

NEGATIVE EFFECTS OF INFLUENCER MARKETING ON CONSUMERS

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Abstract: The topic of my research is to investigate the impact of influencer marketing on consumers, with special emphasis on the negatives.

Nowadays, collaborations between content creators and companies are flourishing, with the aim of increasing brand visibility and reaching more potential customers. To this end, several strategies are being put in place that influence consumers' attitudes and purchasing behavior.

In the theoretical part, I will describe in detail the influencer marketing phenomenon and its significance and effectiveness, based on domestic and international literature and secondary data. Current trends are also mentioned, with special attention paid to the conquest of artificial intelligence. I will also explore the possibilities of influencing consumer decision-making and the role of content creators themselves.

My primary research is based on qualitative and quantitative online content analysis, the results of which are illustrated by one-variable statistical analysis. My research aims to identify the negative effects, risks, and challenges of influencer marketing on consumers, then based on these I make suggestions to reduce these negative effects and make influencer marketing more sustainable, more ethical.