

Influencing the Green Shift: Understanding Influencer Effectiveness in Plant-Based Lifestyle Engagement on Instagram

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Abstract

This study examines the impact of influencer type (macro vs. micro) on consumer engagement (active and passive) under the moderating effect of influencers' message appeals (rational and emotional). The 5106-post dataset was collected from forty macro and micro influencers on Instagram who promote plant-based lifestyle across countries (Denmark, Spain, the United Kingdom and Italy) and analysed for hypothesis testing. The results indicate that macro influencers generate more active and passive engagement than micro influencers, but message appeals have no moderating effect on the relationship between influencer type and consumer engagement. Our findings demonstrate that influencer type has an impact on consumer engagement, overshadowing the influence of message appeals. Our results offer insights for marketers seeking to optimise consumer engagement through influencer partnerships in the plant-based food market and its impact on the growth of digital eco-conscious consumption patterns.

Track: Digital Marketing & Social Media