

Examining the moderating effect of Micro influencers' personal traits on the sharing activity of digital brand content in B2B context

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Abstract

In spite of the growing body of research on influencer marketing, its study is still yet limited. On the one hand, because the literature analysis reveals that it was often dominated by the study of Influencers together and as a whole, despite their differences and diversity. Thus, we propose to study them according to their different typologies. On the other hand, because it is extremely clear that the literature has been too much focused on the study of the B2C context, yet the B2B context is not of lesser importance especially within the category of Business networking sites such as LinkedIn, Xing, etc. In addition, even in the B2C context, the influence marketing study was only carried out in a logic of direct causality without worrying about the analysis of the moderating impact of some variables on the intention and the activity of digital brand content (DBC) sharing. As a consequence, we suggest studying the moderating impact of the personal traits of micro influencers on the sharing activity of DBC through B2B context.

To do this, a field survey was conducted with 312 micro influencers, in two versions in French and English, using two methods (LMS/ POI) for triangulation analysis and robustness of the results validation. The research results contribute to the understanding of the action mechanisms of personal traits of micro-influencers on the sharing activity of DBC within the B2B context. More precisely, if the moderating impact of the extraversion is fully confirmed, that of the innovativeness requires a deeper analysis thanks to the use of dissection techniques in order to better analyze mechanisms of action that apply to it.

Keywords: Micro influencer, Digital Brand content, Influence marketing, B2B.

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