

# Two Perspectives of Korean Beauty YouTubers and Followers to Explore Influencer Marketing

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## **Abstract**

Influencer marketing has evolved from being a new type of marketing campaigns to explore an emerging phenomenon in digital social media environments. Despite the growing attention that researchers and practitioners have paid attention to the issues of influencer marketing, little research has focused on the phenomenon of both perspectives from social media influencers (SMIs; e.g., Korean beauty YouTubers) and followers simultaneously. Meanwhile, the stimulus-organism-response (S-O-R) model has been examined to successfully explain consumers' purchase on the other social media platforms. We tried to balance two perspectives of the influencers and their followers. Therefore, this study adopted the S-O-R model with a qualitative approach to explore the effects of influencers' use of stimuli strategies on their followers' feelings and behavioral intentions. Overall, there are several key influencer personal attributes, characteristics and strategies that make YouTubers stand out from others. The influencers' source credibility helps YouTubers attract precise target followers, stimulating their followers' perceptions, attitudes and impulse buying intentions. Finally, the findings of this research potentially contributed to the literature regarding the S-O-R model with two perspectives in digital marketing and social media fields.

**Subject Areas:** *Consumer Behaviour, Electronic Commerce and Internet Marketing*

**Track:** Digital Marketing & Social Media