

# Why Do You Like the Post? An Explanatory Approach of Micro, Macro and Mega Influencers' User Engagement Statistics

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## **Abstract**

The paper investigates the influence of SMI- and brand-related factors on the number of likes of brand-related user-generated content on Instagram. Furthermore, the analysis examines the effect of influencer size as a moderator for the factors and its effect on the number of likes. For this study, a dataset with 398 Instagram posts was collected and coded by three independent coders. The factors were tested in a linear regression model with the independent variables SMI prominence, brand prominence, and the source credibility dimensions attractiveness, expertise, and trustworthiness. Brand prominence has a negative significant effect on the number of likes, as well as the attractiveness of the influencer. Attractiveness also has a strong interaction effect with the number of followers. The results tie in with current research on the influence of influencer sizes and are highly relevant for the design of campaigns in influencer marketing.

**Subject Areas:** *Advertising, Channels, Electronic Commerce and Internet Marketing*

**Track:** Digital Marketing & Social Media