

Pandemic Crisis Effects on the Relationship between Satisfaction, Luxury Brand Attachment, and Influencer Attachment: An analysis of social attachment theory.

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## **Abstract**

Social distancing is commonly implemented worldwide to respond to the COVID-19 pandemic crisis since its outbreak, yet the effects of this measure on consumer attachment towards brands and social media influencers, powerful attachment figures during social distancing, stay unknown. In the context of influencer marketing, this research develops hypotheses in the basis of social attachment theory to examine whether social distancing, consumer satisfaction and sponsored influencer content have impacts on the development of consumer attachment. Findings reveal a positive relationship between consumer satisfaction and attachment towards both brands and influencers, identify the moderating role of sponsorship on this relationship, and suggest that during the COVID-19 pandemic, social distancing has a great impact on consumer behaviors. Consumers are found more engaged in online social activities and show a stronger attachment need towards both brands and influencers.

**Keywords:** *Influencer Marketing; Social Media; Social Attachment Theory*

**Track:** Digital Marketing & Social Media