to sell products or services indirectly (De Veirman et al., 2017)

Following in table 1 it is possible to find the classification of SMIs based ont heir followers base. It is useful to present this classification since the investigation will endorse all of them.

Mega-Influencer	Over 1 million subscribers
Macro-Influencer	Between 100.000 and 1 million subscribers
Mid-Tier Influencer	Between 75.000 and 400.000 subscribers
Micro-Influencer	Between 10.000 and 75.000 subscribers
Nano-Influencer	Between 1.000 and 10.000

Table 1 – Influencers' classification – Source: (Vodak Josef et al., 2019)

- **Mega-Influencers** have a following of over a million people. Celebrities who work with large brands are frequently seen here. These persons may be well-known, yet they have little influence on public opinion. Simply knowing a celebrity's name does not imply that you respect them enough to buy the items they suggest.
- **Macro-Influencers** have a following of 400,000 to a million people, and brands and businesses pick them as business partners.
- **Mid-tier Influencers**: they have an audience that goes from 75.000 till 400.000, this middle classification is needed due to the growing number of influencers that are in different niches and the audience growth is limited and sometime stuck to this point.
- **Micro-Influencers** have a following of 1,000 to 100,000 people, defined as a noncelebrity with a small following who focuses on a topic, specific area of expertise (Ismail, 2018).
- Nano-Influencers are a group of people who, although having less than 1000 followers, have a significant impact on a large number of people (Vodak Josef et al., 2019)

E-WOM has a larger impact on customer decision-making than traditional advertising, according to available research (Goldsmith & Clark, 2008). Consumers have always appreciated other

people's opinions more than an advertisers', and this is seen as one of the cornerstones of influencer marketing (De Veirman et al., 2017). The distinction between a celebrity and an influencer is that an influencer is more approachable but also much simpler to relate to since the influencer frequently reveals more of their personal life. Because this is regarded as a personal relationship between the influencer and the follower, the follower is more inclined to believe the influencer's ideas (Abidin, 2016).

According to past analysis, in order to conduct excellent campaigns, the influencer must be both well-known and well-liked by the audience (Amos et al., 2008). De Veirman et al. (2017) have also demonstrated that having more followers benefits the influencer mainly because they appear more popular. The same study looked at the sensitivity of an influencer's followers/following ratio when he or she has a large number of followers but only follows a few. According to the findings, if the influencer has a large number of followers but just a few followers, this might even have a negative impact (De Veirman et al., 2017).

2.3 Recommendations through Electronic Word of Mouth

Individuals are increasingly relying on anonymous recommendations from anonymous sources, known as electronic word of mouth (Heinonen, 2011). E-WOM is related to influencer marketing in that it may have the same impact (Liu et al., 2015). Tiago and Verissimo (2014) believe that business e-WOM is critical to a company's digital growth. WOM is based on suggestions and reviews, and as technology improves, e-WOM emerges (Hussain et al., 2017). E-WOM is described as "online consumer interaction, which includes product suggestions and reviews" (Litvin et al., 2008). Consumers may read evaluations and comments from strangers, even if they have never met them, new communication channels have developed, bringing consumers together. Consumer communication and information gathering has evolved. Customers may get WOM in a variety of ways from many sources, and businesses have embraced this trend by becoming digital (Hennig-Thurau et al., 2010). WOM suggestion has shown to be more successful than other marketing methods (Weiss, 2014). Several studies have shown that peer influence has a larger effect on purchasing choices than conventional marketing (Kempe et al., 2003). Word-of-mouth advertising is the most trusted type of advertising for 70% of consumers (Jabr & Zheng, 2014; Weiss, 2014).

According to some research findings, individuals mistrust e-WOM since it is anonymous and therefore less trustworthy (Heinonen, 2011). According to previous research, trustworthiness is a key factor in e-WOM acceptance (Cheung et al., 2009).

Because of its online nature, e-WOM is not bound by time or space. According to Chu and Choi (2011), the opportunity to express views and share experiences via social media has decreased anonymity and therefore boosted trust. According to Jabr and Zheng (2014), famous people's evaluations boost purchases. Influencers use their voice to disseminate information about a product or brand in order to influence customers' purchasing choices and opinions (De Veirman et al., 2017). Previously, e-WOM was considered unpaid, non-commercial advertising, while influencer marketing is considered compensated advertising. As a consequence, there are striking similarities and differences. Overall, e-WOM is an excellent marketing tool, particularly for younger generations. Aquino (2012) contends that recommendations and reviews impact younger generations buying choices and emphasizes the importance of visual and contextual information presentation to them.

Keep in mind that recommendations and e-WOM rely on trust and reliability (S. Kim et al., 2018). The "source credibility" of a claim is evaluated by how accurate, factual, and impartial it is (The university of Kansas, 2016). The emphasis of this research is on trust in influencer marketing. Online, trust is described as an agreement between two people, the trustor, and the trustee. Here, an influencer and a follower are at work (Aljazzaf et al., 2010). Personal connections are used to create customer trust. According to Lee and Koo (2012) customers are more inclined to act if other customers offer information about a product or service. A previous study looked at sponsored blog articles and their effect on consumer perceptions of goods and companies. They discovered that businesses with high brand awareness generated favourable emotions (Lu et al., 2014). Brand awareness fosters trust, which boosts consumer confidence. A subsequent study supports this assertion, showing that customers who are acquainted with the brand are more likely to believe the claim (Lu et al., 2014). When a blog reader believes that a message is biased or that a consumer suggestion is not genuine, trust is lost (Lee & Koo, 2012). Previous research has shown a favourable connection between attitude and trust (Macintosh & Lockshin, 1997; Suh & Han, 2002). Trust is important in any blogger marketing approach. Interpersonal trust impacts individuals because blogging is built on trust, and readers are more likely to accept what they read and be affected by the writer (Ja-Shen et al., 2008).

2.4 Trustworthiness and Trust

We begin by exploring more into the notion of trustworthiness and how it varies from trust in general. The antecedents of trustworthiness are then considered after a more in-depth examination of confidence in the organization. To help us comprehend the following discussion, the term trustor refers to the person who decides whether or not to trust (in our case the brand), whereas the trustee refers to the party in the relationship who want to be trusted (in our case the influencer).

We must distinguish between trust and trustworthiness since the two are frequently and incorrectly used interchangeably (Greenwood & van Buren, 2010). It will not always be the case (Colquitt et al., 2007), however for trust to develop, the trustor must estimate the trustee's trustworthiness based on the trustor's collected information (Kim et al., 2009). Furthermore, according to Hodson, (2004), trustworthiness is a series of behaviours on the part of the trustee that support the trustor's expectations and is basically a feature of the trustee in question.

In general, trust is a conviction held by one person about the attitudes and conduct of another. In conventional marketing terms, trust refers to a customer's belief in a company or its representatives. Almost every definition of trust includes the ideas of being willing to be exposed and having reasonable expectations (Rousseau et al., 1998).

The role of trust inside the context of relationships has been described by Dood L. (2018) in the contest of her analysis in the field influencer trustworthiness. In this study we can find a suitable definition of trust given by Rotter (1967, p.651) that defines trust as "a generalized expectancy held by an individual that the word of another can be relied on". Like Rotter (1967) and Moorman et al. (1993, p.82) describe trust as "a willingness to rely on an exchange partner in whom one has confidence". These formulations are commonly used in Relationship Marketing literature, with the emphasis on confidence as an essential component in the building of trust. In order to instil "confidence" SMIs are used by brands as a tool in order to transmit to consumers trust.

Individuals' beliefs about people with whom they interact are therefore defined as trust; while there are several definitions, ultimately trust is the degree to which uncertainty can be absorbed. Individuals' beliefs about those with whom they engage are therefore defined as trust; while there are many and varied definitions, trust is ultimately defined as the ability to accept uncertainty.

As described by Korczynski (2000) in the field of research of trust and trustworthiness by Sekhon et al. (2014) the foundations for the trustor's confidence can be seen in the trustee's conduct. From the viewpoints of economics and sociology, he has identified four main origins of confidence.

The presence of a calculative and non-calculative component of trust, or, as McAllister has put it, cognitive and emotive forms of trust, is implicit in Korczynski's, (2000) approach.

In the investigation performed by Dood L. (2018) it is possible to find a suitable version of the concept of trustworthiness that is analysed following the definition provided by Mccracken (1989, p.311) as "the source's perceived willingness to make correct statements." Yet, speaking about social influencers, Sekhon et al (2014, p.411) definition seems to better represent the situation, referring to trustworthiness as "characteristics of the trustee, upon which consumers form a judgement." This is supported by Shainesh (2012, p.270), who proposes that trustworthiness is made up of multiple "facets of trust." Previous research showed that 'trustworthiness' operates as a favourable trigger in improving attitudes (Petty & Cacioppo, 1984). This statement is applicable to social influencers.

2.5 Cognitive and Affective Trust

Cognitive trust is based on some amount of knowledge and belief about others; it is a deliberate decision on the part of an individual and is likely to be based on exchange partner qualities such as competence, reliability, and dependability (Darley, 1998).

Cognitive trust is primarily based on some degree of knowledge and belief about others; it is the result of an individual's deliberate decision and is likely to be based on trade partners' competency, reliability, and dependability (Sekhon et al., 2014). The "present level of reliability" and the "degree of pleasant experience" are criteria use to evaluate SMIs (Ganesan 1994 cited by Dodd L. 2018). Influencers' activities have the potential to change and alter people's lives; therefore, it is critical that influencers "possess the right credentials to support claims" (Dholakiya, 2017) in order to assist in the mediation of brand trust from a short-term transaction-oriented goal to a long-term relationship building goal, as described above.

Zakonic (1980, quoted by McAllister 1995, p.30) highlighted that cognitive trust is formed first, since "affect frequently endures despite a full invalidation of its original cognitive basis" (Sekhon et al. 2014, p.412).

"Cognitive trust" and "emotional trust" are two different concepts, according to David et al. (1985). Instead of being motivated by "cold" logic, emotional trust is driven by the trustee's good feeling and depends less on the trustee's cognitive basis. It's worth noting that Mcallister (1995) makes a distinction between "cognition- based trust," which is based on cognitive assessments of trustee characteristics (such as benevolence, integrity, competence, and predictability), and an alternative, "affect-based trust," which is grounded in interpersonal affective bonds.

This corresponds to the relationship between the customer and the influencer, which has impacted the suggested framework.

The trust that is built via affective connections is more likely to be based on components such as care and concern for others, while the trust that is built through rational connections is less likely. Based on how trust is rewarded and penalized, according to Darley, (1998), trust may be classified into two types: positive and negative. The second kind of trust is one that is more idealistic, noble, and personal in character. In essence, the former is self-interest calculative, while the latter is motivated by love and concern for the interests of the relationship partner and is not motivated by self-interest. Benedicktus et al., (2010) trust may be shown in a variety of ways.

Due to the fact that it is founded on emotional engagement, affective trust has the potential to strengthen a connection (Sekhon et al., 2014). According to the authors of Johnson-George and Swap (1982), this kind of trust is driven by a desire to "protect the well-being of another person" (Massey and Kyriazis 2007, p.1152). Despite this, due of its roots in social psychology, it is often referred to be "idealized" (Sekhon et al., 2014). In particular, having a real and sincere "self-branded/public image" (Khamis 2017, p.191) is essential for social influencers, since customers want them to be honest and authentic in their communications. Influencers on social media are individuals who are able to successfully establish a "emotional connection" with their followers (Dowell 2015, p.120).

Cognitive-based trust may be linked back to rational choice models and economics. Cognitive trust is based on the other party's knowledge. Under normal conditions, trust develops over time; but, if cognitive signals are available, trust can grow more rapidly and to a greater extent (Kim et al, 2004).

In the absence of comprehensive contractual protection, the assumption that partners would not act opportunistically since it is not in their best interests serves as a foundation for commercial commerce. Therefore, a trustee must be trustworthy and honest (Mcallister, 1995) in order to be entrusted with such responsibility. They must also carry out the obligations that they have committed to. As a consequence, cognitive trust is concerned with the reliability of information (Johnson & Grayson, 2005). When it comes to trust, cognitive trust is based on logical decision-making, while emotional trust is based on social psychology and emphasizes the need of looking out for the interests of the trustor (the one who is being trusted). The fact that it is based on emotional involvement contributes to the depth of a relationship in which it exists (Costigan et al., 1998). The concept of identification-based trust proposed by Lewicki and Bunker (1995) and the stance on trust advocated by Korczynski, (2000) are similar to Rousseau et al., (1998), who define cognitive confidence as relational.

The emotive form of trust is founded on care and concern for some, kindness for others (Doney & Cannon, 1997), integrity and shared ideals for (Morgan & Hunt, 1994), and idealisation for Darley (1998: 321). In summary, affective trust is the degree of emotional connection between the trustor and trustee, and it is these connections that influence the degree of cognitive trust.

3. Literature Review

The following chapter contains tables that illustrates the main papers following the path of the research carried out in this thesis. The literature review and also the sources contained in this document have been searched through the use of Google Scholar, Scopus, WebOfScience and ELSEVIER. Some papers have been retrieved inside main papers in their sources.

Author(s)	SJR	Journal	Year	Title	Main fundings
Gaëlle Ouvrein, Sara Pabian, David Giles, Liselot Hudders & Charlotte De Backer	0.95	Journal of Marketing Management	2021	The web of influencers. A marketing-audience classification of (potential) social media influencer	This research attempts to classify (possible) social media influencers and emphasize their characteristics. It was previously classified by academics or customers according to quantifiable social media influencer attributes. In fact, an influencer's social effect is a result of both their own objectives and motives and their audience's perceptions and attributions. This research offers a conceptual classification that blends social media influencer traits with audience perceptions. The suggested categorization includes three kinds of top social media influencers: passionate business influencers, passionate influencers, and passionate topic enthusiasts. Celebrity, genuineness, and income explain their disparities. Our framework's marketing and research ramifications are addressed.
Daniel Belanche, Luis V. Casalò, Marta Flavì, Sergio Ibànez-Sanchez	2.0	Journal of Business Research	2021	Understanding influencer marketing: The role of congruence between influencers, products, and consumers	Influencers increasingly offer followers with information and ideas. Based on balancing, cognitive dissonance, and congruity theories, this article shows how a congruence psychological mechanism may help influencer marketing efforts succeed. This research examines the relationship between the three key players in any influencer marketing campaign: the influencer, the consumer (or follower), and the sponsored company. The research includes 372 renowned fashion influencers' fans. The results show that high (low) influencer—product congruence leads to high (low) consumer—product congruence. Strong consumer-product congruence leads to more positive attitudes, purchases, and recommendations, guaranteeing optimum returns on influencer marketing efforts.
Marjorie Delbaere, Brittany Michael, Barbara J. Phillips	1.0	Psychology and Marketing	2021	Social media influencers: A route to brand engagement for their followers	With a strong following on social media, SMIs may engage customers and build customer brand connections across product categories. Consumers trust SMIs and seek out their material for useful information and guidance. This study examines the process of brand interaction between consumers and brands in the context of digital content marketing. The research used automatic text analysis to examine over 60,000 user comments from the YouTube beauty community. This research is one of the first to show that SMIs may lead to brand engagement via cognitive processing, affection, and activation.

Author(s)	SJR	Journal	Year	Title	Main fundings
Do Yuon Kim, Hye-Young Kim	2.0	Journal of Business Research	2021	Influencer advertising on social media: The multiple inference model on influencer-product congruence and sponsorship disclosure	An inference processing research examines the impact of influencer advertising characteristics on customer reactions. Sponsorship disclosure and influencer-product congruence are controlled variables. Using perceived congruence (High vs. Low) and sponsorship disclosure, this research investigates whether social media users infer two kinds of influencer motivations (Affective vs. Calculative) (Presence vs. Absence). The results indicate that greater emotional motivation inference may be utilized to increase product attitude and decrease advertisement recognition. Advertising recognition and calculative motivation inference may influence product attitude in a serial mediation. According to the paradigm, previous persuasion information and situational features were both processed concurrently. Lessons learned from native advertising on social media:
Chen Lou, Shupei Yuan	0.90	Journal of Interactive Marketing	2019	Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media	Influencer marketing spend has skyrocketed in recent years. The current study seeks to investigate how social media influencer marketing impacts consumers. It offers a social media influencer value model that incorporates both advertising and source credibility. We tested our model by surveying social media users who followed at least one influencer. Following influencers' sponsored postings increases brand awareness and buy intent, according to partial least squares route modelling findings. Discussion of theoretical and practical consequences
Jan-Frederik Gräve	1.94	Society Media +	2019	What KPIs Are Key? Evaluating Performance Metrics for Social Media Influencer	The monetization of social media influencers (SMIs) in the form of so-called influencer marketing makes this endeavour much more difficult. Companies that use influencer marketing have little control over content and context, so they must vet SMIs and their material before and after working together. Quasi-quantitative performance indicators (e.g., number of followers, likes) are easily accessible, but are they suitable proxies for assessing SMIs or influencer marketing campaigns? The research found that marketers depend on a SMI's reach and number of interactions as performance indicators. When weighing various measures, these experts depend on comment sentiment heavily, implying that the frequently used measurements are insufficient. The study's findings question the use of conventional quantitative measures to assess SMI content while emphasizing the value of content-based metrics.
Laura Dodd	N/A	Journal of Promotional Communications	2018	An analysis of the nature and role of social influencer trustworthiness within the health and fitness sector and how it facilitates brand trust	This paper analyses the concept of trustworthiness as a facilitator of brand trust by adapting Sekhon et al.'s (2014) model of organisational trustworthiness to include variables applicable to the context of the health and fitness sector. The resulting model focuses on Sekhon et al.'s (2014) cognitive and affective antecedents and the impact they have on social influencer trustworthiness. It proposes that there is congruence between influencer trustworthiness and brand trust. Supported by academic literature and current sector practice, analysis identifies the construction of influencer trustworthiness through the application of identified antecedents of trust as a way of generating brand trust

Author(s)	SJR	Journal	Year	Title	Main fundings
Nadja Enke & Nils S. Borchers	1.18	International Journal of Strategic Communication	2019	Social Media Influencers in Strategic Communication: A Conceptual Framework for Strategic Social Media Influencer Communication	Strategic social media influencer communication has grown in importance. Despite the increasing importance of this new strategic communication tool, research has focused on developing its fundamental principles. In this post, we propose a conceptual framework for strategic social media influencer communication. We rely on study results that identify the external resources social media influencers bring to organization influencer collaboration. These results help us define social media influencers and effective social media influencer communication. Through content creation, content distribution, engagement, and personal presence on the social web, we describe social media influencers as third-party actors who have built substantial relevant connections with organizational stakeholders. The intentional use of communication by companies or social media influencers in which social media influencers are targeted or conduct strategic actions with corporate objectives. We next explore similar ideas and describe the strategic action area that has developed around strategic social media influencer communication.
Sommer Kapitan, David H. Silvera	1.13	Marketing Letters	2016	From digital media influencers to celebrity endorsers: attributions drive enfectiveness	We propose that attributions about an endorser truly liking, using, or desiring a promoted product mediate the relationship between source and message factors and persuasion via endorsement. In this paper, we integrate the persuasion literature into a framework for examining endorser effectiveness via focus factors (e.g., involvement, cognitive load) that determine whether a consumer thinks carefully or superficially about a message, and lead consumers to rely on different source and message elements (e.g., source attractiveness, argument strength). These elements then influence attributional processing. Correspondent inferences about an endorser can lead to enhanced advertisement and brand attitudes, and spur either fleeting identification with the endorsement or more enduring internalization (Kelman, The Public Opinion Quarterly 25:57–78, 1961) of the endorser's smessage as a consumer's own. Implications of our framework and research directions are discussed
Qin Gao, Chenyue Feng	2.11	Computers in Human Behavior	2016	Branding with social media: User gratifications, usage patterns, and brand message content strategies	The emergence of social media provides a new platform for developing brand consumer relationships. The aim of the current study is to examine the differences in Chinese users' gratifications of different social media and the impact of brand content strategies on the quality of brand consumer communication via social media. In the first study, 209 SNS and 161 microblog users were surveyed. Five dimensions of social media gratifications emerged from the factor analysis. Significant differences in the strengths of gratifications were found between SNS and microblog users. Usage patterns of SNS and microblog are analysed and compared. In the second study, we examined the impact of users gratification and the type of social media on the effectiveness of different brand content strategies through a two-week experiment involving 60 SNS users and 61 microblog users. Implications for developing branding strategies on different social media platforms are discussed.

4. Research Model and Research Propositions

4.1 Adapted version of the Organizational Trustworthiness Model (OTM)

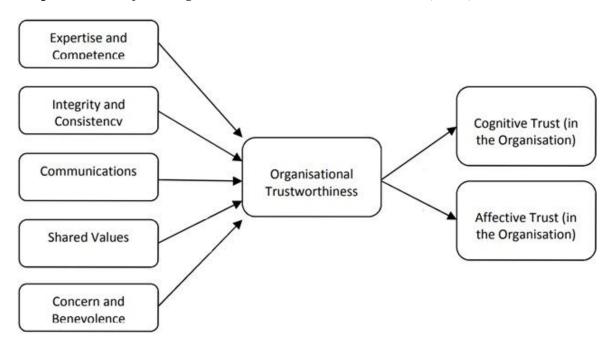


Figure 1 – Organizational Trustworthiness Model – Source: Sekhon et al., (2014)

The organizational trustworthiness model (OTM) is the base model utilised in this thesis. As it is the model deals with the correlation between several statements and the trust, affective or cognitive, generated through the organization (Sekhon et al., 2014a). In light of the results of Sekhon et al. (2014), who demonstrated a positive causal relationship between trustworthiness and trust in an organization, the model has been updated to put 'Influencer trustworthiness' in the centre of the framework. The model has been modified in order to fit properly the research this thesis aims to investigate.

As shown in Figure 2, the relationship between brand trust and influencer trustworthiness is mediated by four distinct principles: expertise and competence, bilateral communication, value congruence, and benevolence. Due to the qualitative character of the study, the four principles are connected from both brand and influencer perspectives. The framework as a whole is connected by trust, both cognitive and affective; the two kinds of trust are reflected in the many principles that comprise the core framework.

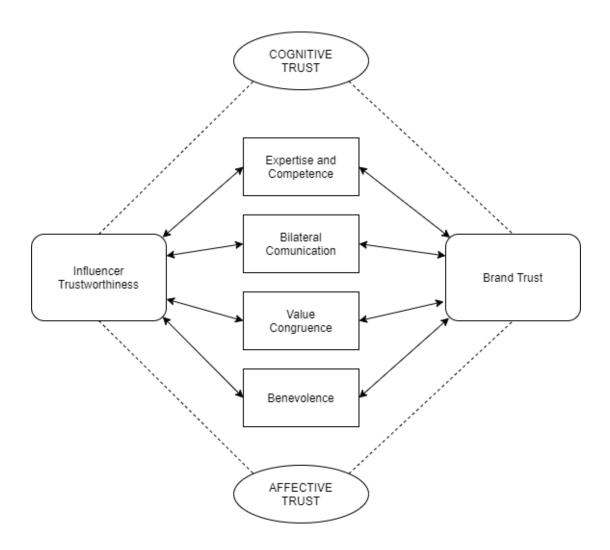


Figure 2 - Adapted Model of Organisational Trustworthiness - Own Source

4.1.1 Expertise and Competence

In the proposed model, expertise and competence are crucial in proving brand's trustworthiness. Mayer et al. (1995) argue that expertise and competence communicate capacity and that such signalling is crucial in increasing organizational credibility. Doney and Cannon (1997) dealt with expertise and competence under the broad category of salesperson experience in the relationship management literature, but Moorman et al. (1993) referred to this as the capacity to perform a task.

Sirdeshmukh et al. (2002), on the other hand, conceptualised ability as operational competence, a stance later repeated by Coulter and Coulter (2003), who likewise deal with ability in the context of competence, while Johnson and Grayson (2005) deal with it in the framework of expertise. To be ready to tolerate vulnerability, a trustor must be sure that the trustee has the capacity to provide what is promised and supply solutions (Abrams et al., 2003). This relates to competence, which, as previously discussed, Butler (1991) considers to be an essential concept. This essentially

refers to the trustee's capacity to deliver on its commitments and is what Colquitt (2007) refers to as the "can-do" component of trustworthiness.

The assumption that it is possible to make in this case referred to the presence of expertise by the influencer and commitment from the brand is:

A1: the expertise of the influencer and its commitment to the brand are important values to allow the parties to establish a relationship and generate cognitive trust

4.1.2 Bilateral Communication

Communication is self-evidently required and crucial for developing connections, and also a possible factor to degrees of trustworthiness. The term communication should not be regarded as a one-way flow of information or a humdrum exchange of information, because the objective of good communication should be to open up to one another (Solomon & Flores, 2003), necessitating rich and constant conversations(Abrams et al., 2003). Communication of information from one party to another is an important component of human behaviour and may be critical to the efficient operation of society.

For the trustor, three components of communication are critical: correctness, explanation, and openness (Wetzel & Wright-Buckley, 1988), and given the nature of our study venue, accuracy may be especially important. New features have been added to social networking sites' platforms, allowing this assertion to be used to communication between social influencers and their followers (Isralele, 2016). Live streaming, for example, allows viewers to connect directly with social influencers on a new level in real-time open dialogues (Olenski, 2017). Other research in the field of organizational theory shows that openness is a feature that impacts trust development (Farris et al., 1973; Hart et al., 1986; Leslie, 2004 cited by Sekhon et al., (2014)), although this may be argued to be connected to open conversation and its accompanying advantages such as shared value (Zineldin & Jonsson, 2000). The assumption based on this prospected value can be stated as follow:

A2: the communication is at the base of a proficient relationship between the SMIs and Brands

4.1.3 Value Congruence

Morgan and Hunt (1994) address shared values explicitly as an essential component, but Doney and Cannon (1997) speak to similarities using a similar concept. Coulter and Coulter (2003) use a similar approach to dealing with shared values in their work. Sitkin and Roth (1993) argue that value congruence is essential for the establishment of trust within an organization. They associate this

with the alignment of employees' views with those of the organization, and a lack of congruence may lead to mistrust. Extending on this premise, we argue that increased trustworthiness will be evident when the values of the trustee and the trustor are aligned. SMIs and Brands values are aligned when the niche of action of the influencer contain as well the brand mission, vison or message to cast; it depends on the camping the brand is aimed to create ether for a social purpose or for a business one. This reinforces the stance of Dwyer et al. (1987), who argue in conceptual work that shared values are important in the relationship formation process. The development of common values with the trustor is most often a result of an organization's culture (Galford & Drapeau, 2003). The culture will reflect management beliefs/practices that result in the creation of trust internally, and trust is more likely to be created with the trustor in an organization that is typified by internal trust building. The value congruence between the influencer niche and the brand field *should* represent an important element of configuration of their relationship.

It also contributes to the generation of cognitive trust. The assumption in this case may be:

A3: The field of action, that is to say both SMIs and brand values, influence the creation of trust and the effectiveness of the casted message.

4.1.4 Benevolence

We hypothesize that demonstrating care and beneficent behaviour is likely to be especially beneficial for the establishment of affective or relational trust (Mayer et al., 1995). Benevolence is defined by three dimensions: thoughtfulness and sensitivity, behaving in the best interests of others, and abstaining from exploiting others. A trustee who demonstrates care or benevolence demonstrates that it will not abuse the trustor's weakness and is concerned with the other party's well-being. In the research on relationship management in general, kindness has been identified as a critical element in establishing trustworthiness (Fang et al., 2008). According to Sirdeshmukh et al. (2002), operational kindness is a critical component of successful relationship building. Morgan and Hunt's (1994) previous work indirectly addressed the problem of kindness as an absence of opportunistic behaviour. Coulter & Coulter (2003) classified kindness as a form of empathy. The research indicates that kindness is critical, and it is anticipated that the degree to which benevolent behaviour is a feature of the trustee and seen as such by the trustor would affect the level of trustworthiness (Jones et al., 1975).

The assumption based on this described value is:

A4: the affective trust can be developed through the sensitivity, the common interest, and the mutual respect

4.2 Alternative Theory: Commitment Trust Theory (CTT)

For a marketing relationship to be effective, the CTT asserts that two essential components, trust, and commitment, must exist in the partnership for the connection to be successful (Morgan & Hunt, 1994). Creating a personal connection with consumers by fulfilling their needs and following through on promises is the goal of relationship marketing. Relationship marketing is a strategy that encourages company owners to develop long-term relationships with their consumers rather of focusing only on short-term financial benefits. The same theory can be transposed to the relationship brand have with influencers, in order to create long-term relationships. It is assumed that a long-term relationship between the two characters can be the source of trust.

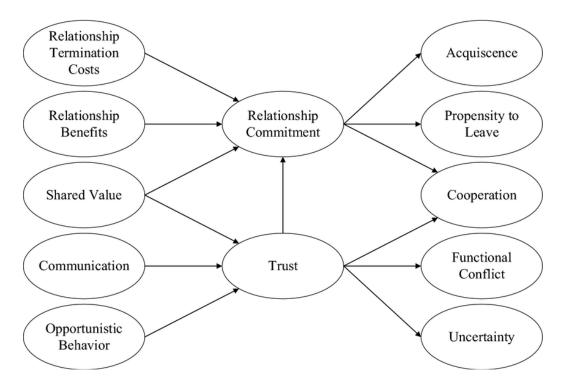


Figure 3 - Commitment Trust Theory Source: Morgan, R. M., & Hunt, S. D. (1994)

4.2.1 Trust and Commitment

The confidence that both parties in a relationship have in each other that the other will not do something harmful or hazardous to the relationship is referred to as trust. Businesses gain the trust of their consumers by following through on their promises (Rousseau et al., 1998).

According to Brink and Berndt (2004), commitment entails a long-term desire to sustain a highly valued relationship throughout time. As a result of this goal, the company spends constantly in the development and maintenance of connections with its customers, in this instance the relationship as to be transferred in the SMIs files, so that the relationship may be observed throughout time. The brand may add comments to guarantee that the influencer connection continues in the

future. In other words, the company demonstrates its commitment to influencers by engaging in a series of relationship building activities, such as campaigns, inclusion of the influencer in long term plans, brand ambassadors programs etc.

4.2.3 Adapted model of the Commitment Trust Theory

In order to properly fit the research and its aim the adapted model of the previously illustrated theory will be applied as alternative path to follow.

In the adapted model the trust is associated to the trust brands' have on influencer, generating the trustworthiness of those. Moreover, the relationship commitment is linked both senses to the influencers trustworthiness.

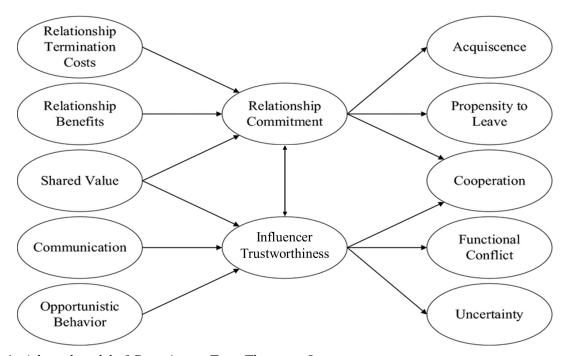


Figure 4 - Adapted model of Commitment Trust Theory. - Own source

5. Methodology

5.1 Research Design

The aim of this study is to better understand the relationship between influencers and brand and how trust is generated. Since concepts such as, trust and relationships are very complex, a qualitative approach has been chosen in order to have a depth comprehension of the examined topic.

Nevertheless, as the topic has been introduced very recently, there are lacunae and deficiencies in the previous literature. Several studies that aim at understanding consumer perceptions and points of view have been carried out following a quantitative approach. In this case a qualitative research approach seems to be the most suitable method due to the exploratory nature of the research.

In-depth interviews will be performed, which implies intensive one-on-one interviews. This research technique enables respondents to express their ideas, opinions, and perspectives on the topic, resulting in broader insights (Isabel & Sierra, 2006). Additionally, more detailed information and specific references may be provided. Furthermore, the interviews will be semi-structured, with openended questions intended to elicit respondents' perspectives on the issue and provide accurate explanations based on previous knowledge (Flick, 2018). Theory-driven and hypothesis-driven questions may also be asked in light of the researcher's theoretical presuppositions. The purpose of these questions is to elicit more information from the respondent. Finally, confrontational questions may be asked, in which the researcher presents a counterargument based on the respondent's expressed views and opinions. As a consequence, the participant's belief must be reconsidered in light of the newly acquired information. To dissuade the respondent from incorporating this choice in his/her hypothesis, the alternatives should be in complete opposition to one another. According to the interview, the research may have a broader variety of other options to give.

Respondents are contact trough their official channels indicated in the about section of brands' websites. As well as brands, Influencers' Agencies are contacted telephonically or via official channels in their about section. Influencers are contacted via Instagram or LinkedIn.

5.2 Interviews' design

Interviews will be structured in three main sections following the framework proposed by Gioia et al. (2013). During the introduction a brief presentation and the explanation of the background is made to the interviewees. Following the main part of the interview where the relationship of the respondents towards brands or influencers is investigated, depending on the interviewee is either an influencer or a brand. Trust is investigated and questions related to the proposed theory of the organizational trustworthiness are asked. This part is fundamental to understand how trust is created and which role plays in the relationship between these two subjects. Depending on the tier of influencers involved, either they are the subject of the discussion, in the case of a brand's interview, or the respondents, questions relate to the long-term relationship (trustworthiness) and the value congruence are asked to understand if these two factors are important and how influence their relationships. Finally, the conclusion part where space for a recap, possible other interesting finding and other contacts for further interviews is dedicated.

Pilot interviews are important. Two of them are planned to be done in order to test the different path of the interviews depending on the fact that to be interviewed is either a brand or a an influencer. Moreover, those are useful to improve the questions proposed during the interview. One influencer and one brand who use influencer marketing are the two subjects that will serve this scope. Their answers are not then taken into consideration in the batch of the full interviews on which this study is based on.

The confidentiality of responses, as well as the identity of respondents, will be ensured. Before the interview begins, a consent form is provided through e-mail and signed by both parties. To satisfy ethical requirements, it educate participants about the scope of the research, the features of the interview, and the data collecting. For the same reason, permission is provided freely by a competent and fully informed individual. The Consent Form is useful because secrecy increases credibility among participants; Also, the anonymity of respondents makes them able to share difficult subjects and previous experiences. Finally, it enables the researcher to record the interviews on tape. The recording allows the researcher to concentrate on listening, developing questions, and maintaining impartial records.

5.3 Target sample characteristic

In order to address the topic properly and retrieve the best result for the investigated topic, all influencers, intermediary agencies, and brands are suitable subjects to be interviewed.

Influencers' requirements

Since the aim is to understand the trust among the different types of influencers, and how this influence their relationship with brands, all influencer types (listed in Table 1) are suitable for the interviews. In particular a requirement that have to be common to all the interviewed influencers is that they have to be active with paid campaigns with brands for at least one year. Is not relevant for the purpose of this study if they are collaborating with only one or more brands at the same time or they have a limited number of brands with who they collaborate.

Influencers' Agencies requirements

Influencers' Agencies are all those agencies who intermediate the communication between influencers and brands. It is an interesting point of view because here is where the deal is made, it represents the moment in which influencers' trustworthiness is sold to brands. Those companies represent more than one influencer, so the size of those companies is not relevant for the aim of this study.

Companies' requirements

Companies are interviewed in order to understand how the communication to influencer is settled. The marketing managers of those companies are the most suitable candidates to be interviewed together with the digital marketing department if the function is detached from the main marketing department. It is required to the companies subject of the interview process to have adopted influencer marketing strategies for at least one or more years. As for the influencer requirements, even if the brand has more than one partnership with influencer is not a critical factor to be accounted.

It is critical, especially in qualitative research, to maintain good data dependability. The accuracy of the transcriptions of the interviews ensures dependability in this research. All of the data may be double-checked with respondents if necessary in order to validate the researcher's conclusions. Validity must be in accordance with the study question and problem description. This may be accomplished by ensuring that the findings are sufficiently relevant and transferable to and used in comparable areas. Transparency is a crucial step in ensuring the study's validity and dependability. Transparency is more likely to be seen by the reader as a consequence of an in-depth explanation step-by-step of how the findings will be given, and the research implies a more solid efficacy.

5.4 Sample

The respondents, chosen following the concept of theoretical saturation (Glaser & Strauss, 2017), are listed in the following table. In order to guarantee confidentiality and the anonymity of the participants, a code name has been assigned to every respondent. The table gives further information about the respondent and the interview characteristics.

ID	Type	Position	Location	Length	Date
R-01	Influencer		IT	00:00:00	/ /
R-02	Agency	Employee	IT	00:00:00	/ /
R-03	Brand	Marketing manager	GE	00:00:00	/ /

Table 2 – Sampling table – Own source

5.5 Data collection

Interviews will be recorded, in order to allow further analysis of the same in the future. A notebook will be used in order to collect some notes and key-words useful to structure the following sub questions when needed. Moreover, thanks to the use of a software, full transcription will be made in order to have all the material available for the coding process.

5.6 Data analysis

MAXQDA software will be used to examine the data. As a results, the information gathered from the interviews will be sent into the program, which will extract the necessary material, evaluate it, and code it in order to provide objective findings that will serve as the foundation for the research's future theoretical growth. This aims to provide an objective foundation for a highly subjective process, thus increasing the study's dependability.

6. Expected Contributions

6.1 Scholarly Contributions

The discussion regarding the relationship between brands and SMIs is limited and not many close fields have been investigated. The element of trust has not been yet investigated on the side of the brand but only form the consumer perception point of view. This work will contribute mainly to the gap identified by Kilgour et al., (2015).

6.2 Implications for Business and Society

A company's ability to influence, receive, curate, and engage with their specific communities is critical. The more in-depth this information, the more likely content marketing tactics will be successful. The thesis will give insights from brand and influencers prospective, that can be used to improve and structure the relationship between these two characters, moreover it will be useful to understand which values drive trust in these relationships. The comparisons of the relationships between different types of influencers (see table 1 – Influencer Classification) and brand will improve the knowledge from both parties involved. The contribution of this thesis is addressed mainly to improve the literature of a field that worth \$10 billion dollars and will worth \$15 billion dollars in 2022 (Rahal, 2020; SocialSensei, 2020) and companies since they should have more insights in order to build the relationship with the main characters of digital marketing of the modern era.

7. Chapters Overview

Abstract: brief summary of the research of maximum 250 words, the topic, its scope, and keywords.

List of abbreviations

List of figures

List of tables

- **1. Introduction**: an overview of the background is presented together with a summary of the research topic. This chapter comprises, problem statement, previous literature, research questions and finally contributions.
- **2. Theoretical framework**: a summary of the key concepts utilized to provide a solid theoretical foundation and the study's proposition. The literature review table also includes an overview of the most important academic papers.
- **3. Methodology**: the reason why the qualitative approach has been chosen as well as explanation of the following interviewing process is included in this chapter. How respondents have been chosen and their main features are listed The interview design and its primary constraints are also included in this part, which will need to be improved in the future research.
- **4. Results**: the analysis of the results of the semi-structured interviews obtained with the software MAXQDA and the main findings will be outlined in order to further the theoretical development.
- **5.** Conclusions: final conclusions, paths for further research and main limitations will be described.
- **6. Appendix**: tables and/or figures not included in the main body due to size or importance
- 7. References

8. Work Plan

	Months	S	epte	mb	er	O	ctob	er		N	ove	mbe	r	D	ece	mbe	r		Janua	ry
	Weeks	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3
D 11	Theoretical framework																			
Reading	Influencer marketing																			
	Interview design																			
Methodology	Gathering contacts																			
	Interviews																			
	Coding																			
	Analysis of the results																			
Writing	Integration framework																			
	Conclusion																			
	Review																			
	Speech																			
Presentation	PPT Presentation																			
	Dissertation preparation																			
DEADLINES						03.10													13.1	21.1

Table 3: Working plan Exposé from September to January – Own Source

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