

Understanding Customers' Interest in Influencer Discount Codes on Social Media and its Influence on Attitude to Advert and Purchase Intention

Davina Weintz

Saarland University, Chair for Business Administration, in particular Retail Management

Bastian Popp

Saarland University

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Abstract

Social media usage is one of the most popular activities online and has attracted great interest among retailers for influencer marketing and discount campaigns. While emerging academic research has uncovered various aspects of the effectiveness of influencer marketing, empirical work related to the role of price-related attributes is still missing. To close this gap, we study customers' coupon proneness, their interest in influencer discount codes and the resulting influence on consumer's attitude to the advert and purchase intention. Based on previous literature, a structural equation model is empirically tested. Besides trustworthiness and expertise as general source of credibility, coupon proneness and the significantly higher resulting interest in influencer discount codes have a relevant positive impact on the attitude toward influencer advertisements in social media and the related purchase intention. These insights offer potential for retail practice and further research.

Keywords: *influencer discount codes; social media advertising; coupon proneness*

Track: Digital Marketing & Social Media