Who is Credible? Differences in Credibility of Micro- and Macro-Influencers

Carsten Schultz
University of Hagen

Cite as:
Schultz Carsten (2020), Who is Credible? Differences in Credibility of Micro- and Macro-Influencers . *Proceedings of the European Marketing Academy*, 49th, (64592)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.

Who is Credible? Differences in Credibility of Micro- and Macro-Influencers

Abstract

Influencers have created increasingly attractive opportunities for brands to reach their target groups. Over the last years, influencers have continuously grown and correspondingly professionalized their appearance and communication. According to their growth, the subsequent challenge arises whether their followers perceive credibility different. Specifically, the present study examines whether credibility is differently perceived in the case of influencers with a small audience compared to influencers with a large audience. The empirical results are based on 709 evaluations of Instagram influencer messages. The credibility scale resulted in two factors: expertise and trustworthiness of influencers. Followers perceive the trustworthiness of micro-influencers higher than macro-influencers. In contrast, the perception of expertise is evaluated higher for macro-influencers than micro-influencers. Brands thus need to decide which type leads to a more effective way of communication.

Keywords: *Credibility; Influencer-Marketing; Social Media*

Track: Digital Marketing & Social Media