

Don't Buy It – The Impact of De-Influencing on Purchase Intentions

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Abstract

In the winter of 2022/2023, the de-influencing trend surged on social media, particularly Tik-Tok, amassing over 1.5 billion views. Positioned as a counter to traditional influencer marketing, influencing advocates for critical purchasing decisions. This study investigates how de-influencing affects purchase intent versus influencing, with brand image as a mediator. A quantitative survey with 76 participants, divided into control (influencing) and experimental (de-influencing) groups, assessed brand image, influencer credibility, and purchase intent. Results reveal both approaches impact purchase intention significantly, with de-influencing having direct effects and influencing relying on brand image, both driven by influencer credibility. Findings suggest that participants perceived de-influencing as another form of influencing and persuasion due to the alternative product recommendation, indicating a nuanced overlap between the two strategies.

Track: Digital Marketing & Social Media